



# 2009 East Tennessee Environmental Conference

## Speaker Biographies & Abstracts

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### John Amodeo

Principal

Carol R. Johnson Associates, Inc.

#### EDUCATION:

Harvard University, Graduate School of Design, Master of Landscape Architecture, 1982; Cornell University, Ithaca, NY, B.S. in Landscape Architecture, 1979; Edinburgh College of Art/Heriot-Watt University, Edinburgh Scotland, Study Abroad in Landscape Architecture, Fall 1978

#### BIOGRAPHY

John Amodeo is a Principal at Carol R. Johnson Associates, Inc. with over 25 years of landscape architecture experience in a wide range of project types from small to complex, public and private including college campuses, parks, zoos, housing, historic landscapes, streetscapes, bikeways, and natural resource conservation, all with an emphasis on sustainability. His Federal Medical Center project in Devens, MA has been recognized by the International Erosion Control Association for innovative stormwater management, water quality enhancement, and habitat restoration. He has lectured and taught at Harvard, Brown and other institutions throughout New England on the topic of sustainable design. Conference Presentations: •Build Boston 2007: Sustainable Site Design: 3 Case Studies, (session sponsored by the Boston Society of Landscape Architects) 11/14/07 •Build Boston 2005: Sustainable Site Planning for K-12 Schools 11/17/05; Contact: Same as above.

#### CONTACT INFORMATION

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617/896-2550  
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#### Session(s)

Environment, **Session**  
Two  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** Return of the Natives - A Case Study  
Fresh Pond  
Restoration,  
Cambridge, MA

#### ABSTRACT

Fresh Pond Reservation represents one of metropolitan Boston's premier public open spaces. Originally designed by Olmsted and Eliot, the Reservation surrounds Fresh Pond Reservoir, the terminus of the city of Cambridge's water supply. Featuring the extensive reuse of onsite vegetation and soils, the Northeast Sector project protects water quality and restores native biodiversity within this heavily used urban wild. The project aggressively fulfills the city's Fresh Pond Master Plan stewardship recommendations. Ecosystem restoration featured the planting of thousands of native plants to

restore all forest strata, meadow and edge zones, including grass and fern plugs, bare root shrubs, live stakes, seedling, sapling and specimen trees, and extensive seeding. A key supporting project feature was reused topsoil from an on-site derelict soil pile. Stitched together by a permeable stabilized soil path network are the woodlands, a two acre butterfly meadow, and a constructed wetland as an LID means of storing and treating contaminated stormwater runoff.

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### Rebecca Anderson

Executive Director

Handmade in America

#### EDUCATION:

Western Carolina University, Cullowhee, NC, B.A.;  
University of North Carolina, Asheville, NC, Graduate Work

#### BIOGRAPHY

As Executive Director for HandMade in America, Becky oversees operations and programs that involve 3,000 citizens and 20 regional partnerships and serves as a Consultant for cultural and economic development projects related to crafts. Prior to HandMade she served as Director of Economic Development for the Asheville Chamber of Commerce. She helped establish Buncombe County Child Development, the first federal day care program and later served as Community Development Director for the Land-of-Sky Regional Council and Director of Economic Development for the City of Asheville. In 1999 she was named by US News and World Report as one of "America's Top Twenty Visionaries" for her community and civic development work.

#### CONTACT INFORMATION

125 South Lexington Avenue,  
Suite 101  
Asheville, NC 28801  
828-252-0121

#### Session(s)

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** Geotourism:  
Sustaining Culture &  
Heritage

#### ABSTRACT

Presenters share examples of how sustainable tourism practices can benefit their business and local communities. Learn how to market your community or region as a sustainable destination by connecting people and place. Enhance your visitor's experience by providing them with an authentic vacation showcasing your natural, cultural and historic resources. Hear how connecting people and place creates greater value for the visitor and enhances the image of a destination.

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## Nancy Arazan

Outreach Training and Demonstration Coordinator  
ORISE Fellow

### EDUCATION:

University of Illinois at Urbana-Champaign, Bachelor of Science in Natural Resources and Environmental Science; Indiana University at Bloomington, Master of Science in Environmental Science (Water Resources) and Master of Public Affairs (Environmental Policy)

### BIOGRAPHY

Nancy's interest in water quality issues blossomed during her year of service on the AmeriCorps Water Quality Team in Knoxville, TN. After donning waders in many creeks across Tennessee, Maryland, Virginia, Illinois, and Indiana, Nancy is currently the Outreach, Training and Demonstration Coordinator for green infrastructure efforts at EPA headquarters. She is happy for this opportunity to be back in Tennessee talking about stormwater.

### CONTACT INFORMATION

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Washington, DC 20001  
202-564-1045  
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### Session(s)

Workshop, **Session Six**  
Tuesday, 3/10/2009  
**Time:** 3:20-4:00  
**Title:** Stormwater:  
Federal Perspective

### ABSTRACT

The momentum behind green infrastructure to manage wet weather has grown significantly over the past few years. The US Environmental Protection Agency is collaborating in a multi-organization partnership to bring green infrastructure technologies into the mainstream of wet weather management. In particular, EPA is striving to ensure that permitting and enforcement policies and procedures give full credibility to green technologies that can manage wet weather as well as, or often better than, more traditional gray infrastructure approaches. This talk will highlight some case studies where green infrastructure has been successfully implemented, and also insight into future EPA headquarter efforts to promote green infrastructure.

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## John Atkins

President  
Atkins Capital Advisors  
TerraShares Div.

### EDUCATION:

Kent State University, Kent, Ohio, Bachelor of Arts, 1971

### BIOGRAPHY

John Atkins has a corporate career in financial and sales management with Demag AG, Robert Bosch and Mahle GmbH, three leading German firms. He founded Environmental Technologies, a solar and alternative energy distributor in 5 states; Sr. Business Advisor with Tennessee Innovation Center, Oak Ridge, TN, Venture Capital Technology fund; Managing Director, of two investment banking firms; Founder of Atkins Capital Advisors, Business Development Consulting and Corporate Funding; Founder of TerraShares. Also, offering Go Green advisory services using a seven member technical team with credentials in environmental engineering, energy management, LEED building, HERS & Energy

Star building science, Green IT, Green Project finance, architecture, management sustainability strategies.

### CONTACT INFORMATION

164 Christmas Dr.  
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865/789-7448  
jatkings@terrashares.com

### Session(s)

Industry, **Session One**  
Tuesday, 3/10/2009  
**Time:** 10:00 - 10:40  
**Title:** Going Green to Increase Profits, Competitiveness, Marketing and Bottom Line

### ABSTRACT

When it comes to business, most environmental advocates and climate change skeptics still make demands/recommendations based on "save the planet," climate change and other high level issues. But the key to sustainable business lies in the responses to those high level issues by governments, regulators, consumers and other businesses around the world. The responses determine competitiveness, profitability, marketing and access to markets, all vital, but normal business survival issues. The difference is that today these issues are being driven by energy, waste, recycling, toxins, water usage, employee health and others. This presentation addresses the following subjects: Survey of international environmental/sustainability regulations and market issues impacting operating businesses (and organizations). Benefit/consequence analysis of several Green strategies. Omnibus strategy for going green based on market and regulatory indicators. Likely business impact of current federal policies.

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## Kathleen Beine

Researcher and Consultant  
Beine & Associates

### EDUCATION:

Undergraduate: University of Kentucky, B.S.,  
Zoology, 1971  
Graduate: University of Kentucky, 1973  
Professional: University of Kentucky College of  
Medicine, Doctor of Medicine, 1978  
Residency: University of Kentucky  
Department of Family Practice, 1978 - 1981  
Fellowship: Faculty Development Fellowship in  
Family Medicine, University of North Carolina at Chapel  
Hill, 1986 - 1987  
Professional: East Tennessee State University,  
Marriage and Family Therapy, 1992-1994

### BIOGRAPHY

Dr. Beine, a family physician, is a Clinical Associate Professor with the Department of Family Medicine, East Tennessee State University. Because of her concerns regarding pedestrian safety, lack of sidewalks, and lack of neighborhood parks and greenspaces, she quickly recognized that a community's physical design has significant impact upon physical, mental, emotional, spiritual, and economic well-being of its citizens. Dr. Beine has been an advocate for improved community design. She developed and conducted a major research project, "Looking at Kingsport: A Visual Image Study," which involved 1,100 people. Based upon this data, the City of Kingsport undertook a comprehensive review of its codes and ordinances as related to the built environment. She is a co-author of this report, VISCOR. Dr. Beine has served with numerous community groups, including the City of Kingsport's Sidewalk Board, Kingsport Redevelopment Corridors Transportation Study,

Citizens for Responsible Roads, and Neighborhood Council of Greater Kingsport.

**CONTACT INFORMATION**

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Kingsport, TN 37664  
423-288-2921  
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**Session(s)**

Health, **Session One**  
Wednesday, 3/11/2009  
**Time:** 10:00-10:40  
**Title:** Health Care Professionals: Leaders for Healthy Community Design

In 2002, the Small Business Liability Relief and Brownfields Revitalization Act ("Brownfields Law") was signed into law. The Law acknowledges the significance of petroleum-contaminated properties in the brownfields universe. Petroleum sites were eligible for the EPA Brownfields Program for the first time and specifically allocated 25 percent of the total Brownfields Program grants funding for petroleum brownfields. Successful revitalization of petroleum brownfields can be enhanced through the development of comprehensive understanding of the unique implementation and challenges often affiliated with these typical smaller sites. This presentation will focus on various tools, ideas and strategy available to address the public and private stakeholders challenges to revitalize contaminated petroleum sites.

**ABSTRACT**

Background: A community's physical design impacts the physical, mental, emotional, spiritual, and economic well-being of its citizens. For the past 50+ years community design has been driven primarily by developers who focused on automobile transportation. With recent increased understanding of the relationship of lack of exercise with chronic diseases (obesity, Type 2 diabetes, cardiovascular disease, etc.), it is essential that health care and community professionals advocate for positive community design changes, such as sidewalks, bikeways, greenbelts, neighborhood parks, and trails, that will promote physical activity.

**Objectives:**

1. How physical design affects opportunities for physical activity.
2. Importance of professionals as leaders for positive changes.
3. Obstacles to becoming involved.
4. Health benefits and barriers to walking and physical activity.
5. Negative impacts of sprawl on demographic groups.
6. Symptoms of community "dis-ease".
7. Existing innovative programs and resources.
8. Basic do's and don'ts of community advocacy.
9. Provide extensive resource list.

**Channing Bennett**

Environmental Scientist

Environmental Protection Agency, Underground Storage Tanks

**EDUCATION:**

Southern University, New Orleans, LA, Biology, BS;  
Tennessee Technological University, Cookeville, TN, MS  
Biology

**BIOGRAPHY**

Channing Bennett is an Environmental Scientist with EPA's RCRA Underground Storage Tanks (RUST) Section in Region 4. He has worked in the RCRA permit and corrective action section as a Corrective Action Specialist for 16 years and is presently serving as the Revitalization Coordinator for Petroleum Sites in Region 4. He also was a member of the National RCRA Revitalization Workgroup headed by EPA Headquarters Office Solid Waste. He holds a Masters degree in Biology from Tennessee Technological University, Cookeville, TN and Bachelors degree in Biology from Southern University, New Orleans, LA.

**CONTACT INFORMATION**

Atlanta Federal Center, 61  
Forsyth St  
Atlanta, GA 30303  
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**Session(s)**

Economics, **Session Six**  
Tuesday, 3/10/2009  
**Time:** 3:20-4:00  
**Title:** Tools, Ideas and Strategy for UST Petroleum Brownfields Revitalization

**ABSTRACT**

**Andrew Best**

Stormwater Manager  
City of Johnson City, TN

**EDUCATION:**

Tennessee Technological University, Cookeville TN, BS in Civil Engineering

**BIOGRAPHY**

Worked as an engineering consultant with a emphasis in water/wastewater and commercial development. Employed since 2007 with the City of Johnson City where he is presently responsible for the city's stormwater utility system, infrastructure improvements and maintenance and the City's MS4 program. Active in several professional and environmental organizations and presently serves as a board member of TN Stormwater Association and Boone Watershed Partnership.

**CONTACT INFORMATION**

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Johnson City, TN 37605  
423-975-2854  
abest@johnsoncitytn.org

**Session(s)**

Workshop, **Session Four**  
Tuesday, 3/10/2009  
**Time:** 1:35-2:15  
**Title:** Stormwater: Funding & TNSA Program

**ABSTRACT**

Stormwater management requirements for Tennessee Phase II (MS4) communities have changed significantly over the past six (6) years. The programs have become more diverse, more costly, and more demanding of local government resources. Local governments are also accepting more responsibility for more components of stormwater drainage systems or, in some cases, being forced to take on additional responsibilities. A portion of this talk summarizes how one (1) Phase II community implemented a stormwater utility system to fund their program and to fund improvements to the overall stormwater system. The Tennessee Stormwater Association (TNSA) is a recently formed organization whose mission is to assist local government entities in their efforts to comply with State and Federal clean water laws and storm water regulations. A portion of this talk will touch on this new organization.

**David Bohan**

Chairman/CEO  
BOHAN Advertising/Marketing

**EDUCATION:**

**BIOGRAPHY**

David started his career on the client side as Tennessee's Assistant Commissioner of Tourism. When he moved to the agency side, he worked with one of Nashville's largest agencies before starting his own. In 1990, he founded Bohan Agency with four employees and one client. Eighteen years later, BOHAN still has that one client and one of the original employees. BOHAN now employs 60. Clients include Pigeon Forge Department of Tourism, HCA/TriStar hospitals, The Greenbrier Resort, Beaches of South Walton, Ochsner Health System and The United Methodist Church.

**CONTACT INFORMATION**

124 12th Avenue S. #210  
Nashville, TN 37203  
615-327-1189

**Session(s)**

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Sustainable  
Tourism: Green  
Marketing

**ABSTRACT**

While businesses and destinations have more options than ever when it comes to delivering their message, today's consumers also have far more choices for spending their time and money. How can your business or destination stay ahead of the changing market and position itself as sustainable? What are the benefits of marketing green? Use this interactive session to learn about the media tools available in today's "plugged in" society to let the traveler know you care!

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**Rick Bolton**

Director, Air Quality Services  
Center for Toxicology and Environmental Health

**EDUCATION:**

University of Memphis, BS

**BIOGRAPHY**

From 1982 to 2006, Mr. Bolton was the industrial management representative on the Tennessee Air Pollution Control Board and served as Vice-Chairman of this regulatory agency from 1997 to 2006. In this role, Mr. Bolton routinely works with numerous stakeholders to address and resolve issues ranging from compliance matters to the establishment of policy and regulations to implement the policies. He has been an active member of the Tennessee Chamber of Commerce and Industry since 1979 and has participated in the negotiation and advocacy of environmental legislative and regulatory issues. He served as Chairman of the Environmental Committee from 1990 to 2005. In this role, Mr. Bolton has worked with numerous stakeholders throughout the regulated and environmental communities to respond to or influence legislation. On January 5, 2005, Mr. Bolton was appointed by the U.S. Administrator of the Environmental Protection Agency to a two-year term on the Agency's Clean Air Act Advisory Committee.

**CONTACT INFORMATION**

124 First Ave. South, Ste.100  
Franklin, TN 37064  
615-483-9559  
rbolton@cteh.com

**Session(s)**

Industry, **Session Six**  
Tuesday, 3/10/2009  
**Time:** 3:20-4:00  
**Title:** Review of  
Proposed Federal  
Greenhouse Gas  
Reporting Rule

**ABSTRACT**

In-depth review of the proposed new federal mandatory greenhouse gas reporting rule.

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**Linda Caldwell**

Executive Director  
Tennessee Overhill Association

**EDUCATION:**

**BIOGRAPHY**

Linda Caldwell is the Executive Director for the Tennessee Overhill Heritage Association, a cultural tourism program in the southeastern Tennessee counties of McMinn, Monroe, and Polk. She has held this position since the program began in 1990 as a pilot project for the National Trust for Historic Preservation's Heritage Tourism Initiative. Now in its eighteenth year, the Tennessee Overhill is viewed as a national model for successful cultural tourism. Prior to her work with the Tennessee Overhill, she was the Director for the Etowah Arts Commission. She has thirty years experience working in the non-profit sector on cultural tourism, rural tourism development, community arts, and preservation. She serves on several boards including the American Association of State and Local History, Tennesseans for the Arts, and Partners of the Cherokee National Forest.

**CONTACT INFORMATION**

P.O. Box 143  
Etowah, TN 37331  
423-263-7232

**Session(s)**

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** Geotourism:  
Sustaining Culture &  
Heritage

**ABSTRACT**

Presenters share examples of how sustainable tourism practices can benefit their business and local communities. Learn how to market your community or region as a sustainable destination by connecting people and place. Enhance your visitor's experience by providing them with an authentic vacation showcasing your natural, cultural and historic resources. Hear how connecting people and place creates greater value for the visitor and enhances the image of a destination.

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**Gabrielle Call**

East Tennessee Conservation Manager  
The Nature Conservancy, TN Chapter

**EDUCATION:**

Forestry & Wildlife, Virginia Tech, 1992, B.S.

**BIOGRAPHY**

Born and raised in Cleveland, Ohio, Ms. Call attended Virginia Tech and earned a B.S. degree in Forestry & Wildlife in 1992. Ms. Call has worked for The Nature Conservancy's Tennessee Chapter for 15 years. Her varied duties with the Conservancy have included conservation lands acquisition, Congressional lobbying for federal conservation funds, nature preserve stewardship, and overseeing the Conservancy's Shady Valley Wetland Mitigation Bank. Ms. Call recently left Nashville for the Southern Blue Ridge mountains, where she is currently based in the Conservancy's Shady Valley office.

**CONTACT INFORMATION**

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Shady Valley, TN 37688  
423-739-2537  
gCall@tnc.org

**Session(s)**

Environment, **Session**  
One  
Wednesday, 3/11/2009  
**Time:** 10:00-10:40  
**Title:** Bogs and Buck\$:  
Stream and Wetland  
Mitigation Pays for  
Conservation in  
Northeast Tennessee

manufactured device standardized performance criteria, selection of device type for the specific application, and municipal approvals procedure. This talk aims to very briefly make the audience aware of the challenges related to manufactured device applications, and of some present initiatives to address those problems.

**Ed Cole**

Chief of Environmental Planning  
State of Tennessee  
Transportation

**ABSTRACT**

Wetlands locally known as "bogs" and "swamps" once covered hundreds of acres in Shady Valley, Tennessee and harbored many rare plants and animals. By the mid-1960s, however, two massive agricultural drainage projects had destroyed all but a few acres of the original bog habitat. In 1997, The Nature Conservancy embarked upon a wetland restoration project to prevent the bogs' looming extirpation and associated species losses. By operating its program as a wetland mitigation bank pursuant to the federal Clean Water Act, the Conservancy funded its ongoing restoration work through the sale of wetland mitigation credits. Today, the Conservancy owns over 230 acres of restored wetlands and streams in Shady Valley, which are once again attracting the biological diversity that brought the valley to conservationists' attention decades ago. Additional restoration activities and mitigation bank expansion are planned for 2009-2011.

**EDUCATION:**

Willamette University in Salem, Oregon (1965) Bachelors, Political Science; | University of Tennessee, M.S., Planning; | University of Florida, MA, Political Science

**BIOGRAPHY**

Before his appointment by Commissioner Gerald F. Nicely to become the Chief of Environment and Planning for the Department of Transportation, Edward H. Cole served as Executive Director of Cumberland Region Tomorrow. A ten-county regional planning organization, this agency was responsible for development of a regional vision for land-use, transportation, historic site, social service and other factors that influence regional development in the Nashville area. Prior to that service, he was Senior Principal for American Management Systems, a Fairfax, Virginia company. Cole's experience in state government totals 16 years. He functioned as Deputy Commissioner in the Department of Environment and Conservation and briefly served as Interim Commissioner in that Department. He also had a stint as Chief of Finance and Information for the agency. His other involvement in Tennessee state government includes positions in Information Services in the Department of Children's Services and the Tennessee Department of Health and Environment. He also worked briefly as an Information Systems Consultant for the Natural Resources and Environmental Protection Cabinet of the State of Kentucky. A former employee of the Metropolitan Government in Nashville, Cole was an assistant to the Executive Director of MDHA from 1981 to 1983 and an Environmental Analyst for the Metropolitan Planning Commission and the Metropolitan Health Department from 1978 to 1981. Cole has also taught planning and political science courses at the university level and was a visiting lecturer in government at the University of Sydney, Australia from 1970 to 1972. Cole has served on many boards and commissions during his career including: the Environmental Council of States, the Tennessee Public Health Association, the National Advisory Committee on Environmental Policy and Technology, the Environmental Protection Agency Executive Steering Committee, the National Association of Information Systems Resource Executives, the Dede Wallace Mental Health Center, and the Hillsboro-West End Neighborhood Association. Cole and his wife Pat live in Nashville where he enjoys bicycling, boating, traveling and volunteer work.

**Johann Coetzee**

Director of Wastewater and Engineering  
City of Elizabethton

**EDUCATION:**

Cape Peninsula University of Technology in Cape Town, South Africa, Higher National Diploma in Civil Engineering

**BIOGRAPHY**

Early career in farming, diamond mining, heavy construction, and consulting engineering with a focus on municipal engineering. Employed since 1995 with the City of Elizabethton where he is presently responsible for the wastewater and engineering departments. Responsible for the establishment and continuing oversight of the city's MS4 program. Active in several professional and environmental organizations and presently serves as a board member of TN Stormwater Association and Boone Watershed Partnership.

**CONTACT INFORMATION**

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(423) 547-6341  
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**Session(s)**

Workshop, **Session** Five  
Tuesday, 3/10/2009  
**Time:** 2:30-3:10  
**Title:** A Brief  
Discussion of  
Manufactured  
Stormwater Quality  
Devices

**CONTACT INFORMATION**

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700  
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Ed.Cole@state.tn.us

**Session(s)**

Joint, **Session** Keynote  
Wednesday, 3/11/2009  
**Time:** 1:35-2:30  
**Title:** TDEC / TDOT  
Update

**ABSTRACT**

Local ordinances mandate total suspended solids (TSS) reduction of 80% for stormwater runoff from new developments. This is best done by finding more natural solutions like rain gardens. However, there are circumstances where developers and engineers have to resort to manufactured devices to attain the regulatory TSS reduction. Presently there are some problems related to

**ABSTRACT**

An overview of regional and State of Tennessee Department of Transportation activities

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## Matthew Derby

Regional Engineering Manager  
Groundwater and Environmental Services, Inc.

### EDUCATION:

The Colorado College, BA, Mathematics; University of California, Berkeley, M.S. Civil Engineering

### BIOGRAPHY

Matt Derby is Regional Engineering Manager for GES' south-central region. He has 20 years of experience in environmental remediation, engineering, and project management. Matt earned a MS in Civil Engineering from the University of California at Berkeley, and a BA in Mathematics from the Colorado College. He is registered as a Professional Engineer in CA, OK, KY, NC, GA, LA, and AR, with registrations in other states currently pending. Matt is a member of the National Ground Water Association's Association of Ground Water Scientists and Engineers.

### CONTACT INFORMATION

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### Session(s)

Industry, **Session Five**  
Tuesday, 3/10/2009  
**Time:** 2:30-3:10  
**Title:** In-Situ Oxidation for Groundwater and Soil Remediation

### ABSTRACT

In-situ chemical oxidation (ISCO) is a proven remediation technology for organic contaminant mass reduction in source areas as well as for plume treatment. Treatment of a target compound is dictated by the properties of the chemical itself, its concentration and subsurface conditions. ISCO can effectively treat many organic chemicals, and has been successfully applied to small and large commercial, industrial, UST, and residential sites to reach cleanup goals. ISCO can effectively complement other remediation methods, and can enhance in-situ bioremediation. Successful ISCO implementation requires site-specific tailoring of the oxidant injection program, delivery system, and follow-up monitoring to meet site conditions and regulatory standards for permitting, remedial effectiveness, and protection of the environment. The presentation will cover ISCO applications, chemical processes, methods, permitting requirements, implementation issues, and effectiveness from actual cases.

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## Andy Dotterweich

Assistant Professor  
East Tennessee State University  
Department of Kinesiology, Leisure and Sport Sciences

### EDUCATION:

Clemson University-BS, Ph.D. United States Sports Academy-MSS

### BIOGRAPHY

Dr. Dotterweich graduated from Clemson University with a Doctorate in Parks, Recreation, and Tourism Management. His study there concentrated on recreation resources, planning and policy. Currently, he is an Assistant Professor in the Sports and Leisure Management program at East Tennessee State University.

### CONTACT INFORMATION

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Johnson City, TN 37614-1701  
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### Session(s)

Health, **Session Four**  
Tuesday, 3/10/2009  
**Time:** 1:35-2:15  
**Title:** Healthy Places for Healthy People

### ABSTRACT

There have been numerous studies examining the connections between open space and/or parks to public health. This presentation is an attempt to synthesize these findings into a parsimonious account while providing information on successful, practical implementation through proper planning and programming.

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## Teresa Farmer

Green Program Specialist  
Kelsan, Inc.

### EDUCATION:

LEED Accredited Professional, ISSA Certification Expert

### BIOGRAPHY

Teresa Farmer has 17 years in the Janitorial Distribution industry. As the Green Program Specialist with Kelsan, her job is to work closely with Kelsan customers to build a green cleaning program for their facility. She's also a LEED-AP and can assist Kelsan customers with the LEED certification process.

### CONTACT INFORMATION

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### Session(s)

Environment, **Session Five**  
Tuesday, 3/10/2009  
**Time:** 2:30-3:10  
**Title:** Benefits of Having a Green Cleaning Program

### ABSTRACT

People are hesitant to have a green cleaning program because they feel it is too difficult and frankly not worth the trouble. If someone can give them the guidelines needed to establish such a program, they will see that the benefits received are worth it. The main goal is to protect the health of the cleaning staff and occupants of the building but, an additional benefit that we have found with most of our customers is that they save money. Green cleaning is not only better for people but is also a good move for our environment.

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## Karen Feeley

Owner/Operator  
Wellness Way Chiropractic

### EDUCATION:

D.C. Life University in Marietta GA, magna cum laude

### BIOGRAPHY

Dr. Karen Feeley has been a Wellness Chiropractor and Educator since 1991. She graduated magna cum laude from Life University in Marietta, Georgia in 1991 and served as Research Assistance for four years prior to her graduation. She also served as Research Faculty at Life University from 1991-1994. Dr. Feeley has had the

privilege to Chair the Institutional Review Board from 1991-1994, and the Annual Upper Cervical Conference from 1994-1998. She has also served as President of the Academy of the Upper Cervical Chiropractic Organization from 1992-2002. She is owner and operator of Wellness Way Chiropractic and is passionately committed to bringing an awareness of chiropractics on growing benefits and health changing potential.

**CONTACT INFORMATION**

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423-323-7691  
DrKaren21@earthlink.net

**Session(s)**

Health, **Session Five**  
Tuesday, 3/10/2009  
**Time:** 2:30-3:10  
**Title:** Overcoming Daily  
Stresses From Toxic  
Materials for Optimum  
Health

this period, Jim earned the reputation as an effective manager, partner and steward of the public's recreational assets. Working closely with then Mayor Phil Bredesen, Fyke brought a renewed focus on parks, greenways and trails through a real commitment to adding and expanding green space wherever possible. Over the eight years of the Bredesen Administration in Nashville, more than 2,500 acres of parks and greenways were added in Metro. One of the single-largest additions was along the Cumberland River - the 800-acre urban park and greenway system known as Shelby Bottoms.

Jim is married to Becky, father to Claire, step-father to Rebecca and Ryan and proud grandfather to Kacey. He is a native of Old Hickory, Tennessee and holds a Bachelor of Arts in Business Management from Peabody College of Vanderbilt University.

**AWARDS:**

2005 Toastmasters International Communication & Leadership Award

2003 Tennessee Golf Foundation Person of the Year  
2003 Nashville Tree Foundation's Best Friend Award  
2002 Youth Incorporated Award for dedication to youth sports  
2001 Nashville Sports Council's Lifetime Achievement Award for superior achievements in the world of sports in the Nashville area.  
2001 Best Friend Award from Friends of Warner Parks organization for outstanding and dedicated service to the Warner Parks.  
1982 Fellow Award for outstanding service and contributions to the Parks and Recreation Profession in Tennessee

**CURRENT BOARD MEMBERSHIPS:**

TVA Regional Resource Stewardship Council  
Nashville Sports Council  
Nashville Predators Foundation  
Charles Davis Foundation (Nashville, Tennessee)

**CONTACT INFORMATION**

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Jim.Fyke@state.tn.us

**Session(s)**

Environment, **Session**  
NA  
Tuesday, 3/10/2009  
**Time:** 9:00-9:15  
**Title:** Tuesday  
Conference Open

**ABSTRACT**

We don't realize our bodies are constantly being bombarded by stress. Physical, emotional, chemical and environmental stresses negatively affect our health. Daily exposure to toxic materials from foods we eat, air we breathe and things we use such as hair dryers and cell phones can create havoc with our central nervous system. Since our central nervous system is the master controller, it is essential that we understand how to keep it functioning at its optimum. We can feel great and be "sick." Symptoms are the last thing to appear and represent only 10% of what is happening within our body. My goal is to let people know that even though we live in a toxic world; our bodies can still function at an optimal level. Educating ourselves on how to care for our central nervous system functions as our primary defense.

**Jim Fyke**

Commissioner  
State of Tennessee

Tennessee Department of Environment & Conservation

**EDUCATION:**

Vanderbilt University, Bachelors: Business Management  
College

**BIOGRAPHY**

Jim Fyke was appointed Commissioner of the Tennessee Department of Environment and Conservation (TDEC) by Governor Phil Bredesen on April 14, 2005. A true parks and conservation professional, Jim brings a distinguished career with more than 40 years of successful public service to this critical post.

Prior to his appointment as TDEC Commissioner, Fyke served the Department as Deputy Commissioner of Parks and Conservation since April 2003. Through his leadership as Deputy Commissioner, all state parks and facilities were reopened, and the management structure was reorganized to reflect a regional system that was more responsive to local community needs. Throughout his career, Fyke has placed emphasis on employee involvement in the workplace, and he made it a point to visit every one of Tennessee's 54 state parks within one year of being on the job. Other milestone accomplishments during his tenure as Deputy Commissioner include the development of Tennessee's Five Year State Recreation Plan in 2004 and being asked to spearhead the Governor's Land Conservation Initiative in 2005.

In 2003, Fyke retired from the Metropolitan Nashville Board of Parks and Recreation after 25 years leading the Board as Parks Director and 39 years of total service. Under Jim's leadership as Parks Director, Nashville's system increased from 57 to 100 parks and the amount of acreage increased from 5,800 to 10,237. As Nashville's parks received numerous awards and accolades during

**ABSTRACT**

NA

**Andrea George**

Director  
Vanderbilt University  
Sustainability and Environmental Management Office

**EDUCATION:**

Western Kentucky University, B.S. in Physics and Mathematics; Vanderbilt University, M.S. in Environmental Engineering; Vanderbilt University, Ph.D. in Environmental Engineering

**BIOGRAPHY**

Andrea George is Director of Vanderbilt University's Sustainability and Environmental Management Office. Dr. George is a Certified Hazardous Materials Manager (CHMM) with over 15 years experience in environmental management. Prior to this position, Andrea managed the hazardous chemical and radioactive waste,

laboratory chemical safety, and environmental compliance functions at Vanderbilt for the past 12 years and has also worked in radioactive waste management and remediation at Bechtel National, Inc. and Oak Ridge National Laboratory.

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u

### Session(s)

Environment, **Session**  
Three  
Wednesday, 3/11/2009  
**Time:** 12:45-1:25  
**Title:** Green Schools:  
Vanderbilt Commons  
Project: Governor's  
Environmental  
Stewardship Award  
Winner

### ABSTRACT

Dr. George will discuss Vanderbilt's new freshman academic experience, The Commons, and how the built environment has become an environmental living/learning laboratory. Vanderbilt now has seven LEED-certified buildings within the Commons resulting in the largest collection of LEED-certified buildings at any university in the Southeast. Three residence houses have Silver-level certification while three residence houses and the Commons Center achieved Gold-level certification. Vanderbilt won the 2008 Governor's Environmental Stewardship Award in Higher Education because of the myriad educational opportunities, both formal and informal, that were created by building an environmentally-sustainable freshman campus. This amount of sustainable development on our campus quickly ignited interest in all aspects of sustainability leading the university to establish the VU Sustainability and Environmental Management Office in January 2008. Dr. George will also present an overview of Vanderbilt's comprehensive sustainability program including our environmental management system and SustainVU, Vanderbilt's public interface for campus sustainability available at [www.vanderbilt.edu/sustainvu](http://www.vanderbilt.edu/sustainvu)

## Joseph George

Environmental Health Assessor

State of Tennessee

Health-Environmental Epidemiology Program

### EDUCATION:

State University of New York at Geneseo, B.A. in  
Geological Sciences; Southern Illinois University,  
M.S. in Geology

### BIOGRAPHY

Joe George is an Environmental Health Assessor with the State of Tennessee Department of Health's Environmental Epidemiology Program. Joe works through a cooperative agreement with the federal Agency for Toxic Substances and Disease Registry (ATSDR) to protect the public from exposure to hazardous chemicals. Joe along with his three colleagues in the Environmental Epidemiology Program answers questions from the public on environmental health and prepares health consultations and assessments for sites with a current or past use of hazardous chemicals that have impacted soil, groundwater, and indoor air throughout Tennessee. Joe has been part of the Environmental Epidemiology staff for just over a year. Previously, he spent 19 years employed by private environmental consulting firms as a Senior Geologist and Project Manager in the investigation and remediation of governmental and privately owned industrial sites from Texas to New Jersey.

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### Session(s)

Health, **Session** Three  
Wednesday, 3/11/2009  
**Time:** 12:45-1:25  
**Title:** Lenoir Car  
Works Site: Lead  
Environmental Public  
Health Investigation

### ABSTRACT

Foundry sand and slag containing lead above USEPA and TDEC soil screening levels remain on the Lenoir Car Works Site. TDEC is overseeing investigation and remediation on this redevelopment property. Community members trespass across the site and elevated lead levels are found in offsite yards. Due to these two factors community blood lead tests were performed by the East Tennessee Regional Health Office in April 2008. Officials extensively advertised the testing opportunity in the affected community. Children and pregnant women were encouraged to be tested. Seventeen volunteers had their blood drawn and screened for lead. Only one of the fourteen child participants lived where off-site soil sampling was performed. No children or adults tested had blood lead above the 10 µg/dL threshold for intervention. Based on those tested there was no increased health hazard due to the site. An indeterminate health hazard still exists for residents whose yards have elevated lead levels in the soil.

## Jeff Gowdy

Founder, Lead Consultant

J. Gowdy Consulting

### EDUCATION:

University of Virginia, B.S., 1997 Systems Engineering;  
Vanderbilt University, M.B.A., 2006

### BIOGRAPHY

Jeff Gowdy is a May 2006 graduate of Vanderbilt University's Owen Graduate School of Management. Mr. Gowdy is the Founder and Lead Consultant for J. Gowdy Consulting in Nashville, TN, and has consulting experience in the area of environmental sustainability with multiple organizations, including BluSkye Sustainability Consulting, Bridgestone, Cumberland River Compact, GreenOrder Consulting (client: GE), and World Wildlife Fund. Prior to attending Vanderbilt, Mr. Gowdy served as a Programmer, Trainer, Team Leader, Project Manager, and Senior Consultant for American Management Systems in DC for over six years. Mr. Gowdy led projects in the media and communications division of AMS. Clients included BellSouth, Verizon, E3G (Lisbon, Portugal), and US LEC. Mr. Gowdy is a 1997 graduate of the University of Virginia with a B.S. in Systems Engineering. As a youth he attained the rank of Eagle Scout and as an adult volunteered on several long-term Habitat and disaster relief trips.

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### Session(s)

Industry, **Session** Two  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** A Process for  
Aligning Your  
Company's CSR  
Strategy With It's  
Business Strategy

### ABSTRACT

Last year, Mr. Gowdy presented on the topic of aligning your sustainability strategy with your business strategy. This included an overview of several projects that he has worked on. This year, he proposed presenting a SPECIFIC PROCESS for how companies can align their sustainability strategy with their business strategy. This is a process that he has developed over the past few years from working on multiple large-scale sustainability initiatives. The focus will be on how companies can utilize stakeholders and stakeholder relationships to develop their strategies in order to find and implement win/win scenarios, i.e. environmental and social well-being benefits along with financial benefits.

## George Ivey

President and Senior Remediation Specialist  
Ivey International Inc.

### EDUCATION:

Background includes: Organic Chemistry, Geological Engineering, and a Master's Certification in Project Management

### BIOGRAPHY

Mr. Ivey is the President and Senior Remediation Specialist with Ivey International, Inc. He has over twenty years of environmental experience, and has worked on more than 1200 projects worldwide. His background includes: Organic Chemistry, Geological Engineering, and a Master's Certification in Project Management.

Among some of his more recent accomplishments include his being awarded:

- The 2007 Environmental Business Journal Achievement Award: Bronze Medal, February 20, 2008.
- The 2006 North American Frost & Sullivan Award for Technology Innovation, February 7, 2007;
- The 2006 Environmental Business Journal Remediation Technology Merit Award, February 28, 2007; and
- The 2006 Globe Award for Environmental Innovation & Application, on March 31, 2006.

He holds several international patents; continues to conduct applied soil, solid waste, waste water, and groundwater research, and is currently working on several remediation projects around the world.

### CONTACT INFORMATION

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### Session(s)

Workshop, **Session**  
Three  
Wednesday, 3/11/2009  
**Time:** 12:45-1:25  
**Title:** Surfactant  
Enhanced Remediation  
of Contaminated Soil  
and Groundwater

### ABSTRACT

This workshop will focus on the application of surfactant enhanced remediation using non-ionic surfactants to improve the in-situ and ex-situ treatment of contaminated soil and groundwater.

Normally, hydrophobic organic chemicals (HOC) exhibit limited solubility in water as the contaminants tend to partition and sorb (i.e., absorb and or adsorb) onto the soil or bedrock matrix. This partitioning can account for as much as >90% of the total contaminant mass. Consequently, the subject contaminants exhibit a limited 'availability' for in-situ and or ex-situ treatment. This includes technologies such as: pump and treatment, bioremediation, chemical oxidation, chemical reduction, soil washing and thermal desorption. Hence certain HOCs can persist in

soils, bedrock, solid waste, waste water and or groundwater for extended periods.

The sorption of contaminants onto solids is considered the principal limiting factor affecting the effectiveness of most treatment technologies. This coupled with complex chemistry, geology and hydrogeology only further complicates matters.

Surfactant enhanced remediation involves the use of surfactant formulations to selectively desorb and dissolve target contaminants from the solid to liquid phase. In addition, the surfactants lower the surface tension of water from 72 dynes to <30 dynes increasing the wetting and permeability properties of water in fine grain soil and bedrock fractures. The surfactants affect the sorption of HOC at the solid-liquid interface (i.e., the surface-H<sub>2</sub>O-NAPL interface). As a result, the surfactants increase the contaminate solubility and improved 'availability' for rapid and cost effective treatment.

## Charles Jobe

Environmental Coordinator  
State of Tennessee  
Environment and Conservation

### EDUCATION:

University of California, Santa Cruz, B.A. in  
Environmental Studies

### BIOGRAPHY

Charles Jobe has been an Environmental Coordinator with TDECs Office of Environmental Assistance since 1999. Prior to this he was a hazardous waste site Risk Assessment specialist with the TDEC Division of Remediation, and has over 17 years experience with the Department. He holds a bachelors degree in Environmental Studies from the University of California, with a focus in Agroecology and science/environmental education. Charles has been involved with the Tennessee Pollution Prevention Partnership (TP3) program since its inception; he co-founded the Middle TN Regional Environmental Forum; and has served on the Nashville Earth Day Festival Planning Committee for the past nine years. Current professional interests include the "green building" movement/LEED and climate change. A native of Wayne County, TN, he now lives in Nashville with his wife and two children, ages 11 and 6. He enjoys playing guitar, tennis, swimming, hiking, gardening, and spending quality time with his family.

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### Session(s)

Industry, **Session** One  
Wednesday, 3/11/2009  
**Time:** 10:00-10:40  
**Title:** Green Business  
Certification &  
Recognition Programs

### ABSTRACT

An emerging area of interest within the business community is in how companies can effectively promote their environmentally responsible policies, practices and products. Marketplace demand for "green" potentially gives such companies a significant competitive advantage, but increasingly savvy consumers wary of "greenwashing" look for and expect meaningful, objective criteria to support the "green" label/brand. This presentation will provide an overview of so-called "Green Business Certification" third-party validation programs, including how these programs can help businesses achieve and communicate to the public substantive measures that reflect their commitment to environmental sustainability.

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## Alan Jones

Manager, Environmental Policy Office  
State of Tennessee  
Department of Transportation

### EDUCATION:

Murray State University, western Kentucky, B.S. in Public Administration; Lyndon B. Johnson School of Public Affairs at The University of Texas at Austin, Masters Degree in Public Policy

### BIOGRAPHY

Alan Jones is Manager of the Environmental Policy Office in the Tennessee Department of Transportation's Environmental Division. He advises senior officials on transportation-related environmental policy issues, including air quality, energy, freight and land use. He manages the state's Congestion Mitigation and Air Quality Improvement (CMAQ) program, works with regional transportation planning agencies on transportation conformity, and develops strategies for enhancing TDOT's stewardship of the environment.

From October 1999 to July 2004, Alan was a Senior Policy Analyst with the Tennessee Department of Environment and Conservation working on air quality and energy issues. From 1994 to 1999, he was Executive Director of the Tennessee Environmental Council.

Alan has 29 years of experience in environmental policy, including six years with the U.S. Environmental Protection Agency in Washington, D.C. and two years with the Texas Natural Resources Conservation Commission.

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### Session(s)

Economics, **Session**  
One  
Wednesday, 3/11/2009  
**Time:** 10:00-10:40  
**Title:** Alternative Fuels

### ABSTRACT

During tough economic times, it takes real commitment to use renewable fuels, such as biodiesel and ethanol. Through BioTENN and the Green Island Corridor Program, Tennessee is continuing to promote the production, distribution, sale and use of renewable fuels. Dedicated fuel providers and retailers are taking the risk to commit to selling these fuels. This presentation takes a look at the current status of renewable fuels in Tennessee, the growth of biofuel refueling stations across the state and the development of green corridors in Tennessee.

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## Robert Karesh

Statewide Storm Water Coordinator  
State of Tennessee  
Environment and Conservation

### EDUCATION:

University of Tennessee, B.S. Degree in Biology;  
University of Tennessee, Working on Masters in Environmental Planning

### BIOGRAPHY

Robert Karesh was hired as the Statewide Storm Water Coordinator for the Tennessee Department of Environment and Conservation to build a team approach to storm water permitting, education and compliance. Mr. Karesh has a strong background in storm water regulation and water quality protection. He has served previously as the Storm Water MS4 Coordinator for Williamson County and as an Environmental Specialist for the Division of Water Pollution Control. Mr. Karesh facilitated the development of the Tennessee MS4 Working Group and the Tennessee Erosion Prevention and Sediment Control training program and handbook.

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### Session(s)

Workshop, **Session**  
Three  
Tuesday, 3/10/2009  
**Time:** 12:45-1:25  
**Title:** Stormwater:  
State Perspective by  
Tennessee Dept. of  
Environment and  
Conservation

### ABSTRACT

The Municipal Separate Storm Sewer System (MS4) program has been implemented in two phases. Phase I, initiated in 1991, was for large and medium sized cities. Phase II was for small cities and urbanized areas and initiated in 2003. The current Phase II Permit expired on February 26, 2008 and is scheduled to be re-issued in March 2009. This presentation will provide a historical background of the MS4 program and highlight its core minimum measures. It will also identify upcoming program requirements, such as management practices that encourage stormwater infiltration in new or re-development activities.

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## Lowell Kessel

Senior Applications Specialist, Vice President  
Marketing  
Good Earthkeeping Organization (G.E.O.), Inc.

### EDUCATION:

University of California, M.S.C. Geological Sciences and  
MBA

### BIOGRAPHY

Mr. Lowell Kessel has over 10 years of soil and groundwater remediation experience from environmental consulting. He is heavily involved in research and development for remediation technologies and regularly provides technical support with remediation performance optimization monitoring and implementation. Mr. Kessel is a Registered Professional Geologist and Registered Environmental Assessor.

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### Session(s)

Workshop, **Session** One  
Wednesday, 3/11/2009  
**Time:** 10:00-10:40  
**Title:** Off-Gas  
Treatment Via  
Refrigeration at Sites:  
Three Case Studies

### ABSTRACT

Remediation of recalcitrant compounds at sites with high concentrations of volatile organic compounds (VOCs) and/or non-aqueous phase liquids (NAPL) can present significant technical and financial (long term) risk for stakeholders. The authors present two

case studies for which refrigerated condensation, otherwise known as C3-Technology, was utilized in place of thermal oxidation or granular activated carbon for startup of soil vapor extraction (SVE) remediation activities at these chlorinated solvent impacted sites. The implementation of the remediation approach resulted in reduced cost, more rapid source removal and what became evident later, more sustainable methodology. The case studies review the technical merits of the three off-gas treatment approaches (i.e. granular activated carbon, thermal oxidation, and C3-Technology) and include evaluation of the physiochemical site conditions, the fully loaded costs associated with operating the systems and the environmental impacts.

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## Paula Larson

Brownfields Outreach Specialist  
State of Tennessee  
Environment and Conservation

### EDUCATION:

Dakota Wesleyan University, BA  
University of Minnesota, School of Public Health, MS

### BIOGRAPHY

Paula Larson received her MS in Environmental Health Policy from the University of Minnesota's School of Public Health after finishing her BA in Biology and Chemistry from Dakota Wesleyan University. A move to Tennessee brought Paula to the Tennessee Department of Environment and Conservation, Division of Solid Waste Management. She spent two years coordinating the Used Oil Recycling Program, and then started working in the Division of Remediation's Brownfields Program.

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### Session(s)

Economics, **Session**  
Five  
Tuesday, 3/10/2009  
**Time:** 2:30-3:10  
**Title:** Brownfields  
Grant Opportunities  
and Success Stories in  
Tennessee

### ABSTRACT

Brownfields redevelopment can provide numerous opportunities for improvement in one's community. Assessing and cleaning up brownfields can lead to improved public health and a better community environment. EPA offers Brownfields Grant funding for the assessment and cleanup of brownfields in addition to revolving loan funds. Find out about these grants and learn about success stories in Tennessee that resulted from these grants.

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## Trent LeCoultré

Environmental Health Scientist  
Centers for Disease Control and Prevention  
Agency for Toxic Substances and Disease Registry

### EDUCATION:

### BIOGRAPHY

LCDR Trent LeCoultré is an Environmental Health Scientist with ATSDR's Division of Health Assessment and Consultation. He works as a Technical Project Officer where his responsibilities include providing oversight and supervision of public health assessment activities in five State Public Health Departments. LCDR LeCoultré serves as technical authority in policy and environmental health

science, responsible for evaluating, providing information, and developing hypotheses regarding pathways of chemical exposure in humans. Before his current assignment, LCDR LeCoultré served as a health assessor in ATSDR's Federal Facilities Assessment Branch where he prepared public health assessments and consultations and recommended public health interventions to minimize exposures to toxic substances at Department of Energy sites. Prior to coming to ATSDR in 2003, LCDR LeCoultré worked as a watershed modeler for an environmental consulting firm in Atlanta and as a Consumer Safety Officer for the Food and Drug Administration.

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### Session(s)

Health, **Session** Two  
Wednesday, 3/11/2009  
**Time:** 10:50-11:30  
**Title:** ATSDR and  
State Health  
Departments: An  
Environmental Health  
Partnership

### ABSTRACT

The Agency for Toxic Substances and Disease Registry's (ATSDR's) Cooperative Agreement Program helps ATSDR accomplish its mission in communities nationwide. The Program funds 30 partner organizations, at all levels ranging from \$125,000 to \$750,000 per partner. Twenty-nine states and one tribal government use Cooperative Agreement Program funding to build their ability to evaluate and respond to environmental public health issues. The Cooperative Agreement Program's primary goal is to give partners the resources to build their capacity to assess and respond to site-specific issues involving human exposure to hazardous substances in the environment. The Program helps ATSDR's partners identify exposure pathways at specific sites; educate affected communities and local health professionals about site contamination and potential health effects; review health outcome data to evaluate potential links between site contaminants and community health outcomes. Annually, ATSDR's Cooperative Agreement Program funds support about 100 environmental public health professionals across the country.

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## Garey Mabry

Manager, Hazardous Waste Management Program  
State of Tennessee  
Environment and Conservation, Solid Waste Management

### EDUCATION:

Tennessee Technological University, BS in Civil  
Engineering

### BIOGRAPHY

Garey Mabry is a native of Wilson County, Tennessee and a graduate of Mt. Juliet High School. He attended Tennessee Technological University and received a BS in Civil Engineering. He has worked in environmental regulatory programs for the State of Tennessee since 1974. He spent the first part of his state career in the Division of Water Pollution Control, working in the Nashville Field Office, the Surface Mining Section, as well as other Central Office assignments including Chief Engineer for the Division. In 1991 he transferred to the Division of Solid Waste Management and he has been the Manager of the Hazardous Waste Management Program since 1992. Garey is a Registered Professional Engineer in the State of Tennessee. His hobbies include fishing, canoeing and he is a season ticket holder for the Tennessee Titans. He is married and has a son and daughter, who both attend Middle Tennessee State University.

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**Session(s)**

Industry, **Session Three**  
Tuesday, 3/10/2009  
**Time:** 12:45-1:25  
**Title:** EPA's New  
Definition of Solid  
Waste Regulations

also isolate children, the elderly, and the disabled who do not drive. Communities can be designed to protect sensitive lands and provide easy access to the outdoors; they can be designed to make access to common services easy to reach without a car; they can be designed support healthy choices. However, collaboration between government agencies, elected officials, developers and communities is required. Given the range of health implications related to land use planning and design it is important that health considerations be an integral part of the subdivision, land use, public infrastructure and private development decision processes. This session will focus on how communities can make healthy choices, easy choices.

**ABSTRACT**

On October 7, 2008, the Environmental Protection Agency issued a new final rule that revises the definition of solid waste under the Resource Conservation and Recovery Act (RCRA). In RCRA a material must be a solid waste before it can be a hazardous waste. EPA's goal in issuing these new regulations is to make it easier and more cost-effective to reclaim hazardous secondary materials. The new rule contains provisions to determine which specific recycling activities are legitimate under the new exclusions and non-waste determinations. The new rule also establishes materials management standards and other regulatory standards that must be met before the new exclusions apply. The new rules are not effective in a state with an authorized hazardous waste program until they are adopted by that state. Because these new regulations are less stringent than the current RCRA regulations, adoption by each state is optional. This presentation will provide an overview of these new regulations.

**Dee Merriam**

Community Planner  
Centers for Disease Control and Prevention

**EDUCATION:**

University of Georgia MLA

**BIOGRAPHY**

Ms. Merriam, FASLA, has spent most of her career working with local governments. She was responsible for park system planning for one of Atlanta's urban counties and managed development of a comprehensive green infrastructure plan for the City of Atlanta. At the state level she served on the Georgia DOT ISTEAC Citizens Advisory Committee, the Georgia River Care 2000 Tools for Management Committee; and in 1999 she was asked to provide technical assistance for the Georgia Community Greenspace Advisory Committee. Currently she works with the Centers for Disease Control as a Community Planner. Her work group, Health and the Built Environment, looks at the relationship between community design and public health. Dee works with local governments, planning professionals, developers and national organizations to promote development policies that support active lifestyles.

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**Session(s)**

Joint, **Session Keynote**  
Wednesday, 3/11/2009  
**Time:** 9:10-9:45  
**Title:** Health and the  
Public Infrastructure:  
Making the Healthy  
Choice the Easy  
Choice

**ABSTRACT**

Chronic diseases are the leading cause of death and disability in the United States and physical activity is an important intervention. Communities designed for auto dependence deter active modes of transportation and limit opportunities for physical activity. They

**Mark Miller**

Research Scientist  
AquaShield, Inc.

**EDUCATION:**

Centenary College, Shreveport, LA, M.S., Geology;  
University of Tennessee, Knoxville, TN, B.A., Geology

**BIOGRAPHY**

Fifteen years in environmental industry, 3 years of R&D with AquaShield, a manufacturer of stormwater treatment systems in Chattanooga. Previously served as Vice President of Remedial Solutions and Senior Project Manager with S&ME, both in Chattanooga. Prior 12 years oil & gas industry experience as Exploration Geologist for Murphy Exploration and Production Company. Performed exploration throughout Alaska, South America, China, and deep water Gulf of Mexico.

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**Session(s)**

Environment, **Session One**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Incorporating  
Innovative Stormwater  
Management  
Technologies into a  
Sustainable Integrated  
Use System

**ABSTRACT**

A sustainable approach to water management has been implemented at a new LEED-inspired corporate headquarters building in Chattanooga. The integration of these stormwater technologies reduce runoff pollution, limit disruption to site hydrology, increase infiltration, utilize water that is otherwise lost, and minimize potable water use. Innovative, cost-effective technologies designed to capture, treat, harvest and reuse waters derived from both stormwater and roof runoff are described. Runoff is piped to an underground treatment train system that uses hydrodynamic separation, filtration and antimicrobial technologies. Treated water is harvested within a 13,000 gallon underground modular lined polypropylene storage unit. Stored water is used for non-potable applications including irrigation, a fountain, and building processes. Drivable grass and gravel paving enhance infiltration.

**Pete Myhrum**

President  
Conformance Management Associates, LLC

**EDUCATION:**

Alma College, Alma, Michigan, BS; Graduate Work at University of Michigan Medical School and Ohio State University in Chemistry

### BIOGRAPHY

Pete has spent a number of years in the field of medicine; chemical sales; chemical management; and since 1993 has been consulting in the area of environmental, health and safety, and quality systems and concerns. Specializing in design and implementation of ISO 14001, OHSAS 18001 and ISO 9001 systems and associated services.

### CONTACT INFORMATION

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### Session(s)

Industry, **Session** Three  
Wednesday, 3/11/2009  
**Time:** 12:45-1:25  
**Title:** Cost Reduction Opportunities Thru ISO 14001 and OSHA 18001 Implementation

### ABSTRACT

The presentation briefly outlines the benefits of ISO 14001 and OHSAS 18001 management systems and how they help to identify a number of cost reduction opportunities within various organizations. Case histories are presented to detail how these cost reductions are realized with minimal capital expenditures. Ideas on how to identify cost reduction opportunities in attendees facilities are also discussed as well as sources of information to assist in these projects. Methods to determine the potential cost reductions for each project are also discussed.

## Joseph Nother

Principal & Creative Director  
DesignSensory

### EDUCATION:

University of Tennessee, BA in Psychology

### BIOGRAPHY

As Co-Founder, Lead Designer and Creative Director for DesignSensory, Joseph oversees teams that deliver award-winning, conceptual and compelling brand, interactive and visual communication to hundreds of clients ranging from local and regional businesses to multi-national organizations. Notable clients include The State of Tennessee, Knoxville Tourism and Sports Corporation, MTS Corporation, Goody's Family Clothing, Varsity Athletics and AC Entertainment. His design work has earned recognition from the American Advertising Federation, the American Academy of Digital Arts and Sciences and has been featured in Print Magazine Regional Annuals, Dynamic Graphics magazine and Logo Lounge 2. His interactive design work has been featured on several online interactive design lists including Stylegala, CSS Import, Macromedia and Most Inspired.

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### Session(s)

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Sustainable Tourism: Green Marketing

### ABSTRACT

While businesses and destinations have more options than ever when it comes to delivering their message, today's consumers also have far more choices for spending their time and money. How can your business or destination stay ahead of the changing market and position itself as sustainable? What are the benefits of marketing green? Use this interactive session to learn about the media tools available in today's "plugged in" society to let the traveler know you care!

## David Owenby

Public Affairs Director  
State of Tennessee  
Environment and Conservation

### EDUCATION:

Samford University, B.S.; University of Alabama at Birmingham, M.S.H.A.

### BIOGRAPHY

As Public Affairs Director, David works for the Commissioner's Office and is responsible for the department's Web site (TDEC and TN State Parks), Graphics Design, Special Projects and the department's award-winning magazine, The Tennessee Conservationist. Before joining TDEC, David served in senior management positions at hospitals and health systems in both Knoxville and Cookeville. David is a native of Sevier County, Tennessee, where his grandfather served as a Park Ranger in the Great Smoky Mountains National Park.

### CONTACT INFORMATION

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Nashville, TN 37243-0435  
615-532-1531  
david.owenby@state.tn.us

### Session(s)

Joint, **Session** Keynote  
Wednesday, 3/11/2009  
**Time:** 1:35-2:30  
**Title:** Department of Environment and Conservation Update

### ABSTRACT

Interesting realities and distinct challenges face the department in spring 2009. A new Administration and more assertive EPA in Washington will bring change at the federal level while state leaders sail into uncharted political waters and budgetary chaos in Nashville. All this is backdrop to the pivotal issue of our time: the historic distress of our national and state economy and the policies deployed to get it moving again. TDEC is confronting these uncertainties by working to fulfill its mission and promoting greater sustainability in our communities while also overseeing the environmental cleanup required by the extraordinary coal ash slide at the TVA Kingston Fossil Plant in Roane County.

## David Owenby

Public Affairs Director  
State of Tennessee  
Environment and Conservation

### EDUCATION:

Samford University, B.S.; University of Alabama at Birmingham, M.S.H.A.

### BIOGRAPHY

As Public Affairs Director, David works for the Commissioner's Office and is responsible for the department's Web site (TDEC and TN State Parks), Graphics Design, Special Projects and the

department's award-winning magazine, The Tennessee Conservationist. Before joining TDEC, David served in senior management positions at hospitals and health systems in both Knoxville and Cookeville. David is a native of Sevier County, Tennessee, where his grandfather served as a park ranger in the Great Smoky Mountains National Park.

**CONTACT INFORMATION**

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david.owenby@state.tn.us

**Session(s)**

Economics, **Session**  
Two  
Wednesday, 3/11/2009  
**Time:** 10:50-11:30  
**Title:** New TDEC Pilot Program Funds Watershed Enhancement Projects through Clean Water State Revolving Fund (SRF)

**ABSTRACT**

A healthy watershed not only enhances quality of life, but it reduces the cost of treatment for public water systems and enables rivers to support industrial and recreational uses. To assist local governments, TDEC has created a \$2 million per year, two-year pilot program to help Tennessee communities fund watershed enhancement projects as part of the Clean Water State Revolving Fund (CWSRF) Loan Program. TDEC's new pilot program now offers communities applying for CWSRF loans an opportunity to increase the principal of their loan up to 10% (to a maximum of \$500,000) in order to finance watershed enhancement projects. An eligible watershed enhancement project can be any project that is designed to improve water quality in the watershed where the primary CWSRF project is located. This pilot can specifically benefit towns' and cities' stormwater management programs that are required by their MS4 (Municipal Separate Storm Sewer Systems) permits.

**William Paddock**

Director  
WAP Sustainability

**EDUCATION:**

University of Alabama, B.S., Environmental Science;  
Lipscomb University, MBA in Sustainability

**BIOGRAPHY**

William Paddock, is the Director of WAP Sustainability, a Nashville based consulting company that specializes in helping organizations create positive change. William has experience working with the Kroger Company, The Environmental Protection Agency, M&M Mars, and the United States Air Force as well as various other clients ranging from consumer packaging to non profits.

**CONTACT INFORMATION**

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937-974-6151  
william.paddock@wapsustainability.com

**Session(s)**

Economics, **Session**  
Two  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** Communicating Green Initiatives

**ABSTRACT**

As sustainability becomes a key business priority in more and more businesses, finding the right opportunities to communicate your

initiatives becomes a key strategy. From determining your strategy to identifying integrated ways to tell your green story. This session will be aimed at helping people understand the pitfalls and opportunities associated with communicating your green initiatives.

**Hannah Paramore**

President  
Paramore Redd Online Marketing

**EDUCATION:**

**BIOGRAPHY**

Hannah has spent more than a decade in interactive marketing including stints at CitySearch.com, Qwest Digital Media, AOL and a failed roadshow in 2000. As part of the start up management team for CitySearch.com's beta launch in 1997, Hannah directed the interactive marketing for 8 cities including Nashville, St. Louis, Detroit, and Pittsburgh. Hannah started Paramore|Redd Online Marketing along with her husband, Kidd Redd, in 2002. As President of the company, Hannah has worked with a wide range of organizations in travel and tourism including The Greenbrier, Tennessee Department of Tourist Development, Greenbrier County CVB, Sevier County CVB, The Tennessee Aquarium, The Chattanooga CVB, The Country Music Hall of Fame, The General Jackson Showboat, and La Torretta Del Lago Resort and Spa. The company currently has about 28 employees. Hannah helps her clients focus on the two main things that matter in marketing, audience and message, while integrating their traditional marketing.

**CONTACT INFORMATION**

124 12th Avenue S.  
Nashville, TN 37203  
615-324-8980

**Session(s)**

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Sustainable Tourism: Green Marketing

**ABSTRACT**

While businesses and destinations have more options than ever when it comes to delivering their message, today's consumers also have far more choices for spending their time and money. How can your business or destination stay ahead of the changing market and position itself as sustainable? What are the benefits of marketing green? Use this interactive session to learn about the media tools available in today's "plugged in" society to let the traveler know you care!

**Dennis Phillips**

Mayor  
City of Kingsport

**EDUCATION:**

**BIOGRAPHY**

**CONTACT INFORMATION**

**Session(s)**

Joint, **Session**  
Tuesday, 3/10/2009  
**Time:** 8:55-9:00  
**Title:** Welcome to Kingsport & Meadowview

**ABSTRACT**

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## Paul Platillero

Environmental Engineer/Auditor  
Strata Environmental

### EDUCATION:

University of Tennessee, May 1990, B.S., Civil Engineering with Honors

### BIOGRAPHY

Worked at the Tennessee Valley Authority (TVA), Office of Natural Resources and Economic Development as an Engineering Aide through the University of Tennessee's CO-OP program. Upon graduation from UT in 1990 began working as a Project Manager for the Aluminum Company of America, in Alcoa, Tennessee, focusing on large environmental assessment and remediation projects. Moved to Europe in 1997 and worked part-time as an independent environmental consultant conducting Environmental Health & Safety (EHS) audits in Spain, Italy, France, and England. Since 2005 has worked for Strata Environmental conducting multi-media environmental compliance audits, environmental site assessments, and other environmental consulting work. Licensed Professional Engineer (PE) in the State of Tennessee and Certified Professional Environmental Auditor (CPEA) from the Board of Environmental, Health & Safety Auditor Certifications (BEAC).

### CONTACT INFORMATION

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pplatillero@strataenv.com

### Session(s)

Industry, **Session Four**  
Tuesday, 3/10/2009  
**Time:** 1:35-2:15  
**Title:** Environmental Management Meets Continuous Improvement Process

### ABSTRACT

Environmental compliance is a moving target; changes in environmental regulations as well as changes in facility operations, personnel, and materials create opportunities for non-compliance conditions over time. The goal of a good environmental management system (EMS) should be more than simply achieving compliance. The benefits of a comprehensive environmental management system are not only to consistently maintain environmental compliance, but also to reduce costs by identifying best practices and long term sustainability goals. A good EMS consists of the following elements: (1) Environmental Policy, (2) Environmental Aspects, (3) Roles & Responsibilities, (4) Environmental Goals and Objectives, (5) Regulatory Requirements, (6) Standard Operating Procedures, and (7) Audit Program. We will briefly review each of these elements and describe how to incorporate them to a company's continuous improvement process, focusing on self-assessment and auditing programs.

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## Charles Plummer

Principal and Senior Engineer  
IMT, LLC

### EDUCATION:

Louisiana Tech University, MS, Civil Engineering

### BIOGRAPHY

Mr. Plummer is a Principal and Senior Engineer with Innovative Manufacturing and Technology (IMT). With over 25 years of experience, Mr. Plummer has engineered, designed, built, and operated equipment for hundreds of remediation projects. He

began his career in 1979 working in the oil field where he designed and built oil and gas drilling equipment for a large independent company in north Louisiana. After completing a Masters of Science degree at Louisiana Tech University in Civil Engineering, Mr. Plummer joined an environmental consulting firm to head their remediation department, where he supervised 40 engineers, geologists, toxicologists, and environmental professionals involved in 200 plus environmental projects including site assessments, risk assessments, corrective action plans, remedial system design, sealing of design drawings, construction specifications and contractor bid documents.

### CONTACT INFORMATION

2508 Ticheli Road  
Monroe, LA 71203  
318-325-1830  
sales@imtco.net

### Session(s)

Workshop, **Session Two**  
Wednesday, 3/11/2009  
**Time:** 10:50-11:30  
**Title:** Ozone Sparge Technology for Groundwater Remediation

### ABSTRACT

Ozone sparging is an oxidization remedial technology for groundwater remediation, which is rapidly gaining wide acceptance by the state agencies as an effective method for remediating groundwater impacted by volatile organic compounds (VOCs). In general, ozone based processes for site remediation are similar to other chemical oxidation techniques in which the oxidant of choice is injected into the desired treatment area. However, the use of ozone is different from most oxidation processes; as the ozone can be injected as a gas or liquid (as ozonated water). This approach provides the opportunity to deliver more continuous oxidation as opposed to batch applications typically associated with other techniques. This discussion will focus on the basic application and design theory of the ozone sparging process, agency acceptance of the technology, and site applicability. An actual case study of one remedial project using ozone technology will be presented.

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## Jerry Powell

Editor  
Resource Recycling Magazine

### EDUCATION:

Portland State University, BA, Sociology; BA Psychology

### BIOGRAPHY

Jerry Powell is the publisher of three recycling trade periodicals, and is the editor of Resource Recycling. In addition, his firm sponsors the industry's largest conferences focusing in plastics recycling and electronics waste recovery. Jerry is a three-time past Chairman of the Board of the National Recycling Coalition.

### CONTACT INFORMATION

PO Box 42270  
Portland, OR 97242  
503-233-1305  
jpowell@resource-recycling.com

### Session(s)

Environment, **Session Three**  
Tuesday, 3/10/2009  
**Time:** 12:45-1:25  
**Title:** Update on Challenging Recycling Markets

### ABSTRACT

Markets for recovered materials were hit with weak demand and very low prices, beginning in the fourth quarter of last year. What explains this market crash, and what have we learned from this turmoil? How we address recycling market development in the

future will explain in great part the success of materials recovery in Tennessee.

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## Brandon Rochelle

Principal & Technical Director  
DesignSensory

### EDUCATION:

Johns Hopkins University, Biomedical Engineering and Computer Science, Double Degree; Business Entrepreneurship and Management, Minor

### BIOGRAPHY

After a combination of companies in 2002 between DesignSensory and his original internet consultancy Two Cents Design, Brandon became Technical Director for DesignSensory. He has since gone on to oversee the deployment of bleeding edge internet solutions and ecommerce applications for both established multi-national corporations and start-up organizations. In addition to serving in his director role, Brandon remains an active member of the technical team implementing DesignSensory's custom ecommerce engine and database architecture, as well as developing search engine optimization and online marketing strategies.

### CONTACT INFORMATION

8351 E. Walker Springs Lane  
#402  
Knoxville, TN 37923  
865-566-0042

### Session(s)

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Sustainable  
Tourism: Green  
Marketing

### ABSTRACT

While businesses and destinations have more options than ever when it comes to delivering their message, today's consumers also have far more choices for spending their time and money. How can your business or destination stay ahead of the changing market and position itself as sustainable? What are the benefits of marketing green? Use this interactive session to learn about the media tools available in today's "plugged in" society to let the traveler know you care!

---

## Jim Small

Chief of Operations  
Andrew Johnson National Historic Site

### EDUCATION:

### BIOGRAPHY

Mr. Small serves as Chief of Operations for the Andrew Johnson National Historic Site.

### CONTACT INFORMATION

Administrative Office and  
National Cemetery  
121 Monument Avenue  
Greeneville, TN 37743  
423-639-3711  
jim\_small@nps.gov

### Session(s)

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:50-11:30  
**Title:** Geotourism:  
Sustaining Culture &  
Heritage

### ABSTRACT

Presenters share examples of how sustainable tourism practices can benefit their business and local communities. Learn how to market your community or region as a sustainable destination by connecting people and place. Enhance your visitor's experience by providing them with an authentic vacation showcasing your natural, cultural and historic resources. Hear how connecting people and place creates greater value for the visitor and enhances the image of a destination.

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## Scotty Sorrells

Manager, Ground Water Management Section  
State of Tennessee  
Environment and Conservation, Division of Water Supply

### EDUCATION:

Middle Tennessee State University, BS, Geology

### BIOGRAPHY

Scotty Sorrells is a Registered Professional Geologist and is the Manager for the Ground Water Management Section in the Division of Water Supply. Mr. Sorrells is currently the Source Water Protection Coordinator. Mr. Sorrells has been with the Division of Water Supply for 14 years, all of this time in the Ground Water Management. Mr. Sorrells has had extensive experience involving technical assistance as well as regulatory issues in karst areas. Mr. Sorrells graduated from Middle Tennessee State University with a BS in Geology.

### CONTACT INFORMATION

6th Floor L&C Tower 401  
Church Street  
Nashville, TN 37243  
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scotty.sorrells@state.tn.us

### Session(s)

Environment, **Session**  
Six  
Tuesday, 3/10/2009  
**Time:** 3:20-4:00  
**Title:** Status of Water  
in Tennessee

### ABSTRACT

Status of Water in Tennessee. If asked the status of water in Tennessee before 2006 one might say "water, water everywhere," but then in 2007-2008 it might be more appropriate to say "how dry I am." Tennessee has faced a severe drought and other environmental threats to the plentiful water supply that have caused the Division of Water Supply and the Department to look closely at long term solutions to Tennessee's future water supplies. During the drought Tennessee only had one water system run out of water but had several systems that had to initiate emergency plans to restrict water use to survive. The State established a water advisory group to look at long term potential for water supply. Tennessee has also been involved with environmental implications of drought as well as other pollution and water quantity disputes with neighboring states.

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## Alan Sparkman

Executive Director  
Tennessee Concrete Association

### EDUCATION:

Mount Vernon Nazarene College, BA, Business Management; Jones International University, MBA, Project Management

### BIOGRAPHY

Alan grew up working in a family-owned ready mixed concrete business, eventually becoming President of the company. In November of 2006, Alan became a LEED Accredited Professional through the U.S Green Building Council and in January of 2007 Alan earned his Certified Association Executive (CAE) designation, a certification earned by less than 5% of all association professionals. Alan is President-Elect and serves on the Board of Directors for the Tennessee Society for Association Executives, as well as serving on the Board of Directors for the Tennessee Parks and Greenways Foundation. In 2004, Alan organized the Count on Concrete Bike Ride Across America and helped raise over \$47,000 from the concrete industry to fund grants to local trails projects in six states while highlighting the benefits of concrete, especially pervious concrete, in building environmentally sound projects. He was honored to receive the prestigious Kodak American Greenways Award in 2004.

### CONTACT INFORMATION

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asparkman@tnconcrete.org

### Session(s)

Environment, **Session**  
Two  
Wednesday, 3/11/2009  
**Time:** 10:50-11:30  
**Title:** Environmental  
Protection and LEED  
Credits Using Pervious  
Concrete

### ABSTRACT

Pervious concrete, a versatile, environmentally friendly product, is used nationwide to manage stormwater runoff. Currently, it is used in streets, parking lots, and walkways. As a specialty concrete, pervious has the same environmentally friendly characteristics as standard concrete, plus the capability to rapidly drain water. With this capability the designer can control the flow and destination of storm water thus preventing the storm water from washing pollutants into nearby streams, rivers and lakes and promoting the recharge of the ground water. In addition, suspended solids are filtered out as the stormwater passes through the concrete pores. Depending on the project approach, pervious concrete may qualify for Leadership in Energy and Environmental Design (LEED) credits. Potential LEED credits include: SS C6.1 and C6.2 Stormwater Management, SS 7.1 Reduction of Heat Islands, MR C4.1 and C4.2 Recycled Content, and MR C5.1 and 5.2 Regional Materials.

## Jennifer Spence

Assistant Commissioner  
State of Tennessee  
Department of Tourist Development

### EDUCATION:

B.S.

### BIOGRAPHY

Jennifer Spence serves as Assistant Commissioner of Marketing for the Tennessee Department of Tourist Development. She assumed her duties January 3, 2006. Ms. Spence previously worked exclusively with her own private consulting and marketing firm. Prior to developing her company she worked at Opryland Attractions for more than seven years. Ms. Spence has extensive skills in marketing and advertising, having served in various positions with firms throughout the southeast. She is a strong proponent of co-op marketing and advertising and has developed several partnerships throughout her career.

### CONTACT INFORMATION

312 Rosa L. Parks Blvd.  
Nashville, TN 37243  
615-741-2159  
jennifer.spence@state.tn.us

### Session(s)

Workshop, **Session**  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** Sustainable  
Tourism: Green  
Marketing

### ABSTRACT

While businesses and destinations have more options than ever when it comes to delivering their message, today's consumers also have far more choices for spending their time and money. How can your business or destination stay ahead of the changing market and position itself as sustainable? What are the benefits of marketing green? Use this interactive session to learn about the media tools available in today's "plugged in" society to let the traveler know you care!

## Quincy Styke

Deputy Director Air Pollution Control  
State of Tennessee  
Environment and Conservation

### EDUCATION:

MTSU 1974, BS Biology; UTK 1980, MPH Industrial Hygiene

### BIOGRAPHY

Quincy Styke has lived all his life in Tennessee and loved every minute of it. Stating, Tennessee is truly the place to be. He's married with two sons in college and very proud of his family. He began working for the state of Tennessee's Air Pollution Control Division in 1975 in the Knoxville office and transferred to the Nashville office in 1980 to become Chief of Enforcement. In 1993, he was tasked to write the regulations to implement Titles III, IV & V of the Federal Clean Air Act and became Assistant Director of the Division. He has since been promoted to Deputy Director. Model railroading is his hobby.

### CONTACT INFORMATION

9th Floor, L & C Annex  
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### Session(s)

Health, **Session** One  
Tuesday, 3/10/2009  
**Time:** 10:00-11:30  
**Title:** Air Quality  
Update

### ABSTRACT

## Alex Tapia

Program Manager  
Southeast Energy Efficiency Alliance

### EDUCATION:

Hands-on Experience

### BIOGRAPHY

Alex Tapia is the Program Manager for the Southeast Energy Efficiency Alliance, with responsibilities of developing, creating, and managing programs within the Southeast focused on energy efficiency across all sectors. Since he was 14 years old, Mr. Tapia

has been working to reduce our impact on the natural environment, concentrating on communications, policy and corporate social responsibility. He began his career by traveling to Alaska to learn the truth about the Arctic National Wildlife Refuge. Previously, Mr. Tapia served as script advisor for the documentary film "Kilowatt Ours: A Plan to Re-Energize America." Mr. Tapia is also an Eagle Scout.

#### CONTACT INFORMATION

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Nashville, TN 37206  
513-509-6521  
alex@seealliance.org

#### Session(s)

Environment, **Session**  
Four  
Tuesday, 3/10/2009  
**Time:** 1:35-2:15  
**Title:** Energy Efficiency in Appalachia: How much more is available, at what cost, and by when?

including a number of international venues. Her work with tobacco policy has been recognized with the Program of Distinction Award by the Agricultural & Applied Economics Association, and also with the University of Tennessee's Research Impact Award. She was recently recognized as one of 2008's Top 40 Under 40 by the Knoxville Business Journal for early exceptional leadership in business and community and was highlighted in the Ag industry's Top Producer Magazine as one of 2009's Top 25 influencers of agriculture's future, noting that, "If cellulosic ethanol becomes a reality, one reason will be because of Kelly Tiller and her coworkers' research figuring out the economics beyond the test tube stage."

#### CONTACT INFORMATION

2506 Jacob Dr.  
Knoxville, TN 37996  
865-974-3669  
ktiller@utk.edu

#### Session(s)

Economics, **Session**  
Three  
Tuesday, 3/10/2009  
**Time:** 12:45-1:25  
**Title:** "Tennessee Biofuels Initiative: From Grow to Go"

#### ABSTRACT

To better define the Appalachian Regional Commission's energy goal: "Develop the Appalachian Region's energy potential to increase the supply of locally produced, clean, affordable energy, and to create and regain jobs," ARC commissioned SEEA, in partnership with Georgia Institute of Technology, ACEEE and Alliance to Save Energy to conduct an assessment of the potential energy efficiency, economic and environmental gains for the Appalachian Region by 2030. SEEA found that by exploiting the region's substantial energy efficiency resources, Appalachia could cut household, business and industry energy bills by billions of dollars as well as create tens of thousands of "green" jobs and grow its economy. The ability to convert this vision into a reality will depend on the willingness of business and government leaders to implement and champion the policies modeled in Energy Efficiency in Appalachia.

#### ABSTRACT

This extended session will offer a description and update of Tennessee's Biofuels Initiative. The University of Tennessee is developing a local farm-based switchgrass energy crop industry and demonstrating a portfolio of switchgrass processes and technologies for green fuel, power and chemicals.

### Kelly Tiller

Director External Operations  
University of Tennessee

#### EDUCATION:

University of Tennessee, Ph.D., Ag Economics

#### BIOGRAPHY

Dr. Tiller is the Director of External Operations for the University of Tennessee's Office of Bioenergy Programs. In this role, she is coordinating a State and University commitment of more than \$70 million to develop a cellulosic biofuels industry in Tennessee. Dr. Tiller also serves as the President and CEO of Genera Energy, a private for-profit limited liability company established by the University of Tennessee, through the UT Research Foundation, to execute the capital construction projects and business elements and partnerships of the Biofuels Initiative. Dr. Tiller was instrumental in the creation of Genera Energy and its partnership with DuPont Danisco Cellulosic Ethanol to jointly construct and operate a pilot scale cellulosic ethanol biorefinery in East Tennessee, currently under construction and scheduled to produce switchgrass-based Grassoline™ by the end of 2009. Dr. Tiller also holds a faculty appointment in the Agricultural Policy Analysis Center at the University of Tennessee, where she has been a faculty member in the Department of Agricultural Economics since 1999. She received her Ph.D. from the University of Tennessee in Agricultural Economics. Much of her previous research has focused on tobacco policy and economics. Dr. Tiller has been called on six times to provide expert testimony before State and National legislative bodies and a Presidential Commission, and has provided more than 50 congressional, agency staff, and policy staff briefings and more than 200 invited professional and industry presentations,

### Will Tompkins

Technical Services Manager  
Baldor Electric Company

#### EDUCATION:

Tennessee Technological University, May 1986, BSEE;  
King College, Scheduled graduation, May 2009, MBA

#### BIOGRAPHY

Will Tompkins was born in Oak Ridge, Tennessee, is 46 years old, and currently resides in Kingsport, Tennessee. He is married to wife, Alice, and has three children, Rebekah, a sophomore at the University of Tennessee; Andrew, a senior at Dobyns Bennett High School; and Abby, a freshman at Dobyns Bennett High School. Will works at the Baldor Electric Company in Rogersville, Tennessee as Technical Services Manager and is responsible for maintenance, facilities, and environmental and information technology. He has spent his career doing plant and facilities work in both textiles and the bearing manufacturing industry for over 20 years. His interests include spending time with his family; non-profit volunteer work in Brazil, South America; and mountain biking.

#### CONTACT INFORMATION

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Rogersville, TN 37857  
423-272-1279  
wltompkins@baldor.com

#### Session(s)

Industry, **Session** Two  
Wednesday, 3/11/2009  
**Time:** 10:50-11:30  
**Title:** Measuring, Monitoring, and Metrics: Saving Electricity by Making Smart Choices

#### ABSTRACT

Electrical energy use continues to rise throughout the United States. Cost per kilowatt-hour is on the increase. Electricity constitutes a significant cost to most residential, commercial and industrial organizations. If we can better understand where our energy is being consumed; we can then apply smart solutions to

save energy, become more efficient and reduce costs. This presentation suggests methods to understand where energy is being consumed within a facility and gives practical insights as to how electrical energy can be saved. The use of energy savings technologies and automation, combined with a team approach, can lead to improved conservation with costs that often pay back in relatively short periods of time.

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## Will Van Inwagen

Director of Corporate Wellness for the Wellness Way  
Creating Wellness Alliance and BioPro Technologies

### EDUCATION:

BS in Elementary Education & Park Management;  
Nationally Certified Wellness Coach

### BIOGRAPHY

Will Van Inwagen has an in-depth and personal understanding of the multifaceted aspects of wellness. He has thrived from kidney and prostate cancer. In 2004, he was editor of the first holistic magazine published in the Tri-Cities area. Both he and his wife, Karen Feeley, DC, are actively involved in bringing greater levels of health and well being to the business community with their successful corporate and individual wellness programs. His passion now is to bring educational information and awareness of the growing problem of electropollution and especially how it is affecting our children.

### CONTACT INFORMATION

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### Session(s)

Health, **Session Six**  
Tuesday, 3/10/2009  
**Time:** 3:20-4:00  
**Title:** Electropollution  
Affecting the Health  
and Wellbeing of Our  
Community

### ABSTRACT

Dr. Andrew Weil calls electropollution the most significant health threat of the 21st century. The public has little awareness about the enormity of this problem. My intent is to bring to the conference an awareness of the severe problems we are facing from electropollution. How it has deeply impacted the overall health and wellbeing of our community. What is the research behind this and what are the experts in the field saying. What are some of the simple and affordable ways for people to protect themselves. How is this problem affecting our children and what is being done locally and nationwide to address this problem.

---

## Dan Wankel

Stormwater Engineer  
City of Kingsport

### EDUCATION:

### BIOGRAPHY

Began career with Nashville Metro Water Services. Employed with the City of Kingsport, establishing the recycle program, hazardous waste and materials handling program. Assisted in water distribution, managed wastewater collection and treatment, and responsible for the MS4 program. Active as board member in the Southeast Stormwater Association (SESWA), Holston River Watershed Alliance and the TN Stormwater Association.

### CONTACT INFORMATION

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Kingsport, TN 37664  
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### Session(s)

Workshop, **Session NA**  
Tuesday, 3/10/2009  
**Time:**  
**Title:** Stormwater  
Workshop

### ABSTRACT

In order to facilitate dialog pertaining to stormwater management in general between a diverse audience and panel, the moderator will be prepared to kick start the session, if necessary, with pertinent questions corresponding to each presenter's topic. Otherwise, I will keep the conversation focused while considering time constraints and maximizing participant's opportunities to participate.

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## Martha Wells

Professor  
Tennessee Tech University

### EDUCATION:

Eastern Kentucky University, 1973, B.S. Chemistry Major,  
Mathematics Minor; Auburn University, 1978, M.S.  
Medicinal Chemistry; Auburn University, 1981,  
Ph.D. Chemistry: Medicinal Chemistry Major,  
Analytical/Organic Chemistry Minors

### BIOGRAPHY

Dr. Martha J.M. Wells is Professor of Chemistry with the Center for the Management, Utilization and Protection of Water Resources and Department of Chemistry at Tennessee Technological University (TTU). Martha Wells has professional experience in federal (USDA Forest Service), industrial (West Point Pepperell), and academic (TTU) laboratories. Martha Wells' research interests center on analysis and treatment of contaminants in water including pharmaceuticals and personal care products (PPCPs) and endocrine disrupting chemicals (EDCs); investigation of the role of dissolved organic matter in drinking water disinfection by-product (DBP) formation; and, characterization of chemical profiles in fish as bioindicators of water quality.

### CONTACT INFORMATION

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931-372-6123  
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### Session(s)

Health, **Session Three**  
Tuesday, 3/10/2009  
**Time:** 12:45-1:25  
**Title:** Setting Priorities  
for Addressing the  
Pres. of  
Pharmaceuticals in  
Drink Water

### ABSTRACT

The world's water supply circulates in a cycle in which this precious commodity is constantly reused. If a pharmaceutical is not removed during wastewater treatment, and subsequently, is not removed during drinking water treatment, it has the potential to end up in our drinking water. No regulations currently require monitoring or public reporting of the presence of pharmaceuticals in our water supply. To date, no known human health effects are attributable to the presence of pharmaceuticals in drinking water. However, most toxicological impacts of chemicals are known for acute exposures at high levels; whereas, environmental exposures to chemicals tend to be chronic, over long periods of time at trace concentrations. In this presentation setting priorities for the analysis and treatment of

pharmaceuticals in the urban water cycle will be discussed within the context of research completed and underway in our laboratory.

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## Barry Westbrook

President & Building Scientist  
DocAir

### EDUCATION:

Western Kentucky University, B.S., Mechanical Engineering Physics

### BIOGRAPHY

Barry Westbrook founded Nashville-based DocAir in 2002 with the mission to improve building performance focusing on air quality and energy efficiency. ProofPositive is DocAir's trademark integrated system of high performance components for new homes working directly with the builder and the home buyer. DocAir offers a "one stop" source for the optimum performance building package.

Barry has a Bachelor's Degree in Mechanical Engineering Physics and maintains a number of professional credentials including Professional Engineer, Certified Industrial Hygienist, Certified Safety Professional and Certified Healthcare Environmental Manager. His 30 year career includes stints as Construction Superintendent, Licensed Master Plumber, Industrial Process Engineer and Environmental Consultant. Today, Barry considers his role to be primarily that of building scientist and consumer advocate for better construction quality. He also provides expert witness services in litigation cases involving mold, toxic exposures and building system evaluations. Barry maintains affiliations/memberships in the following organizations: US Green Building Council, American Industrial Hygiene Association, American Society of Safety Engineers, Construction Specifications Institute and the Environmental Control Research Institute.

Barry has written a number of papers on Building Science and how to diagnose and correct building effects. He is a regular speaker in technical seminars for home builders, building codes officials, architects, engineers and attorneys.

### CONTACT INFORMATION

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### Session(s)

Economics, **Session**  
One  
Tuesday, 3/10/2009  
**Time:** 10:00-10:40  
**Title:** The Case for High Performance Construction

### ABSTRACT

There is a growing demand for so-called "green" homes and buildings. The transition from traditional construction methods to higher performance techniques has created a great amount of confusion about what is green, what is the return on investment and how does the consumer know the difference. This seminar addresses the various programs (LEED, Earthcraft, etc.) and basic performance improvement options for new construction and existing buildings. We will also explore some of the exaggerated claims that amount to "green washing".

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## Susan Whitaker

Commissioner  
State of Tennessee  
Dept. of Tourist Development

### EDUCATION:

Northwestern University, Evanston, Illinois, Bachelor's Degree in Communications

### BIOGRAPHY

A veteran tourism marketing industry executive appointed in January 2003 to Governor Bredesen's cabinet as Commissioner of Tourist Development, and reappointed in January 2007, Susan Whitaker is responsible for marketing Tennessee's tourism industry domestically and internationally. She oversees the development and implementation of statewide tourism's comprehensive marketing, publicity and promotions campaigns. Of note is the state's world-class web site, tnvacation.com as well as the state's 13 highly rated welcome centers. Susan Whitaker is a Chicago native and a direct descendent of Tennessee's first Governor, John Sevier. Prior to her state cabinet post, Susan Whitaker served as VP of Marketing for Dollywood. She worked from 1993 to 1997 as Director of Marketing and Advertising for the Silver Dollar City/Herschend Family Entertainment Corporation properties in Branson, Missouri. In 2000, she was appointed to serve on the corporation's President's Team.

### CONTACT INFORMATION

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### Session(s)

Joint, **Session** Keynote  
Tuesday, 3/10/2009  
**Time:** 9:10-9:45  
**Title:** Why Sustainable Tourism Makes Both Dollars & Sense!

### ABSTRACT

Preserving and protecting a destination's sense of place, its environmental, historic and cultural assets, is simply good business. Commissioner Whitaker will define sustainable tourism, how sustainable tourism can be used as a significant stimulant to economic growth, and discuss the importance of marketing sustainable tourism best practices to potential visitors, businesses, local leaders, and the citizens of your community.

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## Glen Yelton

Research Manager  
IW Financial

### EDUCATION:

East Tennessee State University, B.S., Cross-disciplinary Studies (in progress) M.A., Liberal Studies

### BIOGRAPHY

Glen K. Yelton has been a Consultant in primary and secondary business research for over a decade. For the past three and a half years he has been employed by IW Financial and is currently serving as the Research Manager in the IWF Research program. Prior to joining IW Financial, Glen oversaw the development and operation of a regional financial services firm's research program focusing on the collection of data relating to publicly traded companies on social issues such as environmental responsibility, community relations, and philanthropic activity. Glen has also provided competitive intelligence research for a variety of Fortune 100 clients in a wide range of industries including consumer products, automotive, and technology. Other responsibilities have included serving as an interrogator in the United States Army and serving as a key participant in the development of several business intelligence and corporate information database-driven software products.

**CONTACT  
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**Session(s)**

Economics, **Session**  
Three  
Wednesday, 3/11/2009  
**Time:** 12:45-1:25  
**Title:** Environmental,  
Health, and Safety  
Issues from an  
Investor's Viewpoint

**ABSTRACT**

Over the past half decade the financial services industry has witnessed a surge of consumer interest in products that are focused on 'sustainable' or 'green' investment strategies. This increased investor interest in environmental, health and safety (EHS) issues has, in turn, led to increased scrutiny of companies by analysts regarding business practices in these areas. This presentation will provide insight into typical questions investors ask, and how researchers provide data to the financial services industry to answer these questions. Additionally, the overview will review types of investment options that incorporate environmental components and the research methodology used to support these investments. This presentation will be of particular interest to investors interested in the environmental profile of their investments as well as those individuals tasked with providing publicly facing information regarding their firm's EHS profile.