

PEAK *INNOVATION*

*Sierra Business Council
20th Anniversary Conference*

SCHEDULE

*OCTOBER 8-10, 2014
Granlibakken Conference Center & Lodge
TAHOE CITY, CALIFORNIA*

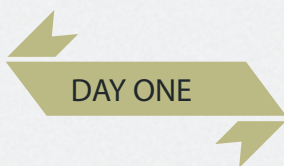
MT. WILLIAMSON / PHOTO: MICHAEL ACE



SIERRA
BUSINESS COUNCIL



PEAK INNOVATION



WEDNESDAY, OCTOBER 8 | DAY 1

1-4 PM

PRE CONFERENCE OFFERINGS

Effectively Lead Collaborative Group and Community Initiatives

\$125. TRAINERS: Kolbe Company

10 Steps to Building A Culture of Innovation

\$125. TRAINERS: Center for Rural Entrepreneurship

Guided Hike from Granlibakken Conference Center

Free.

Granlibakken Energy Efficiency Retrofit Tour

Free.

2 PM

CONFERENCE CHECK IN

4 PM

WELCOME RECEPTION

5:30 PM

Washoe Blessing

“How The Sierra Has Shaped Me”

Readings by Adventure Risk Challenge Program High School Students

The Power of Place to Inspire Our Own Unique Sierra Creativity

Interview with Terry Tempest Williams, *Citizen Writer*

7:30 - 8:30 PM

BOOK SIGNING

with Terry Tempest Williams

7:30 PM

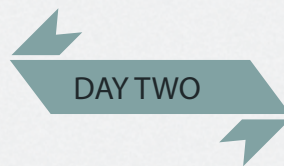
FARM TO TABLE DINNER

in partnership with Tahoe Food Hub

9 PM

MINI-SIERRA FILM FESTIVAL

sponsored by The Wild and Scenic Film Festival



THURSDAY, OCTOBER 9 | DAY 2

7:30-8:30 AM

OPTIONAL MORNING ACTIVITIES

Crowd Sourced coffee talks or yoga with Tahoe Trips & Trails

8:00-9:15 AM

BREAKFAST

9:30-10:15 AM

WELCOME + OPENING REMARKS

Steve Frisch, *President, Sierra Business Council*



LOCATION Granlibakken Resort
N. Lake Tahoe, CA

DATE October 8-10, 2014
PHONE 530.582.4800

WEB sierrabusiness.org
TWEET @SierraBusiness

PEAK INNOVATION

DAY TWO

10:15-11:45 AM MORNING BREAKOUT SESSIONS

LEVERAGING INVESTMENT IN THE SIERRA

PART I: What we need to measure and convey

Gain insights on activities that will improve the health of Sierra ecosystems and watersheds and how we measure the effectiveness of these activities.

MODERATED BY:

Dr. Peter Gleick, Pacific Institute

PANELISTS:

- Jeremy Solusky, Environmental Incentives
- Jenny Kassan, Cutting Edge Capital
- David Groves, Private Capital for Public Good

CULTIVATING INNOVATION + EXPANDING IMPACT

Hear about how rural regions across the nation are defining and cultivating their own unique brand of triple bottom line innovation.

MODERATED BY:

Stacy Caldwell, CEO,
Tahoe Truckee Community Foundation

PANELISTS:

- Rebecca Gasca, The Burning Man Project
- Don Macke, Center for Rural Entrepreneurship
- The Reverend Canon Sally Bingham, Interfaith Power and Light

OR

12-1 PM LUNCH

1-2 PM INNOVATIVE THINKING WITH GLENDA HUMISTON, CA DEPARTMENT OF AGRICULTURE

2:15-3:45 PM AFTERNOON BREAKOUT SESSIONS

LEVERAGING INVESTMENT IN THE SIERRA

PART II: What we need to do and how

Find out about projects that attract investors and drive the allocation of public investments. Water bond, cap-and-trade revenue, and private capital are potential sources of funding. What will it take to tap these resources to ensure the health of Sierra forests, wetlands, and waterways?

MODERATED BY:

Dr. Peter Gleick, Pacific Institute

PANELISTS:

- Jonathan Parfrey, Climate Resolve
- John Lowrie, CA Department of Conservation
- Kerri Timmer, Sierra Business Council

CULTIVATING INNOVATION + EXPANDING IMPACT

Discover strategies to save money, build customer loyalty, and contribute to the environmental health of the Sierra

CO-MODERATED BY:

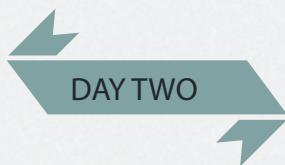
Richard Eidlin, American Sustainable Business Council and Kristin York, Sierra Business Council

PANELISTS:

- Elissa Loughman, Patagonia
- Jenine Windeshausen, Placer County PACE Program
- Don Whitaker, Ceronix

OR

PEAK INNOVATION



4-5 PM

MOVING THE NEEDLE ON ENVIRONMENTAL, SOCIAL AND ECONOMIC ISSUES

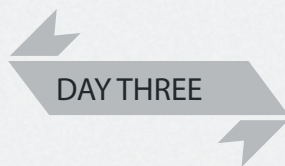
Brian Dahle, *R-Lassen* and
Steve Frisch, *Sierra Business Council*

5:30 PM

RECEPTION

7:00 PM

FARM TO TABLE DINNER AND SIERRA VISION AWARDS



FRIDAY, OCTOBER 10 | DAY 3

7-8 AM

OPTIONAL MORNING ACTIVITIES

Crowd Sourced coffee talks

7:45-8:45 AM

BREAKFAST

9-10 AM

CALL TO ACTION WITH VAN JONES

President & Co-Founder Rebuild the Dream,
Co-Host, *CNN's Crossfire*, *NY Times* Bestselling
Author

10-11:45 AM

TOWN HALL— BE THE CHANGE YOU SEEK IN THE SIERRA

SBC Facilitation Team

POST CONFERENCE ENGAGEMENT OPPORTUNITIES

GEO TOURISM FIELD TRIPS

Choose one field trip

1:00-4:30 PM

1. Guided Royal Gorge Hike with Tahoe Trips & Trails

1:00-3:00 PM

2. Tour Award Winning Water Restoration Work at Homewood Ski Area

OR

12:45-1:45 PM

FOOD INNOVATIONS AT 6,000 FEET FILM SCREENING

Elevate Tahoe, a collaboration between Moonshine Ink, SBS Media House, and Tahoe Truckee Community Foundation will screen "Elevate Tahoe: Food Innovations at 6,000 Feet," a short documentary film that highlights individuals and organizations with unique solutions to the food-related challenges that come with life at 6,000 feet.

OR

12:45-2:45 PM

LAUNCH CLIMATE ADAPTATION COLLABORATIVE

Launch the Sierra Nevada Regional Climate Adaptation Collaborative

Identify the ways in which climate change will affect our communities, economy, and ecosystems; and start mapping the people, organizations, and resources needed to build regional resilience.

2 PM-Weekend

OPTIONAL POST CONFERENCE ACTIVITIES

Take advantage of the Geotourism packages handcrafted by the Sierra Business Council



LOCATION Granlibakken Resort
N. Lake Tahoe, CA

DATE October 8-10, 2014
PHONE 530.582.4800

WEB sierrabusiness.org
TWEET @SierraBusiness