

2009 SUMMIT FOR A SUSTAINABLE TENNESSEE SPEAKERS

Ed Cole

Ed Cole is Chief of Environment and Planning. He is responsible for the activities of the Divisions of Transportation Planning, Environment, and Public Transportation, Waterways and Rail.

Transportation planning initiatives include Tennessee's first statewide long-range multi-modal transportation program. With leadership provided by the Transportation Planning staff, this process will incorporate all transportation modes and phases of project development and implementation. The process has included extensive interaction with citizens, local government officials and the Metropolitan Planning Organizations in the urban areas of the state.

Initiatives also include incorporation of environmental and cultural considerations early in the transportation project planning process and a major revamping of the management of the environmental permitting process. Quality assurance teams are being created to monitor environmental performance of major construction projects, as well as ongoing maintenance operations. Of particular concern are erosion and sediment controls during the construction of highways and structures.

Ed Cole has a long background in public service. He has served in environmental, planning and management roles with local government. He has over 17 years of service with the State of Tennessee, most in management at the Department of Environment and Conservation (TDEC). Most recently, he served as Executive Director of Cumberland Region Tomorrow, a regional planning organization covering the 10 counties of Middle Tennessee.

Mayor Philip Craighead

Mr. Craighead has been Mayor of the City of Lebanon since December 2008. He is a graduate of Lebanon High School (1972) and Middle Tennessee State University (1976) with a Bachelors Degree in Business Administration.

Before his political career he owned The Phoenix Group of Middle TN, the A/C Power Group and Craighead Home Sales, Inc. His community involvement includes the Rotary Club, the Mid-Cumberland Community Action Agency where he serves on the Board. He is also the Marketing Committee Chairman for the Regional Transportation Authority (RTA). Mayor Craighead has been a baseball and soft ball coach for 20 years and has served in his Church Parish and on finance committees. He is also on the Joint Economic & Community Development Board Executive Committee and serves as the Chairman on the Wilson County/Lebanon Development Board and the Lebanon Senior Citizens Center Board of Directors. Mayor Craighead is a member of the Tennessee Municipal League (TML) and President of the Greater Nashville Regional Council (GNRC).

He has been married to Darlene for 28 years. They have 2 children and one grandchild.

Mike Crosby

Since retiring as an automotive industry executive, Mike has worked as a volunteer to improve Tennessee air quality. He serves on the Board of the Tennessee Environmental Council, concentrating on statewide air issues. In East Tennessee, he is president of Breathe Clean Air Action Team (BCAAT, Inc.), a non-profit dedicated to improved air quality. He chairs the Loudon County Air Quality Task Force and participates in the East Tennessee Regional Clean Air Coalition.

Mike will present a draft of the 2010 Air Quality Agenda.

Sam Gomberg

Sam Gomberg is the Tennessee Valley Energy Policy Associate with the Southern Alliance for Clean Energy. He works at the local, state, and federal level to advocate for clean energy solutions and healthy communities throughout the Tennessee Valley. Originally from south Florida, Sam has a Master's degree in Environmental Management from Duke University and a Law Degree specializing in environmental law from Lewis and Clark School of Law in Portland, OR. He has been with SACE, based in Knoxville, TN, for just over a year. Recently, Sam has been working with Governor Bredesen's administration on several energy-related initiatives, has been actively participating in TVA's integrated resource planning process, and has been working with local governments to implement Recovery Act related programs.

Sandra Goss

Since 1998 Sandra K. Goss has worked for Tennessee Citizens for Wilderness Planning, an environmental advocacy organization in Tennessee celebrating its 43rd birthday this year. She has been the Executive Director of TCWP since 2003. She was born and raised in Crossville, Tennessee and her career has been devoted to working with non-profit, nongovernmental organizations. At TCWP she has worked closely with the TCWP Board of Directors on issues related to public lands, water quality and supply, forest management, and coal-mining in Tennessee and Kentucky, particularly in the vicinity of the Obed Wild and Scenic River and the Big South Fork National River and Recreation Area. She serves as a Board member of the Alliance for the Cumberlands and the Obed Watershed Community Association; she is past President of the Knoxville Association of Women Executives.

Kevin Guenther

Kevin Guenther is the president and owner of Design Resource. He is a registered landscape architect with more than twenty years of practice. His experience encompasses diverse projects all over the United States and has produced a design focus that pays close attention to a sustainable approach. He is a LEED (Leadership in Energy and Environmental Design) accredited professional and is certified as a permaculture designer. His experience in sustainable design includes: Private residential, commercial, state and municipal park projects and low impact development on large scale land planning projects.

Rich Hayes

Rich Hayes is lead author of "A Scientist's Guide to Talking with the Media" (Rutgers University Press, 2006) editor of "Thoreau's Legacy: American Stories about Global Warming" (Union of Concerned Scientists with Penguin Classics, 2009), and Deputy Director of Communications for the Union of Concerned Scientists, the nation's leading science-based nonprofit organization working for a healthy environment and a safer world. For more than 16 years he has helped hundreds of scientists—from Nobel laureates to college science professors—become more effective with the press.

Hayes's media strategies have garnered tens of thousands of print and broadcast stories for scientists and researchers. He has prepared experts for appearances on every major news program, including 60 Minutes, ABC Nightly News, Good Morning America, Crossfire, and The NewsHour with Jim Lehrer. He has been quoted in outlets such as *USA Today*, the *Chicago Tribune*, and the *San Francisco Chronicle*, while his op-eds and editorial letters have been published in newspapers from *The Baltimore Sun* to *The Wall Street Journal*.

Before joining UCS in 1993, Hayes covered science and environmental issues as a reporter for a bicameral caucus in the U.S. Congress. He also coordinated a task force on climate science chaired by Senator John McCain and then-Senator Al Gore. He began his career working in public television.

Hayes received a B.A. in communications from American University in Washington, DC.

The title of his presentation is “Framing the Debate: Tips and Traps When Communicating Your Message”

Dan Joranko

Dan Joranko works with the Tennessee Alliance for Progress on its TAP Sustainability Project which is currently providing staff coordination for the Green Collar Jobs Task Force of Nashville/Davidson County. He teaches community sustainable development and community organizing at Vanderbilt Divinity School. He also coordinates Vanderbilt Divinity/Riverbend Program – which provides joint classes for graduate students and prison inmates. He has served as screening coordinator for Kilowatt Ours and coordinated grassroots publicity for the national public television launch of the film. He was also involved in extensive grassroots energy policy organizing in Illinois through the Northwest Community Organization’s leadership in city and statewide collations.

Dave Keiser

Dave Keiser is an economic development professional with ten years of experience in the United States and North Africa, who has presented new ideas and innovative concepts to a diverse spectrum of audiences with proven leadership in garnering support and mobilizing resources for projects that balance economic, environmental and social interests. He has a background in community development, economics, teaching, philosophy, biology and farming and is also fluent in Moroccan Arabic. His interests include renewable energy, smart growth, the planning process, regional cluster economics, value-added agriculture, logistics, entrepreneurship, supply chain management, world politics and the global economy.

Mr. Keiser also sits on the [Nashville Area MPO](#) Bicycle & Pedestrian Advisory Committee (BPAC) as CRT's representative during the planning process of the MPO's regional bicycle and pedestrian plan. He is active in the grassroots advocacy group, [Transit Now](#) that is advocating for improved transit options in Nashville. Recently, he joined the Advisory Board of the [Food Security Partners of Middle Tennessee](#). When he's not sitting in on committee meetings, he is also working on the creation of the [Tennessee Returned Peace Corps Volunteers](#), a non-profit that raises money to support current Peace Corps Volunteers from Tennessee.

Prior to starting at Cumberland Region Tomorrow in the summer of 2007, Dave led the citizens of Carroll County, Illinois in the creation of the [Carroll County Economic Development Corporation](#) and subsequently was hired as their first executive director. During his term at the CCEDC, Dave led the recruitment of one large manufacturer to the area while incorporating a local TIF district to maximize the development, directed the regional [Entrepreneurs & Inventors Club](#), sat on the the [Northwest Region Entrepreneurship Center's](#) Advisory Board, administered the local Business Retention & Expansion Program and recruited a large wind farm developer to the county. He is also a member of the [International Economic Development Council](#).

Mr. Keiser holds degrees from the following institutions: M.A. Economics as a [Peace Corps Fellow](#) at [Western Illinois University](#) with an emphasis on community development through the [Illinois Institute for Rural Affairs](#), B.A. Biology from [Hastings College](#) in Nebraska, and also his [Basic Economic Development Certificate \(BEDC\)](#) from

[Southern Illinois University Edwardsville](#). He is currently in this second year at the [Economic Development Institute of the University of Oklahoma](#).

Mr. Keiser is a native farm boy from Ashland, Nebraska, but has lived in Colorado, Seattle, Illinois and Morocco! He currently resides in Madison, TN with his wife Sarah and dog Chewbacca and can often be found on the numerous disc golf courses in Middle Tennessee on the weekends.

The title of his presentation is "How we grow".

Mary Mastin

Mary Mastin is Vice Chair of the Tennessee Environmental Council. She is a lawyer who retired after twenty five years of legal aid practice in Tennessee and California to a mostly pro bono environmental practice with a focus on clean water and coal mining issues. Mary and her husband and law partner Brian Paddock live on forty acres in Jackson County in a passive solar house to which they added photovoltaic panels a few years ago.

Mary is also active with the Sierra Club, having served for ten years on the Tennessee Chapter Executive committee. She has been Tennessee Chapter treasurer and chapter Legal Chair. She currently is Chair of the Upper Cumberland Group of the Sierra Club and as such worked most of last year organizing Cookeville's Rain Barrel Festival.

John Noel

John Noel, a businessman and preservationist, was Past President of the Nashville Board of Realtors; founding member of the Tennessee Housing Development Agency.

2007 awarded the DAR Conservation Award at the 116th Continental Congress in Washington, D.C.

John was recently awarded the State's highest environmental honor, the 2008 Governor's Lifetime Achievement Award. 2009 he played a key role in the Governor's Energy Policy Task Force, creating a comprehensive Energy Policy for Tennessee.

John has been active in the preservation of thousands of acres of land and forests through conservation easements and land acquisition. He is an active advocate for the preservation of our planet and Tennessee's natural treasures.

John and his wife, Melinda, recently returned from a month long reconnaissance in Greenland observing the rapid changing in ice melt in the largest island in the world.

The title of Mr. Noel's presentation is "Will the U.S. Lead on Climate Change in Copenhagen?"

Dennis Rains

Dennis Rains is a lifelong resident of the Chattanooga, TN area. He graduated with a Bachelor of Science degree in business administration from the University of Tennessee at Chattanooga in 1996. He has been an employee of Tennessee Galvanizing for the past 9 years, holding a variety of managerial positions. He attained his present post as Environmental, Health and Safety Manager in September 2006.

In 2008, Tennessee Galvanizing invested \$750,000 to specifically reduce their hazardous waste generation by 100%. The company designed and built a raw materials recycling machine without securing a patent, and hosted 15 other galvanizers from around the country to demonstrate its use. Working with industry partners, they developed onsite a closed-loop sulfuric acid recycling unit which eliminated 2,300 tons of hazardous waste annually. This unit now produces over 1.5 million pounds of ferrous sulfate each year that is sold for fertilizer and/or animal feed. In addition, the company altered its process eliminating the use of Sodium Hydroxide as a degreaser. This eliminated 82.5 tons of hazardous waste annually.

Candi Rawlins

Candi is the Executive Director of the Tennessee Recreation and Parks Association. She has worked for positive legislation impacting local parks and recreation at the state and federal levels for over 20 years. For the last fourteen years she has represented local and state parks in Tennessee in their bids to improve opportunities and services for the citizens of Tennessee. She strives to see positive public policies put in place protecting parks and their users.

Regina Surber

Regina Surber has been working with the Department of Human Services in the Community Services section for 9 years. She has been managing multiple federal block grant programs totaling approximately \$250 million in federal funding through programs that include the Low Income Home Energy Assistance Program (LIHEAP), Weatherization Assistance Program (WAP), Community Services Block Grant (CSBG), Social Services Block Grant (SSBG) programs.

Ms. Surber will be speaking about the Department of Energy's ARRA-funded Weatherization Assistance Program.

Greer Tidwell

Greer Tidwell is Director of Environmental Management for Bridgestone Americas Tire Operations. The company's tire plants are all ISO 14001 certified and all US plants are in EPA's National Performance Track Program and several have certified wildlife habitat areas as community educational resources. Tidwell currently serves as Chairman of the Tennessee Air Pollution Control Board; and on Board of Friends of Radnor Lake. Previous public service includes Nashville's Green Ribbon Panel, TVA's Federal Advisory Council and Tennessee Conservation League President. Tidwell is also a patent attorney and earned engineering degrees from Baylor University and Tennessee Technology University and his law degree from Vanderbilt University. He is a native of Nashville and enjoys fishing, hunting, horse riding, paddling and hiking with his wife and three children.

Kathleen Williams

Kathleen Williams has been the President and Executive Director of the Tennessee Parks and Greenways Foundation since its inception in 1998. At the Foundation, she launched "State Park Connections" – a small grants program that has awarded more than 151 small grants to other organizations and over \$250,000; her work through the Foundation has also preserved several thousand acres that conserve beautiful Tennessee natural treasures across the state – Black Mountain, Devilstep Hollow Cave, Stillhouse Hollow Falls, and the Mississippi River's Hickman Bar. For this work, the Tennessee Parks and Greenways Foundation was recognized by the Tennessee Conservation League and the National Wildlife Federation as the 2003 Conservation Organization of the Year and the 1999 Conservation Educator of the Year. In addition, Kathleen received the 2004 Mack S. Prichard Award from the Tennessee Chapter of the Sierra Club and was named the 1996 Land Conservationist of

the Year, and the 2005 Lifetime Achievement Award from Greenways for Nashville, a coalition of the Metropolitan Government of Nashville and Davidson County.

Kathleen was the Director of the Tennessee Greenways Program for The Conservation Fund from 1995-1998. She initiated greenway projects across the state and developed the Governor's Bicentennial Greenways. Kathleen served as the Executive Director of the Tennessee Recreation and Parks Association from 1986-1995. In partnership with the lobbyist for the Environmental Action Fund, Kathleen successfully lobbied the "State and Local Parks and Recreation Partnership Act of 1991," which resulted in more than \$15 million per year, for state parks, forests, city and county parks, wetlands, and cleaner water. Because of this funding bill, over 240,000 acres have been set aside in Tennessee for land conservation. In 1994 she also initiated the resolution calling for the establishment of a statewide greenway system. Kathleen received the Resource Management Award of Excellence in 1991 and the TRPA Legislative Award in 1991

Southside Elementary School

"The Green Girls" of Southside Elementary: Linda Davidson, Lisa Baines, Vicki Shelton and Pat Coots are developing a Green School by establishing 5 school wide pollution prevention projects that educate and unify faculty, students, parents, and the community. 5 successful projects are Outdoor Classrooms, Save a Tree Project, Energy "Wise", Hazardous Waste Awareness, and Reduce Idling=Cleaner Air.

Glen Yelton

Glen K. Yelton has been a consultant in primary and secondary business research for almost a decade and a half. For the past four and a half years he has been employed by IW Financial and is currently serving as the Research Manager in the IWF Research program. Prior to joining IW Financial, Glen oversaw the development and operation of a regional financial services firm's research program focusing on the collection of data relating to publicly traded companies on social issues such as environmental responsibility, community relations, and philanthropic activity. Glen has also provided competitive intelligence research for a variety of Fortune 100 clients in a wide range of industries including consumer products, automotive, and technology. Other responsibilities have included serving as an interrogator in the United States Army and serving as a key participant in the development of several business intelligence and corporate information database-driven software products.