

Seneca Park Zoo Society presents:

ENVIRONMENTAL INNOVATION AWARDS & SYMPOSIUM

Honoring Impactful Solutions Inspired by Nature

With featured speaker, Brett Howell,
and master of ceremonies, Evan Dawson

OCTOBER 30, 2019

PROGRAM OVERVIEW

PAGE EVENT

3 [Welcome Letter From Seneca Park Zoo Society & Event Chair](#)

4 [Schedule of Events](#)

5 [Special Thanks to Brett Howell](#)

6 [Our Sponsors](#)

7-16 [Environmental Innovation Awards](#)

About the Awards
Meet the Nominees

17-27 [Committee Members](#)

28 [Symposium | The Business Case for Sustainability](#)

How to strategically align your organizational efforts to achieve real impact

29 [Seneca Park Zoo Society's Efforts in Sustainability and Conservation](#)

WELCOME

Thank you for being a part of our second annual Environmental Innovation Awards & Symposium. Once again, we are amazed at the inspiring work being done in our region by people who are dedicated to making a difference in our community. The stories you hear today reinforce the importance of conservation and sustainability in our lives. Together – whether an individual, a corporation, or a community group – we can provide a sustainable and green future for generations to come.

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

We are pleased to welcome environmental entrepreneur Brett Howell as our keynote speaker and symposium leader. Brett's ability to catalyze teams to achieve breakthrough environmental solutions has influenced governments, non-profits, startups, and global corporations.

Thank you again for joining us for today's awards breakfast. We hope you enjoy today's program and leave feeling inspired about the good work our nominees are doing for our region.

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,
Brett Howell,**

**“From Henderson Island
to Rochester: working to
solve the world’s most
pressing sustainability
challenges”**

9:30 AM SYMPOSIUM

**“The Business Case
for Sustainability”
A Conversation
with Brett Howell,
Moderated by
Suzanne Hunt**

SPECIAL THANKS TO BRETT HOWELL

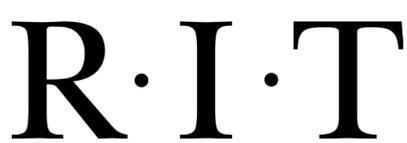
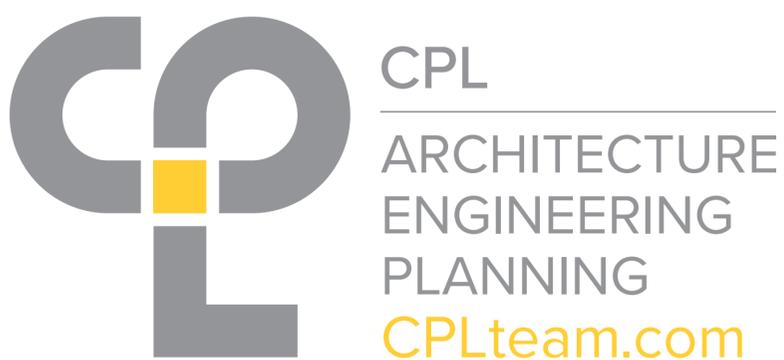


Brett is a connector, strategist, and a driver of execution. He is an innovator in mobilizing environmental and business leaders around shared opportunities. As an environmental entrepreneur, he has developed and implemented innovative conservation and sustainability-related programs around the world and has the ability to manage agile teams that can get products and ideas into the market.

As part of his personal mission to end plastic pollution, Brett led the 2019 beach clean-up team at Henderson Island, a UNESCO World Heritage site in the South Pacific considered the world's most plastic-polluted beach.

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.



IN-KIND DONOR



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 this year's 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



Rochester Youth Climate Leaders

Project: Youth Climate Summit

Rochester Youth Climate Leaders are a group of students from area schools who meet regularly throughout the year to discuss and implement action addressing climate change. They promote policy change, create educational opportunities, and participate in activities that raise awareness about climate issues. Their work culminates each year with a climate summit for youth. Since it was founded in 2014, the group has grown to represent approximately 10 schools, and has engaged other students, local politicians and towns in taking action for climate change.

CIVIC-NONPROFIT AWARD FINALISTS



Constellation Brands Marvin Sands Performing Arts Center

Project: Rock On Responsibly – Waste Diversion Initiative

In 2017 the Constellation Brands Marvin Sands Performing Arts Center (CMAC) launched a waste diversion program aimed at reducing the venue's environmental footprint through the use of a three-stream waste system, local product sourcing, and sustainability requirements for its supply chain. Since its inception, the program has expanded, implementing strict vendor guidelines to drastically limit plastic waste, eliminate water bottles, and increase local sourcing of food and beverages. This program has helped CMAC divert 70% of waste away from landfills, while raising awareness about waste reduction and sustainable practices with 150,000 patrons and over 600 staff and artists annually.



Finger Lakes Museum & Aquarium

Project: Finger Lakes Museum & Aquarium

Finger Lakes Museum & Aquarium (FLM&A) exists to inspire appreciation and stewardship of the ecology of the entire Finger Lakes region. To create environmental awareness, FLM&A is using green practices to develop its campus of 30 acres over a series of phases. Examples include reusing and repurposing existing buildings for the main museum building, and green infrastructure like riparian zone improvements, bioswale gardens and a turf-paver parking log. While it is developing its main museum building, FLM&A is living its mission as a "museum without walls" by conducting an active schedule of programs at its Creekside Center and Townsend-Grady Wildlife Preserve.



Genesee RiverWatch

Project: Upper Genesee River Streambank Restoration

Genesee RiverWatch, which seeks to be the "voice of the river", helps focus an array of organizations to bring greater attention and funding to projects that will result in "a healthy and sustainable Genesee River ecosystem that is an environmental, recreational, and economic asset for generations." This specific project stabilized 1,800 linear feet of Genesee River streambank near Fillmore, NY, and installed a riparian buffer to prevent future erosion. The project will preserve .67 acres per year of prime farmland while reducing river sediment by 192 tons/year, and algae-producing phosphorous by 100 pounds/year.

CIVIC-NONPROFIT AWARD FINALISTS CONT.



Greater Rochester Clean Cities

Project: Alternative Fuel and Electric Vehicles

Greater Rochester Clean Cities is focused on encouraging and supporting the use of alternative fuel vehicles (AFVs) and their underlying support systems throughout the Greater Rochester area. GRCC has raised and distributed millions of dollars of incentive funds to organizations and communities in the Rochester area to purchase clean fuel vehicles and their supporting infrastructure (like electric vehicle charging stations). GRCC also holds workshops, info sessions, ride and drives and other public campaigns to promote alternatives to gas and diesel fuels.



The Harley School

Project: Harley Commons

The Harley Commons is a learning and research center on school grounds where students are encouraged to manage resources on a micro, but easily scaled, level. The building consists of spaces for prototype fabrication, green house, science classrooms, and civic engagement and mindfulness centers. Energy use is monitored and improved upon, and the greenhouse is used to test prototypes of vertical green wall systems and to start seeds for use in the cafeteria. Successes include green walls producing food and students who have shifted their life goals towards working to solve energy problems we all face today and in the future.



M.K. Gandhi Institute

Project: Peace Garden at Rochester World of Inquiry School #58

The Gandhi Institute, which promotes non-violence in Rochester, worked with youth volunteers to create benches for placement in the Peace Garden at RCSD World of Inquiry School #58. The colorful benches inspire peace and sustainability, and provide a meeting place for discussion of these important topics. This concept sets the stage for other schools to visit and be inspired to build their own urban gardens.

CIVIC-NONPROFIT AWARD FINALISTS CONT.



Monroe County Department of Environmental Services

Project: Monroe County Refresh Recycling Education and Outreach Campaign

Changes in recycling markets in early 2018 led Monroe County to modify materials currently acceptable in curbside recycling. Public education and outreach were essential to reduce contamination and increase the value of recycled materials collected and processed in Monroe County. The campaign provided “Recycle Right” materials in English and Spanish to schools and residents. Videos, a newsletter, and the Recyclopedia were all part of this public awareness campaign. Overall, Monroe County has been able to achieve a contamination rate of 10%, well below the 25% national average.



St. John Fisher College

Project: St. John Fisher College Sustainability/Center for Sustainability

In the past two years, St. John Fisher College has created both a new degree program, the B.A. in Sustainability, and a new administrative unit, the Center for Sustainability, to create synergistic opportunities for students, faculty, staff, and the community. The BA in Sustainability is designed to help create tomorrow's sustainability leaders, and it uses traditional coursework, engagement with on-campus operations, and community partnerships to give students opportunity to learn, apply and demonstrate sustainable solutions to problems. Additionally, the Center for Sustainability has developed college-wide sustainability goals that will help guide the institution towards lower environmental impact and enhanced engagement with the community.



Rochester People's Climate Coalition

Project: Rochester People's Climate Coalition

Rochester People's Climate Coalition (RPCC) is dedicated to inspiring and facilitating large-scale climate mobilization in the Greater Rochester region to identify and implement effective climate solutions. It is an inclusive, non-partisan network of over 50 member organizations unified by their determination to identify and implement effective climate solutions. RPCC's mission is to implement solutions that will achieve carbon neutrality in the Rochester region by 2027. Their aggressive agenda spans building efficiency, renewable energy transition, green transportation and sustainable land management.

LARGE BUSINESS AWARD FINALISTS



**RED-Rochester,
LLC**

Project: Profitably Reduce Greenhouse Gas Emissions

RED-Rochester provides utilities to Eastman Business Park. RED has a goal of implementing projects by 2023 that reduce the amount of CO² it emits into the atmosphere by 625,000 metric tons. RED is demonstrating that profitable growth can come hand-in-hand with being a responsible steward of the environment. When RED-Rochester, LLC was acquired by its parent company in 2016, the commitment was made to retire all its coal-fired boilers and replace them with natural gas. Already CO² emissions have been reduced by 387,000 metric tons per year, and many other benefits have been realized as well.



Sunnking Inc.

Project: Electronics Collection Events

Sunnking Electronics Collection Events offer upstate New York residents the opportunity for free, safe, accessible and responsible electronics recycling. Sunnking's events have helped thousands of residents recycle their unwanted electronics. Each event attracts approximately 3,500 vehicles, representing more than 250,000 pounds of electronics recycled, saving approximately 350,000 pounds of greenhouse gases from entering the atmosphere, diverting 10,000 lbs. of toxic metals from landfills, and recovering over 100,000 lbs. of metals.

SWBR

SWBR

Project: SWBR Sustainable Design Practices

Design firm SWBR has made a significant commitment to sustainable design, and has certified over 1 million square feet of LEED (Leadership in Energy and Environmental Design) buildings, including two LEED-Platinum projects, the highest rating within the system. The LEED system aims to provide energy savings, water efficiency, reduced CO² emissions, improved indoor environmental quality and conserved resources. SWBR has embedded the focus on sustainability throughout the whole organization, and has the goal of designing carbon-neutral buildings by 2030.

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.



Once Again Nut Butter Collective, Inc.

Project: Honest In Trade Sustainability Program

The Honest in Trade program is Once Again Nut Butter's effort to raise the bar on sustainable and fair trade practices. It's been created by the employee-owners and has been embraced by the full management of the company. Each department understands their role in sustainability. One component is creating sustainability throughout the supply chain, so the organization works with its suppliers and audits their practices for sustainability. They have plans to monitor the use of water and energy as well as the carbon emissions for their supply chain.



Silver Thread Vineyard

Project: Bio-intensive Viticulture

For the past three years, Silver Thread Vineyard has been converting its 10-acre operation to bio-intensive practices. This includes elements of organic and biodynamic viticulture as appropriate for the Finger Lakes Region. Wine grape farming in our region usually relies on the use of agro-chemicals that can harm human health, soil and water quality. Silver Thread Vineyard uses zero herbicides and instead have established a low-growing cover crop beneath the vines to foster healthy soil. By 2018, their bio-intensive vineyard was 95% organic. What's more, the winery and tasting room is powered fully by solar energy, and they are a zero-waste operation.

SMALL BUSINESS AWARD FINALISTS CONT.

Staach

STAACH

Staach designs and manufactures wood and metal furnishings for contract clients in the U.S., particularly in fast casual dining establishments and hotels. They were founded on the belief that businesses can and should provide measurable public good – beyond the simple pursuit of profit. They create public good through the protection of local and domestic economies, promotion of fair labor practices, and the protection of natural resources. Locally, they have worked with clients like BXCR Donuts, Radio Social and the City of Rochester Public Market. They are a Certified B Corporation, and have been named “Best for the Environment” by nonprofit B Lab every year since 2013.

INDIVIDUAL AWARD FINALISTS



Tammy Bleier

Project: Plastic Lakes Project

Struck by the lack of information about how plastic pollution is impacting Rochester and the Great Lakes region, Ms. Bleier founded the Plastic Lakes Project, an initiative of the Plastic Ocean Project, to research educate and combat plastic pollution in the Great Lakes. Through this group, she organizes cleanups at local parks and beaches, where volunteers track the garbage they collect. Tammy uses this data to gain an understanding of the most common debris types at each location and prevent pollution from entering our waterways. Since 2018, her cleanups have collected over 1,800 pounds of trash.



Calvin Eaton

Project: 540WMain Courtyard Teaching and Nutrition Garden

In 2016 Mr. Eaton founded 540WMain Communiversy – a grassroots, non-profit community based learning center with a commitment to enrich the Susan B. Anthony Preservation District as well as connect greater Rochester to the neighborhood through historic preservation, sustainability, workforce development, and antiracism education. The Nutrition and Teaching Community Courtyard Garden at 540WMain has a mission to teach community members and families how to adopt and sustain a healthier lifestyle. Mr. Eaton has partnered with Chris Widmaier and Chris Hartman and others in the community to make this vision a reality.



Elizabeth Guzzetta

Project: Creating Environmental Stewards in our Community

As a middle school science and math teacher at Allendale Columbia School, Ms. Guzzetta educates and engages community youth about environmental conservation and sustainability. Her approach uses hands-on creative projects to help students understand and be passionate about the importance of conservation. She has been maple sugaring on campus with students since 2012, and started a honeybee garden and hive on campus in 2018. Through her projects, the students strengthen appreciation and understanding of their environment, and the importance of pollinators, healthy waterways and forest preservation.

INDIVIDUAL AWARD FINALISTS CONT.



Leslie Knox

Project: Taproot Collective,
First Market Farm

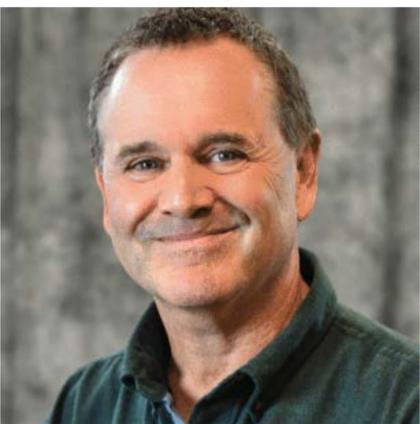
Leslie serves as a Board member and the Volunteer Coordinator for Taproot Collective. She is focused on improving environmental awareness through culturally and socially supportive urban farming and nutrition. Ms. Knox speaks with community members and students about why gardening can be a restorative practice, while discussing the effects of marginalization, and inflicted and independent ignorance about the environment and health. She is working to expand the project and engage a larger portion of the community.



Rachel Larson

Project: Climate Justice Warrior

Rachel was a champion for justice and locally-focused solutions to climate change. Her impact was felt on the Rochester People's Climate Coalition (RPCC), at Greenspark Solar where she was employed, with the Edible Education Initiative at School No. 12, and through many people in the community who she inspired. Sadly, Rachel's efforts came to an end far too early, in February, 2019 when she lost her battle with cancer.

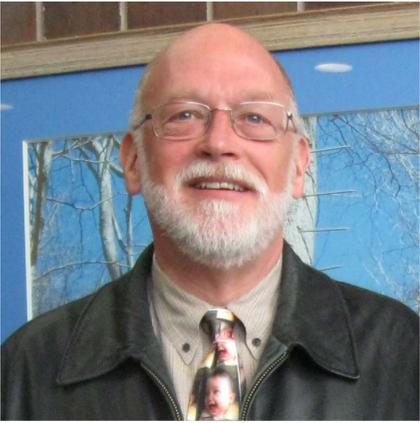


**Tom
Robinson**

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.

INDIVIDUAL AWARD FINALISTS CONT.



Cameron Schauf

Project: University of Rochester Campus Dining Services

As director of Dining and Auxiliary Services and longtime co-chair of the University of Rochester's Sustainability Council, Mr. Schauf has instituted many changes that improve the University's environmental sustainability in the food services sector. His efforts have increased local purchasing, reduced environmental impacts of food services, and reduced food and solid waste. He has done so collaboratively – engaging students, faculty, staff and the Rochester community – resulting in efforts that are innovative, sustainable and replicable.



Tonya Noel Stevens

Project: Flower City Noire Collective

Flower City Noire Collective (FCNC) was started in 2016 to provide a holistic, queer place for people of color to gather in Rochester, NY. Anchored by a seasonal garden, now in its fifth growing season, FCNC provides hands-on skill sharing, as well as a myriad of intergenerational programming. FCNC is in the process of establishing NOIRE House, (Neighbors Organized with Imagination for Resilient Emergence) a housing co-op in Rochester. It will provide below market rents for women, families and LGBTQIAA+ folks, while providing supportive services that will empower residents to increase stability and quality of life.



Chris Widmaier

Project: 540WMain, Inc. Nutrition and Teaching Courtyard Final Construction

Mr. Widmaier was instrumental at organizing student and community volunteers in the construction and renovation of the Nutrition and Teaching Courtyard at 540WMain. He worked with vendors and implemented reuse and sustainability strategies in how labor, energy and resources were allocated to the project, which will bring benefits to the Susan B. Anthony district for years to come.

COMMITTEES

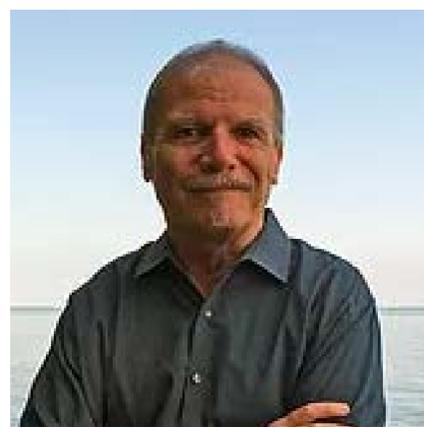
Thank you to our event and selection committee members for bringing the vision of this forward-thinking event to life. Your participation ensures the integrity and success of the awards and symposium.



Suzanne Hunt
HuntGreen LLC
Committee Chair

Suzanne Hunt founded Hunt Green LLC in 2007 to help solve energy, agriculture, transportation and the environmental problems. Her clients have included a wide variety of private equity firms, U.N. bodies, government agencies, clean tech startups, Fortune 500 companies and nonprofits. In the spring of 2015, she moved the business from Washington D.C. to the Finger Lakes region of New York to help run her family's seventh generation farm and winery (Hunt Country Vineyards), and to help accelerate the historic clean energy transition underway in New York state. She has served as an advisor to entities such as the Club of Madrid, Air New Zealand, and the Carbon War Room. Suzanne was a founding advisor to the annual Art Center Sustainable Mobility Summit. She is an Associate at the International Institute for Sustainability Analysis and Strategy (IINAS) in Germany, a member of Environmental Entrepreneurs (E2), and a member of the NY Clean Energy in Agriculture Task Force. She is also a Board Trustee of the Seneca Park Zoo Society and is on the Advisory Councils of Carbon180 and Cornell AgriTech. From 2005–2007, Suzanne directed the Worldwatch Institute's bioenergy program where she orchestrated the landmark research initiative and resulting book, "Biofuels for Transportation: Global Potential and Implications for Energy and Agriculture." Suzanne has been featured as a "Pioneer" in Science Magazine, and as an expert in her fields in national and international print media and television.

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.



Jim Armstrong
Good for
Business (B Corp)

EVENT COMMITTEE CONT.



Dennis Bacchetta
Diamond
Packaging

Dennis Bacchetta, Director of Marketing and founding member of Diamond Packaging's "Green Team," spearheads the company's sustainability and social responsibility practices, including its industry-leading Greenbox initiative and commitment to 100% renewable wind energy. Bacchetta publishes annual Sustainability and Corporate Social Responsibility (CSR) reports, authors the company's CSR submissions, including EcoVadis and CDP (formerly Carbon Disclosure Project), and co-leads community service initiatives, such as Diamond's partnership with Seneca Park Zoo's annual Earth Day celebration. He promotes Diamond's collaboration with all customers on climate change and ways to reduce their environmental footprint through an evaluation of designs, materials, and methods. Bacchetta's efforts have been instrumental in achieving recognition for Diamond's sustainability practices, including Proctor and Gamble's External Business Partner Excellence in Sustainability Award (2016), Seneca Park Zoo Society's inaugural Environmental Innovation Award (2018), and an EcoVadis Gold level CSR rating for three consecutive years (2017-19).

Eric Longnecker is Senior Buyer of Diamond Packaging, where he has been employed for 27 years. He is a member of the Diamond "Green Team", with a goal of promoting an environmentally sustainable corporate culture. Eric led Diamond to Zero Manufacturing Waste to Landfill status in 2014, becoming only the second folding carton company in the United States to accomplish this status. Since 2015, Eric has co-led the Diamond Packaging Seneca Park Zoo Earth Day partnership, giving zoo guests the opportunity to plant a free pine tree seedling and personal butterfly garden. Diamond's sustainability culture has resulted in many awards, including a Proctor and Gamble External Business Partner-Excellence in Sustainability award in 2016, a Gold rating by Ecovadis for the 2nd year in a row and the Seneca Park Zoo Society's Environmental Innovation Award in 2018. Eric has been a member of the Monroe County Recycling Advisory Committee since 2014. Eric seeks to integrate his faith with a proper stewardship of our amazing planet. Eric has a BA in Bible from Lancaster Bible College, and a MA in New Testament from Capital Seminary & Graduate School.



Eric Longnecker
Diamond
Packaging

EVENT COMMITTEE CONT.



Kate McArdle
New York State
Pollution Prevention
Institute

Kate works across the state to support communities, municipalities and businesses investing in sustainability and pollution prevention projects. Kate manages NYSP2I's outreach and education program, an annual community grant program and K-12 and university programs. Kate has more than 15 years' experience working for Rochester non-profit 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 toxics in their programs. [More...](#)

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, 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 every-day life on behalf of species survival. [More...](#)



**Pamela Reed
Sanchez**
President and CEO,
Seneca Park Zoo
Society



Amy Reichhart
Environmental
Attorney,
Nixon Peabody

Amy is counsel in the Energy and Environmental practice group at Nixon Peabody. 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...](#)

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.

SELECTION COMMITTEE



Ann Davlin
Managing Director,
Government
Programs

Ann Davlin, Managing Director, Government Programs, began her career work for the government, in the White House, Department of Defense. She was Director, Government Programs, AIG Environmental, with a focus on providing environmental insurance on active and former military bases. She worked for Sir Richard Branson at the Carbon War Room, where she assisted in the development and funding of financial products that led to over two hundred million dollars in impact investments. Ann launched Davlin Development Group, which advised BNP Paribas/Bank of the West, Efficient Ship Finance and Enthalpic Capital on above market-rate return impact investments. Prior experience includes co-founder Bayberry Green Fund, advised True Green Capital. Ann was a member of the Hillary Clinton for President Finance Committee. Ann worked with non-profits including Atlantic Council, Regional Plan Association, and Blue Sphere Foundation. She holds a B.A in international relations from Lake Forest College and a Master of Public Administration from SIPA at Columbia University. [More...](#)

Richard Graves is the Chief Impact Officer and Co-founder of CleanChoice Energy, the largest private renewable energy supplier in the US. He is an entrepreneur and impact investor that has built, invested in, and exited from high-growth businesses in clean energy, AI/software, and mobility. He is a sought after startup advisor, board member, and executive leader in clean energy, product innovation, and impact investment, and has directed tens of millions of investment to social enterprises. He served as Technical Advisor for the Department of Energy's SunShot investment initiative and Senior Advisor to Village Capital. Formerly, he served as a financial strategist in launching the global fossil fuel divestment campaign that has been adopted by \$13 trillion of AUM, and as the Organizer for Global Campaign for Climate Action, organizing over 17 million people. He has won a number of the leading awards in Social Entrepreneurship, including the Edmund Hillary Fellowship, the Laureate Global Fellowship, five Best for the World Awards, and was #17 on the RealLeaders list of 100 top impact companies. He graduated from Macalester College, where he started the first student-run clean energy revolving fund. [More...](#)



Richard Graves
CleanChoice
Energy

SELECTION COMMITTEE CONT.



Janet Hawkes
Tellus Earth LLC

Janet E. Hawkes, PhD consults with companies, NGOs, and governments on agriculture development and environmental issue in the US, and internationally. Hawkes worked on sustainable food and agriculture production, greening, and bioenergy projects as Managing Director of an advisory firm. Hawkes taught, conducted research, and directed agriculture and environmental programs at Cornell University, College of Agriculture and Life Sciences, and the University of the South Pacific. She was Executive Director of an environmental and agricultural education center, where visitors experienced nature and farming first-hand. She was a founding member of the Cayuga Lake Watershed Network, was a Board member for a number of non-profit environmental and regional economic development boards, and served as an advisor for the United Nations Food and Agriculture Organization, USDA, US Department of Energy, and as a Director for Stone Barns Center for Food and Agriculture. Hawkes has a Doctorate from Cornell University College of Agriculture and Life Sciences. She lives in and enjoys all the natural resources of the Finger Lakes.

SELECTION COMMITTEE CONT.



**Joseph
Mendelson, III**
Tesla

Joe Mendelson serves as Senior Counsel, Business and Policy Development, where he leads Tesla's policy and government relations work on international trade, climate change and carbon pricing, solar manufacturing, and sustainability. His current work supporting Tesla's mission to accelerate the world's transition to sustainable energy includes addressing the impacts of altered federal tariff policies, reductions to vehicle fuel-efficiency regulations, and relaxation of Clean Air Act emissions standards on the company's automotive, energy storage, and solar businesses. Mr. Mendelson is a current, two-term appointee to the U.S. Department of Commerce's Renewable Energy and Energy Efficiency Advisory Committee – a federal advisory committee that provides advice to the Secretary of Commerce for the development and administration of programs and policies to expand the export competitiveness of the U.S. renewable energy and energy efficiency products and services. He was Director, Policy & Electricity Markets for SolarCity prior to the company's acquisition by Tesla in June 2016. From 2013 to 2015, he worked as the Democratic Chief Climate Counsel for the U.S. Senate's Committee on the Environment and Public Works. Prior to working on Capitol Hill, he was Director of Policy for the National Wildlife Federation's Climate & Energy Program. He also co-founded and served as the Legal Director of the Center for Food Safety and International Center for Technology Assessment for over a decade. During his tenure with both organizations, he initiated the first legal case in the U.S. seeking the control of carbon pollution under the Clean Air Act. Acting as co-counsel during litigation of the case before the U.S. Supreme Court, the effort resulted in the landmark ruling of *Massachusetts v. EPA*. He holds a B.A. from Colgate University and a J.D. from the George Washington University School of Law. Born and raised in Buffalo, NY, he and his family currently reside in Arlington, VA. [More...](#)

SELECTION COMMITTEE CONT.



David Muires
Mobility Futurist

David Muires is an experienced innovation and product development leader with global insight and both a technical and creative perspective. He has held functional and executive management positions in Europe, Asia and North America. In addition to his broad corporate experience, has also held leadership positions in academia, started non-profits, and partnered in a consulting office in Washington, DC. He is very passionate about the role design and design thinking can play in transforming business. His diverse skills and people focused leadership also has contributed to his success in attracting diverse talent and building dynamic teams through his extensive network of great people. David Muires was responsible for Global Product Innovation, Consumer Research and Advanced Technology teams at Yanfeng Automotive. In this role, he was responsible for three regional development teams located in Michigan, Neuss, Germany, Shanghai, and Silicon Valley. Prior to this role, he was a Director at the Corporate Innovation Center at Johnson Controls Global HQ in Milwaukee, WI. David previously held the position of Vice President, Educational Initiatives, for Art Center College of Design in Pasadena, CA. In this capacity, Mr. Muires was responsible for developing new strategic offerings for the college and directed Art Center's Sustainable Mobility Summits. Most recently has started MuiConnex, LLC, a consulting practice focused at providing Research and consultation services to the New Mobility, Automotive and other changing industries. Helping companies respond to emerging disruptors and be better prepared for the future. His vision and passion has resulted in him being asked to speak at a wide range of design and innovation industry events in eight different countries. In December 2008, Mr. Muires was asked to provide testimony on the future of the automotive industry to Rep. Ed Markey's House Select Committee on Energy Independence and Global Warming in Washington, DC. He continues to speak on the changing mobility industry, most recently at a CArDesignNews event at Los Angeles Autoshow in November 2018. [More...](#)

SELECTION COMMITTEE CONT.



Jonathan Powers
CleanCapital

As president of CleanCapital, Jon leads corporate strategy, operations, investor relations, and marketing. Prior to joining CleanCapital, Jon led public sector business development at Bloom Energy. His passion for clean energy stems from his time serving with the U.S. Army in Iraq, where he learned how vital clean energy is to protecting America's national security. He helped to revolutionize the U.S. Army's energy program, first as Special Adviser for Energy to the Assistant Secretary of the Army and later as Director of Outreach for the Army's Energy Initiatives Task Force. In 2012, Jon was appointed to the post of Federal Chief Sustainability Officer by President Obama. Jon has been named to Washington Life's Top 25 Tech Leaders in D.C., in 2016 and to Renewable Energy World's inaugural Solar 40 Under 40 list. Jon is a graduate of John Carroll University and Johns Hopkins University.

[More...](#)

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...](#)



Anne Reynolds
Alliance for Clean Energy New York

SELECTION COMMITTEE CONT.



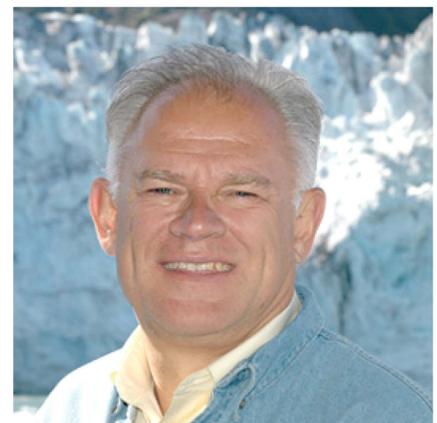
Mike Reynolds
Ultra Capital

Mike Reynolds is a Director at Ultra Capital where he focuses on investing in sustainable infrastructure projects. Mike joined the firm in 2016 when Ultra Capital acquired EverVest, a software company he co founded at MIT in 2013. EverVest is a proprietary financial modelling and risk analysis software platform built specifically for infrastructure project finance. Mike was previously with Goldman Sachs as an investment banker focusing on trade, transportation and infrastructure financing. He has a MBA from the MIT Sloan School of Management where he was a Jack W. Goss Fellow for Entrepreneurship, and a BS from the State University of New York at Albany. Mike is also a native of Fairport, but currently resides in Boston.

[More...](#)

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...](#)



Larry Schweiger
Retired, Former
President of
the National
Wildlife Foundation



Scott Sklar
The Stella
Group Ltd

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...](#)

SELECTION COMMITTEE CONT.



Janice Tran
Generate Capital

Janice Tran is a Director on Generate Capital's investment team, with a focus on waste-related sectors including anaerobic digestion, waste-water, and waste-to-product investments. Prior to Generate Capital, Janice served as Senior Financial Analyst for NRG Energy, working as a key member in building NRG Renew's Microgrids business unit. Prior to this Janice worked at ICF, an energy consulting firm and E&Y where she performed energy audits. In 2008, Ms. Tran co-founded Student Energy, a nonprofit which is today's largest global charity dedicated to educating and uniting post-secondary students on energy issues. Janice is a licensed Chartered Professional Accountant (CPA) in Canada. She also has a Masters of Science in Sustainability Management from Columbia University, where she received a prestigious Earth Institute Fellowship and wrote her thesis on sustainable investing practices at pension funds. Janice also has a BA in Philosophy and BComm in Accounting from the University of Calgary. [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

Brett Howell, **The Business Case for Sustainability:** How to strategically align your organizational efforts to achieve real impact

Moderated by Suzanne Hunt

We've hit the societal "tipping point" on environmental issues like plastic pollution, yet inside many organizations, "sustainability" isn't yet seen as a critical driver of reputation management, profit, or resilience. Too often strategic sustainability issues are ignored in favor of short-term "wins" to address one stakeholder group's concerns, resulting in diffuse efforts that don't make long-term sense or lead to impactful outcomes.

OTHER WAYS TO GET INVOLVED



Seneca Park Zoo is a leader in conservation efforts for endangered species internationally and here in Monroe County. Approximately 400,000 guests visit the Zoo annually, where they are inspired by first-in-class naturalistic habitats connecting people to wildlife. As the private, non-profit 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.

Over the course of the last year, Seneca Park Zoo Society has...

- Held eight park clean-up events throughout the City of Rochester, covering 72.78 acres with 62 total volunteers
 - 72% of all the pieces of trash documented were made of plastic
- Collected 8,045 photos through our camera traps as a part of the Urban Wildlife Information Network (UWIN)
 - 5,009 photos of local wildlife have been identified and 48 different species have been seen on our cameras
 - 161 people have gone on iNaturalist to help us identify the photos we have collected

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:

senecaparkzoo.org/conserv

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