

DOING WELL by DOING GOOD

What happens in Wisconsin if we get this right?



20th Anniversary



WISCONSIN UNION THEATER • OCTOBER 18, 2016

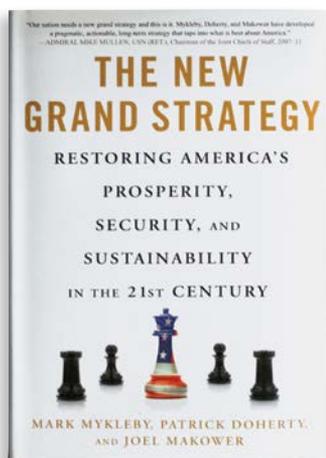
DOING WELL **by** DOING GOOD

What happens in Wisconsin if we get this right?

With the lead up to the 2016 election, it's time to move beyond the partisan rhetoric and carry out a visionary, yet realistic plan that yields results

- More job creation and economic development
- Energy security through clean, renewable sources
- Smarter, more affordable housing
- Food security and entrepreneurship
- Reduced social/economic disparities
- Universities as sustainability hubs

A diverse group of leaders including top elected officials, state and local government staff, business and nonprofit leaders, UW representatives and other professionals join an important conversation about our future prosperity and sustainability.



Keynote by Joel Makower and retired Marine Col. Mark "Puck" Mykleby, co-authors of "The New Grand Strategy" www.TheNewGrandStrategy.com

Special thanks to the Morgridge Center for Public Service



For more on Wisconsin Environmental Initiative (WEI), visit www.weigogreener.org

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6:30 p.m. **Welcome by John Imes**, Executive Director —
Wisconsin Environmental Initiative (WEI)

WEI's 20th Anniversary Video

Welcome UW graduate Kelsey Beuning
to lead the audience on an interactive exercise:
“What does this look like for YOU if we get this right?”

6:50 p.m. **Keynote:** Joel Makower and
retired Marine Col. Mark “Puck” Mykleby —
The New Grand Strategy

7:20 p.m. **Panel Discussion:**
What happens in Wisconsin if we get this right?
Dave Cieslewicz, Executive Director of Wisconsin Bike Fed
Shilpa Sankaran, Executive Director for
Net Zero Energy Coalition
Marcia Caton Campbell, Executive Director of the
Center for Resilient Cities
Dr. Jeffrey Thompson, Executive Advisor and CEO Emeritus
for Gundersen Health Systems
Paul Meier, Director of Engineering for
Blumont Engineering Solutions
Matt Howard, the first director of the
Alliance for Water Stewardship-North America —
a program of The Water Council

8 p.m. **Joel Makower** to moderate panel plus Q&A discussion

8:20 p.m. **UW graduate Kelsey Beuning** reports back
on audience interaction and Pathways of Service.

8:25 p.m. **Closing by John Imes**, Executive Director for WEI

8:30 p.m. **Adjourn to the Sunset Lounge** for post-reception,
book signing and broadcast of Wisconsin U.S. Senate debate.

What happens in Wisconsin if we get this right?

PANEL PROFILES

DAVE CIESLEWICZ, Executive Director of Wisconsin Bike Fed will focus on walkable communities and the importance of cities as a former Mayor for the City of Madison, his work on Smart Growth legislation and as Executive Director for 1000 Friends of Wisconsin.

SHILPA SANKARAN, Executive Director for Net Zero Energy Coalition will focus on market transformation for social entrepreneurship in sustainable development, innovative housing models and the planned renovation of the Garver Feed Mill in Madison as a sustainable model for food entrepreneurs.

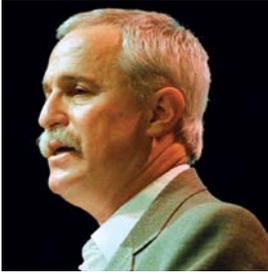
MARCIA CATON CAMPBELL, Executive Director of the Center for Resilient Cities will focus on regenerative urban agriculture, growing local foods and changing cities to reduce social/economic disparities, foster healthier residents and create more sustainable communities.

DR. JEFFREY THOMPSON, Executive Advisor & CEO Emeritus for Gunderson Health Systems, will discuss the promise and potential benefits of a New Grand Strategy focused on resource productivity, new business models and innovations in health care.

PAUL MEIER, Director of Engineering for Blumont Engineering Solutions and a former Scientist at the Wisconsin Energy Institute, will showcase the energy JuiceBox.org to demonstrate a “what if” scenario for a clean energy future in Wisconsin. Includes highlights of the planned microgrid and advanced manufacturing center at Century City in Milwaukee.

MATT HOWARD, the first director of the Alliance for Water Stewardship-North America — a program of The Water Council, will focus on resource productivity themes, including water sustainability and stewardship, regional clusters and his past work as Milwaukee’s Sustainability Director.

About the **PRESENTERS**



JOEL MAKOWER is chairman and executive editor of GreenBiz Group, Inc., a media and events company focusing on sustainable business and clean technology. Makower hosts the annual GreenBiz forums as well as the VERGE conferences produced around the world by his company, and he is principal

author of GreenBiz's annual "State of Green Business" report. A former nationally syndicated columnist, Makower is author of more than a dozen other books, including *Strategies for the Green Economy* (2008), *The E-Factor* (1993), and *Beyond the Bottom Line* (1994), the latter of which is among the earliest books on corporate environmental responsibility and corporate social responsibility. The Associated Press has called him "the guru of green business practices."



MARK "PUCK" MYKLEBY is a founder and co-director of the Strategic Innovation Lab at Case Western Reserve University. As a commissioned officer and pilot for many years in the Marine Corps, Mykleby was assigned to the U.S. Special Operations Command in 2007, where he developed strategy for the Special Operations

Forces. From 2009 until 2011, he served as a special strategic assistant to the Chairman of the Joint Chiefs of Staff. In that capacity, he coauthored with Navy Captain Wayne Porter *A National Strategic Narrative*, a concept and vision for a twenty-first-century grand strategy for the nation. Mykleby retired from the Marine Corps in 2011.

*To learn more about *The New Grand Strategy* book (St. Martin's Press, 2016) please visit: www.TheNewGrandStrategy.com



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*Congratulations to the
Wisconsin Environmental
Initiative on celebrating
its 20th year!*

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Pictured: Members of Boardman & Clark participating in sustainability initiatives

Aldo Leopold Foundation Legacy Center, Baraboo, WI



Challenging convention to deliver results.

Thanks for making our communities a little stronger. Boldt is proud to support WEI in celebrating 20 years of elevating our communities. Congratulations on doing well by doing good!

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