



## USGBC Louisiana's Symposium on Sustainability



### WOMEN IN SUSTAINABILITY EMPOWER (WISE) BREAKFAST | 7:30 – 9:00 AM

**Morning Keynote:** Diana Guzman Barraza, International Energy & Sustainability Consultant, MSc Sustainable Energy Engineering & Urban GHG Inventory Specialists

#### **Topic: The Way Forward. Greening Louisiana for a Shared, Sustainable Future**

**Description:** Cities take up around 2% of our planet's surface area only but are responsible for about 70% of global greenhouse gas emissions, mainly for cooling & heating the built environment. During this presentation, Barraza will discuss how additional technical considerations, such as using computational fluid dynamics, solar heat gain zone analysis, and death-ray prevention can enhance existing LEED processes and reduce energy consumption in urban settlements. In addition, Barraza will engage and enable stakeholders to take action from their respective roles and capacities to green Louisiana, by sharing insight on specific steps that can be taken from the civil society, business, academic, and government sectors to design and implement strategies for a shared sustainable future.

#### **Women in Leadership Panel**

**Moderator:** Melissa Gibbs, Business Development & Small/Disadvantaged Contractor Outreach, Gibbs Construction

**Speakers:** Donna M. Barry, Manager, Facilities Planning & Operations, Entergy Services, Inc. | Diana Guzman Barraza, International Energy & Sustainability Consultant, MSc Sustainable Energy Engineering & Urban GHG Inventory Specialists

#### **Topic: Women Influencers and the Building of a Sustainable Louisiana**

**Description:** The role of women in leadership is a hot topic in business and political circles across the country. While women make up a large and important part of the workforce and new business development, as well as play a dominant role in the home and community, her-stories of leadership in sustainability are still difficult to find. During this panel discussion, we will hear from leaders in architectural/design, construction,

business development and activism about their role in building a platform for sustainability. The panel will inspire attendees to embrace sustainable change within their home, community, and workplace by highlighting the route each panelist took to further develop their ideas and belief-system around environmental causes, restoration, and the development of healthy communities.

## **EDUCATIONAL SESSIONS | 9:15 AM – 3:00 PM**

### **9:15 AM: Energy Panel | Topic: Energy Benchmarking for large buildings: National Best Practices and New Orleans Implementation**

**Moderator:** *Klassi Duncan, Director of Urban League Women's Business Resource Center and Entrepreneurship Center*

**Speakers:** Camille Pollan, Energy Efficiency Program Manager, City of New Orleans | Keely Braud, Account Executive, Automated Control Systems & Certified Energy Manager and Certified Building Commissioning Professional, Association of Energy Engineers | Z Smith, PhD, FAIA, LEED Fellow, WELL AP, Principal, Director of Sustainability & Performance, Eskew+Dumez+Ripple

**Description:** Energy benchmarking allows building owners, governments, and the public to better understand how buildings use energy. Access to this information can help the private sector, public sector and utilities make smarter and more cost-effective investments to save energy and reduce costs. Benchmarking policies have been enacted in 25 cities and counties across the country, including Orlando, Salt Lake City, Boston, St. Louis, Chicago, and Minneapolis, and have resulted in significant community-wide benefits. This panel will discuss how benchmarking works, as well as New Orleans' proposed energy and transparency policy, as well as review policy details, implementation and impacts from other US cities.

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### **9:15 AM: Clean Jobs | Topic: Clean Job Count: How Smart Clean Energy Policies and Building Efficiency is Driving Jobs and Economic Growth All Across America**

**Speaker:** Bob Keefe, Executive Director, Environmental Entrepreneurs (E2)

**Description:** Clean energy is now the biggest and fastest-growing sector of America's energy industry. During this presentation, we'll explore the recent growth and opportunities in renewable energy, energy efficiency and sustainable building construction, and how policy changes at the state, federal and local levels are poised to impact these industries and the American workforce as a whole.

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### **10:30 AM: Urban Coastal Communities Panel | Topic: Engaging Urban Coastal Communities in Restoration**

**Speakers:** Arthur Johnson, CEO, Center for Sustainable Engagement and Development (CSED) | Amanda Moore, Deputy Director, Mississippi River Delta Restoration Program,

National Wildlife Federation | Happy Johnson, Co-founder, Team Happy Foundation | Kristi Trail, Executive Director, Lake Pontchartrain Basin Foundation | Charles E. Allen, III, Community Engagement Director for the Gulf Coast at Audubon Louisiana

**Description:** This session will highlight major achievements, best practices, and lessons learned in how we engage communities in the City that often do not see themselves as “coastal,” including framing and non-traditional approaches. Four urban community leaders will discuss green build development, coastal messaging, events, field tours, youth outreach, government engagement and the impacts since Katrina. We’ll also look to the future at opportunities for deeper urban engagement in advocacy and the emerging green build and restoration economy.

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**10:30 AM:** Sustainability Technology Panel | **Topic: Environmental Solutions Technologies**

**Moderator:** David Holtman, Juncture Strategies

**Speakers:** Rebecca Cooley, VP of Manufactured Interior Construction, AOS - Interior Environments - Product: DIRT Modular Wall System | Tom Neyhart, CEO, Posigen - Product: Solar Solutions

**Description:** Building technology has been evolving at an extraordinary rate. During this panel discussion, we will hear from leaders in architectural/design, renewable energy and battery backup technology. We'll explore the latest trends in interior construction, renewable energy, and battery technology. The panel will uncover what they see in the future of their respective industries and discuss how they've worked to implement these technologies.

## **SUSTAINABILITY AWARDS LUNCHEON | 11:45 AM – 1:15 PM**

**Lunch Keynote Speaker:** David Pogue, Senior Vice President, Global Client Care & Sustainability, CBRE

**Topic: Shared Value: What do you want to be known for?**

**Description:** Organizations have traditionally reported on a range of diffused and non-related corporate responsibility issues, such as Health and Safety, philanthropy and corporate governance. Corporations are now being challenged to demonstrate a more direct integration between their reported corporate responsibility efforts and outcomes and their business activities.

Using the principles developed by Harvard Business School Professor Michael Porter, organizations are addressing those issues most material to their business and industry and creating new business strategies.

In this fashion, called shared value, companies not only create a new opportunity for business growth, but do so in a way that directly and specifically helps solve social, environmental or other negative impacts associated with the business or industry. A classic win-win.

During this presentation, David Pogue will address the process CBRE and others have taken to identify and create solutions.

## EDUCATIONAL SESSIONS | CONTINUED

**1:30 PM:** Storm Water Management Panel | **Topic: Grey to Green to Smart: The Next Generation of Urban Stormwater Management**

**Speakers:** Anthony Mayer, CEO, Hanging Gardens, LLC | TBD

**Description:** In this presentation, the panel will channel the experience of stormwater management industry professionals, each with their own unique industry expertise, to help attendees navigate the 21<sup>st</sup>-century problem of crumbling grey infrastructure and its inability to effectively manage volume stormwater in urban settings throughout the United States. This presentation is directed towards architectural design, engineering professionals & real estate developers. The focus is on incentives and ROI for developers using this technology, how to design projects for stormwater management using the discussed integrated technologies, and real-world application for the SITES V.2 Rating System.

## GUIDED TOUR | 3:00 – 4:00 PM

Tulane LEED Building Guided Tour

**\*\* Earn AIA & GBCI CEUs \*\***