

Conference Agenda:

Day 1: "Next Level" Technical Workshops that will help your Virginia Green facility exceed expectations!

Noon to 1

- **Registration & the Green Market Expo**

The Green Market Expo will be open throughout the conference and reception. It will feature Virginia Green supported projects and partnerships, award winners, and the innovative products and services of the Virginia Green Suppliers Network.

1-2:15pm

- **Session 1: Virginia Green Meetings Professional Accreditation.**

This is the inaugural offering of this new training class offered by the Virginia Green Travel Alliance (VGTA). The class will provide instruction and credentials to green meeting planners and conference and meeting sales teams for Virginia Green partner facilities.

Tom Griffin, Virginia Green Travel Alliance.

- **Session 2: Next Level Commitments to Renewable Energy & Cost Savings**

Facilitator: Will Everett, BF Saul Hotels

- **Free Energy Evaluation Services.** An array of commercial energy efficiency services are offered by state utility providers. Blue Crump, Uvest Energy
- **Solar Power Made Affordable Through Cooperative Contracting.** The Community Power Network and VASUN are working to create local solar cooperatives that will significantly reduce solar installations. Aaron Sutch, VASUN.
- **Electric Vehicle Charging Stations!** Virginia Clean Cities will highlight existing financial incentives that make EV installation very affordable. Michael Phillips, Virginia Clean Cities.

2:15-3:15pm

- **Session 3: Innovative Green Products & Services.**

Virginia Green partners can't do it alone! Come meet with members of the Virginia Green Suppliers Network, our directory of green products and environmental services.

Facilitator: John Cario, Hilton Garden Inn Downtown Richmond

- **Water Bottle Filling Stations.** Simple concept has reduced the number of bottles used by millions! Elkay Products – Scott Thomas
- **Compostable Disposables & Group Purchasing.** Virginia Green is working on a group purchasing contract for eco-disposable! Max Pfannebecker, Sysco Foods
- **Food Waste Reduction + Refrigerator Efficiency = Huge Savings!** RD Fresh, Deck Hankins
- **Hotel Laundry Renovation Results in Huge Cost Savings!** Rodney Brinson, Hyatt Regency Reston

- **Session 4: Award Winners Showcase.**

Come be inspired by the award winners themselves. This panel will feature will be jam-packed with great case studies and insight on how these Virginia Green partners have really taken their green efforts to the “next level”!

Facilitator: Tamara Highsmith, VCU

- **Virginia Oyster Shell Recycling Program.** Virginia Green restaurants are working to recycle shell that is collected and serves as breeding ground for new oysters. Todd Janeski, VCU Rice Center.
- **Award Winners Panel:** John Paul Jones Arena, Local Roots Restaurant, EnRichmond Foundation, & North Gate Vineyard

3:15-4 pm BREAK & Green Market Expo

Tour Option: 3:15-3:45pm - The Sustainable Projects of the Science Museum of Virginia. The SMV won the 2012 Virginia Green Travel Award and continues to be a veritable showcase of green practices and innovative projects. The tour will be led by SMV’s Dr. Eugene Maurakis.

4-5:15pm

- **Session 5: Innovative Green Marketing Partnerships & Fundraising.**

Virginia Green is now pursuing all types of regional partnerships that will spark consumer engagement, expand business opportunities, and raise money to help support the program.

Facilitator: Tom Griffin, VGTA

- **Keep My Planet Green.** A new Virginia Green partnership that allows Virginia Green partners to offer Renewable Energy Credits to their customers and support Virginia Green. Allison Thomas, Keep My Planet Green.
- **Green Media Fundraising Partnerships: The *Travel Virginia eXperience* project.** This new project will feature Virginia Green partners, engage consumers, and help raise funds to support the Virginia Green program. Bonnie Cramner, Travel Virginia Channel.
- **Music Branding!** Team Green World has partnered with Virginia Green to help us sell and brand Virginia Green with music. The new Virginia Green musical theme will be demonstrated, and it can be easily adapted to allow for individual partner branding as well.
- **Virginia Green Travel Destination Certification.** The new VGTA is launching new criteria that will officially allow for regional tourism partners to be designated as Virginia Green Travel Destinations by meeting stated goals and benchmarks. Tom Griffin, VGTA
- **Amazon Smile.** Virginia Green Travel Alliance taking advantage of fundraising and consumer engagement opportunities. Mary Stuart Torbeck, Virginia Green

- **Session 6: *Getting Ready for the Race.***

Major events like the 2015 World Cycling Championships are opportunities to make major cultural changes, such as the public’s expectations for green practices.

Facilitator: Sharon Baxter

- **The Green Expectations of the International Visitor.** In general, European countries have higher and different standards for environmental practices. In addition, there are significant differences in their expectations for travel, service, and food options. Kristin Clarke, ASAE.

- ***The Greening of Major Festivals.*** Recycling and composting done right for major food and music festivals. Find out what it takes to make it happen. Tracey Leverty, Echelon Events.
- ***2015 World Cycling Green Event Efforts.*** The race is an opportunity to make a lasting impression on the rest of the world and to make significant strides environmentally that will benefit Virginia for years to come. Alicia Zatcoff, City of Richmond.

Reception: 5:30-7pm

- Welcome by Mayor Dwight Jones with comments about the **2015 World Cycling Championships**
- **Green Market Expo** featuring Virginia Green Suppliers of green products and Services
- Wines/Beer from Virginia Green award-winning partners:
 - **North Gate Winery**
 - **Ducard Vineyard**
 - **Port City Brewing**
- An oyster shucking display on behalf of the **Virginia Oyster Shell Recycling Program** (VCU Rice Center)

Day 2:

8-9am - Registration & Breakfast

9am – Welcome

9:15 - 9:45am

Virginia Secretary of Natural Resources, the Honorable Molly Ward

9:45-10:15am

The State of the Virginia Green Program Update. Tom Griffin, Virginia Green

10:15-10:30am – Break

10:30-11:15

The Greening of the World Cycling Championships. Alicia Zatcoff, City of Richmond & Monica Callahan, Richmond 2015

11:15-11:40am

The New Virginia Green Travel Alliance. John Cario, Hilton Garden Inn, & Tricia Dunlap, McGuire Woods

11:40-Noon – Break and last view of the Virginia Green Market Expo

Noon – 12:30 – Buffet Lunch

12:30-1pm – The Virginia Green Travel Star Awards Presentation