



NEWS

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FOR IMMEDIATE RELEASE

**VALLEY FORWARD'S LIVABILITY SUMMIT
TIES ENVIRONMENT TO ECONOMIC SUSTAINABILITY**

PHOENIX (February 26, 2009) – In celebration of the organization's 40 years of environmental stewardship, Valley Forward Association will host its sixth annual Livability Summit on April 16. The theme of the half-day forum is "*Healthy Environment – Healthy Economy*" and will highlight pioneers of the sustainability movement – Ralph Nader and Ed Begley Jr., both of whom have been advocating for the environment long before it became mainstream.

The Summit will also feature two panel discussions to facilitate meaningful public dialogue on "*Becoming the Solar Capital of the World*," and "*Sustainable Capitalism: Growing Healthy, Livable Communities*." Topics to be covered include energy, new technologies, green building, transportation and financial incentives, with the overall objective of protecting the natural environment while advancing economic prosperity and the livability of our region.

The event will be held at the Wyndham Phoenix from 7:30 a.m. to 1:30 p.m., beginning with a registration, continental breakfast and a preview of Valley Forward's Resource Area. Speakers will begin at 8:30 a.m.; Grady Gammage, Jr., attorney at Gammage & Burnham, will moderate the program.

Distinguished keynote speakers' timing and information are as follows:

RALPH NADER 8:30 – 9:30 a.m. Presidential candidate and Green Party activist, has been honored by *Time* magazine as "One of the 100 Most Influential Americans of the Twentieth Century" and recently as "One of the 100 Most Influential Figures in American History" by *The Atlantic*. He was instrumental in creating the Occupational Safety and Health Administration, the Environmental Protection Agency and the Consumer Product Safety Commission.

Nader will discuss the loss of control in the consumer marketplace, ways to regain stability and how "going green" affects the bottom line.

Panel Discussions: Becoming the Solar Capital of the World

9:30 – 10:30 a.m. **ROB MELNICK**, Director, Global Institute of Sustainability, ASU

OLAF KOESTER, President & CEO of Solon Corporation

SEAN M. SEITZ, President and Co-Owner of American Solar

RICH A. SCHUTZENHOFER, Vice President, Engineering, Technology and Sustainability, PepsiCo North American Beverages

Panel Discussions: Sustainable Capitalism: Growing Healthy, Livable Communities

10:30 – 11:30 a.m. **DON MAXWELL**, Director of Community and Economic Development, Phoenix

JOE ZEHNDER, Deputy Director, Bureau of Planning and Sustainability, City of Portland

KIMBER LANNING, Stinkweeds Music and Modified Arts, Director – Local First Arizona

DAN STURGES, President and Founder, Intrago Corporation

ED BEGLEY, JR. Actor and environmental leader, takes personal responsibility for his carbon footprint to a degree few individuals can match. He is the co-star of the hit HGTV series *Living with Ed*, a look at the day-to-day realities of “living green” on Discovery’s new network *Planet Green*. One of the hottest speakers on eco-living in America, his theme, *Live Simply So That Others Can Simply Live*, resonates with audiences worldwide.

Begley will discuss healthy solutions for the planet and ways to effectively incorporate sustainable living into each individual’s everyday life.

Valley Forward’s Livability Summit is open to the public with advance reservations required. Seating is available for \$135 per person and tables of 10 are available for \$1,300. For more information, visit www.valleyforward.org or call (602) 240-2408.

Established in 1969, Valley Forward Association is a non-profit organization that brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts that improve the livability and sustainability of Valley communities.

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