

GC3 Advisory Committee Call
November 9, 2009

Present: Mark Buczek; Richard Cottrell, SYSCO; Buzz Cue, BWC Consulting; John Frazier, Nike; Dave Long, ESS; Rich Liroff, IEHN; Roger McFadden, Staples; Joel Tickner, Yve Torrie, and Melissa Coffin, Lowell Center for Sustainable Production.

Update on GC3 Media Campaign

Since the 2009 GC3 Roundtable at Staples the Lowell Center has been working on a promotional package of GC3 materials to increase the group's presence and attract new participants. As was suggested at Staples, the Lowell Center's primary focus has been on a short, 6 minute video featuring interviews from Joel Tickner (Lowell Center), Buzz Cue (BWC Consulting), John Frazier (Nike), and Roger McFadden (Staples). A final version of that video has been produced and will be posted to www.greenchemistryandcommerce.org/about.whatisGC3.php once all of its participants have signed off on its content. The Lowell Center expects this to be done by Thanksgiving.

The Lowell Center has also produced a tri-fold brochure promoting the GC3 which can be brought to conferences and other events by participants. An electronic version of this brochure will be posted to the GC3 website along with the video, as well as a collection of PowerPoint slides promoting the GC3 for participants to insert in any presentations they may be giving, and a poster layout which GC3 participants can print and bring to any events where posters may be displayed.

2010 GC3 Roundtable

The 2010 Innovators Roundtable is being hosted by Sysco in Houston, TX April 26-28. In preparation for the meeting, several details were discussed:

Agenda Items

The following ideas were brainstormed for panel discussions and/or presentations:

- Marketing green products in a weak economy
- Lessons learned from the pharmaceutical supply chain
- Mechanisms for data sharing
- Walmart revisited: 1 year in data sharing
- National conversation with CDC
- Greener chemicals standards (GCI/NSF)
- Supply chain dialog part II
- Changing infrastructure and processes away from petroleum
- The potential for and avenues to evaluating green nanotechnology

Invitees and Speakers

The following ideas were brainstormed as key people to invite to the meeting, or to speak:

- Gary Hirshberg, Stonyfield Farms
- Joel Makower, GreenBiz
- Tom Carter, GreenWerks
- Howard Frumkin, CDC

- Linda Birnbaum, NIH
- Chemical suppliers in the Houston area (Huntsman, etc.)
- Clorox re: new bleach manufacturing process
- President's Green Chemistry Award winners 2009

Registration Fees

Given the economic downturn the Advisory Committee felt that registration fees should be held at 2009 levels. As in past years we will award free registrations to event sponsors. Information about both registration and sponsorship will be available on the GC3 website later in November.

GC3 Letter of Support for Paul Anastas

President Obama has named green chemistry co-founder Paul Anastas to Assistant Administrator for the U.S. EPA Office of Research and Development; however his appointment has been blocked by Senator Vitter (R-La) over the Senator's concerns that a risk assessment for formaldehyde be performed by the National Academies of Science next year, rather than by EPA now. The ACS Green Chemistry Institute has sent a letter to the Senator in support of Anastas's appointment. The Lowell Center will draft a letter of support on behalf of the GC3 as well, and circulate it for comment.

GC3 Participation Dues

While we have discussed the idea of participation dues several times since the GC3 began, the Lowell Center is increasingly under pressure from its funders to ensure that the group is self-funding. Currently the GC3 requires about \$100,000/year to administer and to fund working group projects. While, a company's inability to pay a membership due would not prohibit their participation in the Council at this time, the Lowell Center would like to explore a dues-based funding structure to ensure that the GC3 can continue.

Next Steps

- Melissa will send copies of the GC3 brochure to each member of the Advisory Committee.
- The Lowell Center will draft and circulate a letter of support for Paul Anastas's appointment to EPA as well as a straw dues structure to discuss on our next call.
- Any additional ideas for the 2010 GC3 Roundtable agenda, speakers, or invitees should be sent to Melissa_Coffin@uml.edu.