



2009 WISCONSIN

## Renewable Energy Summit

Renewables, Sustainability, Energy Efficiency,  
Social Responsibility, and Green Energy Practices

## Business: Green Technologies & Practices Session #2-3

**DATE:**

**THURSDAY, MARCH 26, 2009**

**Breakout Session 2-3:**

**Time:**

**10:00am - 11:45am**

**Presenters:**

### **Population, Carrying Capacity & Depletion**

Joseph J. Jacobsen, Milwaukee Area Technical College

The lack of concern about population dynamics is hard to believe. Although it is addressed in most articles and books about environmentalism, ecology, sustainability the green movement and social responsibility, it is usually given the status of an addendum. In this presentation we will fully explore the dynamics of population. We will then expand these ideas to the interactions among the environment, the economy and human welfare.

It requires roughly 1/3 of the current annual world extraction of nonrenewable resources to support about 6% of the world's population in the United States at a per capita level. While world travelers, demographers and the citizens of the world themselves will attest to the fact that the majority of the world aspires to an equivalent level comfort and lifestyle to that of the US. And even if the US levels of comfort, lifestyle and technology could be instantly extended worldwide current resource flows could maximally support 18% of the world's population at the US resource use level, with little to nothing left over for the other 82%. People will not work and cannot work if they are below sustenance levels and without the labor services of the bottom 82%, the top 18% would not be so well off as this simple calculation suggests. Needless to say, this is a catastrophe for everyone involved and like it or not, everyone is involved.

Externalities emerge between producers, between consumers, or between consumers and producers. They can be negative (when one party imposes a cost to another) or positive (when one party benefits another party). In the domain of sustainability and social responsibility, externalities are negative when one party imposes a cost to another party or when this cost can be generalized to a population where negative social or environmental consequences result from some business operation.

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### **Got Lean? Critical Lean Tools for surviving and thriving in current economic crisis!**

Adil F. Dalal, Pinnacle Process Solutions

Today, millions of small, medium and large corporations that have been successful in the past are on the verge of catastrophic collapse. It's tough on everyone. Very few companies, families and individuals are immune from the heat of this scorching economy. There are three critical questions we all need to ask ourselves:

1. Could the current situation possibly be a blessing, or is it only a curse?
2. What are the lessons we have learned from this crisis?
3. How can we get out of this 'economy quagmire' and avoid a similar crisis in the future?

The answers to the above questions are critical to the fundamentals of our future. We need to learn from the pain of the current economic crisis, identify and elect 'true leaders' who lead by example and understand and apply the concepts of 'waste reduction' to our businesses, to our governments and to our lives.

If we apply commonsense 'Lean tools' to making decisions regarding leadership, change management, manufacturing/business processes, waste reduction, energy conservation, hiring/lay-offs we will not only survive but thrive in any type of an economy. We will not only learn to use the tough times to our advantage, but also create an extremely strong and resilient culture in our organizations and governments for future generations.

### **Greening Your Business: Best Practices in Building a Company Sustainability Team**

Tim Drury, Poblocki Sign Company, Wisconsin Green Guiding Alliance

Sustainability & Green. They're hot topics in today's business world, but how do you go about "greening" your company? An employee run green committee helps inspire and encourage colleagues to make sound environmental choices in every facet of their working lives, can help management make changes across the organization such as developing green purchasing policies, providing analysis and recommendations and quantifying a ROI for sustainability initiatives. Since forming their green team, green has become more than a buzzword at Poblocki Sign Company, it's an ongoing mission-critical initiative. Participants of this presentation will receive an overview of the business issues, motivations, challenges, rewards and best practices in forming a company sustainability team. What is your definition of green and what are the specific steps that your organization must take in order to get there?

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### Presenter Biographies:

#### **Dr. Joe Jacobsen**

Dr. Jacobsen is the Associate Dean – Environmental Studies and Director of Enrollment and Retention at Milwaukee Area Technical College. He is responsible for development of faculty, courses, programs in the domain of sustainability and the new emerging green economy. Before coming to MATC in 2007, he was the Operations Manager for DPW, City of Milwaukee where he was responsible for staff development, programs and budgets, green building initiatives, USGBC partnership, project management, technology implementation and integration of digital systems, site development for public demonstration and academic advantage of energy technologies, intergovernmental and private/public partnering, funding and economic outcome analysis and management of O&M staff and activities. Joe has taught at the 2 year, 4 year, Masters and Ph.D. levels in the US, Europe, Asia and South America. He is currently an adjunct professor in the decision sciences at Concordia University Wisconsin's Graduate School where he teaches decision sciences and managerial economics.

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#### **Adil Dalal**

Adil Dalal is the founder & CEO of Pinnacle Process Solutions, International TM. He also serves as the Co-Chair, ASQ Lean Enterprise Division and Director, Programs and Community Education for PMI, Austin Chapter. Mr. Dalal's passion is to help corporations, executives and employees identify and reach their highest potential. He is an internationally recognized subject matter expert in flow/lean and has been a speaker at several industry group conferences. He is a certified project management professional (PMP) and certified Quality Engineer (CQE). He has a M.S. degree in Engineering Management, a M.S. degree in Mechanical Engineering and a Bachelor's degree in Automotive Engineering. I authorize WRES to place my biography, abstract

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#### **Tim Drury**

Tim Drury has more than 25 years of diverse business experience in the areas of sales & marketing, management professional training & development. He has delivered seminars, workshops and speeches to a variety of businesses and community organizations. Tim is a member of the Commercial Real Estate Committee for the Wisconsin Green Building Alliance and team lead for Poblocki Sign Company's green team.