



ENVIRONMENTAL
ENTREPRENEURS®

ENVIRONMENTAL ENTREPRENEURS (E2) is a national community of professionals and business people who believe in protecting the environment while building economic prosperity. Founded in 2000, E2 has built a membership of almost 850 people in 27 states. Our diverse membership provides the business voice needed to advance sound environmental policy—addressing environmental issues from global warming to energy to oceans—based on its economic merits. E2 members have been involved in financing, creating or working in the early development of over 1,100 companies, which have created more than 500,000 jobs nationwide. They currently represent nearly \$90 billion in private equity capital that will flow over the next several years into new companies. E2 members are involved in technology companies, consulting, venture capital, real estate, financial services, and a variety of other sectors. For more information visit www.e2.org.



THE NATURAL RESOURCES DEFENSE COUNCIL is a national, non-profit organization of scientists, lawyers, and environmental specialists dedicated to protecting public health and the environment. Founded in 1970, NRDC has 1.3 million members and online activists nationwide, served from offices in New York, Santa Monica, Montana, Washington DC, Chicago, San Francisco and Beijing. For more information visit www.nrdc.org.



EVENT PARTNER



SPECIAL THANKS TO OUR ONLINE MEDIA PARTNER

E2 Summit



ENVIRONMENTAL ENTREPRENEURS [E2]

The Intersection of Business,
the Environment, and Advocacy:
What's Next?

Oct. 28, 2010

COWELL THEATER, FORT MASON, SAN FRANCISCO



Welcome to E2's 10th Anniversary Summit, "*The Intersection of Business, the Environment and Advocacy: What's Next?*" We will explore current environmental challenges from multiple perspectives and offer cutting edge content through a series of panel discussions, interviews, and conversation-style presentations. The Summit's focus will be on how to achieve a resource-sustainable and clean energy economy, and the critical role business leaders must play in environmental policy.

Schedule

9:30 - 10:00 am	Registration and Coffee
10:00 - 10:20 am	E2 Welcome and Opening Keynote: A View from the Founders
10:20 - 11:20 am	Powering the Energy Systems of the Future
11:20 - 11:35 am	Break
11:35 - 12:30 am	The Department of Defense as a Market Maker
12:30 - 2:00 pm	Networking Lunch VIP Lunch at Greens Restaurant
2:00 - 2:45 pm	Why isn't mainstream media covering the climate debate and how do we get voters to care?
2:45 - 3:00 pm	Break
3:00 - 4:00 pm	The Role of Business Advocacy for Environmental Policy
4:00 - 4:30 pm	Closing Remarks

E2 Welcome & Opening Keynote: A View from the Founders

10:00 - 10:20

E2 founders Nicole Lederer and Bob Epstein will highlight E2's accomplishments and challenges over the past ten years and set the course for the foreseeable future. Ms. Lederer will discuss the gains that E2 has made at the federal level on climate and regulatory affairs and the work that lies ahead; Mr. Epstein will talk about the importance and impact of advocacy at the state level and the current fight to retain California's landmark climate legislation. Ms. Lederer and Mr. Epstein will also talk about the future of E2.

MAUREEN BLANC
Northern California
Chapter Director, E2

BOB EPSTEIN
Co-Founder, E2

NICOLE LEDERER
Co-Founder, E2

Powering the Energy Systems of the Future

10:20 - 11:20

Join us for a conversation about how we will power our lives—our homes, businesses, and transportation systems—in the 21st Century. How will our energy and telecommunications industries converge to supply us with the energy and information we need for a cleaner and smarter energy supply. We will bring together well-known experts in the policy, investment, and technology fields for a lively conversation about powering our future.

BRAD STONE, Moderator
Senior Technology Writer, *Bloomberg Business Week*

JESSE BERST
Managing Director, Global Smart Energy,
Publishers of *SmartGridNews.com*

RALPH CAVANAGH
Energy Program Co-Director, NRDC

ADAM GROSSER
General Partner, Foundation Capital

Break

11:20 - 11:35

The Department of Defense as a Market Maker

11:35 - 12:30

Without a national carbon reduction policy, many clean technology entrepreneurs and investors are dangling over the "Valley of Death." While Congress appears to be deadlocked on climate and clean energy policy, the military has become one of the strongest advocates in Washington, DC for clean, low carbon energy technologies to enhance energy independence and avert the national security risks of global warming. While we wait for a market signal on the policy front, the Department of Defense is committing money, land, and facilities to develop technologies that might not otherwise survive in this economic climate, and promises to be a huge customer for those companies that succeed. In keeping with its role in the inception of the information technology industry, will the Department of Defense be the first market mover in clean technology? We will hear from high level Navy officials and clean tech entrepreneurs about the promise of their emerging partnerships.

JAMES MARVIN, Moderator
Director of Field Operations, Hydrovolts
and Commander, U.S. Navy-Retired

CAPTAIN JAMES L. BROWN
Director of the Navy Energy Coordination
Office, U.S. Navy

GORDON DAVIDSON
President, Davidson Energy Group, LLC

JERRY FIDDLER
Chairman, Solazyme, Inc.

THE HONORABLE
JACKALYNE PFANNENSTIEL
Assistant Secretary of the Navy (Energy,
Installations, and Environment), U.S. Navy

12:30 - 2:00

JOHN ADAMS
Founder, NRDC

FRANCES BEINECKE
President, NRDC

ROBERT F. KENNEDY, JR.
Senior Attorney, NRDC

2:00 - 2:45

CHIP GILLER, Moderator
President and Founder, *Grist*

HOWARD GOULD
Co-Founder, Equator LLC and
Tundra Capital Partners

FREDRIC N. TULSKY
Investigations editor, *San Jose Mercury News*

PETER WALDMAN
Editor, Projects & Investigations, *Bloomberg News*

2:45 - 3:00

3:00 - 4:00

BERL HARTMAN, Moderator
New England Chapter Director, E2

The Honorable BRIAN BAIRD
Congressman (WA), U.S. House of
Representatives

The Honorable FRAN PAVLEY
Senator, California State Senate

The Honorable BILL RITTER, JR.*
Governor, State of Colorado

*Due to Governor Ritter's public responsibilities,
all of his private appearances are subject to change.

4:00 - 4:30

ROBERT F. KENNEDY, JR.
Senior Attorney, NRDC

Networking Lunch at Cowell Theater or VIP Lunch at Greens Restaurant

The Networking Lunch will take place in the lobby of the Cowell Theater. Please select a boxed lunch and volunteers can direct you to the appropriate networking table. The VIP Lunch will take place at Greens Restaurant. The restaurant is located across the parking lot from the Cowell Theater in Building A of Fort Mason, next to the boats in the marina. Volunteers can direct you to the restaurant.

Why isn't mainstream media covering the climate debate and how do we get voters to care?

What will it take to get a serious conversation started in this country on climate change and energy policy? Grist founder Chip Giller will pose this question to business journalists and environmental pundits and probe for answers as to why the press is having a tough time covering the climate debate and the harder issue of getting readers and voters to care.

Break

The Role of Business Advocacy for Environmental Policy

E2 pioneered a new brand of business advocacy that has changed the conversation on environment and economy in the last decade. From our game-changing role in passing California's Clean Cars Bill (AB 1493), E2 has shown time and time again that we can be a powerful partner for legislators and administrators at the state and federal level. Join us for a conversation on the proven value of business advocacy in the environmental policy arena, and opportunities for strategic progress in the near future.

Closing Remarks

Speaker Biographies



THE HONORABLE BRIAN BAIRD, CONGRESSMAN, U.S. HOUSE OF REPRESENTATIVES
Congressman Brian Baird was elected to serve Washington State's Third Congressional District in 1998. Before that he practiced clinical psychology in Washington state and Oregon. His public service work focuses on environmental and educational needs. Rep. Baird is a long-time friend of E2, and a co-sponsor of the Olver-Gilchrest Climate

Stewardship Act (HR 620), the Udall-Platts RES (HR 969) and the Markey-Platts CAFE bill (HR 1506). In his role on the House Science and Technology Committee, he has worked extensively on forestry and invasive species issues, as well as on ocean acidification resulting from global warming. Congressman Baird currently resides in Vancouver and is married to Rachel Nugent, a Senior Health Program Associate with the Center for Global Development.



JESSE BERST, MANAGING DIRECTOR, GLOBAL SMART ENERGY, PUBLISHERS OF *SMARTGRIDNEWS.COM*

Jesse Berst is one of the pioneering thought leaders of the smart grid, and the Founding Editor of SmartGridNews.com, the Internet's oldest, largest and highest-ranked smart grid site. He provides strategic consulting to corporations, startups and investment firms looking to target their smart grid activities. Jesse devotes a portion of his time to efforts to grow the industry. As Acting Executive Director, he was a co-founder of the Smart Grid Consumer Collaborative, a nonprofit that unites utilities, vendors, and consumer advocates with the goal of accelerating the adoption of a consumer-friendly smart grid.



MAUREEN BLANC, NORTHERN CALIFORNIA CHAPTER DIRECTOR, E2
Maureen Blanc was President of Blanc & Otus Public Relations, a high-tech consultancy firm sold to Hill & Knowlton in 1999. She was Director of the Global Technology Practice for Hill and Knowlton from 2000 to 2002. Ms. Blanc has been working in the non-profit sector for the past five years, most recently as Vice President of Marketing for the International

Museum of Women. She was a founding board member of Friends of the Children (San Francisco), and she currently serves on the board of trustees for the World Affairs Council of Northern California.



CAPTAIN JAMES L. BROWN, DIRECTOR OF THE NAVY ENERGY COORDINATION OFFICE, U.S. NAVY
Captain James L. Brown is the Director of the Navy Energy Coordination Office (NECO), reporting to the Director of Navy Task Force Energy. He oversees the establishment of the Navy's strategic energy goals; coordinates the functional working groups initiatives in line

with the Department's goals; and reports on Navy energy initiatives and investments, including the development and use of biofuels, new energy technologies, and clean energy. Optimizing energy considerations in the budget and recommending Navy-wide energy conservation strategies, Captain Brown plays a key role in moving forward Secretary of the Navy Ray Mabus' energy goals to reduce the Navy's energy consumption for all of its ships, aircraft, tanks, vehicles and shore installations by increasing efficiencies and using alternative fuel sources.



RALPH CAVANAGH, SENIOR ATTORNEY AND CO-DIRECTOR OF ENERGY PROGRAM, NRDC
Ralph Cavanagh joined NRDC in 1979. He has been a Visiting Professor of Law at Stanford and UC Berkeley (Boalt Hall) and from 1993-2003 he served as a member of the U.S. Secretary of Energy's Advisory Board. His current board memberships include the Bonneville Environmental Foundation, the California Clean Energy Fund, the Center for

Energy Efficiency and Renewable Technologies, the Renewable Northwest Project, the Northwest Energy Coalition, and the Sustainable Energy Advisory Board of Texas-based Energy Future Holdings. He is a member of the National Commission on Energy Policy, which the William and Flora Hewlett Foundation established in 2002. Mr. Cavanagh has received the Heinz Award for Public Policy, the Yale Law School's Preiskel-Silverman Fellowship, the Lifetime Achievement in Energy Efficiency Award from California's Flex Your Power Campaign, the Headwaters Award from the Northwest Energy Coalition, and the Bonneville Power Administration's Award for Exceptional Public Service.



GORDON DAVIDSON, PRESIDENT, DAVIDSON ENERGY GROUP, LLC
Gordon Davidson is a thought leader and serial entrepreneur in the environmental risk and renewable energy fields. He has co-founded four companies including creating a new market for monetizing environmental risk transfers and commercializing new environmental and energy technologies. He was named the first Director of EPA's Office of Federal Facilities

Enforcement program overseeing the cleanup of federal facilities, notably DOE's nuclear weapons production sites and military bases. In that position he closed over 240 cleanup agreements, helped pass three amendments to environmental laws, and led a U.S. delegation to NATO to negotiate an international agreement on pollution releases from the former Soviet Union military bases. Mr. Davidson is the lead consultant to the Department of Energy's Energy Parks Initiative which is designed to convert DOE's former weapons production sites into integrated energy parks including the full array of clean energy technologies from R&D to industrial-scale projects.



BOB EPSTEIN, CO-FOUNDER, E2
Bob Epstein is an entrepreneur and engineer with a Ph.D. from the University of California at Berkeley. He is a co-founder of five companies: Sybase, New Resource Bank, GetActive Software, Colorado Microdisplay, and Britton-Lee. Bob currently splits his professional time between his roles as co-founder of Environmental Entrepreneurs (E2), Director New Resource Bank, Director Cleantech

Group, Chairman NRDC Action Fund and Trustee of the Natural Resources Defense Council. Mr. Epstein led the E2 team that helped to pass California's major global warming bills—the "Clean Cars Bill" and the "Global Warming Solutions Act of 2006." He is Vice Chairman of California's Economic and Technology Advancement Advisory Committee for AB 32. Mr. Epstein is currently serving on the Executive, Finance, and Steering Committees for the No on 23 Campaign. His community activities are focused on the environment, public education and opera.



JERRY FIDDLER,
CHAIRMAN, SOLAZYME, INC.

Jerry Fiddler is the Chairman of Solazyme, a biotech company working with algae for energy, industrial, and health applications. Solazyme's technology allows algae to produce oil and bio-materials in standard fermentation facilities quickly, efficiently and at large scale. Among other applications for this technology, Solazyme develops alternative fuels for jet and diesel

engine applications for the Department of Defense, including algae-based jet fuel for the U.S. Navy. Mr. Fiddler is the founder of Wind River which was acquired by Intel in 2009. While serving as CEO of Wind River for 23 years, Mr. Fiddler gained an international reputation as an expert in the design and implementation of real-time systems. He sits on several corporate boards including Tensilica, Crossbow, and Servo. He is president of the foundation board of Chabot Space & Science Center.



CHIP GILLER,
FOUNDER AND PRESIDENT, GRIST

Chip Giller founded *Grist* in 1999 to lighten up a movement known for taking itself too seriously. He was honored with a Heinz Award in 2009 for launching the country's most influential green media platform. He was named a *Time Magazine* "Hero of the Environment" in 2007, and was awarded the 2006 National Conservation Achievement Award by the National Wildlife

Federation. Mr. Giller has been featured for his work in such outlets as *Vanity Fair*, *Newsweek*, and *Outside*, and has appeared on broadcast programs including NBC's Today show and PBS's NOW. Before launching *Grist*, Mr. Giller was editor of *Greenwire*, the first environmental news daily. He is a senior fellow with the Environmental Leadership Program and a three-time journalism fellow with the Institutes for Journalism and Natural Resources.



HOWARD GOULD, TUNDRA CAPITAL PARTNERS AND CO-FOUNDER, EQUATOR LLC

Howard Gould is one of the founders of Equator LLC and serves on Equator's Board of Directors. An entrepreneur specializing in the marketing of new product lines, Mr. Gould advises Equator on marketing, public relations, and corporate development issues. He has served as a sales executive at Bloomberg Financial, Director of Business Development for Microcast, LLC, a

broadband fiber optic company; and founded Walkabout Productions, a wildlife filmmaking company. A committed conservationist, Mr. Gould serves on the Chairman's Council of Conservation International, one of the largest conservation groups in the world.



ADAM GROSSER,
GENERAL PARTNER, FOUNDATION CAPITAL

Adam Grosser brings a passion for startups as well as substantial experience to the Foundation Capital team. With an emphasis on Data Communications, Energy Management, and Consumer Electronics, Mr. Grosser currently serves on the boards of Control4, Conviva, EnerNOC (ENOC), GridIron, Numerate, SiBEAM, Silver Spring Networks, and TransMedics. He previously

served on the boards of Arroyo (CSCO), Alteon WebSystems (NT), Peribit Networks (JNPR) and Traverse Networks (AV). Prior to joining Foundation Capital, Mr. Grosser was president of Excite@Home's 1,400-person Subscriber Networks division. He was the co-founder, President and CEO of Catapult Entertainment from inception through its merger with Mpath and subsequent IPO. He is a lecturer at the UCLA School of Film and Television and contributes to National Public Radio's Marketplace.



BERL HARTMAN,
NEW ENGLAND CHAPTER DIRECTOR, E2

Berl Hartman is a senior marketing executive and entrepreneur with over 20 years of experience in marketing, technology and business strategy. Before starting her own cleantech marketing consulting firm, Ms. Hartman spent eight years as Sr. Vice President of Blanc & Otus, a subsidiary of Hill & Knowlton Public Relations. There she founded and led the com-

pany's Cleantech/Clean Energy marketing and public relations practice. Ms. Hartman was also a founding member of the New England Clean Energy Council (NECEC) and now serves on its Board of Directors and as Co-Chair of the Council's Policy Committee. In 2008, she received the Council's first Clean Energy Leadership Award. Her writing has appeared in the *Boston Globe* and the *Mass High Tech* magazine.



ROBERT F. KENNEDY, JR.,
SENIOR ATTORNEY, NRDC

Robert F. Kennedy, Jr. is a resolute defender of the environment. In addition to serving as an NRDC Senior Attorney, he is a Clinical Professor and Supervising Attorney at Pace University School of Law's Environmental Litigation Clinic, and cohost of *Ring of Fire* on Air America Radio. He was named one of *Time Magazine's* "Heroes for the Planet" for his success helping

Riverkeeper lead the fight to restore the Hudson River. Mr. Kennedy has worked on environmental issues across the Americas. Among Mr. Kennedy's published books are the *New York Times'* bestseller *Crimes Against Nature* (2004), *St. Francis of Assisi: A Life of Joy* (2005), and *The Riverkeepers* (1997). His articles have appeared in *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *Newsweek*, *Rolling Stone*, *Esquire*, and many other publications. His award-winning articles have been included in anthologies of America's Best Crime Writing, Best Political Writing and Best Science Writing.



NICOLE LEDERER,
CO-FOUNDER, ENVIRONMENTAL ENTREPRENEURS

Nicole Lederer is Co-Founder of Environmental Entrepreneurs, focusing on growing E2's pro-environment business constituency, establishing collaboration between business and environmental leaders and creating a positive dialogue with legislators at the state and national levels. She leads E2's Advisory Council where

E2's regional and national strategies are formulated and managed. Ms. Lederer also leads E2's federal advocacy agenda, supporting policies that foster environmental innovation, sustainable economic development and green job creation. Since 2002, she has led E2 delegations to Washington to meet with House and Senate members, as well as representatives from the Executive Branch. Ms. Lederer serves on the board of NRDC. She is a frequent speaker on green job creation and other business benefits related to environmental policy.



JAMES MARVIN, DIRECTOR OF FIELD OPERATIONS, HYDROVOLTS AND COMMANDER, U.S. NAVY-RETIRED

Less than a year after retiring from service in the military, James Marvin, a former Commander in the US Navy, now leads field operations and business development for an alternative energy start-up and has his own consulting practice. Commander Marvin started his twenty year military career with Basic Underwater Demolition/

SEAL training graduating class 176, subsequently working as a Naval Special Warfare officer in the Mediterranean and Guam, Officer in Charge

of a SEAL platoon in South America, Future Operations Branch Chief in Hawaii, Executive Officer at the Naval Special Warfare command in Bahrain and finally, Director of Operations at Naval Special Warfare Group FOUR in Norfolk, Virginia. He has transitioned from a career serving the country to a new career helping the military embrace opportunities for environmental progress.



THE HONORABLE FRAN PAVLEY,
SENATOR, CALIFORNIA STATE SENATE

Senator Fran Pavley represents California Senate District 23, which includes portions of Los Angeles and Ventura Counties. Her priorities are energy, clean air, and water. She serves as the Chair of the Natural Resources and Water committee, and was appointed to serve on the Health, Environmental Quality, and Transportation & Housing Senate committees. Senator Pavley

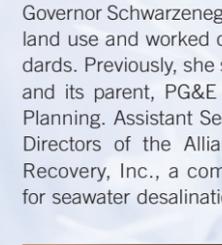
previously served three terms in the Assembly. Her landmark legislation on global warming (AB 32) and vehicle emissions (AB 1493) have become models for other states and countries to follow. She also recently authored SB 77, a bill for which E2 was the originator and sponsor, which standardizes a statewide PACE financing system to catalyze voluntary energy retrofits to homes and businesses. Senator Pavley has been recognized by Scientific American and the CA League of Conservation Voters and has traveled the globe to speak about California's groundbreaking approach to global climate change.



THE HONORABLE JACKALYNE PFANNENSTIEL,

ASSISTANT SECRETARY OF THE NAVY (ENERGY, INSTALLATIONS, AND ENVIRONMENT)

Jackalyn Pfannenstiel is responsible for formulating department-wide policies, procedures, advocacy and strategic plans, as well as overseeing all Department of the Navy functions and programs related to installations, safety, energy and environment. Assistant Secretary Pfannenstiel is a former chairman of the State of California Energy Commission, a state regulatory body with authority over power plant licensing, building and appliance efficiency standards, and energy policy development. She also chaired Governor Schwarzenegger's Climate Action Team subgroup on energy and land use and worked on the creation of California's low carbon fuel standards. Previously, she spent 20 years at Pacific Gas and Electric Company and its parent, PG&E Corporation, rising to vice president of Corporate Planning. Assistant Secretary Pfannenstiel is a past member of Board of Directors of the Alliance to Save Energy and a Director of Energy Recovery, Inc., a company manufacturing high-efficiency components for seawater desalination.



THE HONORABLE BILL RITTER, JR.,
GOVERNOR OF COLORADO

Bill Ritter, Jr. was elected as Colorado's 41st governor in 2006—the first Colorado-born governor in more than 35 years. Since taking office, he has implemented a 21st century strategy for leading Colorado forward and positioning the state for a strong future, including initiatives such as: establishing Colorado as a national and international leader in the New



THE HONORABLE BILL RITTER, JR.,
GOVERNOR OF COLORADO

Energy Economy, attracting thousands of new jobs and hundreds of new companies as Colorado leads the country toward a new energy future; and enacting an aggressive business-development and job-creation agenda focused on knowledge-based industries of the future, such as energy, aerospace, biosciences and technology. Gov. Ritter graduated from Colorado State University in 1978 and the University of Colorado School of Law in 1981. He served as Denver's District Attorney from 1993 to 2005.



BRAD STONE,
SENIOR TECHNOLOGY WRITER, BLOOMBERG BUSINESS WEEK

Brad Stone is a technology correspondent for Bloomberg Business Week. He is one of the top journalists in his field and brings a deep knowledge of the tech industry to Bloomberg Businessweek. Mr. Stone joined The New York Times in December 2006. He covered Internet trends and consumer technology from the

newspaper's San Francisco bureau. In addition, he contributed to the Times' technology blog, Bits. From 1998 to November 2006, Stone served as the Silicon Valley Correspondent for Newsweek magazine, writing for the technology and business sections of the magazine and authoring an online column, Plain Text, on evolving digital lifestyles. Mr. Stone, a Cleveland native, is a Columbia University graduate. He is best known for breaking the story in 2007 that Forbes writer Dan Lyons was the writer of the "Fake Steve Jobs" blog.



FREDRIC N. TULSKY,
INVESTIGATIONS EDITOR, SAN JOSE MERCURY NEWS

Rick Tulskey is the investigations editor at the San Jose Mercury News, and spends a lot of time thinking about why the quantity of in-depth journalism investigations, and too often their quality, is diminishing. Mr. Tulskey's past jobs include staff writer at many papers, including the Philadelphia Inquirer and Los Angeles

Times. He is a lawyer, and has won more than two dozen national journalism awards including a Pulitzer prize for investigative reporting, two Robert F. Kennedy Awards, an Investigative Reporters and Editors gold medal, and three Silver Gavels from the American Bar Association. Mr. Tulskey also authored stories that were finalists for the Pulitzer on two other occasions.



PETER WALDMAN,
EDITOR, PROJECTS & INVESTIGATIONS, BLOOMBERG NEWS

Peter Waldman is a reporter and editor for Bloomberg News, handling investigative stories about the environment. In 1998, Mr. Waldman was a member of a team of Journal reporters that received the Overseas Press Club's Malcolm Forbes Award for business reporting from abroad for their coverage of the Asian

financial crisis. Also in 1998, he received a citation from the Overseas Press Club for his story on birth defects resulting from the Vietnam War. In 2000, Mr. Waldman won the Society of American Business Editors and Writers' award for breaking-news coverage for an article he wrote about environmental-testing fraud in Texas. In 2003, Mr. Waldman's article about the toxic legacy of jet-fuel contamination in American drinking water was named one of the five top environmental stories of the year by the John B. Oakes Award jury of the National Resources Defense Council. In 2006, Mr. Waldman was one of three finalists for the Society of Environmental Journalism's Kevin Carmody Award for Outstanding Investigative Reporting for "Toxic Traces," his five-part series on environmental contaminants.