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Brown and the Environment

Brown Organizes Conference on Green Technology Opportunities

Brown University's Forum for Enterprise is the host of a conference to showcase the latest in "green" technology at the Rhode Island Convention Center on Thursday, Feb. 28, 2008. The conference brings together the region's top business leaders to address cutting edge topics in this emerging field, from environmentally friendly building to "green ventures" in business.

**Brown University Home
Media Relations Home
2007-08 Release Index
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PROVIDENCE, R.I. The Brown Forum for Enterprise (BFE) will host a full day conference on "green" technology on Thursday, Feb. 28, 2008, at the Rhode Island Convention Center. Titled "Green Technology: Science, Innovation and Enterprise in the Region," the conference features a roster of 25 speakers who will address all areas of this emerging field, including renewable energy, environmentally friendly building and retail, financing "green ventures," as well several other topics which address the intersection of business with environmental concerns.

The conference is based on the concept that contributing to a sustainable environment is good business practice and that there are substantial economic opportunities in the field of green technology. "People are showing a much greater awareness of our impact on the environment and how we can minimize it," said Charles Kingdon, director of the Brown Forum for Enterprise. "This is a fantastic opportunity for the business community to gather and explore this new challenge. Together we can identify ways to meet it in Rhode Island and beyond."

The conference will bring together key leaders in research, design, investment, policy, and implementation of environmental practices in business. "It's not a hard sell," says Joel Makower, chairman of Greener World Media, who will deliver the conference's keynote address. "Most companies recognize that they should be doing something, and we have the ability help them. They want to learn how to create business value while contributing to environmental improvement."

Other speakers include:

- J. Patrick Adcock, senior vice president of World Energy, which operates leading online exchanges for energy and green commodities;
- Clyde Briant, vice president for research and Otis E. Randall University Professor, Brown University;
- Terrence Gray, assistant director for air, waste and compliance at the Rhode Island Department of Environmental Management;
- Steve Hamburg, Ittelson Associate Professor of Engineering, Brown University, and director, Global Environment Program, Watson Institute for International Studies;
- Kathy Loftus, global leader for sustainable engineering, maintenance and energy management, Whole Foods, which operates 276 stores nationwide specializing in natural and organic products;
- Adam Werbach, CEO of Saatchi and Saatchi, an environmental marketing and consulting firm.

Full information about conference participants, topics, and registration is available at <http://brownenterpriseforum.org>.

Editors: Brown University has a fiber link television studio available for domestic and international live and taped interviews and maintains an ISDN line for radio interviews. For more information, call the Office of Media Relations at (401) 863-2476.

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