



Diversifying California's Green Economy

AB 32 is the next job bank . . . but are all our communities and entrepreneurs ready to take advantage of this opportunity?

A Forum hosted by

Greenlining Institute

&

CPUC Commissioner Nancy E. Ryan



October 13, 2010, 1 – 4:45 p.m.
CPUC Auditorium
505 Van Ness Ave., San Francisco

Agenda

- 1 pm – 1:30 pm **Welcome Remarks**
Nancy E. Ryan, Commissioner, CPUC
Orson Aguilar, Executive Director, Greenlining Institute
- 1:30 pm – 1:45 pm **AB32 and its economic impact on California’s recovery**
Michael R. Peevey, President, CPUC
- 1:45 pm – 3:15 pm **Panel discussions between representatives of diverse communities and clean tech companies: Empowering our entrepreneurs and diversifying the California job market through AB 32**
Rhonda Mills – S. California Program Director, Center for Energy Efficiency and Renewable Technologies
Billy Owens – Senior Director of Project Development, Solar Millennium
Jonathan Port – CEO, PermaCity Solar
Jay Zoellner – President and CEO, EPS Corp
Raquel Pinderhughes – Professor of Urban Studies & Planning at SFSU
Sal Vaca – Director, RichmondWORKS
Vivian Chang – Executive Director, Green For All
- How will implementation of AB 32 help the promise of “green jobs” become a reality?
 - To what extent is the clean tech sector engaged in efforts to keep jobs – particularly in manufacturing – within the US? Within California?
 - How can we keep the supply chain within California, where possible?
 - Which clean tech companies currently have effective supplier diversity programs?
 - What impediments or disincentives to supplier diversity currently exist in the clean tech sector?
 - What influence could utility supplier diversity goals have on the clean tech sector, as suppliers to the utilities?
 - How can diverse businesses best position themselves to capitalize on AB 32’s opportunities?
- 3:15 pm – 3:45 pm **Networking Break**
- 3:45 pm – 4:15 pm **Question & Answer**
- 4:15 pm – 4:30 pm **AB32 and its economic impact on California’s recovery**
Mary Nichols, Chairman, California Air Resources Board
- 4:30 pm – 4:45 pm **Closing Remarks**
Commissioner Ryan and Orson Aguilar

Speaker & Panelist Biographies

Nancy E. Ryan, Commissioner, California Public Utilities Commission



Nancy E. Ryan is an economist with expertise in energy markets and the public health and ecological impacts of energy production. Appointed to the California Public Utilities Commission (CPUC) by Governor Arnold Schwarzenegger in January 2010, Commissioner Ryan is the CPUC's lead Commissioner on proceedings developing policies for the Smart Grid and Alternative Fueled Vehicles. She also plays a leading role in shaping California's efforts to develop renewable energy resources and reduce greenhouse gas emissions from the electric sector.

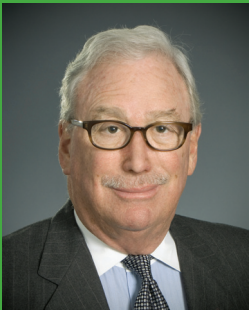
Prior to her appointment Commissioner Ryan served as the CPUC's Deputy Executive Director for Policy and External Relations. She joined the CPUC in 2006 as Chief Energy Advisor to President Michael R. Peevey and subsequently served as his Chief of Staff.

Commissioner Ryan's career path has included positions in advocacy, academia and the private sector. Before joining the CPUC she was Senior Economist and Deputy California Director at Environmental Defense Fund, where she led advocacy efforts focusing on reducing greenhouse gas emissions from vehicles and power plants, curbing air pollution from diesel engines and restoring rivers and watersheds. She has also worked as a consultant in the energy field and for many years taught applied economics courses at UC Berkeley's Richard and Rhoda Goldman School of Public Policy.

Dr. Ryan received her Ph.D. in Economics from the University of California at Berkeley and a BA in Economics from Yale University.

Orson Aguilar, Executive Director, Greenlining Institute

Michael R. Peevey, President, California Public Utilities Commission



Michael R. Peevey was appointed President of the California Public Utilities Commission (CPUC) by Governor Gray Davis on December 31, 2002, having been originally appointed to the CPUC by Governor Davis in March 2002. In December 2008 Governor Arnold Schwarzenegger reappointed Mr. Peevey to the CPUC for another six-year term.

As President of the CPUC, Mr. Peevey is committed to protecting the public interest by promoting consumer needs, while challenging utilities to embrace new technologies and provide safe, high-quality services.

Mr. Peevey is committed to maximizing energy efficiency and demand response opportunities and ensuring that California's environment is protected. He is also a strong supporter of renewable energy and renewable procurement requirements for utilities, and is a leader in implementing California's Solar and Greenhouse Gas Initiatives. He also serves as Chairman of the California Emerging Technology Fund.

Mr. Peevey has made it a priority to work closely with sister agencies, such as the California Department of Water Resources, the Independent System Operator, the California Energy Commission, and the Air Resources Board--agencies in which the CPUC has overlapping or complementary responsibilities, to assure that California has adequate energy resources and transmission facilities to support its growing population and improving economy.

From 1995 until 2000, Mr. Peevey was President of NewEnergy Inc. Prior to that, Mr. Peevey was President of Edison International and Southern California Edison Company, and a senior executive there beginning in 1984. Mr. Peevey has served on the boards of numerous corporations and non-profit organizations.

Mr. Peevey has received many awards recognizing his leadership in developing energy policy and promoting recognition of California's diverse population, including a "Distinguished Citizen Award" from the Commonwealth Club of California for achievements in green and sustainable energy in 2007; the Pat Brown Legacy Award in 2003;

named “Man of the Year” by the Power Association of Northern California; recognized with the Climate Action Champion Award by the California Climate Action Registry in 2004; and leadership recognition from American Council for Energy Efficiency (2005), the Utility Minority Access Program (2006), and the California Solar Energy Industries Association (2006).

Mr. Peevey holds Bachelor and Master of Arts degrees in economics from the University of California, Berkeley. He is married to Carol J. Liu, who served three terms representing the 44th Assembly District (La Canada Flintridge) in the California legislature and in November 2008 was elected to the California Senate to represent the 21st Senate District. They have three children.

Mary Nichols, Chairman, California Air Resources Board



Mary D. Nichols was appointed by Governor Arnold Schwarzenegger as Chairman of the California Air Resources Board in July 2007. She returns to the Air Board 30 years after serving as the Chairman under Governor Jerry Brown from 1978 to 1983.

Nichols has devoted her entire career in public and private, not-for-profit service to advocating for the environment and public health. In addition to her work at the Air Board, she has held a number of positions, including: assistant administrator for the U.S. Environmental Protection Agency’s Air and Radiation program under the Clinton Administration, Secretary for California’s Resources Agency from 1999 to 2003, and Director of the University of California, Los Angeles Institute of the Environment.

As one of California’s first environmental lawyers, she initiated precedent-setting test cases under the Federal Clean Air Act and California air quality laws while practicing as a staff attorney for the Center for Law in the Public Interest. Nichols holds a Juris Doctorate degree from Yale Law School and a Bachelor of Arts degree from Cornell University.

In her return as Chairman, Nichols’ priorities include moving the state’s landmark climate change program ahead, as well as steering the Board through numerous efforts to curb diesel pollution at ports, and continuing to pass regulations aimed at providing cleaner air for Southern California and the San Joaquin Valley. She values innovation, partnerships and common-sense approaches to addressing the state’s air issues.

The Air Resources Board leads the country in working with the public, the business sector, and local governments to protect the public’s health, the economy and the state’s ecological resources through the most cost-effective reduction of air pollution. The Board now employs roughly 1,200 engineers, scientists and attorneys, with an annual operating budget of more than \$860 million.

Rhonda Mills, S. California Program Director, Center for Energy Efficiency and Renewable Technologies



Rhonda Mills is the Southern California Program Director for the Center for Energy Efficiency and Renewable Technologies (CEERT), a nonprofit coalition of renewable energy providers and the nation’s leading environmental groups. CEERT works to improve the environmental performance of our electricity and energy infrastructure. Rhonda’s publications include a market report commissioned by the United Kingdom Department of Trade and Industry on the US renewable energy market and a comprehensive consumer’s guide to local, state and federal energy incentives. She has consulted to the cities of Santa Monica, Pasadena and San Diego on various renewable energy projects and policies. She recently completed a study of construction and operations jobs needed to build and operate renewable energy power plants

in California. She is currently conducting a survey of the material needs to build renewable energy power plants in California.

Billy Owens, Senior Director of Project Development, Solar Millennium



Billy Owens has 25 years of development experience in a variety of infrastructure projects in California, the US and internationally. Mr. Owens has permitted several electric power facilities using biomass, wind energy, coal and natural gas. In addition, Mr. Owens has also developed a seawater desalination plant in Huntington Beach, California. Mr. Owens has utility and energy policy experience at the federal level. Mr. Owens is currently responsible for the development of utility scale solar thermal projects in California and Nevada.

Jonathan Port, CEO, PermaCity Solar



Jonathan Port, PermaCity Founder, President and CEO, is an expert in sustainable energy, solar design, and sustainable real estate development. PermaCity opened in 2003 and has grown into a leading Solar Engineering Procurement Contractor in the United States with more than 30MWs of solar experience.

Formerly president of 3Phases Energy Services LLC, Mr. Port grew the company into a multi-million dollar green energy supplier. Previously, Mr. Port was the vice president of development for Daystar Development, where he was responsible for new construction of entertainment retail centers. Mr. Port also was a member of the renowned economics consulting staff of Economics Research Associates, where he consulted on over 70 projects, including California High Speed Rail and City of Pasadena downtown redevelopment.

He holds a Master's Degree in Urban Planning and Sustainable Development from Auckland University in New Zealand and a Bachelor of Science and a Bachelor of City and Regional Planning from Cal Poly San Luis Obispo.

Jay Zoellner, President and CEO, EPS Corp



Mr. Zoellner has more than 25 years of operating and management experience in the energy business, having started his career as an officer in the US Navy's nuclear submarine service. He moved into private industry and quickly gained years of direct profit and loss management experience at ABB and Enron. While there, he successfully grew his business units through mergers and acquisitions, sales and new services. His experience includes power plant operation; construction and consulting; high voltage substation design/build projects for major western utilities; major steam system and generator replacements; and multiple energy efficiency projects at commercial and manufacturing facilities.

Raquel Pinderhughes, Professor of Urban Studies & Planning at SFSU

Raquel Pinderhughes' teaching, research, and community activism focus on improving quality of life for people living and working in cities, particularly those of low-income. She is a nationally recognized expert on green collar jobs, defining the term to describe living wage, manual labor jobs that directly improve environmental quality. Her landmark study, *Green Collar Jobs: An Analysis of the Capacity of Green Business to Provide High Quality Jobs for Men and Women with Barriers to Employment*, informs understanding of how to harness green business growth to fight both pollution and poverty. The green job training model that she developed provided critical guidance to the Oakland Green Jobs Corps, the nation's first attempt to carry out the job training model that Pinderhughes developed and outlines in her study. The study can be found at <http://bss.sfsu.edu/raquelrp/>. Based on what she learned from employers in the green economy, Pinderhughes produced an environmental literacy curriculum called "Roots of Success" that is specifically designed for youth and adults with barriers to employment who are enrolled in green work force development programs. The curriculum focuses on water, waste, transportation, energy, building, food and agriculture and community organizing for a green economy and green jobs. It is available in English and Spanish and is being used throughout the United States and in Puerto Rico. For information about the curriculum go to info@rootsofsuccess.org. Her most recent book, *Alternative Urban Futures: Planning for Sustainable Develop-*

ment in Cities throughout the World, focuses on planning and policy approaches and appropriate technologies that can be used to minimize a city's impact on the environment while providing urban residents with the infrastructure and services they need to sustain a high quality of urban life.

Sal Vaca, Director, RichmondWORKS



Mr. Vaca currently serves as the Director of the City of Richmond's Employment & Training Department and the Executive Director of the Richmond Workforce Investment Board. He oversees 17 employment and training programs for the City of Richmond including the nationally recognized and award-winning RichmondBUILLD Green Careers Academy. Mr. Vaca has over 25 years experience in directing and managing employment and training programs and has established a track record for developing and implementing innovative and effective private/public partnerships.

Mr. Vaca graduated from San Jose State University with a B.A in Social Welfare and a Minor in Business Management.

Vivian Chang, Executive Director, Green For All



As the Director of State and Local Initiatives for Green For All, Vivian Chang MA brings her background in urban planning and over 15 years of experience with community organizing, and policy advocacy to the organization's vision of creating an inclusive green economy. Prior to joining Green For All, Ms. Chang served as the Executive Director of the Asian Pacific Environmental Network, a nationally recognized environmental justice organization focused on building leadership in Asian immigrant and refugee communities. As a well-recognized experienced organizer in the Asian community, Ms. Chang has spoken on numerous panels as well as in media outlets including KPFA (the Bay Area's Pacifica network radio station), National Public Radio, the most popular Chinese ethnic media outlets including Sing Tao and Channel

26 KTSF. She holds a Masters degree in Urban Planning from the University of California Los Angeles (UCLA) with a concentration in regional economic and community development. Ms. Chang is a recipient of the 2007 Gerbode Fellowship and Oakland's 2009 Woman of the Year award.