

GOING GREEN

Three Different Lectures On Building Your World-Class Green Business

Co-Sponsored By Burbank Green Alliance and Burbank Redevelopment Agency-Team Business Program

INSTRUCTOR BIOS

Course I: January 5th

Greening Your Restaurant/Food Service

Topic: A class designed for anyone that handles food!
Improve your bottom line; learn enterprising techniques to help reduce waste, boost efficiency, identify serving-ware alternatives, and appreciate the basics of composting.



Leslie VanKeuren, Sustain LA

Founder/Owner

(323) 632-9633

Leslie@sustainLA.com

www.sustainLA.com

Leslie VanKeuren's background includes fifteen years of food and beverage experience with twelve of those years in management capacity. Her experience ranges from local pubs and private country clubs to corporate restaurants and successful family owned restaurants. Leslie was the General Manager of Gingergrass restaurant in Silver Lake from 2006-2009 and during that time was able to implement numerous environmentally responsible practices. Gingergrass eliminated Styrofoam, introduced water conservation and energy efficiency strategies, and exchanged cleaning products to incorporate Green Seal certified products. Leslie helped identify ways to reduce waste and changed systems and procedures to allow for more sustainable operations. These efforts were met with enthusiasm amongst customers, the community and led to complimentary press including an article in the LA Times. It was around this time that she felt a calling to incorporate her love of restaurants with her passion for sustainability, and Sustain LA was born in January of 2009.

Sustain LA's goal is to help food service establishments find their path toward economic stability, environmental stewardship and social equity. SLA strives to show the importance and strength in the balance of those three elements and assists owners and management teams with the strategy best suited for their company. Sustain LA offers techniques to help businesses reduce waste, source products and menu items from more sustainable sources, and introduce operational changes to improve efficiency. SLA provides customized training and education for businesses, organizations and community groups. Sustain LA also assists events and festivals with defining their Zero Waste goals, planning and successful execution of those goals.

Leslie is a proud member of the Burbank Green Alliance steering committee and a founding member of Sustainable Silver Lake. Leslie is also a board member of the Greater Griffith Park Neighborhood Council and will complete a Certificate in Global Sustainability through UCLA Extension this year.

Course II: January 12th

Concrete Strategies for a Green Business

Topic: Discover ways to save money, build customer loyalty, and create a competitive advantage. Learn strategies, tools and resources to help you reduce your ecological impact.



Brad Cracchiola, LEED A.P., BMW Group Designworks USA

Senior Sustainability Engineer,

2201 Corporate Center Drive, Newbury Park, CA 91320

805.376.6292

Brad.Cracchiola@designworksusa.com

www.designworksusa.com

Brad has been a member of the Designworks Engineering and Sustainability Consulting department since 2004. He has experience in product development, and project management working on products such as contract furniture, medical devices, consumer electronics, and sporting goods. He also provides life cycle assessment and sustainable design strategies to help clients reduce the environmental impact of their products. Throughout his career he has worked with companies such as Microsoft, Humanscale, Teknion, Rubbermaid, Star Trac, and Aerovironment.

Prior to joining Designworks, Brad was a member of the design consultancy Round Three and the contract furniture design firm DNA. Brad is proud to share his name on several design awards and patents in various product categories. Before his career in product design, Brad worked at NASA's Jet Propulsion Lab and the engineering consulting firm Exponent.

Brad is a LEED (Leadership in Energy and Environmental Design) accredited professional. He earned his Masters and Bachelors Degrees in Mechanical Engineering from the University of Southern California.



Randy Lewis, BMW Group Designworks USA

Director, Creative Engineering and Sustainability Consulting
2201 Corporate Center Drive, Newbury Park, CA 91320
805.499.9590 x 1148
Randy.Lewis@designworksusa.com
www.designworksusa.com

As Director of Creative Engineering and Sustainability Consulting for BMW Group DesignworksUSA, Randy Lewis provides engineering design, guidance, and leadership to both the product development and transportation design groups. He is also responsible for supporting the engineering staff, overseeing the quality of the work produced and that sustainable practices are followed in all phases of design. In his career at BMW Group DesignworksUSA, he has worked on a diverse array of projects from medical devices, sporting goods, consumer electronics, furniture, trains, busses, heavy equipment, cars and motorcycles.

Previous to joining BMW Group DesignworksUSA in August 1993, Randy worked for several defense contractors such as McDonald Douglas Astronautics, Bunker Ramo, Eaton, AIL, and Teledyne Electronics and in the commercial field for Alpharel. Most of this time was in the electronics packaging field doing mechanical design of airborne, missile, satellite, and ground based electronics systems.

Randy received a Bachelors of Science degree in Mechanical Engineering from Purdue University and his MBA from California Lutheran University.

Course III: January 19th

Embracing Cradle-to-Cradle Concepts

Topic: Thriving businesses deliver far more than a product. Learn the true cost of a product from initial design through end-of-life. One of the nation's leaders in Product Stewardship will teach you how to serve customers and the planet.



Heidi Sanborn, California Product Stewardship Council

Executive Director

P.O. Box 216381 Sacramento, CA 95821

916-480-9010

info@calpsc.org

www.CalPSC.org

Heidi has been active in the solid waste industry in California for 20 years working in various public and private positions including with consulting firms to cities and counties on reducing waste and increasing recycling, as an independent consultant, and serving in state government as the technical advisor to the Chair of the California Integrated Waste Management Board (CIWMB). In her positions, Heidi observed the lack of attention to true “source reduction,” recognizing that local governments are not the source, but that manufacturers are responsible for 75% of our waste. Heidi became interested in Extended Producer Responsibility (EPR) as a policy tool to change the economics so costs of product waste are internalized back on the manufacturers instead of being externalized onto the taxpayers and garbage ratepayers.

As a consultant, Ms. Sanborn was the primary author of the contractor's report to the CIWMB titled “Framework for Evaluating End-of-Life Product Management Systems in California” (7/07). This report analyzed different policy systems around the world and recommended that California utilize EPR policy for problem products to ensure fully funded and sustainable recycling systems for products banned from disposal like mercury lighting and batteries.

Ms. Sanborn is widely recognized as the expert in EPR policy in California. She has been called to serve as an expert witness, and in 2009 she made presentations on packaging to the California Ocean Protection Council, National EPA Pollution Prevention conference in Washington D.C, and on two EPA national webinars on EPR. She has

authored many articles and reports on product stewardship.

She helped found and is currently the Executive Director of the California Product Stewardship Council (CPSC). Heidi speaks internationally on producer responsibility and in the fall of 2010 presented in Brussels, Belgium at the international packaging EPR conference and Zurich, Switzerland at the WEEE Forum. She continues to speak to legislators and large audiences in conferences across the United States, working to establish new product stewardship councils in other states.

Ms. Sanborn is a graduate of the University of California at Davis with a Bachelor of Arts in Political Science – Public Service and a Master’s of Public Administration from the University of Southern California. She lives in Sacramento with her husband Brad and three rescue dogs.