An often quoted definition of sustainability is “the capacity to endure.” The global sustainability movement is real, and will have significant impact on everyone. Changing consumer tastes and expectations, coupled with political realities warrant that we make every effort to understand the impact of sustainability on our lives and our community. Sustainable business practices can ultimately have a positive impact on our community, our lives and our bottom line. Join us for this power packed day to learn and be inspired by the speakers, instructors and presenters for the inaugural Berks Sustainability Conference.

Franco Lodato has a Master of Science in Industrial Design from the European Institute of Design in Milan, Italy. He obtained his Bachelor of Science in Industrial Design in Caracas, Venezuela. He has worked for DuPont in Italy, in Pininfarina (automobile designer), Herman Miller Inc., Motorola, and Gillette. Franco is currently leading cell phone design initiatives for Motorola.

He created, developed, and patented innovations in Gillette’s renowned wet shaving systems for men and women that evolved into the very successful Mach 3 and Venus product lines.

James Freihaut will show some of the cutting edge technologies that will be utilized in the demonstration project. His goal is to create a smart building that can be replicated at low cost for a mass market. The goal is to develop technology that will pay for itself within five years, cutting energy costs by at least 50 percent. Penn State received the largest grant in its history — $129 million total — to research how to make buildings more energy-efficient. The focus of the initial research will be the renovation of Building 661 — a 38,000 square foot structure built in 1942 at the Philadelphia Navy Yard. Part of that task will involve making sure the structure serves as a demonstration area for new technologies. While Penn State is the lead on the project, partners include 11 universities and five corporations.

The Navy shipyard site is ideal for experimentation because it has its own power grid. Freihaut will share some of the technologies including “dynamic facades” that interact with the environment, new high tech materials that will remove humidity from the air, electrically manipulated window glass to leverage natural lighting, phase changing materials as insulators, and others. Some of the technologies are already part of smart buildings while others are in the concept stage.
9:30-10:30 am  LEAN CULTURE  ——> SUSTAINABLE CULTURE
What can businesses learn from the focus on Lean Thinking in creating a culture of Sustainable Thinking? Hear from a panel of business people about what they learned from Lean in adopting business practices that add value and reduce and also their efforts to incorporate Sustainable practices in their products and business practices heading forward.

Presented by
Bob Pazeski, Birchwood Consulting Group, LLC
Dave Kutz, Miico Products Corporation
Solar Innovations

10:45-11:45 am  ENERGY SAVINGS THROUGH EFFICIENCY
Energy is one of the major operating costs for business. When you understand how and when you use energy there are then opportunities to look for efficiency and save dollars. This workshop will provide information on various programs and audits that provide energy savings payback.

Presented by
Brian Vayda, American Power Net
L. Daniel Small, SAIC Energy, Environment & Infrastructure, LLC (SEED)

10:45-11:45 am  NEW SUSTAINABLE HOME TRENDS FROM DESIGN TO PRODUCT — PANEL DISCUSSION
The availability of Eco-friendly products and services for the home has increased dramatically in the last few years. Learn about some of the latest trends in this informative session — everything from environmentally-friendly flooring to automated lighting and shading systems and much more.

Presented by
Kevin Kozo, Tummyberry Custom Homes
Charles Bock, Stereo Barn

2:00-3:00 pm  YOUR HOME YOUR HEALTH
Define what Green means to the health conscious individual as it pertains to home & building & remodeling from Deer Mountain Kitchens. The folks from the Berks Conservancy will give tips on how to run a more eco-friendly household.

Presented by
Daphne Fronellsfetl Ckd, Door Mountain Kitchens, LLC
Berks Conservancy

9:30-10:30 am  INTRO TO GREEN BUILDING
Do you wish to understand just what it is to build green? Go beyond the typical associations and gain an understanding of the available industries – green building certification programs. An overview of LEED and the NAHB Green Building Standard will be presented. See real world applications of the LEED certification as applied to the Berks Women in Crisis Building under construction in downtown Reading. Gain insight into the process from aspects of both design and construction.

Presented by
Bill Vitale, DesignWorks Architects
Patrick J. Dolan, AIA LEED AP
Dolan Construction, Inc.

2:00-3:00 pm  UTILIZING SMART GROWTH PRINCIPLES TO SUSTAIN OUR COMMUNITY
This workshop will provide principles and insight on how communities plan for and manage land use and development. It will focus on integrating growth, environmental protection and economic opportunities for our local planning framework. Attendees will be provided with information to understand how smart growth principles will sustain our community, quality of life and economy over time to ensure Berks County’s economic, social, and environmental well-being.

Presented by
John Kramer
Chuck Liedick
Smart Growth Alliance of Berks County

9:30-10:30 am  PART 1 | 10:45-11:45 am  PART 2
SUSTAINABLE APPROACHES TO STORM WATER MANAGEMENT
Panelists will provide information on various programs and audits that provide energy savings payback.

Presented by
Bucks County Conservation District
Berks Conservancy
Berks County Planning Commission

2:00-3:00 pm  STATE OF THE ENVIRONMENT
The State of the Environment for Berks County includes topics that include water and air quality, land use and energy and waste measurements. The goal of this program is to encourage a greener community through simple, everyday choices people make that affect the quality of life in Berks County. The report contains actionable data and will provide Berks County with new ideas to try on their own.

Presented by
Berks Conservancy

3:15-4:15 pm  LEED CERTIFIED BUILDING SHOWCASE
You will have an opportunity to learn about two Berks projects that utilized sustainable green building principals. Gain insight in what was used, consider and the requirements in the design and construction. Find out what it is like to live/work in these two projects.

Presented by
Eric G. Burkey, Burkey Construction, President, LEED AP
Matthew Forrer, Burkey Construction, Project Manager, LEED Platinum:
Berks Community Foundation
Mike Micozzi, Associate Construction & Management, President, LEED Gold Certified Residence

COMMUNITY PARTNERS
Berks Conservancy
Conservation District of Berks County
PA Landscape and Nursery Association
Reading, Berks Association of Realtors, Inc.
Smart Growth Alliance of Berks County

Sustainable Business Practices
Green Building and Remodeling
Sustainable Communities
General Session

Workshops are FREE of charge thanks to our generous sponsors, BUT registration is REQUIRED. For more information please visit GreaterReadingChamber.org or call the Greater Reading Chamber at (610) 376-6766.

COST:
Workshops  FREE
Breakfast  $25.00
Lunch  $25.00
Registration for Breakfast & Lunch  $40.00
Buy Local, Buy Berks EXPO  Table tops  $300

EXHIBIT YOUR BUSINESS!
An opportunity to promote your business in a brand new venue. Only 75 tabletops will be sold, so register EARLY!
Any member of the Chamber or HBA is welcome to exhibit at the expo. The theme of the expo is Buy Local, Buy Berks. Buying local is one of those tools to sustainable living, so every member is an appropriate exhibitor. Of course, you have a “sustain and grow Berk’s economy by Buying Local! Visit the exhibits of local companies and learn how buying local is Best for EVERYONE in Berks!

April 28, 2011 5 - 8 pm
April 29, 2011 8 am to 4:30 pm
at the Inn at Reading

Experience how you can sustain and grow Berk’s economy by Buying Local! Visit the exhibits of local companies and learn how buying local is Best for EVERYONE in Berks!

April 28, 2011  5 – 8 pm
Green Drinks Reception
Hosted by the Berks Conservancy
Join us for Green Drinks and Green Conversation!

Make sure you stop by and check out the exhibitor tables!

RECYCLE this brochure when you’re done with it by giving it to a friend or colleague!

BUY LOCAL, BUY BERKS EXPO!