

PENNSTATE



This one-day conference is designed to enable Penn State Faculty and Staff to take meaningful action to save resources, reduce costs and restore our environment.

The 2010 Leading the Green Challenge Conference

PRACTICAL TOOLS FOR A POSITIVE DIFFERENCE

Friday, September 24, 2010

Penn State Harrisburg

8:30 a.m. - 4:30 p.m.

Monday, November 8, 2010

Penn State Great Valley

8:30 a.m. - 4:30 p.m.



GREEN.PSU.EDU

ORGANIZED BY:

The Pennsylvania State University
Campus Sustainability Office
Penn State Office of Human Resources
Human Resource Development Center
Office of the Physical Plant
F&B Environmental Stewardship Key Initiative Team
Penn State Harrisburg & Penn State Great Valley



DEAR COLLEAGUES:

Thanks to the commitment of Penn State faculty, students, and staff, Penn State is a national leader in sustainability. Our efforts to save energy, reduce waste, create innovative new programs, and improve quality have had a profound impact on our campuses and have served as models for other universities. Still there's much more to be accomplished, and I encourage you to play a role in Penn State's sustainability efforts by attending *The 2010 Leading the Green Challenge Conference*.

This one-day conference will showcase new and ongoing "green" initiatives and will help you learn to lead and integrate sustainability practices into workplace operations, programs, and services. Organized by the Penn State Office of Human Resources, Campus Sustainability Office, and the Office of Physical Plant, this conference is designed to equip Penn Staters with practical knowledge and skills related to sustainable practices at work. The conference will provide basic technical knowledge—about energy, waste, water, and green purchasing—and will feature interactive sessions focused on "green" leadership skills. By attending, you will learn how to take meaningful individual action while promoting sustainability in your area.

On behalf of Penn State, I want to thank you for your interest in advancing sustainability at our University and in the world. We value your work and look forward to hearing your ideas for a "greener" future.

Sincerely,

Graham B. Spanier

INTRODUCTION

The first Leading the Green Challenge Conference was held at University Park on March 3, 2010. Over 250 people attended, and the results have been staggering in terms of growth of people, offices, and units taking action to both benefit the environment and reduce operating costs. We received many great comments from those attendees, and the new *Leading the Green Challenge* will be even better. We are very excited to be offering this new conference regionally.

We have a tremendous opportunity to change business practices to protect an environment now widely recognized to be in decline. Fortunately, these actions can also improve efficiency, reduce costs, and enhance the quality of Penn State's programs and services.

The Leading the Green Challenge Conference is the product of a unique collaborative effort of the Penn State Office of Human Resources, the Campus Sustainability Office, and the Office of Physical Plant. We have been driven by the University's commitment to sustainability in the Penn State strategic plan, *Priorities for Excellence*, and the knowledge that this commitment requires significant

cultural and organizational change.

We were also moved by the large number of individuals and groups already taking action: ride sharing, biking to work, starting Green Teams, turning off lights and equipment, buying green products, and on and on. We have identified nearly thirty Green Teams and hundreds of people hard at work "leading the green challenge" at all of our Penn State campuses. We have heard again and again that people need help identifying the most effective actions and generating support for sustainability initiatives. We have designed *The 2010 Leading the Green Challenge Conference* to address these very issues.

Erik Foley
Director of the Penn State
Campus Sustainability Office

Rick Capozzi
Human Resource Development Center

CONFERENCE AGENDA

8:30–9:00 a.m.	Registration			
9:00–9:45 a.m.	Opening Session: Blue and White Makes Green: Sustainability at Penn State Erik Foley, Director, Campus Sustainability Office			
9:45–10:45 a.m.	Panel Discussion: News from the Frontlines: Experiences from Around Penn State			
10:45–11:00 a.m.	Break			
11:00 a.m.–12:00 p.m.	Concurrent Sessions: Round I			
	The Power of Penn State: Energy Efficiency & Conservation	Trimming Our Waste Line: Best Practices in Recycling & Composting	Green Purchasing Power: Buying More Value with Less Waste	Green Teams 101: Tips on Getting Started & Keeping it Going
12:00–1:00 p.m.	Lunch: Fun is Effective: Making Going Green Irresistible			
1:00–2:00 p.m.	Concurrent Sessions: Round II			
	The New Green Executive: Integrating Sustainability into Your Leadership Style	Going With the Flow: Greening Transportation & Water Use	Greening Your Meetings & Events	Trimming Our Waste Line: Best Practices in Recycling & Composting
2:00–2:15 p.m.	Break			
2:15–3:15 p.m.	Concurrent Sessions: Round III			
	Green Purchasing Power: Buying More Value with Less Waste	Green Teams 101: Tips on Getting Started & Keeping it Going	The Power of Penn State: Energy Efficiency & Conservation	Greening Your Office & Home: Small Changes for Busy, Caring People
3:15–3:30 p.m.	Break			
3:30–4:30 p.m.	Closing Session: The Green Toolbox: Announcing New Programs & Resources			



"You never know who will start the chain reaction. We all have to try in our own way; who knows maybe it will be you."

—Colin Beavan,
No Impact Man

"I helped to create the Outreach Green Team because I saw so many opportunities for positive change to occur in my work environment—from hosting greener meetings, to improving recycling habits, to conserving resources, to providing a little education and a lot of encouragement, we hope to make our little corner of Penn State a more sustainable place to work."

—Erin Garthe,
Program
Planner,
Penn State
Continuing
Education



Concurrent Sessions

The Power of Penn State: Energy Efficiency & Conservation BRUCE SMITH

Have you ever wondered how you stay cool in the summer and warm in the winter in your building? This session provides an overview of how Penn State uses energy and what the University is doing to conserve energy. Most importantly, learn more about the important role that you can play in reducing energy consumption.

Trimming Our Waste Line: Best Practices in Recycling & Composting AL MATYASOVSKY

Penn State is a national leader in managing our waste with integrated reuse, recycling, and composting programs. Come to this session to find out about existing and new programs, the positive impact of these programs on our bottom line, and how you can become involved.

Green Purchasing Power: Buying More Value with Less Waste JOYCE HANEY

As a large University with over 125,000 people working, teaching, and learning, we consume vast amounts of many different products. As such, every purchasing choice that we make can have a huge impact on how products are manufactured, the

resources they use, and how they are disposed. Find out how Penn State is "greening" its purchasing practices, from paper to carpets, and what resources are out there to help you make better purchasing decisions.

Green Teams 101: Tips on Getting Started & Keeping it Going LYDIA VANDENBERGH

What is a Green Team, and how can you start a one? Come to this session to find out how a rapidly growing network of Penn State faculty and staff are greening their workspace and programs. Currently, Penn State has 25 Green Teams, involving over 200 people in cost-effective (and fun) ways to reduce waste, save energy, and lower operating costs. Discover tips on how to organize a Green Team, get administration support, communicate effectively with others about sustainability, and use several new resources available for Penn State Green Teams.

The New Green Executive: Integrating Sustainability into Your Leadership Style ERIK FOLEY

Sustainability is a concept that is reshaping how business is done and how leaders lead. At Penn State, sustainability is part our Strategic Plan, and we have several policies that require leaders to integrate

these ideas and concepts into daily operations. This session is designed to make sustainable practices as simple as possible for people in leadership positions. The session also offers suggestions for creating a sustainability vision that is tied to core unit goals. Learn how to create sustainability goals and metrics for your unit, and learn how others are already doing this successfully.

Going With the Flow: Greening Transportation & Water Use LYDIA VANDENBERGH

New transportation initiatives abound at Penn State, including fleet purchases of energy efficient vehicles, use of biofuels, and the growing popularity of vanpools, biking, and ridesharing programs. Learn more about these innovative programs and how you can initiate similar initiatives at your campus. The second part of the session focuses on water resources and explores sources of our water supplies, threats to this precious resource, and the role that each of us plays in protecting it.

Greening Your Meetings & Events RICK CAPOZZI

Whether you are organizing a small lunch meeting or a major conference, there are opportunities to save money, reduce waste, and protect the environment. This session will help you to make "green" decisions for all aspects of your event, including the location, type of food, food sources, transportation logistics, waste management, and using humor to educate participants.

Greening Your Office & Home: Small Changes for Busy, Caring People ERIK FOLEY

Want to know how to green your office and home? You will leave this session knowing the top ten steps to reduce negative impacts on your wallet and the environment. We will cover choices on lighting, electronics, transportation, waste, heat, and air conditioning.

THE PENN STATE GREEN TEAM NETWORK

The Penn State Campus Sustainability Office's Green Team Network is a voluntary, grass-roots organization of Green Teams at all Penn State campuses designed to share ideas, keep others informed, and keep others motivated. Green Teams are groups of faculty and staff who are committed to integrating sustainability into the operations and programs of their unit, college, or campus. Eighteen Penn State campuses and departments have already created Green Teams, representing over 100 environmental leaders!

For more information, please contact: Lydia Vandenberg [814-863-4893; lbv10@psu.edu] and <http://green.psu.edu>.

"In the very near future, no company (university) will be positioned for industry leadership and sustained profitability without factoring environmental issues into its strategy."

—Daniel Esty and Andrew S. Winston, *Green to Gold*

"This was a GREAT conference-- interaction was awesome and the speakers were all excellent!! I learned a lot! Everyone should attend this one-- LOVED IT!! THANK YOU!!"

—March 2010 Conference Attendee

Green Challenge Presenters

Rick Capozzi

Rick Capozzi, Human Resource Development Center Associate, has been developing and presenting personal growth and development seminars professionally since 1991. At the same time, he has been an international marketing consultant doing business throughout the globe. He brings a wealth of real world experiences into his presentations. Rick started his relationship with Penn State University in 1997 as an independent contractor presenting staff development workshops; and then in 2003, he joined the Human Resource Development Center team as an Affiliate prior to becoming a full-time Associate in Spring 2005.

He has extensive experience in staff and student development in educational environments including work with most of the Penn State Campuses, several of the universities within the Pennsylvania State System of Higher Education, as well as numerous public and private schools.

Rick's sense of humor and interactive style enable him to fully engage learners by integrating fun in the classroom while emphasizing workplace skills. He also was the visionary behind initiating the Leading the Green Challenge conferences.

Rick holds a Bachelor of Science degree in Communication from Clarion University of Pennsylvania.

Erik Foley

Erik Foley became the director of Penn State's Campus Sustainability Office in May 2009. This new office, which is part of the Office of the Physical Plant, supports cost-effective sustainability initiatives University wide. Prior to joining Penn State, Erik founded and directed the award-winning Renewable Energy Center at Saint

Francis University that continues to feature several state-wide projects in community-based renewable energy development. His fourteen years of experience in the environmental field has taken him from the Alaskan bush, to Paraguay, to inner city Seattle, and rural Pennsylvania. After growing up in Montana, Erik studied environmental studies and sociology at Whitman College, graduating with a B.A. in 1996. Afterward, he focused on environmental business strategy and green marketing at Saint Francis University, earning his M.B.A. in 2004. He serves on the Pennsylvania Environmental Resource Consortium's Executive Committee and chairs the Big Ten Sustainability Working Group.

Joyce Haney

Joyce Haney has been with the University since 1995, serving in various management positions within Purchasing Services and has been the Director of Procurement Services since 2007. Procurement Services encompasses several areas of responsibility including; Purchasing, Travel Services, Surplus, Licensing, Central Distribution, and General Stores.

In addition, Joyce served on the implementation team for the University's Purchasing card program and is currently the project manager for "eBuy," the University's e-procurement system. Joyce also serves on the Finance and Business Environmental Stewardship Key Initiative Team, the Information Technology Key Initiative Team, and the University Conflict of Interest Committee.

Before coming to Penn State, Joyce worked at HRB Systems, a local government defense contractor, for seventeen years. Joyce graduated from Lock Haven University.



Al Matyasovsky

Al Matyasovsky began working for the Operations Department of Penn State's Office of Physical Plant (OPP) in 1984, and has held a variety of positions. Presently, as Supervisor of Central Support Services, he is responsible for labor, equipment, and solid waste services at Penn State's University Park campus. During Al's tenure, Special Event Recycling programs at Penn State have been recognized at the state and national level for excellence and creativity. Penn State presently has seven special event recycling programs that have diverted in excess of 2,500 tons of material from the landfill and have generated over \$500,000 for philanthropy and scholarships. Penn State's recycling diversion rate is currently 57%. Al is a member of the College and University Recycling Council, several state level environmental councils, and contributes time and expertise to a variety of organizations, including OPP's Safety Committee, The Diversity Committee, and the Student Newspaper Readership Program Committee.

Bruce Smith

Bruce Smith is an Energy Program Engineer at Penn State's Office of Physical Plant, having earned a Bachelor of Science degree in Energy Technology from Penn State and an M.B.A. from Saint Francis University. Bruce is a registered Professional Engineer and a Certified Energy Manager. Bruce's 20 years of experience in the energy conservation industry provides him with perspective on the design and construction of various energy conservation measures. He is currently responsible for the development and implementation of energy performance projects to reduce energy consumption and improve infrastructure. Over the past four years, Bruce has facilitated projects that have invested over \$20,000,000, with a collective annual savings of over \$2,500,000.

Lydia Vandenberg

As the Faculty and Staff Program Coordinator for the Campus Sustainability Office, Lydia Vandenberg brings her passion, knowledge, and energy to the Green Teams and Environmental Forums

"I was very impressed with the sessions overall and felt that the subjects presented were immediately actionable, and I appreciated knowing where to find support on campus."

—Previous
Conference
Attendee

"I enjoyed networking and talking with people. There is such a broad range of ideas. Some people are trying to save the world, while others are trying to save money and resources, and others are making small steps that are proving to make a big impact."

—March 2010
Conference
Attendee

programs. She helped to found this new office in 2008, after having spent nine years as a researcher and writer for Penn State's Office of the Physical Plant Communications Department, focusing on energy and environmental initiatives.

Before joining the Office of the Physical Plant staff, Lydia researched and wrote about environmental and community development issues for the Community Information Exchange, the American Enterprise Institute, and the U.S. Environmental Protection Agency. Lydia received her B.A. in Political Science from the University of North Carolina at Chapel Hill, followed by a M.A. in Energy and Environmental Policy from George Washington University. In her free time, Lydia writes books about the communities on Mount Desert Island, Maine.



REGISTRATION FORM

The 2010 Leading the Green Challenge Conference

Go paperless and register at <http://www.ohr.psu.edu/HRDC/home.cfm>; or print, complete, and then forward this form to HRDC (420 James M. Elliott Building, University Park, PA 16802; Fax: 814-865-3522).

Please check or click on which campus offering you will be attending:

Penn State Harrisburg
Friday, September 24, 2010
Registration begins at 8:30 a.m.

Penn State Great Valley
Monday, November 8, 2010
Registration begins at 8:30 a.m.

Concurrent Sessions: For each concurrent session, please list your priorities from 1 – 4 (1 being your first choice).

CONCURRENT SESSIONS: ROUND I 11:00 a.m.-12:00 p.m.	CONCURRENT SESSIONS: ROUND II 1:00–2:00 p.m.	CONCURRENT SESSIONS: ROUND III 2:15–3:15 p.m.
<input type="checkbox"/> The Power of Penn State: Energy, Efficiency & Conservation <input type="checkbox"/> Trimming Our Waste Line: Best Practices in Recycling & Composting <input type="checkbox"/> Green Purchasing Power: Buying More Value with Less Waste <input type="checkbox"/> Green Teams 101: Tips on Getting Started & Keeping it Going	<input type="checkbox"/> The New Green Executive: Integrating Sustainability into Your Leadership <input type="checkbox"/> Going With the Flow: Greening Transportation & Water Use <input type="checkbox"/> Greening Your Meetings & Events <input type="checkbox"/> Trimming Our Waste Line: Best Practices in Recycling & Composting	<input type="checkbox"/> Green Purchasing Power: Buying More Value with Less Waste <input type="checkbox"/> Green Teams 101: Tips on Getting Started & Keeping it Going <input type="checkbox"/> The Power of Penn State: Energy, Efficiency & Conservation <input type="checkbox"/> Greening Your Office & Home: Small Changes for Busy, Caring People

Conference Fee: \$50, includes lunch. Breakfast is on your own. Coffee and juice will be offered during the morning registration.

Name _____ PSU ID Number _____

Preferred Name for Name Tag _____

E-mail _____ Phone Number _____

Dietary Restrictions _____

Method of Payment:

- Personal check (made payable to Penn State)
 Direct bill to department (provide budget information below)

Budget _____ Location _____ Fund _____ Project _____ Signature of Budget Administrator/Executive Financial Officer _____

Confirmation: Program registration received by HRDC at least two weeks before the conference will be confirmed via e-mail. If you do not receive confirmation within two days, please call 814-865-8216 to verify your registration.

DID YOU KNOW?

Penn State . . .

- was named one of 25 campus sustainability leaders in North America
- was recently chosen as the inaugural member of EPA's Sustainability Partners Program
- received a statewide Recycling Award in 2009
- purchases 25% of its electricity from renewable energy
- has 12 green buildings as a result of its Green Building Policy
- is committed to reduce its greenhouse gas emissions by 17.5% by 2012

Help Penn State go green . . . and be a part of the pride!

"(Based on the results of the conference,) The Age of Carbon will soon begin to grind to a halt. I can already see the glaciers beginning to re-freeze on our northern horizon..."

—Paul Ruskin,
Communications
Coordinator,
Office of Physical
Plant

Thank you to the Penn State conference planning team:

Carole Brush, Program Assistant II, Penn State Great Valley
Philip Burlingame, Associate Vice President, Student Affairs
Rick Capozzi, Associate, Human Resource Development Center
Glen Cauffman, Manager of Farm Operations and Facilities
Erik Foley, Director, Campus Sustainability Office
Nikki Foxx, Graphic Design, Office of Human Resources Marketing
Nancy Franklin, Director, Strategic Initiatives
Barbara Hundertmark, Human Resource Specialist, Penn State Harrisburg
Al Matyasovsky, Supervisor of Central Support Services, Office of Physical Plant
Lenny Pollack, Director, Human Resource Development Center and Strategic Services
Trish Ripka, HRD Assistant, Human Resource Development Center
Paul Ruskin, Director of Communication, Office of Physical Plant
Louise Sandmeyer, Executive Director, Office of Planning and Institutional Assessment
Kathleen Wolfhope, HRD Specialist, Human Resource Development Center
Lydia Vandenberg, Faculty and Staff Program Coordinator, Campus Sustainability Office
Lisa Wandel, Associate Director, Food Services

This important event is offered with support from:

Craig Edelbrock, Chancellor, Penn State Great Valley
Gail Hurley, Associate Vice President, Auxiliary and Business Services
Mukund Kulkarni, Interim Chancellor, Penn State Harrisburg
Steve Maruszewski, Deputy Associate Vice President, Office of Physical Plant
Billie Willits, Associate Vice President, Strategic Initiatives

Thank you!



This publication is available in alternative media on request.

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