

GC3 Advisory Committee Call
March 27, 2009

Present: Richard Cottrell, SYSCO; Buzz Cue, Pfizer (retired); Lauren Heine, Clean Production Action; Rich Liroff, IEHN; Dave Long, ESS; Roger McFadden, Staples; Joel Tickner, Yve Torrie, and Melissa Coffin, Lowell Center for Sustainable Production.

Update on 2009 GC3 Roundtable & Outreach

To date we have received 23 registrations to our meeting. Another 20 people who are speaking at the meeting or who have told us they intend to come are also expected to register. Our goal is for an attendance of 50 people to this year's meeting which will require much more outreach than in years past. The Lowell Center is also prepared to break even on this year's event. Rather than use the proceeds from the Roundtable to cover staff time in the coming year, we will instead use the income from the meeting to cover travel assistance for those who can not attend the meeting otherwise.

The following list was generated of people who should be included in our outreach materials:

- David Constable. Buzz has spoken with him about the GC3 and he is interested in learning more about the meeting. Buzz will copy the Lowell Center on his email to David and Joel or Melissa can follow up with him.
- Monica Doss from the Kaufman Foundation in Kansas City.
- Gary Hirshberg, Stonyfield Farms
- Michael Brown, Patagonia
- University of Colorado
- Core
- Belgian Breweries
- Lowell Center contacts in the clean technology sector
- Mark Bishop, Healthy Schools Network

There are also several distribution networks that we could call on to promote the meeting:

- Five Winds
- Noran Eid, Innovest
- Core
- Practicing Green Health listserv associated with Health Care Without Harm

Additionally, Roger will work with the Lowell Center to send the next reminder to register on behalf of Staples.

Roundtable Agenda

The agenda for this year's meeting is fairly complete. We are having some difficulty getting representatives from the Obama Administration, in part because roles are still very unclear. Gina McCarthy of Connecticut has been nominated to be part of EPA and has relationships with both the Lowell Center and Buzz. Buzz will contact her about speaking at the Roundtable. Adding a Canadian perspective to the Monday panel on the

new administration may also be useful. Ken Geiser at the Lowell Center may be able to suggest a Canadian contact to invite.

Ernie Rosenberg and Kathy Stanton from the Soap and Detergents Association may be interested in participating in the Trade Group panel. Dara O'Rourke from Green Guide and Carolyn Cairns from Consumers Union might also be good editions. The Tuesday afternoon panel about the environmental priorities in the Obama Administration should include a discussion about ensuring that green chemistry becomes a part of the green technology conversations happening since Obama was inaugurated.

Wednesday afternoon's session on Next Steps should address the weak economy and outline possible strategies for the 2009-2010 year for the GC3 to remain productive and valuable to the companies participating. In preparation for this session, the Lowell Center will begin a draft thought-starter of the possible directions the GC3 could take and circulate it within the Advisory Committee for further input. This group will meet once more before the Roundtable.

Next Steps

- Those on the call should forward any additional contact information for those interested in attending this year's meeting to Melissa.
- Melissa will work with Roger to send an announcement about the meeting to our contacts database on behalf of staples
- Joel will put together a thought-starter of potential strategies and directions for the GC3 in the coming year and distribute it to the Advisory Committee for further discussion.
- Buzz will send Joel a model business plan to inform Joel's thought-starter.
- Melissa will contact the group about scheduling a final Advisory call before the Roundtable in mid April.