



The Sustainable Business Incubator at Fairleigh Dickinson University

2009 Green Ventures Conference Jumpstarting the New Green Economy

Including NCIIA Invention to Venture Workshop
Green Expo and Green Jobs & Entrepreneurial Opportunities Fair

May 19-21, 2009

Fairleigh Dickinson University
285 Madison Ave., Madison, NJ

"The goal for our participants is to help them create a vision for business and work within a new paradigm."

Sponsors & Associates

- NJ EDA
- Covanta Energy
- NJ Business Incubator Network
- National Collegiate Inventors and Innovators Alliance (NCIIA)
- Institute for Sustainable Enterprise, Silberman College of Business, Fairleigh Dickinson University
- Enterprise Development Centers, New Jersey Institute of Technology
- Rothman Institute of Entrepreneurial Studies, Fairleigh Dickinson University
- Others to follow



REGISTRATION NOW OPEN

For more information, please visit
<http://JumpstartGreen.org>
or call 973-443-8577

ISE (Institute for Sustainable Enterprise)
Fairleigh Dickinson University
285 Madison Ave, Madison, NJ 07940
(973) 443-8579

PROGRAM

Tuesday, May 19th

Conference Registration

5 p.m. Conference Registration, Green Expo and Networking Reception

We encourage all attendees to pre-register, and then to check in at 5 p.m. to pick up name badges and conference packets, visit the Green Expo and attend free networking reception.

7 p.m. Opening Keynote and Conversation

Bob Willard: The Business Case for Sustainability (Live from Toronto, Canada).

Wednesday, May 20th

Green entrepreneurship, corporate sustainability, government programs, current state of green business, green building, renewable energy, green-collar jobs

8 a.m. Breakfast, Late Registration

9 a.m. Welcome and Opening Session: Jumpstarting the New Green Economy

Welcome from: FDU President Adams, local mayors, other dignitaries and Conference Chair Jonathan Cloud

9:30 a.m. Miriam Hawley: The Power of Enough

"Opening a Sufficiency Conversation: The Foundation for Sustainability."

9:45 a.m. Green Entrepreneurship and Innovation

(Invention2Venture Track) - Starting a green venture. Opportunities and challenges. Getting help with the basics. How NJ incubators assist new companies, create jobs, and help new ventures cross the threshold from idea to reality.

10 a.m. Concurrent Sessions

1. Great Green Jobs: Where Are They?
2. Sustainable Communities (1): Urban Challenges
3. Sustainable Local Food Systems (1)
4. Renewable Energy: Promises and Realities
5. The Business Case for Going Green
6. Campus Sustainability
7. Green Media
8. Green Chemistry

11 a.m. Green IP

(Invention2Venture Track) - Creating and protecting intellectual property.

12:00 p.m. Visit Expo

12:30 p.m. Lunch Panel on Green Venture Opportunities

2 p.m. Financing Your Green Venture

(Invention2Venture Track) - Funding your green venture, Sustainable Investing

2 p.m. Concurrent Sessions

1. Scaling Up Clean Energy
2. Selling Green
3. Sustainable Local Food Systems (2)
4. Profitable Sustainable Manufacturing
5. Socially Responsible Investing
6. Changing Business Models in the Green Economy
7. Green Building and Redevelopment
8. Mayors' Panel on Sustainable Communities
9. Campus Eco-Tour

4 p.m. I 2V Wrap-up, Expo

(Invention2Venture Track) - Finding Strategic Partners.

6:30 p.m. Awards Dinner and Keynotes

Co-sponsored by Morris County SRHM, the dinner will recognize exceptional accomplishment by individuals and by companies. Awardees include Phil LaRocco of E+Co, Knute Jensen of NJDEP, and Randy Solomon of NJSSI; and companies Lighting Science Group Corporation, Alcoa Howmet, and BASF.

Thursday, May 21st

Beyond the Current Economic Growth Paradigm - Expanding Sustainable Prosperity

8 a.m. Breakfast

9 a.m. David Grant: Beyond Growth

David Grant, G.R.Dodge Foundation: Beyond the Current Economic Growth Paradigm

10 a.m. Concurrent Sessions

1. Sustainable Communities (2): Towns & Suburbs
2. Socially Responsible Investing
3. Optimizing Performance in Existing Buildings
4. Electrifying the Transportation System
5. Transformational Leadership for Sustainability
6. Stretching & Going Beyond the Business Case
7. Small Business: How to be Green and Stay Alive
8. Financial Permaculture and Ecosystem Investing
9. Campus Eco-Tour

12:00 p.m. Visit Expo

12:30 p.m. Luncheon Panel on Government Policies and Programs

2 p.m. Action-Learning Workshops

(initiative launches and updates)

1. GreenTech Angel Network
2. Neighborhood Green Incubators
3. Transitioning to Green™ Careers
4. Transition New Jersey
5. Sustainable Leadership Forum
6. Community Clean Energy Aggregation
7. Creating New Business Models and Enterprises
8. Enough Already! A Sufficiency Dialogue
9. All the Trained Workers You Need

6-8 p.m. Green Jobseekers Networking

7 p.m. Closing Reception - Green Recovery & Green Drinks - Open to all (cash bar)