

# Building Tomorrow's Jobs

Breakfast forum sponsored by  
Westside Economic Alliance | Clackamas County Business Alliance | Metro

Tuesday, February 1, 2011

8 to 11 a.m.

Wilsonville Holiday Inn

25425 SW 95th Avenue, Wilsonville, Oregon 97070

- 8 a.m.      **Breakfast and networking**
- 8:30 a.m.    **Welcome**  
Jonathan Schlueter, Executive Director, Westside Economic Alliance  
Burton Weast, Executive Director, Clackamas County Business Alliance
- 8:35 a.m.    **Opening remarks**  
Tom Hughes, Metro Council President
- 8:45 a.m.    **The big picture - sustainability, resource efficiencies and changing business needs**  
Bert Gregory, President and CEO, Mithun (Seattle, Washington)
- Describe how business needs in the 21st century are changing the design and location choices of businesses
  - Explain the importance of sustainability and resource-efficient structures and communities (emphasize communities)
  - Introduce LEED ND as a means of influencing employment areas, benefits to businesses and the surrounding communities
  - Introduce other tangible things businesses or governments can do and the benefits
- 9:05 a.m.    **Finding value in the triple bottom line - profit and cost savings with societal benefits**  
Andrew Mangan, Executive Director, US Business Council for Sustainable Development
- Introduce the triple bottom line using a simple example from USBCSD experience to demonstrate the creation of value through economic returns and environmental and social benefits
  - Describe how both business and governments play a role
  - Introduce tangible things businesses and governments can do, such as sustainable infrastructure programs, by-product synergy and advanced synergy
  - Highlight the US BCSD by-product synergy program and how this type of tool might be applied in the Portland metro region
- 9:25 a.m.    **Efficient business and infrastructure in practice**  
Tracy Casavant, President, Eco-Industrial Solutions Ltd (Vancouver, British Columbia)

- Introduce industrial ecology and how it is being implemented to create sustainable business and infrastructure systems in employment areas and communities
- Describe collaboration between businesses and government, as well as the kinds of stakeholders that should be involved
- Provide examples at multiple scales, small (5-20 acre) to larger (100-200 acre)
- Describe steps for implementation (policy, zoning codes, political will, technical assistance programs, on-the-ground development), including low-hanging fruit and more comprehensive implementation steps
- Provide lessons learned such as frequently asked questions, biggest hurdles and keys to success

9:45 a.m.     **Questions and answers**  
Audience and speakers

10:30 a.m.     **Panel discussion**  
Questions from local leaders

11 a.m.         **Wrap up**

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