

rethink. rebuild. renew.

CREATING A SUSTAINABLE FUTURE FOR LONG ISLAND



Join Long Island's 1st Annual Sustainability Conference!

Friday, April 20, 2007
8:30am - 4:00pm
Stony Brook University
Student Activities Center

Workshops
Panelists
Sponsorship & Advertising Information
Exhibitor Opportunities
Premier Directory of Sustainable Organizations
Registration

- How can your business benefit from "going green?"
- How do socially responsible business practices improve your bottom line?
- How can we build a sustainable future that will benefit your business, your community, your family and all Long Islanders?
- How have businesses and communities across the country successfully implemented sustainable solutions?

Discover the latest information, resources and tools to take your business, community and Long Island to the next level.

Presented by



www.sustainableli.org



WHAT IS SUSTAINABLE DEVELOPMENT?

Long Island developed without adequate planning, leaving an aftermath of suburban sprawl, fragmented transportation systems, depleting natural resources, segregated neighborhoods and schools, and deteriorating downtowns. Attempts were made to address these problems individually, without regard to the interrelationship of the issues. As a result, yesterday's "solutions" became the root of today's problems.

Sustainable Development is the answer to these accumulated problems. Sustainable Development is a new way of thinking, moving from problem solving that addresses one issue at a time to solutions derived from integrative decision making. This approach, incorporating ecological integrity, economic stability and social equity, isn't idealistic rhetoric. Across the nation, businesses, municipalities and communities are implementing practical and profitable sustainable solutions.

Join large and small business owners, municipal officials, community leaders, architects, developers and all Long Islanders who have a stake in a sustainable future for our region. Be a part of the conversation to "rethink, rebuild and renew" Long Island.

schedule

8:30am – 4:00pm

Vendor exhibits open

8:30 – 9:30am

Registration and breakfast in vendor hall

9:30 – 10:30am

Opening Plenary: Identifying the Regional Agenda

Joye Brown, Newsday

Ann Golob, Long Island Index, Rauch Foundation

10:45 – 11:45am

Workshops

12:00 – 1:30pm

Lunch: Exciting Sustainable Solutions

Keynote Speaker: Julius Walls, President and CEO, Greyston Bakery

1:45 – 2:45pm

Workshops

3:00 – 4:00pm

Closing Plenary: Identifying Long Island Solutions

Matthew T. Crosson, President, Long Island Association

Honorable Steve Levy, Suffolk County Executive

Honorable Thomas Suozzi, Nassau County Executive

Visit www.sustainableli.org for an updated speaker list

directions

BY CAR

Take the Long Island Expressway (I-495) to exit 62 north (Nicolls Road, also called CR97), and follow Nicolls Road (Route 97) north for 9 miles. The main entrance to the University is on the left. Upon turning into the main entrance, turn right at the first light onto Circle Road and make an immediate left onto John S. Toll Drive. Follow signs to Sustainable Long Island Conference parking lot. Follow the path at the back of the parking lot to the Student Activities Center.

BY TRAIN

Take the Long Island Railroad's Port Jefferson line to Stony Brook. The LIRR station is at the north end of the campus; bus service to the central campus is provided.

All workshops will be offered in both sessions.

A. SUSTAINABLE BUSINESS IS SMART BUSINESS

To have happy and engaged employees, committed customers and to thrive in a robust community – it's the profile every company wants, but what's the formula for attaining it? Companies are increasingly aware that building and sustaining such a profile requires that they actively nurture the health and well-being of their social and environmental marketplace. They are discovering that what a company does and the commercial achievement it yields are no longer the sole measures for success. Success is also determined by how businesses operate. Whether under the banner of Corporate Social Responsibility, or simply smart business, savvy companies are looking closely at their obligations as they relate to consumers, customers and shareholders to determine whether their behavior respects, nurtures and enhances the very relationships that help sustain them.

This panel will examine issues related to sustainable business practices, including:

- Creating employee friendly work environments (family friendly policies, eco-friendly offices, flex time and more)
- Investing in the community
- Improving the environment
- Demonstrating strong ethics and operating with integrity
- Leveraging the talents of a diverse workforce

Moderator: Deidra Parrish Williams, Community Affairs Manager, Newsday

B. GOING GREEN: SUSTAINABLE DESIGN

Green design is a win-win for employers, employees and the environment. It creates a healthy and comfortable workplace; increases worker productivity; lowers energy and other operating costs; and improves your bottom line. You can incorporate green design elements into your business in a variety of ways, from simple changes such as switching to compact fluorescent light bulbs to more holistic changes, including the use of solar panels, day lighting and eco-friendly materials. In this workshop, you'll learn how green design makes sense for your business, and discover the steps you can take to go green.

This panel will examine issues related to green design, including:

- Design and Architecture
- Materials/Elements of Design
- Economic Benefits

Moderator: Russell Albanese, Albanese Organization, Inc.

C. SUSTAINABLE ENERGY FOR A SUSTAINABLE LONG ISLAND

The rising cost of energy is wreaking havoc on businesses and homeowners alike. And the impacts aren't just financial: Our addiction to fossil fuels is dangerous to our health and a threat to our national security. Global warming is no longer the stuff of debate, but scientific certainty. As supplies decrease and prices increase, Long Islanders will need to find new ways to meet energy demands by becoming more energy independent and less reliant on oil and other fossil fuels. How do we provide cleaner, safer energy to fill our growing energy demands while preserving open space and protecting our already compromised air quality? How can we create a sustainable energy future for Long Island and reduce our energy footprint on the planet?

This panel will examine issues related to energy, including:

- State of Long Island's current energy consumption and sources
- Future of Long Island's energy: integrating renewable energy sources
- Economic, environmental and health impacts

Moderator: Gordian Raacke, Executive Director, Renewable Energy Long Island

D. CREATING SUSTAINABLE COMMUNITIES: BUSINESS AND GOVERNMENT WORKING TOGETHER

Sustainability makes economic sense. The future of our economy is dependent on revitalizing our depressed downtowns, creating infrastructure improvements for redevelopment and finding housing alternatives that include a variety of housing options. To address these concerns, we must look toward practical solutions that involve local government, business and the community working together. Government and business must begin a dialogue on potential municipal policies and initiatives to support sustainable business practices. In this workshop, we'll take a look at successful strategies in regions similar to Long Island, and discover what we can do to create real change here.

This panel will examine issues related to the roles of business and government in creating sustainable communities, including:

- Downtown revitalization (smart growth)
- Infrastructure improvements (transportation, sewers, etc.)
- Housing alternatives

Moderator: Honorable Steve Bellone, Supervisor, Town of Babylon

sponsorship opportunities

SUSTAINER \$15,000 – SOLD!!

- Corporate name & logo on directory
- Full page back cover ad in directory
- Premium exhibit space
- Sponsor of 2 workshops
- 20 tickets to conference & luncheon
- Podium recognition at luncheon
- Pre and post-event publicity & signage

VISIONARY \$10,000

- Full page black & white ad in directory
- Premium exhibit space
- 10 tickets to conference & luncheon
- Workshop sponsor
- Pre & post-event publicity & signage

LEADER \$7,500

- Full page black & white ad in directory
- 10 tickets to conference & luncheon
- Prominent banner display
- Workshop sponsor
- Pre & post-event publicity & signage

ADVOCATE \$5,000

- Half page black & white ad in directory
- 5 tickets to conference & luncheon
- Prominent banner display
- Pre & post-event publicity & signage

SUPPORTER \$3,500

- Half page black & white ad in directory
- 3 tickets to conference & luncheon
- Prominent banner display
- Pre & post-event publicity & signage

FRIEND \$1,500

- Half page black & white ad in directory
- 2 tickets to conference & luncheon
- Pre & post-event publicity & signage

exhibitor opportunities

Join other companies promoting sustainable development products and resources!

EARLY REGISTRATION \$600

by March 15th

REGULAR REGISTRATION \$650

after March 15th

- 8' x 10' exhibitor space
- 6' covered table
- Light breakfast

- Coffee & refreshments
- Electricity & internet hook-up
- 2 tickets to luncheon

advertising opportunities

Advertising Deadline: March 15th

Place an advertisement in the first-ever Sustainable Development Directory of resources and organizations that will be distributed to all conference participants.

FULL PAGE (5" X 8") \$500

HALF PAGE (5" X 3 3/4") \$300

Please e-mail artwork in a pdf file to Caryn Rubenstein at:
crubenstein@sustainableli.org

conference registration



Individual Tickets: All conference participants will receive the first-ever directory of information, resources and organizations in sustainable development.

EARLY REGISTRATION (BY MARCH 15, 2007) \$75

REGULAR REGISTRATION (AFTER MARCH 15, 2007) \$100

Tickets are non-refundable, but transferable.

Mail form with payment to:
Sustainable Long Island
45A Seaman Avenue
Bethpage, NY 11714
or fax to: 516-873-0706

For more information, please contact:
Caryn Rubenstein at
crubenstein@sustainableli.org or
call (516) 873-0230

For updated conference material, visit us at:
www.sustainableli.org

PERSONAL INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

of tickets at \$75 _____ Total \$ _____
early registration by March 15, 2007

of tickets at \$100 _____ Total \$ _____
regular registration after March 15, 2007

Name of Attendees _____

Credit Card # _____ Exp. _____ 3-digit security code _____

Checks payable to: Sustainable Long Island

I cannot attend, but would like to make a donation.

SPONSORSHIP CHOICES

Sponsorship Level _____

Exhibitor Package _____

Advertisement:

Full Page \$ _____ Half Page \$ _____

WORKSHOP CHOICES

(indicate 1st and 2nd choices for each session)

Session 1
10:45-11:45am

Session 2
1:45-2:45pm

A.

A.

B.

B.

C.

C.

D.

D.

- A. Sustainable Business is Smart Business
- B. Going Green: Sustainable Design
- C. Sustainable Energy for a Sustainable Long Island
- D. Creating Sustainable Communities:
Business and Government Working Together

Thank you for your support!

Sustainable Long Island is a 501c3 non-profit organization. A portion of your contribution is tax deductible.

rethink. rebuild. renew. **CREATING A SUSTAINABLE FUTURE FOR LONG ISLAND**



rethink. rebuild. renew.

CREATING A SUSTAINABLE FUTURE FOR LONG ISLAND



We would like to thank the Conference Steering Committee for their support.

Mr. Russell Albanese
Albanese Organization Inc.

Honorable Steve Bellone
Town of Babylon

Professor Scott Carlin
CW Post, Long Island
University

Mr. Michael Deering
Long Island Association

Mr. Patrick G. Duggan
Nassau County Department
of Economic Development

Ms. Rona Fried
SustainableBusiness.com

Ms. Carrie Gallagher
Suffolk County Department
of Environment and Energy

Ms. Louisa Hargrave
Stony Brook University

Ms. Sarah Lansdale
Sustainable Long Island

Mr. John McNally
Rauch Foundation

Ms. Deidra Parrish-Williams
Newsday

Mr. Christopher Perez
The F.B. Heron Foundation

Mr. Gordian Raacke
Renewable Energy LI

Mr. Ronald Shiffman

Mr. Julius Walls
Greyston Bakery

Mr. Bob Wieboldt
Long Island Builders Institute

Ms. Patti Wood
Grassroots Environmental
Education

SUSTAINABLE LONG ISLAND

is the organization to rethink, rebuild and renew the precious island that serves as home to nearly three million people. We work with communities and municipal leaders to promote economic development that safeguards the environment and increases opportunity for every Long Islander, now and for generations to come.

We gratefully acknowledge our Sponsors to date for their support of Sustainable Long Island and the Conference.

Sustainer



Advocate



Advocate

Staller Associates