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Green Business Summit II: The Business Case for Green Investments 11/12

Features business, government, NGO leaders:
 strategies & actions to guide your enterprise
 Panels: Finance, Cleantech, Government, Climate Change
 Hosted by DC Wharton Club & Morgan Lewis
 Lowest fees thru 10/21 - [Sign up now](#)
 Event Date: Thursday, November 12th, 2009 at 8:00am



GREEN BUSINESS SUMMIT II: The Business Case for Green Investments

Hosted by

the Wharton Club of Washington, D.C.

and

Morgan Lewis & Bockius

SUMMARY

Following the success of last year's Green Business Summit, this year's conference examines the essential, interdependent elements of launching a sustainable Green Economy. With the American economy and companies of all sizes facing significant domestic and international challenges, executives and entrepreneurs proposing significant green investments and initiatives need to set forth an even more compelling business case to justify such investments.

Yet with the dramatic changes in Washington within the past year, including tens billions of dollars in potential funding for approved projects, other non-equity investment options exist (e.g., grants, loans, government lab assistance).

The two keynote speakers for the Green Business Summit, along with the four expert panels, will focus on these major components that affect the business case for Green Investments:

- Financing
- Government policy
- Clean technologies
- The impact of climate change on business

All of the speakers will discuss and help attendees uncover significant business opportunities, financing sources, and profitable strategies in the emerging Green Economy.

This conference will be of interest to entrepreneurs, executives, senior managers, investors, consultants, and policy makers who will contribute to building and benefiting from the growing, dynamic Green Wave.

To register now, before the limited space is filled, [click here to reserve your place\(s\)!!!](#)

Morning Keynote: TBA soon

Mid-Day Keynote: TBA soon

WHEN AND WHERE

- **Full-Day Conference: November 12, 2009, Morgan Lewis & Bockius, 1111 Pennsylvania Avenue, NW,** Washington, DC 20005, including a full day of stimulating sessions, plus networking opportunities at breakfast, lunch and a reception at the end of the day (Full Schedule below)
- **Registration** (see fee schedule below - reserve early for best rates - Early Bird rates end at COB 10/21/09): [Click here to reserve your place\(s\)!!](#)
 - **Directions:** Downtown DC at 12th & Pennsylvania Avenue, NW.
 - **Parking:**
 - **Metro:** near Metro Center (Red [which goes to Union Station, if you're coming in by rail], Orange & Blue lines)
 - [To reserve a room in our Hotel Block](#), see Lodging below.

• **Schedule:**

- 7:00 - 8:20am - (80 min) Continental Breakfast and registration
- 8:20 - 8:30am - (10 min) Welcome from Wharton Club and Morgan Lewis
- 8:30 - 9:05am - (35 min) Opening Keynote Speaker (TBD)
 - 9:05 - 9:25am - (20 min) Break
- 9:25 - 10:40am - (75 min) CleanTech Panel
 - 10:40 - 11:00am - (20 min) Break
- 11:00 - 12:15pm - (75 min) Financing Panel
- 12:15 - 1:45pm - (75 min) Lunch and Keynote Speaker (TBD)
- 1:45 - 3:00pm - (75 min) Government Panel
 - 3:00 - 3:20pm - (20 min) Break
- 3:20 - 4:35pm - (75 min) Climate Change Panel
 - 4:35 - 4:40pm - (5 min) Closing remarks from Wharton Club and Morgan Lewis
 - 4:40 - 6:00pm - (80 min) Cocktail Reception

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PROGRAM AGENDA

These are the specifics on the Four Panels:

• **Financing Domestic CleanTech Enterprises & International Clean Energy Projects**

The sea change in the domestic and global debt and equity markets over the last 24 months has significantly slowed investments in green, sustainable businesses and projects. Yet, some entrepreneurs and companies have found ways to move forward. This panel of experienced speakers will illustrate the following topics using examples and case studies:

- Discuss practical steps in securing financing for early stage and growth cleantech enterprises
- Describe ways to access funds from international sources
- Review options to create multinational syndicates/funding packages
- Address important issues related to funding large alternative energy and other green projects

• **Government:**

The American Recovery and Reinvestment Act has committed more than \$60 billion to clean energy investment. This panel will explore the progress and effectiveness of legislation, policies and spending implemented by the Obama Administration to build the Green Economy. The panel's discussion will focus on:

- Efforts by agencies and offices such as the Departments of Energy, Defense, as well as the Office of the Federal Environment Executive and FERC (Fed. Energy Reg. Commission), to create policy and make investments to encourage the development of appropriate energy infrastructure
- Identifying the real business opportunities that are being created and how private industry can capitalize on them
- Advising individuals, consultants and small businesses on how to find opportunities to work with the administration to help achieve green economy goals

• **Cleantech:**

This year or next, Congress seems likely to pass Climate Change legislation that will have a major impact on budgets and strategy for U.S. energy production and use, by mandating specific goals for a substantial increase in non-carbon based sources. This legislation will likely require a dramatic scale-up in facility equipment production, siting, and integration of operations within the national electric grid. The panel will address these and other vital issues:

- Is this magnitude of scale-up feasible?
- What are the technical and infrastructure barriers that must be overcome so that these goals can be achieved?
- What are some of the major business opportunities from this situation, and how can you best pursue them?

• **Impact of Climate Change on Business:**

This session will assess the consequences of domestic actions, now underway, that may significantly impact the business case for green investment. Key initiatives that have arisen in response to the need for control of future carbon emissions (namely, climate change) include:

- Pending federal climate change legislation now under consideration by Congress
- The evolving U.S. position for participation in the upcoming international Copenhagen convention on climate change
- State climate change driven regulations which shape power production
- Evolving U.S. EPA regulations for the monitoring and control of carbon emissions as a hazardous substance
- Federal tariff and trade positions in response to international actions on climate control
- Actions businesses are taking to respond to marketplace forces in dealing with energy and other resource usage

The principal panel focus will be on:

- Congressional status update on pending climate change legislation

- U.S. green business case issues surrounding the C openhagen convention this December
- U.S. EPA path forward to control and regulate carbon emissions
- Business opportunities derived from State climate change initiatives

Your Green Triple Bottom Line

If you want to ride the Green Wave for the triple bottom line benefit of people, profit and planet, register now for Green Business Summit II. By attending, you will meet and be among the leaders joining on November 12 at the Law Offices of Morgan Lewis & Bockius, 1111 Pennsylvania Avenue, N.W., in the heart of Washington, D.C., for this stimulating event.

Only a limited number of seats are available, so to sign up now, [click here to reserve your place\(s\)!!!](#)

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STRATEGIC PARTNERS

We appreciate the support of these outstanding organizations, and are expecting more to join us:

- Other top business associations, to be listed shortly
 - French-American Chamber of Commerce
- Leading B-School Alumni Groups, such as these, with more to come:
 - Wharton Clubs, such as Philadelphia, and the Wharton Energy Club
 - Other Alumni Groups
 - Princeton Club of Washington, DC
 - Yale Club of Washington, DC

WHO SHOULD ATTEND?

These are a few of the categories - and you and your colleagues may well fall into one or more:

- **C-level executives** who want to learn from leaders in green and sustainability to increase the likelihood that your business will survive and thrive in the face of the huge challenges from geopolitical climate and resource forces
- **Mid-level executives** who want to ride the Green Wave to explore new options and advance in your career, especially those involved in operations and communications
- **Government and nonprofit officials** who want - or need - to learn about some of the best practices in the public and private sectors
- **CFOs, CPAs, and other financial executives** who need to understand the Green Economics, Finance and Investments to make wise use of your business's or enterprise's resources
- **Corporate intrapreneurs and innovators** who want to help your company explore, assess and capitalize on opportunities
- **Entrepreneurs** (aka "GreEntrepreneurs"), **SME (Small and Medium Enterprise) execs** already involved in sustainability, or who want to begin new ventures, or expand your existing business
- **Economists** who want to deepen their understanding of the macro and micro aspects of sustainability
- **Scientists and engineers** who want to broaden the scope of their business understanding and makes contacts with people who may be able to help you get your invention or venture funded
- **Government contractors** who want to gain knowledge from some of key people in the greening of government
- **Attorneys** who want to understand the evolving legal framework, in the context of the business, financial and policy issues and developments that help you serve your clients more effectively
- **Consultants** who need to grasp vital aspects of sustainability - the forest - and the trees - to advise clients properly
- **Investment advisors** who want to gain in-depth understanding of the multi-trillion dollar social responsibility market, and where some of the greatest opportunities are - or aren't
- **Investors**, perhaps including you, who want to understand the evolving landscape being shaped by global climate, resource, geopolitical and other factors - the hopes to follow, the hypes to avoid.

REASONS WHY YOU SHOULD SIGN UP NOW & ATTEND:

- **Learn about key developments and opportunities in the Green Wave**, sustainability and related areas of Corporate Social Responsibility. In a world increasingly concerned about climate change, and with the Copenhagen Conference coming up in December, pollution, population pressures, resource source - security - and supply, and more, these are a few examples of what companies are doing:
 - Businesses from small startups to huge energy companies searching for clean tech, renewable and other solutions, and seeking to reap the rewards, and many are looking to qualify for federal funds and create Green jobs
 - Wal-mart and other firms "greening" their supply chains and internal operations, with developments continuing this year. Even in a recession, the Green Wave continues to move forward.
 - Global opportunities, in the U.S. and around the resource-challenged world, as political, business and NGO leaders face climate, resource and other challenges
- **Gain green knowledge, strategy, insight, lessons learned, and perspectives from highly regarded business, government, NGO and other leaders.** If you attend, you will be able to learn about key aspects behind the **Green Wave** propelling an increasing amount of funding and revenues based on sustainability from thought - and action leaders.
- **Outstanding value:**
 - Whether you're paying or your employer/company is reimbursing you, the fee is less than travel costs for a conference elsewhere, whether you're in one of the special categories or not. And there's no \$15/bag fee - or even more, à la most airlines!
 - If you're in the DC area, your time is maximized - take Metro, the Green way downtown
 - Even if you travel to the Summit, the venue is convenient, in downtown DC near Metro Center
- **Networking? Believe it:**
 - With the participation of our Strategic Partners who will make this "Networking Central"
 - Plus dozens of other organizations, from Fortune 500 to emerging businesses, NGOs and government agencies - if, as expected, we get similar results to those last year: a total of more than 100 companies and other organizations will be represented among the 200-250 or more delegates
 - **If you register now**, you'll get a lower price, a true bargain for a full-day conference and reception. You'll learn, be mentally stimulated, and have fabulous networking opportunities with Wharton alumni and our Strategic

- Partners' members.
- Other attendees will offer a range of C-level, mid-level and other executives and decision-makers
- To learn more about our Strategic Partners and see if you're a member of one, [click here](#) .
- You may even find it worthwhile to join a Wharton Club or other Strategic Partner for the \$100 savings for the first two registrants on the Summit, and other benefits of your group - more than enough at \$100-200 to cover the dues of many of these groups.

[Click here to reserve your place\(s\)!!!](#)

CONTACTS - for Credentialed Press and Other Inquiries

Alan Schlaifer, Wharton Club President (301-365-8999) or anschlaifer@aol.com, or Andrea Essex, Executive Director, Green Business Summit II (202-744-6770) or aessex@iwwashington.biz for more information.

GREEN BUSINESS SUMMIT PLANNING COMMITTEE

[Click here to learn more](#) about our outstanding Green Business Summit Committee.

REGISTRATION / FEES FOR BOTH CONFERENCE & RECEPTION

[Click here to reserve your place\(s\)!!](#)

All rates are subject to availability, and the number of spaces is limited. We expect this conference to sell out; walk-ins will probably not be possible. These rates include both keynotes, 4 panels during the full-day conference, materials, all meals and breaks on June 5, and the evening reception on November 12, networking opportunities, and all materials.

- Current Members:** Wharton Club of DC and all Strategic Partner Groups (Members of Strategic Partners must specify your group when you register to qualify for preferred rate):
 - Early Bird: \$149/person through 10/21/09, inclusive, for full-day conference, all meals, materials, breaks, and reception at the end of the Summit
 - members may also, subject to availability, bring up to 3 guests for same per person rate (e.g., extra \$149/person thru 10/21)
 - From 10/22 through 5 pm, Friday, November 6, up another \$50/person, subject to availability: \$199/person
 - After 5:00 pm November 6: \$249/person, subject to availability
- Government and Nonprofit Employees:** Same rates as for Current Members, above, for all current full-time employees of a federal, state, or local government, NGO, or nonprofit. (Must specify your agency, department or other organization when you register to qualify for the preferred rate)
- Nonmembers of Wharton Club or Strategic Partners, and those who are not full-time Govt or Nonprofit Employees:**
 - Early Bird: \$249/person through 10/21/09, inclusive, for full-day conference, all meals, materials, breaks, and reception at the end of the Summit
 - From 10/22 through 5 pm, Friday, November 6, up another \$50/person, subject to availability: \$299/person
 - After 5:00 pm November 6: \$299/person, subject to availability

LODGING

TBA

[Click here to reserve your place\(s\) at the Summit!!!](#)

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