

2008 PERFORMANCE TRACK STATE CONFERENCE  
SEATTLE, WA  
OCTOBER 27-29, 2008

*Environmental Leadership:  
Past Lessons & Future Opportunities*

Monday, October 27

8:30 AM **Welcome, Opening Remarks, and Introductions**  
Chuck Kent, Director, Office of Cross Media Programs, OPEI, US EPA  
Rick Otis, Deputy Associate Administrator, OPEI, US EPA  
Elin Miller, Region 10 Administrator, US EPA  
Josh Baldi, Special Assistant to the Director for Puget Sound, WA Dept. Ecology

9:00 AM **Advancing Environmental Protection through Performance-based Programs**  
This session will provide an opportunity to learn how EPA and states are working to have their performance-based programs recognized as a tool that can be used to meet program/agency/local/regional/national environmental goals. PT and state program representatives will share their experiences engaging their media office programs and working through the challenges of collecting and reporting on members' performance.

**Moderator:** Andy Teplitzky, Performance Track

**Panel Members:**

Gary Hunt, NC Department of Environment and Natural Resources  
George Faison, Office of Solid Waste, US EPA  
Lisa Grogan-McCulloch, Performance Track

*Conference attendees will hear how performance-based programs can make specific contributions towards national and state environmental goals, and gain valuable insights into how to use performance measurement techniques to demonstrate these contributions.*

10:15 AM **Break**

10:30 AM **Incentives Today and Tomorrow**  
This forum will explore approaches for developing and implementing incentives as well as the value of different types of incentives to program members. Attendees will hear the current thinking on national and state strategies related to incentives, information on EPA's proposed Advisory Committee, the what and how of existing flexibilities, and revisit the findings of the ECOS/EPA Workgroup on Incentives.

**Moderator:** Israel Anderson, EPA Region 6

**Panel Members:**

Dan Fiorino, Director, Performance Track  
Andy Teplitzky, Performance Track  
Mark McDermid, WI Department of Environmental Quality  
Ray Lam, Boise White Paper  
Harold Tilden, Pacific NW Lab  
Paul Steucke, Fort Lewis Public Works

## Monday, October 27 (continued)

*Participants will leave with an understanding of the choices and trade-offs for exploring and providing future incentives.*

12:15 PM **Lunch (On your own)**

2:30 PM **Learning from and Working with Performance Track's Stakeholders**  
Dan Fiorino, Director, Performance Track

2:45 PM **Programs, Performance, and Partnerships**  
This dialogue will build on the work performed to date by EPA, ECOS, and MSWG that will help determine the future direction of performance-based environmental programs. Input will be sought specifically on four issues:  
1) Program goals--do we know what they are and how do we know if/when we reach them? 2) Data Measurement--can we develop a practical set of principles for data collection and reporting? 3) Tiering—is it an effective way to reach a variety of target audiences and encourage continuous improvement? 4) The EPA-State Partnership--what's working well and what can we improve?

**Facilitator:** Bill Ross, Ross & Associates

**Panel Members:**

Bob Minicucci, NH Department of Environmental Services

Chuck Kent, Director, Office of Cross Media Programs, OPEI, US EPA

Lisa Grogan-McCulloch, Performance Track

Suzanne Burnes, GA Department of Natural Resources

*States and EPA will explore the four issues outlined above and the opportunities to improve the EPA-State Partnership. Participants will also identify any specific needs for follow up activities.*

5:15 PM **Adjourn**

Evening **Optional Group Dinner at Anthony's Pier 66**  
<http://www.anthonys.com/restaurants/info/pier66.html>

**6:30 to 7:00 – cocktails**

**7:00 – dinner**

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## Tuesday, October 28

8:30 AM **Keynote Speaker**  
Ron Sims, Executive, King County, WA

9:15 AM **Presentation of 2008 EnviroStars Recognized Leader Award - REI**

## Tuesday, October 28 (continued)

9:30 AM      **Open-Space Dialogue on the Issues & Opportunities Performance-based Environmental Programs**  
**Introduction:** Ken Zarker, WA State Dept. of Ecology  
**Facilitator:** Ryan Kellogg, Supervisor, Local Hazardous Waste Program, King County, WA

Participants will create and manage an agenda of parallel working sessions. During the course of the day, there will be a total of up to 20 working sessions held during four one-hour time blocks throughout the day. The sessions will be organized around the conference theme of *Environmental Leadership: Past Lessons and Future Opportunities*. Examples of topics that may be explored during these sessions include:

- Delivery of facility-specific incentives
- Building relationships with NGOs at the state level
- Enhancing EPA and state program member recruitment
- Creating business value for members
- Addressing crisis management
- Creative state innovation grant ideas
- Learning performance-based programs
- New approaches for site visits

NOTE: There will be four time slots with minimum of 5 issue discussions per slot

*Through these sessions, participants will have an opportunity to explore in depth a wide range of issues central to performance-based programs and to meeting current local and national environmental priorities.*

10:30 AM      **First Set of Dialogue Sessions**

11:45 AM      **Lunch (provided)**  
A brief video about the Puget Sound Partnership will be shown

1:00 PM      **Second Set of Dialogue Sessions**

2:15 PM      **Third Set of Dialogue Sessions**

3:30 PM      **Fourth Set of Dialogue Sessions**

5:00 PM      **Summary and Closing Session of Open Space Dialogue**

6:00 PM      **Adjourn**

Evening      **Optional Group Activity: Exploring Seattle City Center**  
*Seattle Center is the home of the Space Needle, Pacific Science Center, the Experience Music Project, and a host of theatrical and cultural experiences. Entertainment options abound - with 63 free and low-cost public programs and over 5,000 shows and events annually, its 74-acre campus is home to more than 30 cultural, educational, sports and entertainment organizations. Learn more at: <http://www.seattlecenter.com>*

## Wednesday, October 29

8:30 AM      **Reflections on Key Outcomes of Open Space Dialogues**  
Chuck Kent, Director, Office of Cross Media Programs, OPEI, US EPA

8:45 AM      **Lessons from Leaders in the Pacific Northwest**  
This session will bring together representatives from business, government, and an NGO in the Seattle region who are engaging in innovative efforts to improve environmental performance, to share their experiences and the lessons they have learned about how to define goals, meet major challenges, and measure their results.

**Moderator:** Ken Zarker, WA State Dept. of Ecology

**Panel Members:**

Ross Macfarlane, Senior Advisor – Business Partnerships, Climate Solutions  
Angela Fitz, WA State Dept. of Ecology – Industrial Footprint Project

*Participants will leave this session with valuable models, tested in real time, that they can use to achieve greater successes in their efforts to foster improved environmental performance.*

9:45 AM      **Break**

10:00 AM    **Growing Our Programs: Focus on Municipalities**  
Those who have experienced and learned from “greening” local governments will share their stories and provide hints on what works and what doesn’t when your goal is to lessen the environmental impacts of a municipality.

**Moderator:** Stacey Martindale, IN Department of Environmental Management

**Panel Members:**

Elizabeth Frisch, Culture Technologies, Inc.  
Stacey Martindale, IN Department of Environmental Management  
Peter DuBois, Clark County, Washington, Department of Public Works  
Laura Seifert, IN Department of Environmental Management

*Participants will learn about tools, resources, and approaches to educate and motivate municipalities to more effectively manage and reduce their environmental footprints.*

11:30 AM    **Next Steps; Final Thoughts**  
Chuck Kent, Director, Office of Cross Media Programs, OPEI, US EPA

12:00 PM    **Adjourn**