



LEVERAGING THE GREEN REVOLUTION 2010 CONFERENCE

July 28 - 30, 2010
Hyatt Regency Sarasota

Share your expertise and learn from your colleagues in the environmental resources community! The Florida Local Environmental Resource Agencies invites you to join us for the 2010 Annual Conference in Sarasota, Florida.

www.FLERA.org

2010 FLERA ANNUAL CONFERENCE

WEDNESDAY, JULY 28th

PRE-CONFERENCE (10:30 a.m. – 12:00 p.m.)

9:00 a.m. – 10:30 a.m. Pre-Conference Registration Open

10:30 a.m. – 11:30 a.m. Tour of Mote Marine Laboratory (*Limited Number of Spaces!*)

Mote Marine Laboratory is a nationally recognized, independent, nonprofit organization dedicated to excellence in marine science and education. The Research Division consists of seven Research Centers including: The Center for Coastal Ecology; Marine Mammal and Sea Turtle Research; Shark Research; Ecotoxicology; Fisheries Enhancement; Coral Reef Research; and, Aquaculture Research and Development. There will be two one-hour tours of Mote's Sarasota Laboratory, starting at 10:30 a.m. Please check in early at the conference registration desk the day of the tour for details. Transportation to Mote Marine Lab is not provided.

REGULAR CONFERENCE (1:00 p.m. – 5:00 p.m.)

8:00 a.m. – 5:00 p.m. Conference Registration Open

9:30 a.m. – 5:00 p.m. Silent Auction Open

10:00 a.m. – 12:00 p.m. FLERA Board and Annual Business Meeting

12:00 p.m. - 5:00 p.m. Exhibits Open

1:00 p.m. – 1:30 p.m. Opening Address

*Keynote: Honorable Scott Randolph, State Representative (D-36)
Florida House of Representatives*

1:30 p.m. - 2:30 p.m. Gulf Oil Spill - Environmental Protection Takes Center Stage at the EOC

In April, an explosion and fire on BP's *Deepwater Horizon* eventually lead to the rig's sinking and spilling at least 200,000 gallons of oil a day into the northern Gulf of Mexico. Shut-off mechanisms proved to be ineffective and an oil slick perhaps the size of Puerto Rico moved toward shore. First responders and clean-up crews organized in four states, preparing for the worst-case scenario of oil washing onto wetlands and feeding/breeding areas for more than 400 animal species, including many that are endangered. The experience has highlighted the gaps that often exist in emergency and contingency planning for environmental disasters. The workshop will review the topic of contingency planning for oil spills; the development of an interdisciplinary team of marine biologists, coastal engineers, coastal geomorphologists and experts in water transportation logistics; and, response and recovery operations. The workshop will provide an up-to-date assessment of the status of the disaster and the long-term environmental and economic impacts will be discussed.

*Keith Wilkins, Deputy Bureau Chief
Escambia County Environmental Protection*

*Sheryl Dickinson, Sector Commander
US Coast Guard, St. Petersburg*



2:30 p.m. – 3:00 p.m. Break - Silent Auction & Exhibits

3:00 p.m. – 3:30 p.m. Certifying Your Government is Green – FGBC’s Certification Process

How do you demonstrate that your government is *really* green and not “green-washing”? One way is to have an independent verification and FGBC’s Florida Green Local Government offers just that. Learn about the process, how others have done it and how the certification has helped many governments create even more green initiatives.

*Lori Cunniff, CEP, Manager
Division of Environmental Protection, Orange County*

3:30 p.m. - 4:00 p.m. 2010 Legislative Session Wrap-Up

This session will feature a panel discussion providing an overview of the 2010 Florida Legislative Session. Successes and failures of environmental issues, and a detailed discussion of legislation covering a wide variety of subject matter will be presented in an informative, interactive format by persons familiar with “the process.”

*Eric Draper, Executive Director
Florida Audubon Society*

*Brandon Wagner, Manager, Intergovernmental Relations
Hillsborough County*

*Marsha Hosack, Director of Intergovernmental Relations
Sarasota County*

4:00 p.m. – 5:00 p.m. Green Initiatives in Theory and Practice

The Session will discuss recent “green” legislation and the practical issues associated with implementing these mandates from the perspective of developers, consultants, and local government. The presenters will emphasize the basic legal framework of sustainability as it applies to local governments. A discussion of “greenwashing” and its potential impacts on local governments will also be included.

*Lori Dorman, Esq., Attorney
R. David Jackson, Esq., Attorney
Maggie Mooney-Portale, Esq., Shareholder
Lewis, Longman & Walker, PA*

5:00 p.m. - 6:00 p.m. Welcome Reception



- 8:00 a.m. – 5:00 p.m. Conference Registration**
- 8:30 a.m. – 3:30 p.m. Silent Auction**
- 8:30 a.m. – 5:00 p.m. Exhibits Open**
- 8:30 a.m. – 10:00 a.m. CONCURRENT SESSIONS A & B**

A. Sustainability

Sarasota County's Green Economic Development Efforts [30 minutes]

Sarasota County has implemented numerous sustainability initiatives focused on strengthening and diversifying our local economy and supporting local green businesses and institutions. This presentation will highlight several of these efforts ranging from the Green Map, Energy Efficiency and Conservation Block Grant programs, to partnerships with community partners in education and outreach.

*Lee Hayes Byron, Sustainability Manager
Sarasota County*

How to Effectively Implement a Green Initiative at Work [30 minutes]

This will be a real world, dynamic presentation explaining how to implement an effective green initiative while on a "shoe-string budget." Details will include: How to gain staff buy-in; how to push through LEED accreditation; development of key performance indicators; and, creation of sustainable operation policies for staff and contractors.

*Alexa Stone, LEEP AP, CEO & Energy Specialist
EcoPreserve*

*David Dunn, CFM, Project Manager
City of Orlando*

*Jeff Benavides, LEED Project Manager
EcoPreserve*

A Look at Brownfields for Sustainable Redevelopment [30 minutes]

Along with the steady loss of green space as sprawl continues, abandoned commercial and industrial sites increase. Some of the greatest examples of sustainable development can be seen in Brownfields Redevelopment programs where urban infill development promotes a resurgence of land use.

*Steven Folsom, Senior Environmental Engineer
HSA Engineers & Scientists*

B. Air/Greenhouse Gas Emissions

Land Development Activities: Quantifying GHG Emission Reductions & Measuring Performance [60 minutes]

Many cities and counties have been examining their practices as they relate to the emission of greenhouse gases for many years. That interest has been magnified by the recent passage of HB 697 in Florida, which mandates accounting of the reductions in GHG emissions through the comprehensive planning process. The workshop will discuss measureable, performance-based local government strategies to reduce energy, water use and GHG emissions. Participant interaction will be encouraged.

*Pierce Jones, PhD, Director and Professor
UF Agricultural and Biological Engineering*

*Hal Knowles, III, Research Associate
UF Program for Resource Efficient Communities*



Solarizing Landfill Closures for Beneficial Secondary Use [30 minutes]

Landfill closures are often expensive and require high maintenance costs. New technologies can improve environmental protection while generating renewable energy. The workshop will review systems developed by HDR for landfill closures, providing a beneficial use for closed landfills by enabling them to supply clean renewable solar energy to the nation's electricity grid while also protecting the environment.

*Mark Roberts, PE, Vice President
HDR Engineering*

10:00 a.m. – 10:30 a.m. Break in Exhibit Area

10:30 a.m. – 12:00 p.m. CONCURRENT SESSIONS A & B

A. Leveraging Resources

Climate Outreach: A Community of Practice for Long-Term Engagement [30 minutes]

Sea level rise will have significant economic, social and environmental impacts on coastal communities. Decision-makers must be provided with strong, scientific information and advice on its potential impacts. The workshop will review the regional project that the four Gulf of Mexico Sea Grant programs and NOAA are conducting to establish a community of practice of local, state and federal experts to: (1) facilitate dissemination of science-based information on projected impacts of sea level rise; and (2) identify and support strategies for coastal community adaptation.

*Karl Havens, PhD, Director
Florida Sea Grant College Program*

The Cost Effectiveness of Green Initiatives [30 minutes]

Governments are constantly challenged to operate with fewer resources and tax dollars to operate. The workshop will show how you can maximize your revenues with investments in efficient and sustainable uses of energy, water resources and waste recycling.

*Michael J. Connors, PE, Public Works Administrator
City of St. Petersburg*

Leveraging Resources through Collaboration [30 minutes]

South Florida is particularly vulnerable to the effects of climate change. Educating our children about the potential effects of climate change can have significant, long-term value. The session will provide an overview of Broward County's Conservation and Climate Change Challenge for Schools - the call for sustainable, effective and measurable educational programs; a description of the C3 Challenge, marketing, data collection, lessons learned and results.

*Maribel Feliciano, Outreach Planning and Mobile Sources Manager
Broward County*

B. Green Development

Six Concepts for Green Development [60 minutes]

The workshop will review six of the best concepts for sustainable development, including ways in which the public and private sectors can integrate wetlands, plant and wildlife considerations into development plans.

*Jennifer Languell, PhD, President
Trifecta Construction Solutions*



Green Goof to Green Roof - Florida's Largest Green Roof Building [30 minutes]

The presentation will discuss the concept and history of the Escambia County One Stop Permit building, the difficulties faced in breaking the mold and preconceptions of “Green Buildings” – and especially the foreign concept of a green roof in Northwest Florida.

*Keith Wilkins, Deputy Bureau Chief
Escambia County*

12:00 p.m. – 12:15 p.m. Break in Exhibit Area & Silent Auction

12:15 p.m. – 1:30 p.m. Awards Luncheon

Environmental Leadership and Commissioner Leadership Award

1:30 p.m. – 3:00 p.m. CONCURRENT SESSIONS A & B

A. Water Resources

Case Studies in Cost Sharing for Water Resource Conservation Projects [30 minutes]

This session will include discussion of two large-scale water resource projects currently funded through multiple sources. Learn about creative cost sharing approaches!

*Karen Warner, Hydro-Ecologist and Project Manager
BCI Engineers & Scientists*

New Developments in Fertilizer Regulations [30 minutes]

Local fertilizer ordinances were the subject of much debate during the 2010 Legislative Session – much of it resulting from the decision by the Pinellas County Board of County Commissioners to ban the sale (in addition to use) of consumer fertilizer during the summer rainy season. The session will provide an overview of the process, science and educational efforts used in Pinellas County with an eye for approaches that may be appropriate in other jurisdictions.

*Kelli Hammer Levy, Director, Watershed Management Division
Pinellas County*

Baffle Box Effectiveness Monitoring Project [30 minutes]

Baffle boxes help to remove pollutants from water in drainage systems before they enter receiving waters. However, there are many different types with uses appropriate for many different applications. Over a several year period, four baffle boxes were monitored and a new methodology of assessment was developed to determine their pollutant removal effectiveness.

*Daniel Smith, PhD, PE, Senior Environmental Engineer
Scott Deitche, Water Resources Project Manager
GPI Southeast*

B. Planning Strategies

Energy Improvement Districts and Other Grant Leveraging Techniques [30 minutes]

The workshop will review how to form special districts to provide a method of financing energy efficiency and renewable energy retrofits on residential and commercial properties - including the constraints and opportunities for doing so. Learn about this (and other mechanisms) to stretch and “leverage” grant funds to accomplish energy efficiency goals.

*Erin Deady, Esq., AICP, Shareholder
Lewis, Longman & Walker, PA*



Climate Readiness Planning at the SWFRC and the CHNEP [60 minutes]

The session will provide a review of the climate change projects of the Southwest Florida RPC and the Charlotte Harbor National Estuary Program, including vulnerability, adaptation and resiliency; indicators; model ordinances; comprehensive plan language; and, salt marshes.

*Jim Beever, III, Principal Planner
Southeast Florida Regional Planning Council*

3:00 p.m. – 3:30 p.m. Break in Exhibit Area

Make your final bids during this break - the Silent Auction ends at 3:30 p.m.!

3:30 p.m. – 5:00 p.m. CONCURRENT SESSIONS A & B

A. Marine Research (Coordinated with Mote Marine)

Determining the Impacts of the Deepwater Horizon Oil Spill and Developing Effective Responses [90 minutes]

The explosion on the Deepwater Horizon Oil Rig in April and the subsequent collapse of the rig has resulting in the worst oil spill in U.S. history. It's now clear that the spill's effects will linger for decades and affect millions of people who depend on the Gulf of Mexico and related ecosystems for their way of life. The workshop session will provide a detailed, multi-level overview of the impacts of the oil spill by a panel of experts led by Dr. Richard Pierce, Director of the Center for Ecotoxicology and coordinator of Mote's oil spill response network. Time for questions/answers will be provided at the end of the session. From commercial oystermen in Apalachicola, to recreational anglers to casual beachgoers visiting Florida from northern states, we all have a stake in the health of the Gulf of Mexico and in helping the ecosystem recover from the damage caused by the oil and the dispersants being used to break it down!

*Richard Pierce, Director, PhD
Center for Ecotoxicology*

*Gary Kirkpatrick, PhD
Phytoplankton Ecology Program*

*Barb Kirkpatrick, PhD
Environmental Health Program*

*Dana Wetzel, PhD
Aquatic Toxicology Program*

*John E. Reynolds, III, PhD, Director
Center for Marine Mammal and Sea Turtle Research*

*Robert Hueter, PhD, Director
Center for Shark Research*

B. Economic Development

Green Jobs in Florida: The Next Economic Engine? [60 minutes]

Numerous green jobs initiatives and programs are underway throughout Florida, bringing together state and local governments, private companies, and citizen groups. The panel will review the overall principles and trends in green jobs nationwide and take it down to the state and local levels.

*Scott M. Deitche, Water Resources Project Manager
GPI Southeast*

*Tim Center, Esq., Vice President Sustainability Initiatives
Collins Center for Public Policy*

*Peter Bartolotta, Interim Executive Director
Vision North Port*



THURSDAY, JULY 29th *(continued)*

Sustainable Leadership by Example: The Development of a Local Green Economy [30 minutes]

Creating a green economy affords a community and local government the ability to have a more livable and sustainable future. Implementation strategies for municipalities to jump-start a green local economy using available grant funds. The workshop will present a case study of the City of Palm Bay's experience in creating a green economy.

*Jordanna Rubin, LEED AP, Client Program Manager
Shaw Environmental & Infrastructure*

6:00 p.m. – 9:00 p.m. Dinner Reception at Mote Marine Laboratory

Join us at Mote Marine Laboratory for great food, fun and networking. Casual dress is recommended so bring your flip-flops and shorts. Mote is located at 1600 Ken Thompson Parkway, a 4-mile drive from the conference hotel. Transportation is not provided.

FRIDAY, JULY 30th

8:00 a.m. – 10:00 a.m. Conference Registration Open

8:30 a.m. – 10:30 a.m. Exhibits Open

8:30 a.m. – 10:00 a.m. GENERAL SESSIONS

Water Resources Sustainability Plan for the Peace Creek Watershed [30 minutes]

This watershed plan integrates economic development and land use planning with water resources management for the long-term sustainability of both.

*Mike Britt, PE, Natural Resources Division Director
City of Winter Haven*

Environmental Management Systems [30 minutes]

In this presentation, a case study will be used to show how an Environmental Management System may be used for a Leadership in Energy and Environmental Design, Existing Building: Operations and Maintenance (LEED EB: O&M) project.

*Laurel Brown, Marketing and Program Coordinator
University of Florida TREEO Center*

Energy Efficiency [30 minutes]

Energy efficiency isn't as sexy as solar power but the Central Florida Energy Efficiency Alliance (CFEEA) has created a "Killowatt Crackdown" to dress it up and engage the commercial community in the Central Florida region. Learn what they are doing at this presentation!

*Lori Cunniff, CEP, Manager
Orange County*

*Anna Long, Of Counsel
Lowndes Drosdick Doster Kantor & Reed, PA*



10:00 a.m. - 10:30 a.m. Break in Exhibit Hall

10:30 a.m. – 11:30 a.m. GENERAL SESSIONS

Environmental Protection Commission's Green Star Program [30 minutes]

The session will discuss Hillsborough County's Green Star Program, which encourages the automotive repair industry to go above and beyond normal compliance by implementing Best Management Practices and Pollution Prevention Strategies in their businesses.

Dewitt Bruce, Environmental Specialist III

Environmental Protection Commission of Hillsborough County

Florida's Youth Conservation Center Network: Partnership Opportunities with Local Governments [30 minutes]

Florida's Youth Conservation Center Network is an ambitious program to help youngsters connect with nature. The workshop will review ways the program can provide opportunities for partnerships with local government conservation programs.

*Ricardo Calvo, PhD, Senior Vice President
HDR Engineering*

*Brett Boston, Executive Director
Wildlife Foundation of Florida*

*Jamie Serino, Director - Coastal, Natural Resources & Sustainability Programs
Shaw Environmental & Infrastructure*

11:30 a.m. Conference Adjourned



FLERA 2010 Annual Conference Details

Who Should Attend?

Professional Staff and Elected Officials from Cities, Counties and Special Districts; Engineers, Consultants, Environmental Managers and Planners in both the public and private sectors; and, Staff from Regional Planning Councils, Water Management Districts and State Agencies.

Registration & Discounts

The registration fee includes all sessions, conference materials, breaks, networking opportunities, informative exhibits, a silent auction, the option of a pre-conference tour of Mote Marine Laboratory, a luncheon, and a Dinner Reception at Mote Marine Aquarium. FLERA is making every effort to keep costs down and pass the savings on to you. We are offering several ways to save:

- Send 3 people from the same organization and **get the 4th person FREE!**
- Cover both tracks and save. **Receive a 10% discount** for each additional person from the same organization!
- **Register by ~~July 1, 2010~~ July 14, 2010** and receive the **early discounted rate!** Registration forms must be submitted prior to July 1, 2010 to qualify.
- Be green and “Opt-out” of receiving a conference notebook and **receive \$20 off!** All conference registrants will receive a Conference-At-A-Glance and the direct link to view and download Conference Proceedings after the conclusion of the conference.

Cancellation / Refund Policy

Refunds will be provided for cancellations received in writing prior to **5:00 p.m. July 14, 2010**. Attendee substitutions are allowed!

Dinner Reception

The Dinner Reception will be at Mote Marine Aquarium. Casual dress is recommended so bring your flip-flops and shorts. FLERA Conference registrants will have exclusive access to the Aquarium to explore the secrets of the sea with touch pools, shark, dolphin, manatee and sea turtle exhibits and over 100 other species of marine life. Attendance for one person is included in your conference registration! Guests are welcome but **MUST** purchase a ticket (\$25) in advance by contacting FLERA (850-561-0904) prior to the conference. **Conference attendees and guests must have a ticket to attend the Dinner Reception at Mote!** Onsite tickets will be limited.

Conference Hotel

The conference will be held at the beautiful Hyatt Regency Sarasota located at 1000 Boulevard of the Arts in Sarasota, Florida. After an extensive \$22 million renovation, the Hyatt Regency Sarasota now boasts a casually sophisticated "Florida chic" feel inspired by the bright and airy designs of Lilly Pulitzer.

A block of rooms has been reserved for conference attendees at the discounted rate of \$119 per night and includes a complimentary continental breakfast! You can make your reservation online by going to the Conference page on the FLERA website (www.FLERA.org) and clicking on hotel reservation link or by calling (800) 233-1234 **by June 28, 2010**. Identify yourself as a FLERA Conference attendee to receive the discounted rate.

Conference Attire

Please dress comfortably; dress is business casual.

Silent Auction

All conference attendees are invited to participate in the Silent Auction. If you are interested in contributing an item for the Silent Auction, please contact the FLERA office at (850)561-0904.

Sponsors

Visit the Conference page of the FLERA website at www.FLERA.org for sponsor/exhibit opportunities.

Questions? 850-561-0904 or FLERA@ksanet.net



**FLERA 2010 Annual Conference
REGISTRATION FORM**

Attendee Information: (one attendee per form, please make copies for additional attendees)

Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Registration Options:	<u>Early</u>	<u>(After July 14th)</u> <u>Late</u>	<u>Total</u>
<input type="checkbox"/> Pre-Conference Tour of Mote Marine Laboratory <i>(if available)</i> FREE	FREE	FREE	_____
<input type="checkbox"/> FLERA Member discounted rate	\$255	\$315	_____
<input type="checkbox"/> Non-Member rate	\$315	\$375	_____

Discounts!!!*

- I am the 4th person from my organization [deduct 100% from above] (_____)
- Additional person from the same agency [deduct 10% from above] (_____)
- I don't need a conference Notebook [deduct \$20 from above]** (_____)

TOTAL REGISTRATION FEE _____

***Discounts!!!**

- Send 3 people from the same organization and **get the 4th registration FREE!!**
- Each additional person from the same agency saves **10% off the member registration fee.**
- Do you really need a conference notebook? All attendees will be provided with a Conference-At-A-Glance at the conference followed by a Conference Proceedings CD immediately following the conference. Check the box above to forgo your conference notebook, save a tree, and deduct \$20 from your conference registration fee!

Method of Payment:

- Enclosed is a check in the amount of \$_____. Checks payable to FLERA (FEIN: 59-3708514)
- Enclosed is a Purchase Order. Please invoice me for \$_____
- Please charge my credit card Visa / Master Card *(circle one)*

Card # _____ Exp. Date _____

Signature _____

Send Completed Registration Form to:

Email: FLERA@ksanet.net / Fax: 850-222-4124 / Mail: PO Box 10530, Tallahassee, FL 32302

**\$20 deduction not available to free registrations