

PLAN IT GREEN
create your future



P.O. BOX 334
EUREKA, CA.
95502

check out our website:

www.humboldtplanitgreen.com



Plan It Green is a group of engineers, planners, builders, contractors, architects and other professionals dedicated to green community planning and design.

Our Mission is to advocate the adoption of economically, socially and environmentally sustainable practices in Humboldt County and to facilitate their implementation through education, collaborative partnership and technical assistance.

Our Vision: Plan It Green envisions a future of prosperous communities, green business practices, healthy living and innovation.

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2ND
annual

Building Green Communities
conference

program guide and resource list

Friday & Saturday - April 4th and 5th - 2008

Arcata Community Center

321 Community Parkway

www.humboldtPlanItGreen.com

Plan It Green is a project of the Center for Environmental Economic Development



2nd Annual Building Green Communities Conference
schedule of events

FRIDAY

Technical Sessions

8:00	Registration - Sign in Cost - \$35.00 Students \$5
9:00	Site Development and Landscaping
10:00	Construction Techniques
11:30	Development of a Green Building Program for Multiple Jurisdictions
12:30	Late Lunch Break -Food provided
1:30	Expanded Polystyrene-Based Structural Building Systems
3:00	Recycled, Renewable and Green Certified Building Materials
4:30	Trade Show Set-up / Get Down 

SATURDAY

**FREE TRADE SHOW
OPEN 8 AM - 4 PM**

8:00	Registration - Sign in NO CHARGE Everyone Welcome
9:00	Green Up Your Home
9:30	Renters: Conservation Measures
10:00	Buyers: Time of Sale, Finance
10:30	Owners: Remodels/Retrofits
11:00	Builders: Rebates/Tax Credits
11:30	Active Systems: H2O
	Active Systems: Photovoltaics
12:00	Lunch Break Demos in Parking lot
1:00	Green Up Your Community Transportation Management
2:00	Green Building Programs
2:30	Waste Prevention Expanding Recovery Developing Markets Zero Waste
4:30	Take a Break and Get Happy
5:30	Keynote Speaker - Wesley Chesbro Appetizers
6:00	"Mostly " Local Foods Dinner Please Make Reservations General Public \$25.00 Students \$15

Gold Sponsors \$500

GreenWay: Green Builders, 707-616-4406
 kcohune@suddenlink.net

Prosperity Network Economic Development: 707-445-7747
 JDebets@co.humboldt.ca.us

Pierson Building Center: Building Materials, 707-441-2700
 www.thebighammer.com

Congressman Mike Thompson: Liz Murguia, 707-269-9595
 www.mikethompson.house.gov

City Garbage: Waste Management Services, 707-442-4501
 www.citygarbage.com

Silver Sponsors \$250

The Mill Yard: 707-826-9860, email@themillyard.biz

Redwood Coast Energy Authority: 707-269-1700, www.redwoodenergy.org

Johnson Design: 707-667-3684, claycj@humboldt1.com

Sunfrost: 707-822-9095, www.sunfrost.com

Scurfield Solar: 707-443-0759, www.scurfieldsolar.com

Pacific Builders: 707-822-7720, pacbmarianne@pacbell.net

Lapotre & Cleek: 707-442-8867, palapotre@hughes.net

Alchemy Construction: 707-822-8013 - www.alchemyinc.com

North Coast Cooperative: Organic Foods & More, 707-822-5947

**Please support our
Sponsors and Exhibitors**

PLATINUM SPONSORS \$1,000

City of Arcata

Karen Diemer - Environmental Services, 707-825-2200
www.arcatacityhall.org

Celebrations Catering

Tamra Tofoya - Amazing Food, 707-826-1224
www.cateringcelebrations.com

Graphic Image

Sara Zaga - Design, Illustration & Photography, 707-840-9739
www.gotographicimage.com

Small Business Development Center

Michael Kraft - Economic Development, 707-445-9720
www.northcoastsbdc.org

PG&E

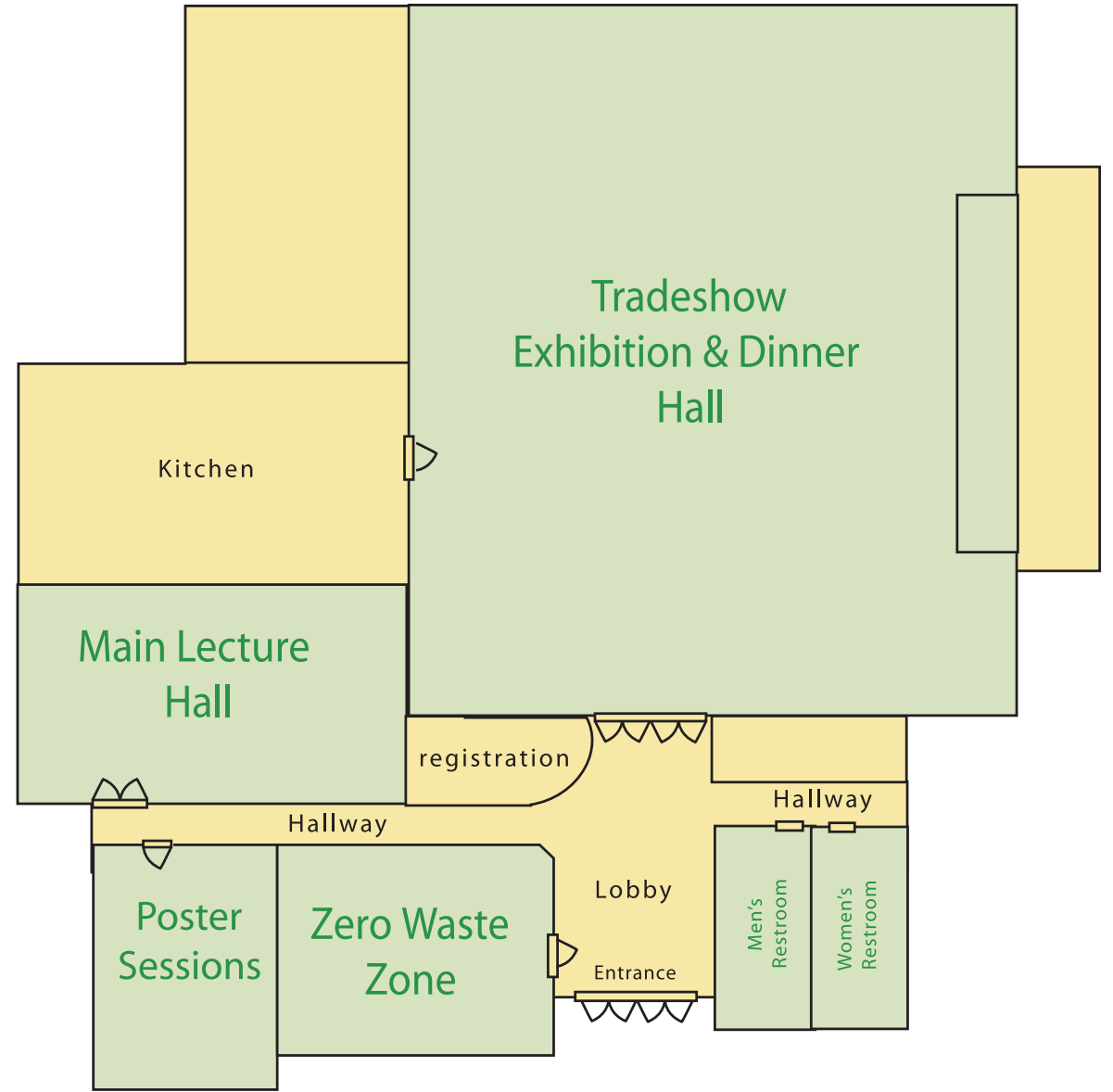
Ian Caliendo - Gas and Electric Supplier
www.pge.com

Organic House Construction

Jennifer Fuller - Construction, Consulting, Remodel & Retrofit, 707-822-9800
www.organichouseconstruction.com

Winzler & Kelly

Steve Salzman - Consulting Engineers, 707-443-8326
www.w-and-k.com



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FRIDAY, APRIL 4TH • TECHNICAL SESSIONS

(Pre-Registration, General \$35, Students \$5)

9:00 AM Site Development and Landscaping

Presenter: Brent Buckman, Hyphae Design Laboratory and Merritt College in Oakland
“Towards a New Metabolic Architecture: Integrating the Site, Science and Systems of Architecture”. Brent will discuss site planning methodologies and various strategies to help minimize the impacts of the challenges while maximizing the benefits of the opportunities.

10:00 AM Building Science (Construction Techniques)

Presenters: Jennifer Fuller, Organic House Construction and Consulting; Plan It Green
Examine heat, air and moisture effects on building performance and how incorporating simple changes into construction practices will lead to a greener building.

11:30 AM Development of Green Building Programs

Presenter: Armando Navarro, Pacific Gas & Electric; Sonoma State University
Green building programs are being widely adopted by jurisdictions throughout California and the nation. Armando will discuss his experience with developing green building programs in Sonoma County and how PG&E views the green building movement. This session is especially recommended for County and City building officials and Planning Department personnel.

12:30 PM LUNCH

Provided at the venue. Those wishing to attend the County’s Waste Reduction Awards Program will be able to eat then get to the Wharfinger Building by 2:00 PM.

1:30 PM Expanded Polystyrene (EPS)-Based Building Systems

Presenters: Praj White, White Engineering & Steve Ruckman, Alive Designs
Over the last few years, EPS has been incorporated into various structural building systems and non-structural building elements. It is lightweight and has good sound and thermal insulation properties. Praj will discuss Insulated Concrete Forms (ICFs) and another structural system that incorporates lightweight steel studs. Steve will discuss the properties and benefits of Structural Insulated Panels (SIPs).

3:30 PM Recycled, Renewable and Green Certified Building Materials

Presenters: Michael Evenson, Old Growth Timbers; Don Ehembuske, Almquist Lumber & Hector Osorio, Alternative Building Center
Panel discussion on wood-based and “natural” structural building systems and construction materials. Michael will present the case for building deconstruction, provide tips on reusing rare, brittle salvaged lumber and timbers and discuss building codes and grade stamp considerations. Don will discuss the relative benefits of using FSC Certified lumber products, local non-certified lumber and formaldehyde-free plywood. Hector will discuss criteria that qualify a product as green and how to go about choosing amongst the growing number of finish materials such as flooring, countertops, sheet goods and wall finishes that are hitting the market.

Exhibitors

Solar Winds Northern Lights: Solar energy installation, Chris May
chris@swnl.net • 707-498-2804

White Engineering: Consulting engineers, Praj White
707-443-3800

Solar H2OT: Solar hot water, Alan Cook
acook@humboldt1.com • 707-826-0210

Almquist Lumber Company: Building materials, Don Ehnebuske
www.almquistlumber.com • 707-825-8880

Organic Grace: Non-toxic options for healthy living, Elliot Tigerlily
www.organicgrace.com • 707-923-1296

Alchemy Construction: Green building specialists, Amy Bohner
www.alchemyinc.com • 707-822-8013

SHN Consulting Engineers & Geologists: Consulting engineers, Allison Kelly
www.shn-engr.com • 707-441-8855

JTG/Muir: Hydronics, Manufacturer’s Rep
www.jtgmuir.com • 800-493-8492

Winzler & Kelly: Consulting Engineers, Steve Salzman
www.w-and-k.com • 707-445-8326

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Topics and Presenters

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Exhibitors

C. Crane Co.: Radios, antennae, LED lights
www.ccrane.com • 707-725-5940

Organic House Construction: Consulting, construction, remodels & retrofits
www.organichouseconstruction.com • 707-822-9800

Alive Design: Steve Ruckman,
alivedesign@sbcglobal.net • 707-668-1830

Dave Grow Insulation and Acoustical: Blown in foam insulation
www.growinsulation.com • 707-822-8295

Redwood Coast Energy Authority: Energy education for all
www.redwoodenergy.org • 707-269-1700

ABC Alternative Building Center: Hector Osorio
www.abcgreenbuilding.com • 707-445-4733

Scurfield Solar: Solar power, Ben Scurfield
www.scurfieldsolar.com • 707-443-0759

The Mill Yard: Building materials, Tauka Chase
707-826-9860

Heartwood Design & Build: Green builders, Thomas Solinas
www.heartwooddesignbuild.com • 707-822-3225

SATURDAY, APRIL 5TH • PUBLIC LECTURE SERIES

(Free and Open to the Public)

9:00 AM - 4:00 PM Tradeshow Exhibition

Featuring over 20 local businesses involved in green building, solar energy systems, conservation measures and alternative building materials. This is an excellent chance to get up close and personal with the experts in the field and gain hands on experience with their products and services. See the listing of the exhibitors elsewhere in this program.

GREENING UP YOUR HOME

This morning session will focus on strategies to reduce the costs to own and operate a building.

9:00 AM Renters

Presenter: TBA, Redwood Community Action Agency (RCAA)

Get information on insulation, weatherization and energy conservation programs for low-income households including renters and students.

9:30 AM Buyers

Presenter: David Boyd, Redwood Coast Energy Authority (RCEA)

David will present RCEA's new Time-of-Sale Energy Audit Program. At the time of sale, an energy audit is performed and the prospective homebuyers are provided with a package of improvements that can be financed through the mortgage.

10:00 AM Owners

Presenter: Paul Bais, Organic House Construction and Consulting

Learn strategies for going green without busting your budget on your next home remodeling project.

10:30 AM Builders

Presenter: Sean Armstrong, Danco Builders

Sean will share his knowledge on rebates and tax incentives for new construction projects.

11:00 AM Active Systems (and imaginations)

Presenter: Alan Cook, H2OT Solar & Roger

Discover how to harvest hot water and electricity from the sun here on the north coast.

12:00 PM LUNCH

Grab a bite to eat and check out the Exhibitor's booths and various events:

Indoors ~ Tradeshow, Poster Session, Zero Waste Zone

Outdoors ~ Que Grande Mexican Food, Humboldt Electric Vehicle Association, Organic House's Mobile Solar Electric Power Plant and their Construction Waste Grinder, and many other demonstrations and activities

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GREENING UP YOUR COMMUNITY

Afternoon sessions will highlight strategies to make our community a better place to live.

1:00 PM Transportation Demand Management

Presenter: Chris Rall, Green Wheels

Transportation Demand Management (TDM) is a general term for strategies that can reduce requirements for parking and traffic impact mitigation of building projects, and assist existing housing developments and businesses in providing better and healthier access for residents, employees and customers. Chris will present a framework for using this approach and discuss how these strategies might be applied in our local context.

2:00 PM Development of a Green Building Program for Humboldt County

Presenter: Steve Salzman of Winzler & Kelly and Plan It Green

Steve will discuss an initiative to develop one voluntary, incentive-based green building program that can be adopted by the County and all seven cities.

2:30 PM Waste Reduction and Prevention: Heading Toward Zero Waste

Presenter Marianne Bithell of Pacific Builders will discuss strategies for reducing construction waste and provide examples of the recovery planning, implementation and evaluation process.

Mark Loughmiller of the Arcata Community Recycling Center (ACRC) talks about their new dual stream materials recovery facility and how and where the recyclable materials collected in Humboldt County are put back into the cycle.

Patrick Owen and Karen Sherman of the Humboldt Waste Management Authority (HWMA) will highlight local programs and services provided to help you manage your wastestreams.

Tedd Ward of the Del Norte Solid Waste Management Authority presents the concept of Zero Waste and the need for constructive engagement with manufacturers and retailers in the take-back-and-recovery of products (Extended Producer Responsibility).

4:30 PM Breakdown Tradeshow / Dinner Set Up

Socializing and networking for the hour leading up to the keynote address and dinner.

5:30 PM KEYNOTE ADDRESS

Speaker: Wesley Chesbro of the California Integrated Waste Management Board

Presentation of integrated waste management policies and programs being developed and implemented by the CIWMB. Choose your table and have a seat; appetizers will be served during the keynote address.

6:00 PM "Mostly" Local Foods Benefit Dinner

Tamra Tafoya of Celebrations Catering will cook up a gourmet meal using mostly foods provided by local farmers, food production facilities and businesses from the North Coast. Check at the registration table to see if any seats are left. Dinner is \$25 payable at the door. Students \$15.

Brought to you by:
Celebrations Catering



Celebrations Catering
Menus customized to suit individual tastes and budgets

Tamra Tafoya 707•826•1224 cateringatcelebrations.com

with the help of:

North Coast Cooperative

- Bien Padre
- Cypress Grove
- Drakes Glen Creations
- Brio Breadworks
- Casa Lindra
- Coates Vineyard
- Eel River Brewing Company
- Lost Coast Brewery
- Mad River Brewing Company
- Humboldt Creamery
- Konaboldt Coffee
- Planet Chai
- Pro Pacific Fresh
- The Tofu Shop

Flowers:
Sun Valley Floral



APPETIZERS

- Fig and Walnut Tapenade with Cypress Grove Chevre and Brio Walnut Bread
- Curried Winter Squash Mousse on Rice Crackers with Sauteed Chard

DINNER

- Organic Salad Greens, Spring Vegetables and Roasted Beets with Shallot Vinaigrette
- Filo Pastry with Spring Vegetables, Greens, Feta Cheese, Olives & Fresh Herbs
- Zucchini Ribbons tossed in Romesco Sauce
- Brio Bread served with Parsley Shallot Butter

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Saturday's Menu