

Seneca Park Zoo Society presents:

ENVIRONMENTAL INNOVATION AWARDS & SYMPOSIUM

Honoring Impactful Solutions Inspired by Nature

With featured speaker, Bill Browning,
and master of ceremonies, Evan Dawson



OCTOBER 25, 2018



Proud Underwriter:



PROGRAM OVERVIEW

PAGE EVENT

3 Welcome Letter From
Seneca Park Zoo Society
& Event Chair

4 Schedule of Events

5 Special Thanks to Bill Browning

6-15 Environmental Innovation
Awards
About the Awards
Meet the Nominees

16-26 Our Sponsors and Committee
Members

27 Symposium | Business
Innovation Inspired by Nature

28 Seneca Park Zoo Society

WELCOME

Thank you for being a part of this inaugural Environmental Innovation Awards & Symposium. We are thrilled to be recognizing truly inspiring work being done in our region toward enabling a more sustainable future. We hope you are as inspired by today's stories as we are.

The Seneca Park Zoo Society is dedicated to making a difference in our community through education and conservation programming, and we are honored to be hosting today's event with the support of our presenting sponsor, CPL.

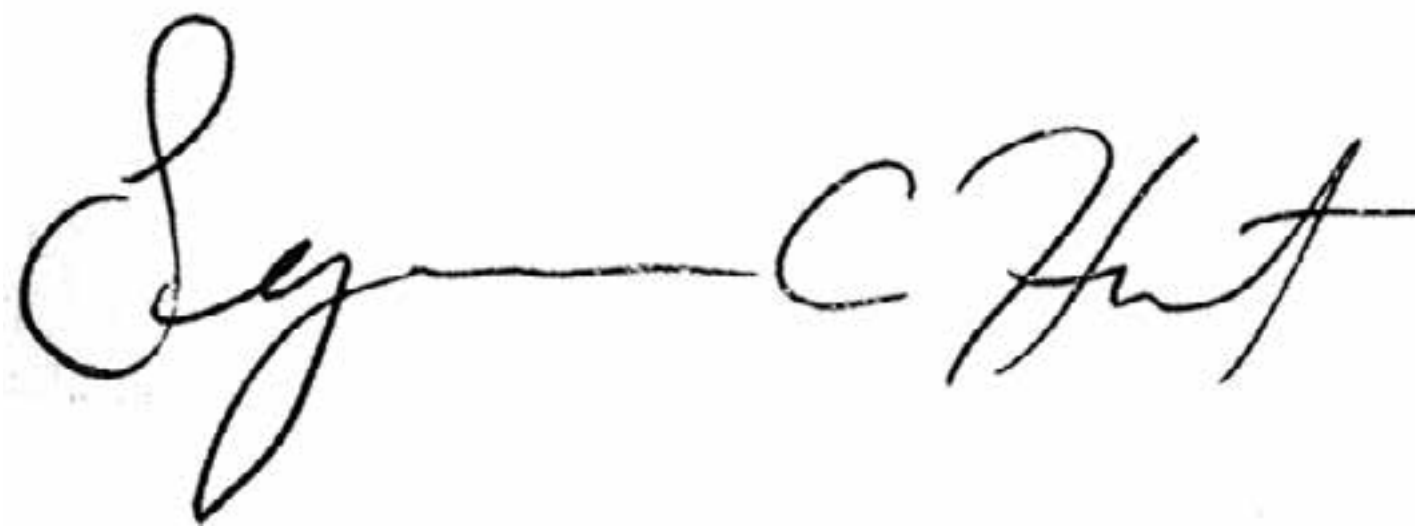
We are proud to welcome featured speaker and symposium leader, Bill Browning, co-founder of Terrapin Bright Green, and one of the green building industry's foremost strategists and leading thinkers in sustainable design solutions.

Thank you again for joining us for today's awards breakfast. We hope you enjoy the program and leave feeling inspired to take action.

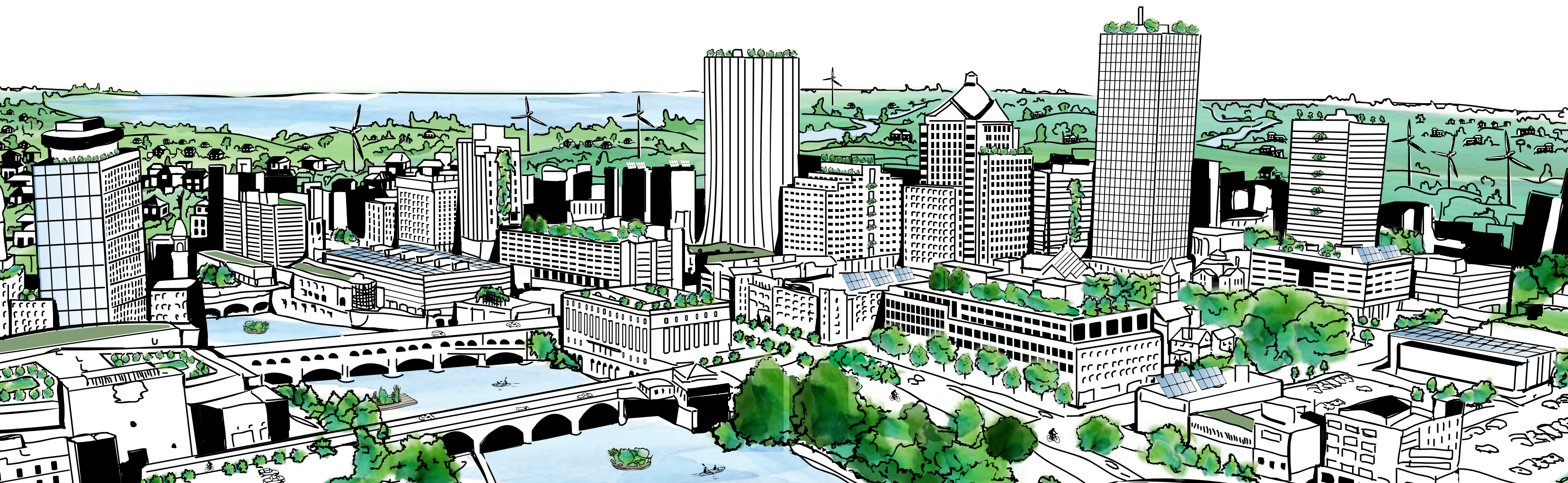
Sincerely,



Pamela Reed Sanchez
President & CEO
Seneca Park Zoo Society



Suzanne Hunt
Founder, HuntGreen LLC
Event Chair, Zoo Society Trustee



SCHEDULE OF EVENTS

7:15 AM REGISTRATION & NETWORKING

8:00 AM WELCOME, AWARDS

**Featured Speaker,
Bill Browning,
“Why Nature Matters”**

9:30 AM SYMPOSIUM

**“Business Innovation
Inspired by Nature”
A Conversation with
Bill Browning, Moderated
by Suzanne Hunt**

SPECIAL THANKS TO BILL BROWNING



Bill Browning has committed his career to asking and answering aspirational questions about our built environments and how we can integrate lessons learned from nature. We're thrilled to feature Browning throughout the event — as featured speaker during the awards and the Symposium — to learn from his insights as one of the green building industry's leading thinkers and strategists.

An advocate for sustainable design solutions at all levels of business, government, and civil society, Browning is highly sought after and recognized for his expertise. He is a founding partner of Terrapin Bright Green and has consulted for the Pentagon, Google, Disney, Grand Canyon National Park, Bank of America, and many more. His work has been featured in the Wall Street Journal, the New York Times, the Washington Post, and Popular Science, among others, and he has been interviewed by NPR, CNN, Reuters, and PBS.

THE ENVIRONMENTAL INNOVATION AWARDS

The Rochester and Finger Lakes Region is alive with innovation, thanks to the amazing contributions of youth, individuals, civic and nonprofit groups, and businesses of all sizes. The Seneca Park Zoo Society was inspired by all submissions received for the first-ever Environmental Innovation Awards — thank you to everyone who provided thoughtful nomination forms and shed light on the work of so many groups and individuals.

All award nominees are highlighted in the following pages, as well as in the Sustainability Showcase attendees can walk through on the way to the breakfast.

YOUTH AWARD FINALISTS



Rosa Figueroa

Project: “Make it Relevant”

Along with other youth peers, Rosa Figueroa will unfold the “Make It Relevant” campaign to create a sense of urgency and personal ownership around climate change. She will work among experts, community residents, and local and global innovators as part of the Genesee Land Trust to usher in the relevance of a global issue for urban youths. The “Make It Relevant” campaign will launch on social media; in audio, visual, and print medias; and in quarterly presentations throughout the school year.

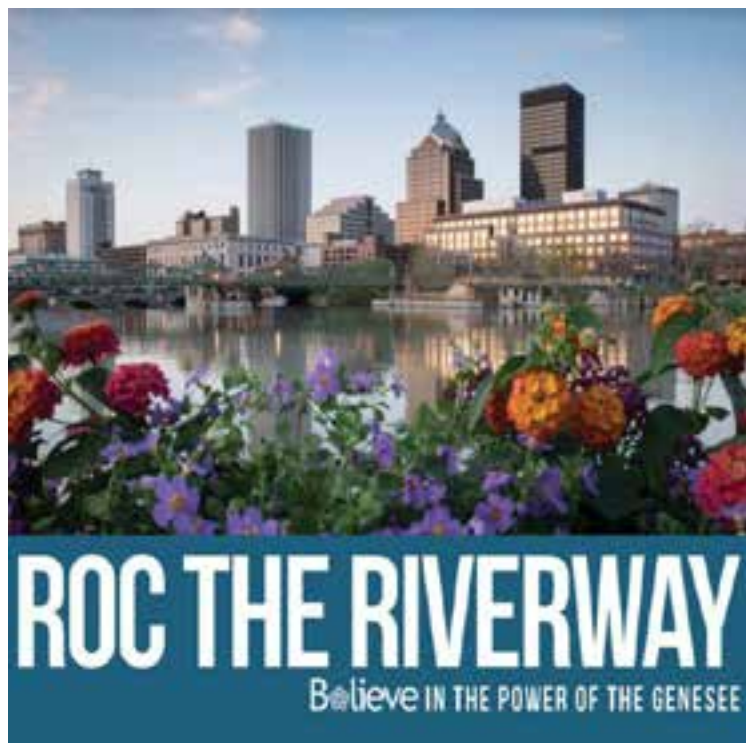


The Harley School's Biomimicry Design Team

Project: huMANGROVE

Six members of The Harley School's Biomimicry Design Team took inspiration from the roots of mangrove trees and designed a solution to mitigate flooding damage in coastline communities. Project huMANGROVE earned third place at the Biomimicry Institute's National Biomimicry Youth Design Challenge. The students will help educate the next generation of innovators by supporting middle schoolers in their own design submissions to the same national competition.

CIVIC-NONPROFIT AWARD FINALISTS



City of Rochester & Finger Lakes Regional Economic Development Council

Project: ROC the Riverway

ROC the Riverway is a joint City-State initiative to leverage the Genesee River waterfront to create a vibrant downtown corridor. It aims to provide new access, public spaces, and activities on the river to spur revitalization and development of the city's urban corridor. ROC the Riverway caught the eye of Governor Andrew Cuomo, whose administration invested \$50 million into 13 phase-one projects. The end result is a new shared vision for downtown that harnesses one of Rochester's most distinctive assets in a way that enhances our region.



Finger Lakes Museum & Aquarium

Project: Finger Lakes Museum & Aquarium

An essential part of the mission of the Finger Lakes Museum & Aquarium (FLM&A) has been to inspire appreciation and stewardship of the ecology of the entire Finger Lakes region. FLM&A is living its mission as a "museum without walls" by using green practices to develop its campus of about 30 acres — including repurposing an elementary school rather than building anew, using recycled materials in the Creekside Center Barn, and installing a turf paver parking lot. FLM&A is increasingly creating partnerships with other organizations to achieve its environmental goals.



Flower City Pickers

Project: Community-Driven Food Rescue

For the last four years, Flower City Pickers (FCP) has facilitated the community driven recovery and redistribution of over 800,000 lbs. of fruits, vegetables, and bread that would have otherwise been wasted from the Rochester Public Market to a network of over 40 shelters, pantries, and farmers within Monroe County. FCP regularly presents to students from elementary school through college freshmen about the social, economic, and environmental benefits of food rescue and frequently hosts extra-curricular groups during Saturday workdays at the market.

CIVIC-NONPROFIT AWARD FINALISTS CONT.



Honeoye Inlet Restoration Partnership

Project: Honeoye Inlet Restoration Partnership

To address water quality challenges at Honeoye Lake, a diverse group of stakeholders joined together to form the Honeoye Inlet Restoration Partnership. Their “Natural Stream Design” offered an effective and cost-efficient alternative to a previously proposed series of dams. The restoration plan not only achieved water quality goals but did so while enhancing wildlife and removing the need for maintenance. The project is now serving as a model for other water quality projects in the state.



InterVol

Project: Recovery of Unused Medical Supplies (RUMS)

InterVol’s Recovery of Unused Medical Supplies (RUMS) program recovers unused medical supplies and equipment from local hospitals, medical centers, individuals, and other entities, and sends them to communities that lack adequate access to supplies and equipment. This program focuses heavily on educating healthcare professionals, students, and patients about unnecessary medical waste and what they can do to prevent it. InterVol’s organizational model encourages the reduction of waste through more efficient ordering systems and a higher level of accountability in sustainability efforts.



Monroe Community College

Project: MCC Recycles

MCC’s new recycling program, spearheaded by John Haines, incorporates single stream recycling and a two-bin approach to eliminate confusing sorting choices and increase campus-wide efforts. John organized the Recycling Committee to assist him, and members volunteered over February recess 2018 to convert the campus recycling program. Banners and information tables in key locations helped educate the college community about the change, and results show the new system is working.

CIVIC-NONPROFIT AWARD FINALISTS CONT.



Peacework CSA & Abundance Food Coop

Project: Peacework CSA at Abundance Food Coop

Peacework CSA created an innovative partnership with Abundance Food Coop to make it easier for Rochester residents to shop local and organic. Vegetable shares from Peacework are distributed at Abundance when the farm has more produce than members will use, and when produce is left over from shares, it is given to a neighborhood soup kitchen so nothing is wasted. The partners also value community involvement and provide education on food, land use, and social justice issues.



Rochester Institute of Technology

Project: Goodbye, Goodbuy!

Goodbye, Goodbuy is a student-run program that collects items students would normally throw away and sells them at thrift store prices when students move back onto campus. All funding is put back into the program to cover the cost of student wages and equipment, with leftover funding directed to student-run sustainability initiatives. Goodbye, Goodbuy, one of the largest Move Out Programs in the country, has provided jobs for students, promoted sustainability on campus, and earned recognition on news stations. The program keeps 30-35 tons of usable items out of the landfill annually.



Rochester Institute of Technology

Project: Rochester Institute of Technology

Rochester Institute of Technology strives to infuse innovation and creativity into every element of its campus and sustainability is central to its success. RIT was one of the first universities in the country to offer a PhD program in sustainability, and is one of only a handful of universities that has a sustainability officer that reports directly to the president. Its food recovery program donates nearly 10,000 lbs of food a year, and its annual move out collection program and move in sale, diverts approximately 35 tons of material per year. RIT is actively working to achieve its goal of becoming carbon neutral by 2030.

CIVIC-NONPROFIT AWARD FINALISTS CONT.



St. John Fisher College

Project: St. John Fisher College Sustainability Program

The Sustainability Program at St. John Fisher College was established in 2014 and offered an interdisciplinary minor focused on community sustainability, which grew in 2018 to include a Bachelor's of Arts degree in sustainability. The program works with the College's Center for Sustainability to support efforts on campus and a variety of environmental and educational efforts in the Rochester area. Its ultimate goal is to grow a population of alumni that are engaged in the long-term sustainability of our society.



Taproot Collective

Project: First Market Farm (FMF)

First Market Farm (FMF) is a vibrant community farmstead and living model for sustainable neighborhoods that engages youth and families in every stage of the food system. This project exemplifies Taproot Collective's vision of equitable access to healthy land and food, ecological-based education, and thriving neighborhoods. Using reclaimed and recycled materials, the transformation of First Market Farm in its inaugural year included approximately 4,500 square feet of community education and food production space based on ecological landscape design.



The Harley School

Project: Sustainable Food and Farm

The Harley School's Sustainable Food and Farm Program allows students to explore the multiple dimensions of sustainability related to farming. Getting students to feel connected to growing spaces, where their food comes from, and how to use their food impacts farming, eating, and food purchasing. Signature aspects include third graders growing garlic, middle school students exploring worm composting, elective courses cooking with local produce in the school's new teaching kitchen, and a complete garden redesign led by seniors.

LARGE BUSINESS AWARD FINALISTS



Diamond Packaging

Project: Diamond's Greenbox Initiative

Diamond Packaging developed its Diamond greenbox initiative back in 2007 to research, design, and implement packaging solutions that are more innovative and sustainable. Today, Diamond's folding cartons are designed utilizing FSC-certified recyclable or recycled paperboards, and are manufactured using 100% clean, renewable wind energy in a Zero Waste to Landfill (ZWL) facility. Their "Green Team" meets regularly to track progress on key sustainability measures.



HARBEC, Inc.

Project: HARBEC Sustainable Manufacturing Project

HARBEC prides itself on an environmentally friendly business approach and philosophy that has enabled them to achieve carbon-neutrality, implement a number of sustainable and green initiatives, and continuously improve company-wide energy performance. The supplier has integrated onsite wind generation and a combined heat and power (CHP) system to generate over three fourths of the electricity needed to power the plant, and is working towards a net-energy-and-carbon-positive future.



Rochester Regional Health

Project: 100% Renewable Electricity by 2025

Rochester Regional Health has made a public commitment to source all electricity from renewable sources by the year 2025, a feat which would not only eliminate the most significant source of emissions, but also reduce annual energy expenses and allow them to reinvest more into patient care. The organization has also implemented a system-wide recycling program, purchased more reusable medical instruments and supplies, and established food waste collection systems where food is converted to electricity via anaerobic digestion technology, among other waste-reduction efforts.

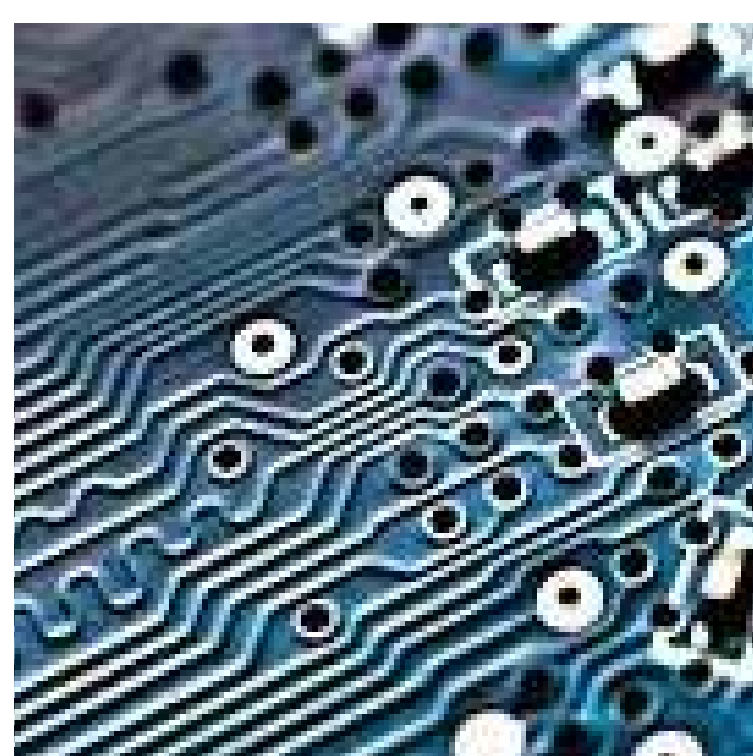
SMALL BUSINESS AWARD FINALISTS



Broccolo Tree & Lawn Care

Project: B-Friendly Farm

Broccolo Tree & Lawn Care's Garden Center features a B-Friendly Farm where visitors can see and be inspired by examples of sustainable landscaping and farming practices. The B-Friendly Farm hosts tours to a variety of audiences, from school groups to business associates, and everyone can take away ideas for implementation at home, work, and in the community.



Computer Systems Asset Disposal, LLC

Project: Computer Upcycling

Computer Systems Asset Disposal reuses and resells 50% of the electronics equipment they take in and recycle the remainder, ensuring no equipment ever ends up in a landfill. This significantly lowers the environmental footprint of the electronics they take in, and because they are refurbishing and reselling equipment, they are able to pay customers for decommissioned IT assets rather than charge them. The company also gives defective laptop batteries to solar panel manufacturers to harvest, and offers incentives to encourage all employees to practice sustainable lifestyles.



Go Green LED International

Project: Retrofitting Foodlink

Go Green audits Rochester businesses free of charge and offers environmentally friendly cost saving solutions, primarily with LED lighting. The company is currently retrofitting Foodlink to LED lighting, using an innovative program set up by the City of Rochester to employ residents. As Go Green expands, they are working to extend their commitment to sustainability beyond lighting to help businesses make improvements to electric motors and drives, water and sewer conservation, and building automation and energy management control systems.

SMALL BUSINESS AWARD FINALISTS CONT.



GreenSpark Solar

Project: Measure Up Campaign for More B Corps

As a certified B corp, GreenSpark Solar believes businesses can and should be a force for good. Named to the 2018 Best For the World: Changemakers list, GreenSpark continues to take great strides to create measurable impact improvements. Their office is powered by a sustainable micro-grid, features upcycled furniture, and uses an electric/hybrid fleet of vehicles, to name a few efforts. As part of the Measure Up Campaign, GreenSpark encourages other local companies to take the necessary steps to become B corps.



Impact Earth

Project: Zero Waste Schools

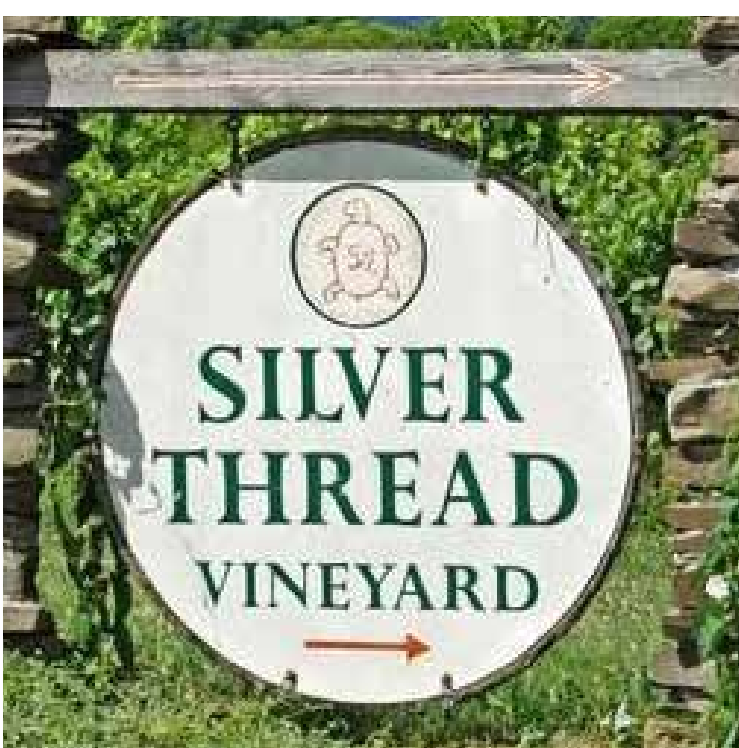
The mission of Impact Earth is to create self-sustaining zero waste communities, and they're making strides in multiple school districts. In partnership with Impact Earth, the Brighton Central School District (BCSD) launched their Zero Waste Initiative in 2017, a holistic program that engages students daily in the cafeteria and in-classroom workshops, through competitions hosted by Impact Earth, and beyond. Its success has garnered interest from Hilton Central School District and Our Lady of Mercy for their own initiatives.



I-Square

Project: I-Square

I-Square is the product of Mike Nolan and wife Wendy's vision to revitalize a distressed retail/residential area in Irondequoit into an energy efficient, community-oriented, mixed-use "town center." The project includes pervious sidewalks and parking lots, electric vehicle charging stations, rooftop gardens, and more. The newest building, The Imaginarium, is a two-story Net-Zero-Energy (NZE) Educational Center for Art and Science that brings alternative energies to the forefront for visitors to engage with a model of sustainability.



Silver Thread Vineyard

Project: Sustainability at Silver Thread

The owners of Silver Thread Vineyard have made great strides to integrate sustainability into all business practices. Silver Thread is a zero-waste company, meaning they compost, re-use, or recycle virtually everything used to make or sell their wine. Packaging is 100% recyclable, and wine production and sales operations are 100% solar powered. Silver Thread wine is bottled in eco-glass for a bottle that is 30% lighter than the industry average, which decreases fuel needed for production and transport. They also host an annual fundraiser called Good Earth Day to support the Lodi Food Pantry, among other charitable measures.

INDIVIDUAL AWARD FINALISTS



Lindsay Cray

Project: The Earthworks Institute

As executive director at Earthworks Institute, Lindsay Cray created and successfully ran Western New York's first expeditionary learning-based nonprofit organization focused on serving urban youth and families. The goal of Earthworks is to expose youth to an appreciation for learning and nature, and inspire them to change their lives and positively impact the lives of those around them. Lindsay has dedicated herself to reaching people through powerful exposure to nature and does everything from teaching wilderness survival to conservation science.



Amy Kadrie

Project: Spearheading Reuse and Recycling Programs to Assist Employees and the Community

Amy Kadrie, recycling coordinator for the University of Rochester, created four annual reuse and recycle programs, without which a total of 67,981 lbs. of material would be sent to the landfill. At the most recent Shred Fest, 12.4 tons of paper were recycled. Fall's E-cycle day collected 26,774 lbs. of electronics for refurbishing or recycling. Since the Eye Glass collection event began, over 4,000 pairs of glasses were delivered to Lions Eye Bank at Rochester where they are cleaned, sorted, and sent to those in need. During this past year's Move-Out Clean Out program, 12,651 lbs. of clothing were collected and provided to Planet Aid.



Dominique Lepoutre

Project: Sustainable Life

Dominique taught at the National Technical Institute for the Deaf (NTID) at RIT for 30 years and emerged as an advocate and mentor for sustainable living. Her students thrived on learning to reduce their consumption of high-carbon products, design sustainable living structures, and spread the word about what they learned. Her home now generates 100% of its total energy needs from solar power and uses no fossil fuels for heating, cooling, or cooking. She has been trained by Al Gore to continue running training and workshops in the Western New York area.

INDIVIDUAL AWARD FINALISTS CONT.



Tom Robinson

Project: Regional Green Infrastructure Showcase at the Rochester Museum & Science Center

Green Infrastructure (GI) practices can intelligently address stormwater conservation and management. The Rochester Museum & Science Center (RMSC) provides an ideal venue for the transfer of GI technologies to developers, property owners, municipal staff, and contractors. The Regional Green Infrastructure Showcase is a cohesive set of site improvements' on the RMSC campus that showcase and provide information on a variety of GI practices. The Showcase serves as a living laboratory, an outdoor classroom, and a real-life demonstration of how GI practices can contribute to water quality, community sustainability, and urban revitalization.



Kimie Romeo

Project: Coastal Clean Up

Kimie Romeo has been advocating for the environment since her daughter, Jamie, was eight years old. She began the Durand Beach Clean Up in 1993, an event she continues to organize that has grown from seven volunteers to more than 75. She also founded Green Drinks, the first environmental networking event in Rochester. Beyond the results of the beach clean up, the storm drains she has stenciled, or the urban gardens that have been planted, she has a tremendous impacts on her community and everyone that knows her.



Andy Stern

Project: Fast Forward Film Festival (FFFF)

The Fast Forward Film Festival (FFFF) is an annual environmental film festival launched by Andy Stern and his nonprofit, The Lost Bird Project, to educate the community about local environmental work, and to showcase filmmakers who in turn inform and inspire others about the initiatives they capture with their art. Films are five minutes or less and must reference some environmental concern, and final screenings attract audiences of 800-plus. The mission of the festival is to help Rochester claim its voice in initiating strategies for climate mitigation and science-based policy.

OUR SPONSORS

Thank you to our sponsors for making the Environmental Innovation Awards & Symposium possible. Your sponsorship helps create a platform to educate, engage, and lead environmental and conservation efforts that advance our region.



CPL

ARCHITECTURE
ENGINEERING
PLANNING

CPLteam.com



R·I·T



EVENT COMMITTEE

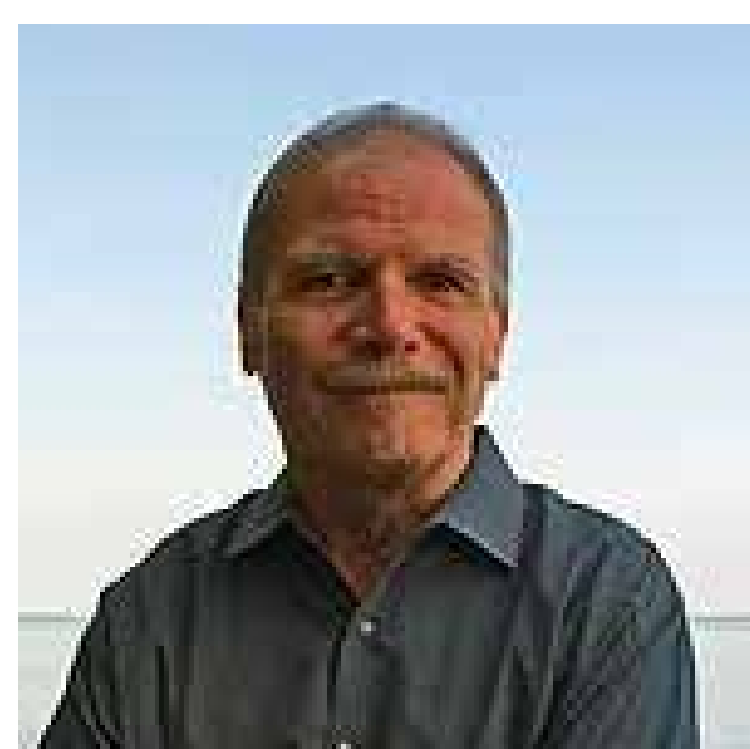
Thank you to our event and selection committee members for bringing the vision of this forward-thinking event to life. Your participation ensures the integrity and success of the awards and symposium.



Suzanne Hunt
HuntGreen LLC

Suzanne Hunt founded HuntGreen LLC in 2007 to provide strategic advising on energy, agriculture, transportation, and the environment. Her clients have included private equity firms, UN bodies, government agencies, clean tech start-ups, Fortune 500 companies, and nonprofits. In the spring of 2015 she moved the business from Washington DC to the Finger Lakes Region of New York State to support the ongoing sustainability practices at her family's seventh generation farm and winery Hunt Country Vineyards, and to help accelerate the historic clean energy transition underway in the state. Suzanne's current projects range from solarizing farms and wineries, to converting old coal plants to battery storage and solar plants, to facilitating community solar installations, to clean tech capacity building in the finance sector. [More...](#)

Jim is the recipient of nearly 500 awards for creativity, including three Best of Shows and acknowledgements from Communication Arts, Art Directors Club of New York, and the American Advertising Federation (he stopped entering years ago when he stumbled on the fact that gold statuettes are just that). Jim has served as creative director for leading integrated brand development companies in the U.S. as well as directing his own agency. He serves as the Strategy and Creative Director of Good for Business. Jim has a Masters in Poetry and his love for words and images comes into play in his purpose-led communication work. [More...](#)



Jim Armstrong
Good for
Business (B Corp)

EVENT COMMITTEE CONT.



Andrew Brady
The XLR8 Team,
Conscious
Capitalism

Andrew was just seven years old when his father, Tom Brady, started The XLR8 Team. By the time he was eight, he had already taken his first leadership assessment. He grew up learning about leadership around the dinner table and knew early on that he was passionate about following in his father's footsteps. Andrew sought to lead at every opportunity, both as an Eagle Scout and as captain of multiple sports teams. After graduation, Andrew was accepted to the Management Training program at Wegmans Food Markets and helped prepare a 40-employee department for the largest store opening in the company's history. Two years into his role, Andrew and his father spoke of his father's impending retirement, prompting Andrew to move back to Rochester to learn the business he had always dreamed of leading. [More...](#)

When she was just five years old, Becca attended World Earth Day, an event that left a lasting impression and inspired her to make a difference however and wherever she can. In 2014, she became Festival Director for Rochester's only environmental film festival, the Fast Forward Film Festival, a partnership that helped to kickstart her mission-driven marketing firm, The Cause Collaborative. With The Cause Collab team, Becca has been helping advance the mission of the Seneca Park Zoo Society since 2015, when she first worked with the Zoo Society to bring One Cubic Foot to Rochester. Becca holds a Masters from the Rochester Institute of Technology in Communication and Media Technology, and a Bachelors from St. John Fisher College in Communication and Journalism. She is also passionate about teaching and has served as an adjunct professor at both St. John Fisher and RIT. [More...](#)



**Rebecca Delaney
Johnson**
The Cause
Collaborative



Todd Liebert
CPL

With over 25 years of experience in the design and construction of both healthcare and education facilities, Todd brings insight and passion to planning, design, and project delivery. He has been on the cutting edge of new and innovative design approaches that have resulted in more than \$1 billion in healthcare design, and he serves his clients well by encouraging collaboration, consensus building, and fiscal responsibility. [More...](#)

EVENT COMMITTEE CONT.



Kate McArdle
NYS Pollution
Prevention
Institute

Kate works across the state to support communities investing in sustainability and pollution prevention projects, and manages NYSP2I's Community Grants and K-12 programs. Kate has more than 15 years experience working both as a volunteer and employee for various nonprofit organizations, including Child Care Council and Foodlink. Before coming to NYSP2I in 2014, Kate was funded by the EPA Great Lakes Restoration Initiative to educate child care providers on how to reduce toxins in their programs. [More...](#)

Kevin joined DGA in 2006, as an Assistant Project Manager, with seven years of construction experience. His responsibilities include estimating, job coordination, proposal preparation, and budget tracking. Some of the projects Kevin has worked on include:

- Rochester General Hospital Polisseni Pavilion
- Rochester General Hospital Emergency Department & RHI Addition
- Parkridge Hospital improvements and renovations
- Clinton Crossings office renovation
- Various Rochester General Hospital upgrade, renovation, and improvement projects

Prior to his move to DGA Builders, Kevin worked at Malcolm Pirnie, Environmental Consultants, in Wilmington, DE. [More...](#)



Kevin Nowack
DGA Builders



Pamela Reed Sanchez
Seneca Park Zoo
Society

Pamela has served as President and CEO of the Seneca Park Zoo Society since 2014. She's a passionate advocate for species survival, and brings this focus to the Zoo Society's guest experience, education, and conservation programs. Prior to the Zoo Society, she worked across various cultural and arts organizations, including the George Eastman Museum. Her well-received TEDx talk, "What the Killings of Cecil the Lion and Harambe the Gorilla Should Have Taught Us," is a great example of the provocative ways Pamela encourages people to make changes in their everyday life on behalf of species survival. [More...](#)

EVENT COMMITTEE CONT.



Amy Reichhart
Nixon Peabody

Amy is counsel in the Energy and Environmental practice group. She represents clients in environmental regulatory and enforcement matters, site investigation and remediation, brownfields redevelopment, and all phases of litigation. She is experienced in handling administrative matters before state agencies as well as litigation in both state and federal courts. [More...](#)

Heather Rossi has served as the Seneca Park Zoo Society's Special Events Manager since November 2017. Prior to joining the Zoo Society, Heather worked for 12 years as the Event Director of Rochester Rotary where she planned and coordinated fundraising events to benefit the Sunshine Campus. Her passion for leading special events in the nonprofit sector is evident in the successes of the Zoo Society's signature events this year, including Cinco De Rhino, Zoobilation, Jungle Jog 5K, and ZooBoo. [More...](#)



Heather Rossi
Seneca Park
Zoo Society

EVENT COMMITTEE CONT.



Meg Walbaum
Rochester
Institute of
Technology

Meg is an experiential learning and community outreach director in The School of Individualized Study at the Rochester Institute of Technology. In her current role, she works to connect students to meaningful, impactful, and innovative experiences where they can learn by doing. Walbaum has cultivated strong relationships with Rochester community organizations and has played a key role with establishing formal institutional partnerships with such organizations as the Seneca Park Zoo Society and Foodlink, Inc. These partnerships serve as a pipeline for student and faculty research and practice. She currently sits on the Community Design Center's Reshaping Rochester Speaker Series Planning Committee. Walbaum is certified with the National Society for Experiential Educators and holds degrees from Purdue University in English Education and Professional Writing. [More...](#)

Dr. Wyatt is a Director of the Comprehensive Medicine Department and the University of Rochester Medical Center. He received his BS in Zoology and DVM in Veterinary Medicine from Ohio State University, and his MPH in Public Health from University of Rochester School of Medicine/Dentistry. He has been published in a number of journals and books to date and won Conservationist of the Year in 2014. During his 35-year tenure at the Seneca Park Zoo Society as the primary Veterinarian, he was able to see firsthand a shift in focus on regional conservation for zoos. [More...](#)



Dr. Jeff Wyatt
Environmental
Justice Advocate

SELECTION COMMITTEE



Kate Burson
Former Chief
of Staff to the
Chairman of
Energy and
Finance of NYS

Kate currently leads the North East market and business development for Tesla Energy. Prior to joining Tesla, Kate was the Chief of Staff to the Chairman of Energy and Finance under the Governor of the State of New York and drove the implementation of the state's energy policy. As an Assistant Attorney General, Kate worked to help solve the largest financial fraud case in the history of the United States and, rather than pursuing a career as a professional tennis player, she helped rewrite the constitution of the Republic of Georgia. [More...](#)

For more than 25 years, Ann has led strategic private and public-sector investments in the environment and energy sectors, with a focus on clean energy, environmental security, water infrastructure, and waste-to-value to address climate and scarcity issues. Over the course of her career, Ann has worked at the White House, Department of Defense, New York State agencies, leading non-profit organizations, investment firms, and multinational companies to design, develop, and implement climate change and renewable energy programs and policies. [More...](#)



Ann Davlin
Blue Sphere
Foundation



Richard Graves
CleanChoice
Energy

As an environmental advocate and journalist, Richard witnessed the negative effects of pollution and thought there had to be a way to power our homes without causing asthma and cancer. So, he teamed up with Tom Matzzie and CleanChoice Energy was born. His next project is figuring out how to cost-effectively colonize Venus, but first, clean energy on Earth. [More...](#)

SELECTION COMMITTEE CONT.



Nicole Lederer
Environmental
Entrepreneurs

Nicole is Chair and Co-Founder of Environmental Entrepreneurs (E2), an advocacy and communications platform for business leaders to advance strong environmental policy to grow the economy. Since 2000, Nicole has worked to expand E2's pro-environment business constituency, establishing strategic collaboration between business, military, agricultural, and environmental leaders and engaging legislators at the state and national levels. She helps to develop E2's federal and state advocacy work, promoting policies that foster sustainable climate, energy, transportation, water, land use, and agricultural practices and technologies to advance a clean economy. She also chairs E2's national group of chapter directors and volunteer leadership serving on the E2 Advisory Council. [More...](#)

David most recently was responsible for Global Product Innovation, Consumer Research, and Advanced Technology teams at Yanfeng Automotive. Prior to this role, he was a Director at the Global Corporate Innovation Center at Johnson Controls in Milwaukee, WI. David previously held the position of Vice President, Educational Initiatives, for Art Center College of Design in Pasadena, CA. He is currently consulting with numerous companies developing new mobility offerings, one of which is an iPod in Pasadena, California. [More...](#)



David Muiers
Mobility Futurist



Jonathan Powers
CleanCapital

Jon is Co-Founder and President of CleanCapital. Jon's responsibilities include leading corporate strategy and development, investor relations, and marketing. His passion for clean energy derives from his time served with the US Army in Iraq and the realization that a clean energy economy is vital to protect America's national security interests. After helping revolutionize the US Army's energy program, Jon was appointed by President Obama to serve as the Federal Chief Sustainability Officer. While in this role, Jon recognized the need to address the inefficiencies in clean energy finance. Jon was named to Washington Life's Top 25 Tech Leader for DC, 2016. [More...](#)

SELECTION COMMITTEE CONT.



Anne Reynolds
Alliance for Clean
Energy New York

Anne is the Executive Director of the Alliance for Clean Energy New York (ACE NY), an Albany-based nonprofit organization formed in 2006 to promote clean and renewable energy and energy efficiency. Anne has over 20 years of experience in the energy and environmental arena. Most recently she served as a Deputy Commissioner at the New York State Department of Environmental Conservation (DEC), in the role of chief financial and operations officer, overseeing an annual budget of over \$900 million and a portfolio that includes facility operations and construction, budgeting and fiscal management, capital planning, human resources, department-wide planning, and information technology. At DEC she also served as Assistant Commissioner for Policy and Planning, which included legislative affairs, and the Director of the Commissioner's Policy Office. technologies to advance a clean economy. She also chairs E2's national group of chapter directors and volunteer leadership serving on the E2 Advisory Council. [More...](#)

Mike Reynolds is a Director at Ultra Capital, an infrastructure investment firm, where he brings over a decade of infrastructure financing and capital markets expertise. Mike provides leadership for the firm's transaction underwriting, execution, and capital markets efforts. Mike joined Ultra in 2016 when the management company acquired EverVest, a software company he co-founded in 2013. EverVest is a proprietary financial modelling and risk analysis software platform built specifically for infrastructure project finance. He was previously with Goldman Sachs where he focused on trade, transportation, and infrastructure financing. [More...](#)



Mike Reynolds
Ultra Capital



Larry Schweiger
Retired, Former
President of the
National Wildlife
Foundation

Larry is the president emeritus and past CEO of PennFuture, a statewide environmental advocacy organization dedicated to addressing the urgent climate, energy, and environmental threats to assure a safer future for all Pennsylvanians. For ten years prior, he was the president and chief executive officer of the 4.5-million-member National Wildlife Federation. Under Schweiger's leadership, fighting climate change became the Federation's top priority. Larry served an additional fourteen years as Federation's senior vice president of conservation programs and in other Federation capacities including publisher for National Wildlife and Ranger Rick. Collaborating with the late Senator John Heinz, Larry played a critical role in the passage of the 1990 Clean Air Act amendments to curb acid rain through a cap and trade strategy. [More...](#)

SELECTION COMMITTEE CONT.



Jigar Shah
Generate Capital

Jigar was the founder and CEO of SunEdison, where he pioneered “no money down solar” and unlocked a multi-billion-dollar solar market, creating the largest solar services company worldwide. After SunEdison, Jigar served as the founding CEO of the Carbon War Room, a global nonprofit founded by Sir Richard Branson and Virgin Unite to help entrepreneurs address climate change. Jigar sees business model innovation as a leveraged tool for driving the next productivity revolution — resource efficiency. He is committed to helping entrepreneurs and large companies alike implement resource efficiency solutions using “no money down” project finance models. In 2013, Jigar authored *Creating Climate Wealth: Unlocking the Impact Economy*. He holds an MBA from The University of Maryland and BS in Mechanical Engineering from the University of Illinois, Champaign-Urbana. He sits on the boards of sPower and the Rocky Mountain Institute. [More...](#)

Scott Sklar has run The Stella Group, Ltd for 18 years, which is a clean technology optimization firm. Previously, he was in charge of running both the solar and biomass industry associations for 15 years in Washington, DC, including SEIA (Solar Energy Industries Association). He was Political Director of the Solar Lobby for two years, after three years at the National Center for Appropriate Technology as both the RD&D and Washington Director. Sklar served for nine years as an energy and military aide to Senator Jacob K Javits (NY). He walks the talk by living in a zero-energy solar home and has a zero-energy office building, both in Arlington, Virginia. [More...](#)



Scott Sklar
The Stella
Group Ltd

SELECTION COMMITTEE CONT.



Stacy Swann
Climate Finance
Advisors

In addition to running Climate Finance Advisors, Ms. Swann is currently Vice-Chairperson of the Board for the Montgomery County Green Bank, the United States' first county-level green bank, and she sits on the Board of the Women's Council on Energy and Environment (WCEE). She also helped establish the Global Adaptation and Resilience Investment (GARI) working group which has convened over 150 private investors and other stakeholders to discuss practical approaches to adaptation and resilience investment. In connection with Climate Finance Advisor's work on climate risk and resilience, she is also interim Executive Director of the Climate Risk & Resilience Institute, a nonprofit focused on advancing the understanding of climate risk with financial institutions, community banks, and others through climate-risk education and knowledge products that can in turn catalyze climate-resilient financing. [More...](#)

Ken is a 25-year veteran in the climate and risk space. Ken has the unique combination of scientific and academic background, operational knowledge, technical expertise, international experience, and proven company and military leadership skills that are in demand in the fast-paced renewable energy and climate risk industry. In 2012 he co-founded REsurety, a Boston based company providing financial risk mitigation instruments for wind energy projects. In his role, Ken led the early scientific research and development efforts, including the development of technologies that use advanced analytical and resource methodologies to quantify wind energy volumetric production risk based on weather and climate patterns. Ken is a regular spokesperson on a wide-range of renewable energy and weather and climate topics, and he has presented at hundreds of events globally. [More...](#)



Ken Westrick
Climatics

ENVIRONMENTAL INNOVATION SYMPOSIUM

Business Innovation Inspired By Nature: **A Conversation with Bill Browning**

Moderated by Suzanne Hunt

When designing our communities — all of the built environments where we live, work, learn, and play — how does nature factor in? What lessons can we apply so that our design is more efficient, cost-effective, and sustainable?

Made possible by CPL and moderated by Suzanne Hunt of HuntGreen LLC, the Environmental Innovation Symposium will begin with a stimulating conversation with Bill Browning, renowned green design expert and co-founder of Terrapin Bright Green. Audience members will then have the opportunity to ask Browning their questions as we close with a Q&A session.

SENECA PARK ZOO SOCIETY



As the private, nonprofit partner to Monroe County's Seneca Park Zoo, the Seneca Park Zoo Society is responsible for education, outreach, citizen science, and conservation action programs encouraging people to make changes in their daily lives that collectively make a big difference for our planet.

In 2018 alone, the Seneca Park Zoo Society:

- Restored ten acres of pollinator habitat throughout our region, through planting 22 million native pollinator seeds.
- Launched its Urban Ecologists Workforce Development Program, hiring and training urban core youth to be ambassadors for the environment in their own neighborhoods.
- Participated in the removal of 245 pounds of invasive water chestnuts from the Genesee watershed.
- Partnered with volunteers to remove more than 500 pounds of trash from local parks.
- Removed 95% of single-use plastic from use in our operations, including removing plastic bags from our ZooShop, replacing bottled water with JustWater in biodegradable cardboard, and moving to compostable straws and lids made from corn syrup.

By modeling sustainability and inviting our community to be environmental stewards, we are working to teach multiple generations of zoo goers that their actions make a difference for the animals they love, including human beings. To learn more, and to be a part of our efforts, visit our website at:

<https://senecaparkzoo.org/>

We are proud to share the accomplishments and innovations of this year's honorees with our community.



Seneca Park Zoo Society presents:

ENVIRONMENTAL INNOVATION AWARDS & SYMPOSIUM

Honoring Impactful Solutions Inspired by Nature

THANK YOU FOR ATTENDING