



Wisconsin Economic Development Association Inc.

***2007 WEDA Fall Conference
"Going Green" - How Sustainable and Renewable Energy
is Driving Community Development
Regency Suites, Green Bay WI
October 3-5, 2007***

Wednesday, October 3, 2007

- 10:00 am – 4:00 pm **Golf Outing – Royal St. Patrick's Golf Course**
Separate Registration for golf
- 4:30 pm – 6:00 pm WEDA Board of Directors Meeting
- 4:00 pm – 6:00 pm **Tour of Green Bay including the Botanical Gardens**
Take a stroll through the areas largest eco-friendly garden and explore the exceptional garden architecture. Attendees will have a tour of the city of Green Bay and will be dropped off at Lambeau Field for the reception. Return trip to hotel after the Reception included.
- 6:00 pm – 7:00 pm **WEDA Reception**
Suite 1919 – Lambeau Field
- 7:30 pm - ? WEDA Hospitality Suite

Thursday, October 4, 2007

- 8:30 – 9:00 am **Opening Remarks:**
WEDA 2007 President Andy Lisak
Welcome to Green Bay Mayor Schmitt
City of Green Bay has a sustainable passport in regards to renewable energy
- 9:00 – 10:00 am **Our Energy Future, a Balancing Act**
Keynote Speaker: Larry Weyers, Chairman, President and CEO, Wisconsin Public Service Corporation
What opportunities are facing the energy industry both locally & nationally, and how does WPS intend to meet these goals in the future.
- 10:00 – 10:20 am View Exhibit / Break
- 10:20 – 11:15 am **Sustainability and Renewable Energy : Meeting the Goals**
Rob Benninghoff, Director-Renewables & Special Projects, WI Public Service Corporation
Representatives for UW-Oshkosh & UW-Green Bay (Invited)
- 11:15 – 12:00 pm **Green Roofs Now and in the Future**
Don Mischo, Director of Special Projects, Hendricks Group

A unique way to deal with storm water runoff and enrich the environment.

- 12:15 – 1:30 pm **Luncheon Buffet**
Welcome from WEDA Board
- 1:30 – 2:15 pm **Using Natural Resources to Attract Business Development**
John Vetter, Vetter-Denk Architects
How to utilize natural aesthetics as a development draw
- 2:15 – 5:00 pm **Tour of "Green" Green Bay and Alternative Fuel Demonstrations**
Tour the new DNR environmentally designed prototype building
View UW Energy Institute's energy simulator and biodiesel demonstrations in the Advance Business Development Center.
- 5:30 – 7:30 **WEDA Reception** - Regency Suites Hotel
- 7:30 pm - ? WEDA Hospitality Suite

Friday, October 5, 2007

- 7:00 – 8:15 Breakfast Buffet / View Exhibits
- 8:15– 9:15 **Legislative Dialogue - Energy & Economic Development**
Senator Dave Hanson (Commerce, Utilities, and Rail)
Executive Director Judy Ziewacz, Office of Energy Independence
Secretary Mary Burke, Department of Commerce
Our panel of leaders will discuss statewide energy and green initiatives
- 9:15 – 9:30 Break/View Exhibits
- 9:30– 10:30 **Industry Response – Sustainability and Renewable Energy Case Studies**
Mike Krysiak, President & CEO, ENCAP LLC
Bill Abolt, Shaw Environmental & Infrastructure, Inc.
Paul Linzmeyer, President, Bay Towel Inc.
- 10:30 – 11:15 **Case Studies: How to Create a Sustainable Local Community**
Ian Griffiths, Co-Chair of the Sustainable Greater Green Bay Taskforce
Mayor Irene Blakely, City of Washburn
Fred Schnook, Project Manager, Foth Infrastructure & Environmental
These panelists, along with several other community leaders in Wisconsin, have engaged residents in sustainability initiatives that have led to increased environmental awareness and action programs that are making a difference in their communities.
- 11:15 – 11:20 Conference Wrap-Up