



**E.G.G.**  
Eco Green Group

Creating Opportunities for Sustainability and Green Technology



Only one more week to

## Get Your Edge In The Green Economy

**Reserve your spot today!**

<https://eco-green-group.ticketleap.com/winter-2010-sustainability-forum-03-18-2010-8-0>

Note the updated event start time. Please support the forum by passing on this flyer!

### Eco Green Group Winter Sustainability Forum

#### The High Price of Low Cost

-Industrial Practices & Resource Conservation

Thursday March 18, 2010

**TOPIC:** Eco-efficiency and cost reduction through waste reduction strategies, resource conservation and environmental protection

**DATE & TIME:** Thursday, March 18, 2010  
8:15-8:45 Registration and Networking  
8:45-9:00 Welcome  
9:00-12:15 Presentations  
12:15-1:00 Roundtable and Lunch

**LOCATION:** Saratoga Federated Church, Richards Hall  
(<http://www.saratogafederated.org>)  
Corner of Saratoga-Los Gatos Blvd (Hwy 9) and Oak Place  
20390 Park Place, Saratoga, CA 95070  
(Click here: <http://bit.ly/EGGmap> for map)

**COST:** \$15 when purchased in advance from TicketLeap:  
<http://bit.ly/EGG2010WF>  
\$20 at the door (Cash only. Pre-register to guarantee seating.)  
Light lunch included.

#### PRESENTATIONS:

##### Identifying Waste in Your Business Processes

Bill Caskey, PhD, ARW Consulting

##### Product Reuse and Recycling Programs at Hewlett-Packard

Steve Rockhold, Hewlett-Packard  
Global Program Manager for Product Reuse and Recycling

##### Bay Area Green Business Program Overview

Lisa Rose, Senior Management Analyst  
Green Business Program, Santa Clara County

##### Driving Down Costs and Carbon in Your Supply Chain

Peter Pazmany, Founder and CEO, Advanced Solutions in Logistics

### Future Eco Green Group 2010 Sustainability Forum Topics

*Bridging the Energy Gap - Alternative & Renewable Energy Management*  
Spring 2010

*Green: To, From and at Work - Green Building & Transportation Strategies*  
Summer 2010

*Are Sustainable Communities Possible? - Integrating Sustainable Strategies and Tactics*  
Fall 2010

We are seeking interested speakers, exhibitors and sponsors for our upcoming events. Please contact us at [events@ecogg.org](mailto:events@ecogg.org) for more information.

### Connect with Eco Green Group

<http://www.EcoGreengroup.org>  
[info@ecogg.org](mailto:info@ecogg.org)

 Sign up for our Email Newsletter: <http://bit.ly/EGG-NL>

Privacy by  SafeSubscribe<sup>SM</sup>  
For Email Marketing you can trust

**facebook**  
<http://bit.ly/EGG-FB>

**Linked in**  
<http://bit.ly/EGG-LI>

Presentations will be followed by a Q&A Session, and then a Roundtable Discussion with lunch.

Benefits of attending include:

- Awareness of the economic and environmental impacts in our current practices
- New practices and innovative designs to minimize the waste of resources
- Need for eco-efficient policies and strategic plans to help implement sustainability goals
- Professional development and networking opportunities

*\*\* Program subject to change. Sign up for our **Email Newsletter** to get latest event details. Contact [events@ecogg.org](mailto:events@ecogg.org) or [Jennieb@ecogg.org](mailto:Jennieb@ecogg.org) for more information.*

## About Eco Green Sustainability Forums

The Eco Green Group (EGG) is proud to present its 2010 Quarterly Sustainability Forum series. The Eco Green Group is a group of professionals working and living in the Silicon Valley, and that are interested in creating opportunities in Sustainability and Green Technology.

Sustainability is a broad topic that may mean many things to many people. One way of thinking of sustainability is that it is a mindfulness and a taking of action to address the environmental, economic, and social impact of our work and day-to-day activities.

Our first Sustainability Forum of 2010 is about sustainability as it relates to Industrial Practices and Resource Conservation. The forum is about how members of community - our industries, businesses, and government - play a role in helping organizations and communities promote sustainability. The focus will be on "eco-efficiency" and on cost reduction through waste reduction strategies and resource conservation. We believe that this forum will also lead to discussions on the underlying theme that carries throughout our Forum Series - "The High Cost of Low Price".

We look forward to your attending the forum and participating in the discussion.

### Peter Pazmany

CEO, Advanced Solutions in Logistics  
<http://www.asil-inc.com/>



Mr. Pazmany is the Founder and CEO of ASIL, Inc. He is a highly accomplished and award-winning Senior Executive with an extensive background leading Business Development, Finance, Customer Service, Logistics, and Supply Chain operations for Fortune 100 companies.

Peter has been actively engaged with industry and academia as a presenter on topics such as Change Management, Partnering, e-Business, and Supply Chain Management. He has worked with Ohio State University on case studies about supply chain management, and has completed executive studies at Stanford University in the areas of strategy and organizational development. Peter is a frequent presenter at numerous forums including the Council of Logistics Management, Interlog Conferences, IWLA, the Wharton School of Business, Stanford, Santa Clara, and Ohio State.

### Lisa Rose

Santa Clara County  
Green Business Program  
<http://www.ReduceWaste.org>



Lisa will be presenting an overview of Santa Clara County's Green Business Program, including the criteria for certification, specific measures a business required to implement, and examples of optional measures a business can take to obtain green business certification.

Lisa Rose is a Senior Management Analyst with the County of Santa Clara's Integrated Waste Management Division. She has been employed with the County for nearly ten years, and has been the Green Business Coordinator for the last six years. Since joining the program, the number of businesses certified by the Santa Clara County Green Business Program has grown from a handful to more than 450. In addition to her duties as the Green Business Program Coordinator, Lisa also oversees the County's Graffiti and Litter Abatement Program and staffs the Recycling and Waste Reduction Commission.

**Steve Rockhold**  
Hewlett-Packard  
Global Program Manager for Product Reuse and Recycling  
<http://www.hp.com/hpinfo/globalcitizenship/gcreport/intro/ceoletter.html>



Steve Rockhold will be presenting an overview of HP Reuse and Recycling programs around the world. HP re-purposes 3.6 million units and recycles more than 260 million pounds of products each year. Consumer recycling programs are heavily influenced by legislation in many countries, states, provinces and cities, and HP has employed some novel solutions, particularly in response to the WEEE directive in the European Union. HP also designed a closed loop recycling process for inkjet cartridges that has been in use for the past 10 years. Today, lighter and more environmentally friendly materials are increasingly utilized in HP new product designs to facilitate future recycling.

Steve Rockhold is the Global Program Manager for Product Reuse and Recycling at Hewlett-Packard. This includes responsibility for operational strategy (cost and risk minimization), cost and volume metrics, program communications, compliance reporting and fee collection process improvements, international treaty management and influence, recycling technology advancement and global legislative positions that impact all regions and business units.

**Bill Caskey, PhD**  
<http://www.arwconsults.com/>



William Caskey PhD is a graduate of UC Davis with a doctorate in experimental Physics. For two years he managed development, manufacture and integration of detector systems at several National Laboratories. In 2001 he joined Z-World/Rabbit Semiconductor as the Manufacturing & Process Engineering manager. Here he introduced Lean Manufacturing principles to identify and reduce process waste. In 2005 Z-World was acquired by Digi International, and Dr. Caskey became the special projects manager for systems process development & support. In 2007 he left Digi International and began educating and mentoring companies in the area of Lean Enterprise. By eliminating this waste companies are able to create more value through reduced environmental impact, lower costs and more business flexibility.

### Please Support Our Partner and Supporting Organizations



### Thank You!

The Eco Green Group Executive Committee would like to recognize the many people who have made this event possible. We would like to thank Hamid Saadat of CSIX Connect! for his ongoing support for our events, and the Saratoga Federated Church for allowing us to use the space. We would like to thank the EGG Forum Team for their time and talent in recruiting speakers for this event and future events. Thank You!

*The Eco Green Group is a special interest group with the mission to create a forum for people interested in sustainability as a society. This organization provides a place to network, collaborate, educate and promote Green Technology with a focus on Energy Efficiency, Renewable Energy and Smart Grid for building sustainable communities. [www.EcoGreengroup.org](http://www.EcoGreengroup.org)*