

Location: **Grand Avenue between 2nd and 4th on Bunker Hill**

Urban Parks in L.A.: Rethinking the Formula

Date/Time: Sunday, August 17th, 1:00 - 2:00 pm

This panel will explore how public funds in Los Angeles might be better used to create parks in more intimate spaces and with faster turnaround time than the traditional "master plan" approach.

Moderator: Anna Scott, Staff Writer, Downtown News, where she often writes about land use and development-related issues. Anna recently penned an article on "Downtown Stakeholders Weigh in on the Area's Lack of Green."

Panelists:

Amanada Covarrubias – Staff Writer, Los Angeles Times. She formerly worked as an assistant city editor for the *Times'* Valley edition and as a reporter in Ventura County and the Valley, playing important roles in some of its biggest breaking-news stories.

Ron Crockett – Skid Row community activist and sports coach, leading a neighborhood parks effort in Skid Row with an emphasis on play space

Vaughan Davies – Principal and Director of Urban Design, an architect and urban designer. He has led the design efforts for many of Los Angeles' precedent setting projects, including Paseo Colorado, Union Station, Hollywood & Highland, and Rainbow Harbor.

Mark B. Haeefe – KPCC-FM reporter. His writing appears regularly in the Los Angeles Times opinion section. During his long stint at LA Weekly, he won a "best column" award from the Greater Los Angeles Press Club.

Mia Lehrer – founding principal of the landscape architecture firm Mia Lehrer + Associates, who has worked closely with the City of Los Angeles in developing several neighborhood park master plans.

Lili Singer – horticulturist, educator, garden consultant and garden writer. She has published and edited two award-winning periodicals, *The Southern California Gardener* and *The Gardener's Companion*, and formerly hosted "The Garden Show," a live call-in radio program on KCRW.

Michael Woo – member, Los Angeles City Planning Commission and former L.A. City Councilman. He teaches urban planning at USC and, last year, authored a proposal to Farmlab for converting the Corn field near Downtown L.A. into an environmentally and economically sustainable urban farm.

Buy Local, Eat Slow: A New Way of Thinking About Food

Date/Time: Sunday, August 17th, 2:30 – 3:30 pm

Slow Food is a system based on the principles of high quality and taste, environmental sustainability, and social justice – in short, a food system that is Good, Clean and Fair. The Slow Food movement is about shortening the distance, literally and figuratively, that our food travels to us.

Moderator: Russ Parsons, food columnist for the Los Angeles Times, and the author of *How to Pick a Peach: The Search for Flavor from Farm to Table*. Parsons has won almost every major American food writing award, including the Association of Food Journalists, the James Beard Foundation and the International Association of Culinary Professionals' Bert Greene Award.

Panelists:

Jules Dervaes – founder, Path to Freedom, a grassroots, green award-winning, family-operated urban homesteading project, and owner of Dervaes Gardens, which grows and sells fresh organic produce to local restaurants and caterers.

Gypsy Gifford – Executive Chef, Cafe Pinot. Chef Gifford has been heralded in national publications such as *Food Arts*, *Life Magazine*, and *Woman's Day*.

Lisa Lucas – Vice President, Los Angeles chapter, Slow Food Nation, and an active member of the Slow Food movement since the mid-1990's.

Amelia Saltsman – television host/producer of "Fresh from the Farmer's Market." Her articles have been published in the *LA Times*, *National Geographic Traveler*, and others. Ms. Saltsman's book, *The Santa Monica Farmers' Market Cookbook*, was published in August 2007.

Electric Cars: Ready for Their Close-up

Date/Time: Sunday, August 17th, 4:00 – 5:00 pm

Every year more than 40 million new cars are made worldwide, while in the past 10 years gas prices have increased more than 300 percent. Gas could cost \$7.00 per gallon by 2010, according to the CIBC. Electric cars represent a versatile and efficient way to diminish the need for gas consumption as well as a clean way to do everyday work. But are electric cars ready to move from "rehearsal" to mass production? To use the parlance, are they truly ready for their "close-up"?

Moderator: Ken Bensinger, automotive reporter, Los Angeles Times, who covers car manufacturers, industry trends, alternative fuel vehicles and car culture. Previously, Mr. Bensinger was a banking reporter at *SmartMoney* magazine in New York and began his career at the *Wall Street Journal*.

Panelists:

Dave Barthmuss – Group Manager for General Motor's Western Region, Environment & Energy Communications team. As head of communications for the automaker's largest region in the United States, Mr. Barthmuss is responsible for engaging GM and its brands with key stakeholder groups to help communicate the company's environmental, technology and policy initiatives.

Chelsea Sexton – Executive Director of Plug in America, a coalition of individuals and organizations that advocates for the preservation and manufacture of plug-in hybrids (PHEVs) and electric vehicles. Ms. Sexton also manages an alternative fuel division for the Santa Monica, California based start-up Zag.com.

Joshua Allan – Vehicle Product Development Manager, AC Propulsion. Mr. Allen formerly drove racecars in the Italian Formula Ford Championship, the training ground of Europe's aspiring race drivers, and worked in Detroit as a Computer Aided Design specialist.

Green Collar Jobs

Date/Time: Sunday, August 17th, 5:30 – 6:30 pm

Join Councilwoman Jan Perry and her panel of green collar executives and leading environmental activists to explore the myths and reality of "green jobs market" in Southern California and beyond.

The panel will explore the full range of "green jobs", including:

- Positions in the environmental industry/"green" organizations
- Jobs with environmentally conscious companies in a variety of fields
- Positions with companies devoted to manufacturing and distributing environmentally conscious products
- The "greening" of jobs in Los Angeles as a mega-trend

Moderator: Jan Perry, Los Angeles City Councilperson, Council District 9 Jan Perry co-authored Proposition O to clean Los Angeles water and has greened her district by reducing blighted property and cleaning brownfields. She has also spearheaded a number of measures to open up job opportunities in Los Angeles.

Panelists:

Dan Jacobson – Legislative Director, Environment California. Mr. Jacobson leads the organization's policy agenda and advocates before the state legislature. He spearheaded efforts to pass the California Clean Energy Act, the strongest renewable energy law in the country.

Jessica Jensen – President, Low Impact Living, the largest green home-improvement site online. Ms. Jensen is frequently cited in national media as an expert on green building, renewable energy, recycling and other residential sustainability issues.

Robert Rogan – Executive Vice President, eSolar. Robert Rogan is responsible for all domestic commercial transactions, corporate branding, and marketing activities at eSolar.

Bill Scott -- Executive Vice President, Akeena Solar. Mr. Scott's professional experience spans 18 years in the renewable energy industry.