



PLAN IT GREEN
create your future

1385 8th St. • Arcata, CA 95521 • www.HumboldtPlanItGreen.org

Plan It Green's 5th Annual Building Green Communities Conference: The Next Generation

This year's conference will be held the first weekend in April, at the Arcata Community Center. The theme is The Next Generation. We will focus on the next generation of green technologies and design strategies and the next generation of people that will use it to drive the emerging green economy over the next few decades. As always, the conference is **free** and open to the public. There is so much to talk about that we have expanded it into a two-day event.

On Friday, April 1st, from 9:00 am - 3:00 pm, at the Arcata Community Center, Plan It Green will host a series of workshops designed to educate and engage youth. Workshop topics will include how to start your own business, renewable energy resources and green jobs, vocational education, social entrepreneurship, and creative thinking. This is not a jobs fair or a career day but it is an opportunity to learn how you can create your future. Seating is limited and Pre-registration is required.

On Saturday April 2nd, from 8:00 am - 9 pm, at the Arcata Community Center the Building Green Communities celebration will continue. The Expo/Tradeshow runs from 8 am - 4:00 pm Saturday's presentations will run from 9 am - 4:30 pm and will cover various topics (described below) that relate to the future of Humboldt County and its residents. Presentations, workshops, and interactive discussion groups will focus on green building, renewable energy systems, Smart meters, local food systems, permaculture, social entrepreneurs, innovation and visioning for the future. There is still some time for additions; if you or your organization has some suggestions please contact us. Also, we are looking for volunteers and event coordinators and encourage your involvement with our great team. Find us on [Facebook](#) at Humboldt Plan It Green for updates and for the next volunteer meeting, or use the Contact Us page at www.humboldtplanitgreen.org.

Please check out the conference page to learn more about the mission, theme and other general information about this year's Building Green Communities "The Next Generation" Conference.

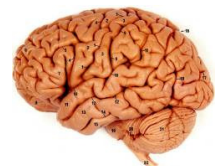
Friday Workshops: Youth Innovation and Entrepreneurship

Three Concurrent Sessions 9:00 – 10:30 am

Lemonade Day: Lemonade Day is a nation-wide event that teaches youth the skills they need to launch a successful business. Workshop topics cover how to set goals, develop a business plan, establish a budget, seek investors, provide great customer service, and give back to the community. This is an opportunity to see how easy and rewarding it can be to join the next generation of entrepreneurs and create your own job, career, and future.



Learning How to Use Your Brain: Education is a process of learning how to think. This is often confused with leaning how to get good grades. In the digital age, with so much information readily available and with so many ways to access it, educational systems are going through changes. Come and learn about some of the latest in research on how to unleash the creative power of your brain.





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Vocational Education: What happened to shop classes, home economics, and the ag programs?



Nationwide, vocational training programs have all but been eliminated from our schools. The courses used to provide opportunities for those individuals were not interested in the academic track to get an education in the construction trades, how to run a home, or have careers in farming and ranching. Some of our local schools still offer these programs. You will hear about the existing programs in the county and what they are offering.

10:30 – 12:00 pm Tactics of Hope: David Hopkins is the co-author of the book, "The Tactics of Hope: How Social Entrepreneurs Are Changing Our World." He will discuss the concepts of social entrepreneurship and provide strategies and tactics to help transform your personal concerns into meaningful actions that address critical social and environmental challenges. Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems such as climate change, hunger, poverty, and environmental degradation. This is where a lot of new jobs and careers are being generated. Doing well by doing good. Check him out http://www.youtube.com/watch?v=T0t9Wvrl_a4



<<<<There will be a half-hour lunch break. Bagged lunches will be available for \$3.00>>>>

Three Concurrent Afternoon Sessions 12:30 – 2:30pm

RESCO Youth Stakeholders Meeting: The objective of Renewable Energy Secure Community (RESCO) project is to determine if there are sufficient locally available renewable energy resources to satisfy the County's energy demands. This workshop, conducted *by and for* youth, will gather input on criteria youth think should be used in evaluating the options and designing the systems.



Photovoltaic (Solar Electric) Systems: Photovoltaic (PV) cells turn sunlight directly into electricity. With your roof covered in PVs and an electric car in your garage you will never have to buy gasoline again. During this session you will learn about the operating principals behind photovoltaics, the basics of system design and how to install them. With any luck you will be able to get your hands on some panels.



Solar Thermal (Hot Water) Systems: Metal pipes get hot when you lay them in the sun. Add a pump, a controller and a storage tank and you have a solar hot water system. There are many types of systems and panels. You can heat water with the sun, even in Humboldt County. You will learn basis principals of operations, system design and installation.

Saturday Presentations and Activities

Humboldt County's Green Building Program: Plan It Green and Redwood Coast Energy



Authority have developed a Green Building Program for Humboldt County. The program is not another green building certification system. It is a free online resource created to help designers, builders and building owners get familiar with green building technologies and design strategies. It also provides a database on locally available materials and services and tons of great references. This workshop will take you on a tour of the website and explain how to get the most out of the program. We will also briefly discuss the new CAL Green Building Code and inform builders and developers of the new building

code requirements. Plan It Green will host a day-long course on the new building code in the weeks following the conference.

Energy Upgrade California: Energy Upgrade California is a program cosponsored by the State of California and various utility companies to assist home owners in improving the energy performance of their homes. The program also provides assistance to contractors in the form of training, marketing and processing rebates.

This is advertised as a one-stop-shop for home improvement projects that lower your energy use, conserve water and natural resources, and make your home healthier and more comfortable.



Humboldt Green Business Certification Program: This is an independent, third-party certification system for businesses of all types that wish to demonstrate to the competitors and customers that they are making an effort to green up their operations. It is based on the program from the San Francisco Bay Area and has been adapted by Plan It Green and the Humboldt County Small Business Development Center to fit the conditions here in Humboldt County. This seminar will introduce you to the program and sign up businesses that want to participate.

imagine humboldt!: is a county-wide effort sponsored by the Humboldt County Association of Governments (HCAOG) to develop a collective community vision of how our region should grow. How do you imagine humboldt! in 2050? This session will provide an update of the ongoing process of community meetings that have occurred throughout the County.



Renewable Energy Secure Community: The goal of the project is to determine if the locally available renewable energy resources are sufficient to satisfy the County's energy demands. The finding of this study will serve as the basis for huge green economic development projects for the Next Generation of Humboldt County residents. We will also here from the ambassadors from the Youth Stakeholders meeting that occurred on Friday.



Smart Meters are coming: PGE will be swapping out your old meter with a Smart Meter within the next year. This panel discussion will explore the pros and cons of this new electrical metering system and present studies and research that has been completed around the issue of exposure to radiofrequency and microwave radiation.



How Young Leaders are Creating the Future: Young people are creating our collective future.



The Next Generation of leaders are emerging from all corners of the planet and affecting real change in politics, technology, education and society. There has never been a more challenging, nor exciting time to be young. David Hopkins is co-author of *The Tactics of Hope: How Social Entrepreneurs Are Changing Our World* will discuss how social entrepreneurs are creating innovative solutions to society's most pressing social problems such as climate change, hunger, poverty, and environmental degradation. He will discuss how the Internet is shifting the landscape of the next generation, and how young people today can become great leaders who will create new opportunities to "do well" for themselves while "doing good" for others around the planet. Check out this YouTube. http://www.youtube.com/watch?v=T0t9Wvrl_a4

Innovation and Creativity: How to think like a kid. Young children are naturally curious problem-solvers, with brains designed to explore, question, puzzle over, try, and try again. Kids are comfortable with failure, and are persistent in their quest to figure things out. In this session, we will use fun and engaging group exercises to explore our brains and how they are designed to work most effectively. The goal is to illustrate that thinking creatively and critically can not only make learning more interesting and effective, but can also make it more fun.

Food Security and Local Opportunities: This will be a three hour session covering a wide variety of topics about local agriculture and food. The groups involved at this point include Community Alliance with Family Farms (CAFF), the North Coast Growers Association, the California Center for Rural Policy, Humboldt County Office of Education, the Permaculture Guild, the South Fork High School students, and the Real Foods Challenge.

Other Activities Occurring Saturday at the Conference

First Farmers' Market of 2011: The North Coast Growers Association will kick off their 2011 season at the Plan It Green Conference. Farmers will set up in the parking lot at the Community Center and get you thinking about the coming spring season. Food vendors will be there too.



Expo/Tradeshow: The Expo/Tradeshow has become one of the most popular parts of the conference. Over 50 exhibitors and vendors from around the County will display their green goods and services. It is a great opportunity to talk to the professionals in a relaxed and informal atmosphere. There will also be a number of nonprofits and student groups there to describe their programs and available services.

Electric Kinetic Samba Parade: A celebration of technology, arts, culture, and music in the parking lot at noon. Bring your kinetic sculpture, electric vehicle, bike, and drum. Everyone is welcome to join in.



Humboldt Electric Vehicle Association:
HEVA will have all their finest on display. Bring your own electric vehicle for VIP parking at the event.



The Barnyard Corral: Humboldt County 4-H is alive and well. The Barnyard Corral is a great opportunity for kids to get up close and personal with chickens, goats, and other barnyard animals in a controlled setting.

Bicycle Maintenance and Repair: Professional mechanics from Revolution Bicycles will be on hand all day to make adjustments and minor repairs to your bike.

Bicycle Valet Parking: Valet parking will be available to all riders. Please ride if you can and carpool if you must. Offsite parking will be available.



Carbon Neutral and Zero Waste Event: We are trying to reduce the environmental footprint of this conference. Please consider leaving your car at home and walk and roll to the event. For those that wish to offset the carbon dioxide they generate getting to the event; we will estimate your tonnage and you can sequester it by purchasing carbon credits in the form of forestland in Arcata.

Arcata Forest Fund: The Arcata Forest Fund provides a way for private donations to assist the City of Arcata in purchasing forest- lands to be added to the Arcata Community Forest. Donations to this fund will go only towards the purchase and restoration of forest lands needed to preserve and expand open space around Arcata, and will be managed for recreation, watershed and habitat protection, carbon sequestration, and sustainable forestry .



Permaculture as a Roadmap: Permaculture is the design and creation of ecological human habitats and food production systems. Learn how to sustainably meet the basic needs of food, energy and shelter, to how to vitalize our communities and restore our watersheds. The Permaculture Guild will have a tent and ongoing presentations outside.

Time Tunnel: You can't predict the future but you do create it. What will the future be like? The first step in creating something is to visualize what it is. Take a trip through the Time Tunnel and describe what you want to see. Help us gather your ideas and visions to create a greener future.



Silent Auction: There will be a silent auction at the conference. Tons of local goods and services will be available. The proceeds will go into the Plan It Green Youth scholarship fund that will help the Next Generation create the future.

Kids Zone: There will be a Kids Zone in the Exhibition Hall. Educational and inspirational activities designed for kids between about two and eight will be available.

There is No Free Lunch: But a number of local food vendors will be onsite to feed you.

Local Dinner: We will serve a simple, nutritious, scrumptious, and local dinner this year before the keynote address. We are asking people to make reservations so we can plan appropriately. Dinner will be \$10/plate but there are ways for youth to earn their dinner.

The keynote address will be delivered by David Hopkins, a young social entrepreneur that is part of a world-wide movement to solve our most pressing social and environmental problems through innovation and entrepreneurship. Doing well by doing good. Check out this YouTube video of David to see what is in store.

http://www.youtube.com/watch?v=T0t9Wvrl_a4



For more information www.humboldtplanitgreen.org.

We are planning for a good time. Hope to see you there, SS