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*Champions for Sustainability  
Business Climate Coalition Steering Committee*

Vol. 2 No. 2  
May 2010

**BCC  
Steering Committee  
Update  
Briefing  
Meeting Date:  
May 18, 2010**

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## BCC Steering Committee Meeting, May 18, 2010

### C4S Steering Committee

Bruce W. Ahern, P.E.  
Project Manager, Transit  
Michael Baker Jr., Inc.

Phyllis Barber  
(Steering Committee Co-Chair)  
Sustainability Coordinator  
Environmental Management  
Highmark

Dr. Eric Beckman  
Co-Director  
Science & Technology  
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Nathaniel Doyno  
Executive Director  
Steel City Biofuels

Byron Falchetti, President  
Standard Property  
Corporation/Highmark,  
Inc.

Bill Flanagan  
Executive Vice President,  
Corporate Relations  
Allegheny Conference on  
Community Development

Lee Hips  
Board Member  
Sustainable Pittsburgh

Scott Hudson  
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David Kahley  
President & CEO  
Progress Fund

Mike Kane  
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Community Foundation  
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Deborah Lange, Ph.D.  
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Steinbrenner Institute for  
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and Research  
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Pennsylvania Resources  
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Dr. Irene E. McGee  
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Health, Safety,  
Environment and Quality  
Bayer Material Science  
LLC

Richard Pearson  
CEO  
BioSpace Development  
Company  
Board Chair  
Sustainable Pittsburgh

Richard Piacentini  
Executive Director  
Phipps Conservatory and  
Botanical Gardens

Dick Rosey  
Vice President Marketing  
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Solar Power Industries

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Owner/Designer  
Jonano

Robert Sroufe, Ph.D.  
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School of Business  
Duquesne University

Jerry Swart  
(Steering Committee Co-Chair)  
Managing Director  
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Department  
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Scott Van de Mark  
Director, Special Projects  
Pennsylvania  
Environmental Council  
Western Regional Office

Jennifer Young  
Managing Director,  
Advanced Manufacturing  
Network

Jeaneen Zappa  
Deputy Director  
Green Building Alliance

### Executive Summary

This document contains a compilation of useful information that committee members may want to review through May 18, 2010, as well as a summary of notes from the Business Climate Coalition Steering Committee meeting from March 23, 2010.

### C4S Business Climate Coalition Steering Committee

Champions for Sustainability convenes leaders from Pittsburgh area businesses to recommend actions related to Pittsburgh's climate. The group meets every 8 weeks. The goals of the BCC are to:

- To provide an opportunity for businesses in Pittsburgh to learn what other companies and organizations are doing related to climate initiatives
- To design and oversee BCC events which raise awareness of climate related activities
- To create a best practices guide and case studies for local businesses relating to climate initiatives
- To oversee the Pittsburgh Business Climate Leadership Awards Program

### About C4S

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

### Memberships and Information:

- Champions for Sustainability [www.C4SPgh.org](http://www.C4SPgh.org)
- Sustainable Pittsburgh [www.sustainablepittsburgh.org](http://www.sustainablepittsburgh.org)

### C4S Program Administration

Matthew M. Mehalik, Ph.D.  
Program Manager  
Sustainable Pittsburgh

### Sustainability Coordinator Leadership

Phyllis Barber  
(Steering Committee Co-Chair)  
Sustainability Coordinator  
Environmental Management  
Highmark

**Members of the 2010 Business Climate Coalition Steering Committee:**

**Mr. Steve Bland**  
Port Authority of  
Allegheny County

**Mr. John Burke**  
URA

**Mr. Andrew Butcher**  
GTECH Strategies

**Mr. William Cagney**  
International Union of  
Operating Engineers  
Local 95

**Mr. David Deal**  
evolve environment::  
architecture

**Mr. David Diorio**  
La Prima Espresso

**Ms. Janice Donatelli**  
ARTEMIS

**Ms. Rachel Filippini**  
Group Against Smog  
and Pollution (GASP)

**Ms. Christina French**  
Table Magazine

**Mr. JD Fogarty**  
Port of Pittsburgh  
Commission

**Ms. Ann Gerace**  
CCI Center

**Ms. Lynne Glover**  
Visit Pittsburgh

**Mr. Jon Mathews**  
Fairmont Hotel

**Mr. Peter Johnson**  
Allegheny Design  
Group

**Mr. Tommy Johnson**  
Consol Energy, Inc

**Mr. Robert Jones**  
Dominion Peoples

**Ms. Meg Kelly**  
Frontier Energy

**Ms. Bonny Kwolek**  
Pittsburgh Cultural  
Trust

**Ms. Janet Lauer**  
3 Rivers Clean Energy

**Mr. Greg Lok**  
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**Dr. Scott Matthews**  
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**Ms. Christine Mondor**  
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**Ms. Tanya**  
**Moximchalk**  
Direct Energy  
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**Ms. Joyce O'Connor**  
Cardinal Resources  
LLC

**Ms. Carolyn**  
**Pengidore**  
Clear Choice Energy

**Mr. Seth Rice**  
Babst, Calland,  
Clements and Zomnir,  
P.C.

**Ms. Catherine Sheane**  
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**Mr. Nagaraj**  
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Duquesne University

**Mr. Chris Steffy**  
American Institute of  
Chemical Engineers-  
Pittsburgh Section

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## **1. Prior Meeting Summary (March 23, 2010)**

### **1.1 Agenda**

Champions for Sustainability  
Business Climate Coalition  
March 23, 2010  
11:30 AM– 1:00 PM

Location:  
O’Neil Room  
23<sup>rd</sup> Floor, Regional Enterprise Tower  
425 Sixth Avenue  
Pittsburgh, PA 15219

Continental Breakfast Provided

Facilitated by Matthew Mehalik and Jake Baechle, Sustainable Pittsburgh

- 8:30           Arrival & Check-in: Lunch
- 8:40           Welcome
  - Recap last meeting (11.19.09)
- 8:45           Fall Focus Group Results
- 9:05           Energy Workshop
- 9:15           Programming for 2010
- 9:45           Discussion
- 9:55           Closing Remarks

## 1.2 Prior Meeting Summary

### I. Call to Order:

- A. Matt Mehalik and Jake Baechle called to order the meeting for the Champions for Sustainability Business Climate Coalition Steering Committee

### II. Roll Call

- A. Each attendee introduced themselves: name & organization

### III. Opening Issues:

- A. Recap of last meeting (11.19.09)
- B. Today's Agenda (March, 23 2010)
  - 1. Report Update (Vol. 2 No. 1)
  - 2. Fall Focus Group Results
  - 3. Energy Workshop
  - 4. Programming for 2010
  - 5. Discussion and Planning
  - 6. Adjourn

### IV. Overview:

- A. Recap of last meeting (11.19.09) and 2009 overall
  - 1. Report Update (Vol. 1 No. 6)
  - 2. Events Committee
    - a) Recap of fall event
  - 3. Focus Group Committee (Joyce O'Connor)
    - a) Direction
  - 4. BCC 2010
    - a) Measurement Initiative
    - b) Water Usage / Education 2010 Initiative

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5. Black Carbon (Rachel Filippini-GASP and Kathy Lawson- Clean Water Action)
  6. Brainstorm (Jillian Ryan)
    - a) Leverage for action
  7. Discussion and Planning
- B. BCC Report Update (Vol. 2 No. 1)
1. Articles
    - a) Methane in the Arctic
    - b) EPA CO2 regulations timetable
  2. Paul Mayewski
    - a) Ice core samples
    - b) History of green house gas emissions
    - c) Hole in the Ozone Layer
    - d) Melting ice & rising sea levels
  3. Climate Change Legislation
    - a) Cap & Trade
    - b) The CLEAR Act
    - c) New Emissions Bill
    - d) Discussion on Carbon Offsets

Take Away Points: There is a lot of confusion surround the concept of “Carbon Offsetting.” More information on Carbon Offsetting will be included in the next BCC Report, and an educational event will be considered.

C. Focus Group Results (Presented by Kenneth Durril)

1. Fall event: October 29 4:30- 7:30pm
2. Summary:
  - a) Preliminary Results and Trends
  - b) Survey and Analysis Structure

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- c) Technological v. Behavioral
- d) Policy Matrix
- 3. Comments:
  - a) Compare results to objective data
    - (1) What people believe to be true v. what is true
  - b) Who sees the report
    - (1) Sustainable Pittsburgh's mailing list (5,000+)
    - (2) The Pittsburgh Climate Action Plan
      - a) Posted online
      - b) General Distribution
      - c) Needs to promote action

Take Away Points: The validity of beliefs needs to be compared to objective data. Mike Blackhurst will be collaborating with Kenneth to ensure both accurate and applicable results.

D. BCC 2010 Programming

- 1. Energy Workshops
  - a) Energy Star Portfolio Manager Training Session
    - (1) May 18, 19, or 20
    - (2) Need computer lab for 20-25 people
  - b) Green Office Challenge
- 2. Subcommittees
  - a) Events
    - (1) Green Office Challenge
  - b) Goals
    - (1) Portfolio Manager Workshop
    - (2) Awards Program
  - c) Energy
    - (1) Portfolio Manager Workshop
    - (2) Policy recommendations from focus groups

## d) Focus

(1) Publishing Data

(2) Policy recommendations

Take Away Points: The BCC and businesses in general would like to see more tangible improvements, preferably in numeric form. Widespread use of EPA's Portfolio Manager combined with the successful implementation of a Green Office Challenge would help businesses reduce their energy use and produce tangible results. Therefore, an effort is to be put forth by multiple subcommittees to ensure these actions are carried out.

## V. Conclusion

## VI. Adjournment:

1. Matthew Mehalik and Jake Baechle adjourned the meeting at 10 am
2. Networking continued

**\*\*Handouts:**

- Agenda

Minutes submitted by: Jake Baechle

Minutes approved by: Matthew Mehalik

**2. Resources****2.1 Subcommittee Meeting Summary**

## I. Call to Order:

- A. Matt Mehalik and Jake Baechle called to order the Business Climate Coalition Subcommittee meeting

## II. Roll Call

- A. Each attendee introduced themselves: name & organization

## III. Opening Issues:

- A. Explanation of committees

#### IV. Overview:

##### A. Goals Presentation (Jake Baechle)

###### 1. Pittsburgh Climate Action Plan goals update

a) General success to date

b) Looking into:

(1) Small Business Grants

(2) Oakland Transportation

(3) Carbon Clearing House

##### B. BCC Goals

###### 1. Open discussion/ Brainstorm

a) How to develop Goals:

(1) Benchmarking

(2) Focus Group Brainstorm

(3) Surveys

(4) Committee Empowerment

(5) Research

b) How other groups of the PCI will develop goals for 2.0

(1) Community

(a) Research

(b) Community Partners

(2) Higher Education

(a) Examine Possibilities (first year)

(3) City

(a) More measurement

(b) More inclusion

C. Green Office Challenge

1. Open Discussion

a) Promotions and Advertising

- (1) Business Times
- (2) Events, webinars
- (3) Comics
- (4) Guest Speaker (The Office?)

b) Expenses

- (1) Website
- (2) Incentives
- (3) Media

V. Conclusion

A. Goals

1. Look at focus group results
2. Committee empowerment
3. Research & Surveys

B. Green Office Challenge

1. Would like to see increase in budget
  - a) Seek grants
  - b) Sponsors
2. All or nothing

VI. Adjournment:

- A. Matt Mehalik and Jake Baechle adjourned the meeting at 11:00 am

**\*\*Handouts:**

- Agenda
- BCC Goals Status
- Green Office Challenges comparison spreadsheet

Minutes submitted by: Jake Baechle

Minutes approved by: Matthew Mehalik

**2.2 BCC Climate related articles as of 3.24.10**

- **Building a Green Economy (4.5.10)**

If you listen to climate scientists — and despite the relentless campaign to discredit their work, you should — it is long past time to do something about emissions of carbon dioxide and other greenhouse gases. If we continue with business as usual, they say, we are facing a rise in global temperatures that will be little short of apocalyptic. And to avoid that apocalypse, we have to wean our economy from the use of fossil fuels, coal above all. But is it possible to make drastic cuts in greenhouse-gas emissions without destroying our economy?

Like the debate over climate change itself, the debate over climate economics looks very different from the inside than it often does in popular media. The casual reader might have the impression that there are real doubts about whether emissions can be reduced without inflicting severe damage on the economy. In fact, once you filter out the noise generated by special-interest groups, you discover that there is widespread agreement among environmental economists that a market-based program to deal with the threat of climate change — one that limits carbon emissions by putting a price on them — can achieve large results at modest, though not trivial, cost. There is, however, much less agreement on how fast we should move, whether major conservation efforts should start almost immediately or be gradually increased over the course of many decades.

In what follows [is] a brief survey of the economics of climate change or, more precisely, the economics of lessening climate change [in an attempt] to lay out the areas of broad agreement as well as those that remain in major dispute. [Click here to read more](#)

- **‘Cap and Trade’ Loses Its Standing as Energy Policy of Choice (3.26.10)**

Less than a year ago, cap and trade was the policy of choice for tackling climate change. Environmental groups and their foes in industry joined hands to embrace the approach, a market-driven system that sets a ceiling on global warming pollution while allowing companies to trade permits to meet it. President Obama praised it by name in his first budget, and the authors of the House climate and energy bill passed last June largely built their measure around it.

Today, the concept is in wide disrepute, with opponents effectively branding it “cap and tax,” and Tea Party followers using it as a symbol of much of what they say is wrong with Washington. [Click here to read more.](#)

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- **Energy sector poised for innovation -- with the right spark (4.23.10)**

This country runs on innovation. The American success story -- from Ben Franklin's bifocals to Thomas Edison's light bulb to Henry Ford's assembly line to today's advanced microprocessors -- is all about inventing our future. The companies we ran, Microsoft and DuPont, were successful because they invested deeply in new technologies and new ideas.

But our country is neglecting a field central to our national prospect and security: energy. Although the information technology and pharmaceutical industries spend 5 to 15 percent of their revenue on research and development each year, U.S. companies' spending on energy R&D has averaged only about one-quarter of 1 percent of revenue over the past 15 years. [Click here to read more.](#)

- **Environmental certification becoming increasingly crowded and contested field (5.3.10)**

About 600 labels worldwide -- 80 in the United States -- are issued by companies and nonprofit organizations that offer a promise of environmentally friendly qualities, according to a new survey by the World Resources Institute, Duke University and the environmental analyst Big Room Inc. They cover almost every category imaginable -- from textiles to tea and tourism, from forest products to food.

The labels say whether shade-grown organic coffee is "Bird Friendly" (courtesy of the Smithsonian Institution's Migratory Bird Center) or Gibson guitars were made without harming tropical forests (thanks to the Rainforest Alliance).

But because certification is a self-regulated industry, the integrity of these labels varies wildly. The best certification systems have brought increased accountability to markets that used to be largely unregulated. Many others make environmental claims that cannot be proved, prompting the Federal Trade Commission to file charges against some manufacturers. [Click here to read more.](#)

- **EPA finalizing emissions rule that would lessen impact on small businesses (5.14.10)**

The Environmental Protection Agency announced Thursday that it is finalizing a rule aimed at curbing greenhouse gas emissions from the largest emitters in the United States, a proposal that would soften the regulation's impact on small businesses but is sure to face a court challenge.

The decision is significant because it shows the Obama administration's determination to move ahead with regulating carbon dioxide under the Clean Air Act, even as the prospects of enacting climate legislation this year appear uncertain.

The new rule would cover 67 percent of the greenhouse gas emissions from stationary sources such as power plants and oil refineries, the EPA estimates, and in its first year would translate into 900 permits for both new sources and modifications to existing sources of global warming pollution. Those emitters would have to prove they are using the best technology to minimize their greenhouse gas output. [Click here to read more.](#)

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- **Europe Finds Clean Energy in Trash, but U.S. Lags (4.12.10)**

The lawyers and engineers who dwell in an elegant enclave here are at peace with the hulking neighbor just over the back fence: a vast energy plant that burns thousands of tons of household garbage and industrial waste, round the clock. Far cleaner than conventional incinerators, this new type of plant converts local trash into heat and electricity. Dozens of filters catch pollutants, from mercury to dioxin, that would have emerged from its smokestack only a decade ago.

Denmark now has 29 such plants, serving 98 municipalities in a country of 5.5 million people, and 10 more are planned or under construction. Across Europe, there are about 400 plants, with Denmark, Germany and the Netherlands leading the pack in expanding them and building new ones.

By contrast, no new waste-to-energy plants are being planned or built in the United States, the Environmental Protection Agency says — even though the federal government and 24 states now classify waste that is burned this way for energy as a renewable fuel, in many cases eligible for subsidies. There are only 87 trash-burning power plants in the United States, a country of more than 300 million people, and almost all were built at least 15 years ago. [Click here to read more.](#)

- **Global warming blamed for pattern of lizard deaths (5.14.10)**

When it comes to the hazards of global warming, it may turn out that lizards in burrows are the canaries in the coal mine. In a study to be published Friday in the journal *Science*, an international team of biologists reports that in more than one-tenth of the places in Mexico where lizards flourished in 1975, the reptiles now cannot be found. The researchers predict that by 2080, about 40 percent of local lizard populations worldwide will have died off and 20 percent of lizard species will be extinct. [Click here to read more.](#)

- **No Fooling Mother Nature (5.4.10)**

There is only one meaningful response to the horrific oil spill in the Gulf of Mexico and that is for America to stop messing around when it comes to designing its energy and environmental future. The only meaningful response to this man-made disaster is a man-made energy bill that would finally put in place an American clean-energy infrastructure that would set our country on a real, long-term path to ending our addiction to oil.

That is so obviously the right thing for our environment, the right thing for our national security, the right thing for our economic security and the right thing to promote innovation. But it means that we have to stop messing around with idiotic “drill, baby, drill” nostrums, feel-good Earth Day concerts and the paralyzing notion that the American people are not prepared to do anything serious to change our energy mix. [Click here to read more.](#)

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- **Obama launches America's Great Outdoors conservation initiative (4.17.10)**

President Obama launched the America's Great Outdoors initiative Friday, an attempt to reshape U.S. conservation policy at a time when the nation is facing new environmental threats but the government is hard-pressed to afford new spending programs.

In a brief speech at the Interior Department, Obama said he intends to build on "a breathtaking legacy of conservation that still enhances our lives." He said the tradition began with Theodore Roosevelt, whom he described as "one of my favorite presidents," although he added, "I will probably never shoot a bear."

Obama said the nation's growing population, pollution and other factors are "putting a rising strain on our lands." He said government cannot address conservation issues alone, and he urged private industry, local communities, Native American leaders and volunteers to help protect the outdoors. [Click here to read more.](#)

- **Senate Climate Bill Makes Its Debut Today (5.12.10)**

Senators John F. Kerry, Democrat of Massachusetts, and Joseph I. Lieberman, independent of Connecticut, plan to roll out their long-delayed proposal to address global warming and energy later today.

The nearly 1,000-page plan provides something for every major player – loan guarantees for nuclear plant operators, incentives for use of natural gas in transportation, exemptions from emissions caps for heavy industry, free pollution permits for utilities, modest carbon dioxide limits for oil refiners and expansion of offshore drilling for those states willing to accept the risks.

The bill's overall goal is to reduce greenhouse gas emissions by 17 percent from 2005 levels by 2020 and 83 percent by 2050. The targets match those in a House bill passed last year and the Obama administration's announced policy goal. [Click here to read more.](#)

- **Three oil companies to back climate bill; top 10 highlights of Kerry proposal (4.23.10)**

The nation's largest electric utilities association and three of the country's biggest oil companies will endorse the climate proposal Sens. John Kerry (D-Mass.), Lindsey O. Graham (R-S.C.) and Joseph I. Lieberman (I-Conn.) will introduce Monday, Kerry told supporters in a private phone call Thursday evening.

The declarations of support show the three senators have made some inroads with the business community in drafting their plan, but have yet to win over traditional opponents of mandatory limits on greenhouse gas emissions. Several consumer groups will back the plan as well. Kerry's office declined to comment on the matter. [Click here to read more.](#)

- **Transforming Our Power (5.12.10)**

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I don't think there are many people left who really question that we need a major transformation in the way we produce power, the disaster in the Gulf being the latest wakeup call for anyone who was still sleeping. It was the most recent reminder that 40 years after Richard Nixon started talking about "energy independence," we're still stuck or moving backwards -- our economy constantly rattled by the volatile price of oil, our planet's climate increasingly unstable thanks to the pollution we're pumping into the atmosphere.

And, oh yes, we're sending billions of dollars a day overseas, with the global oil market enriching some of the most autocratic and anti-American regimes around the world. Here's one fact to stiffen the spine: as my friend Jon Powers and his band of veterans remind me, every day we keep going with what we're doing makes Iran \$100 million richer and takes over a billion dollars out of our economy. Every single day. [Click here to read more.](#)

- **Wind power gains steam in Pennsylvania (4.9.10)**

Wind power came on strong in Pennsylvania in 2009, with the electricity generated by windmills more than doubling, the American Wind Energy Association said Thursday. Windmills now stand atop hills in nine counties across Pennsylvania, including Fayette, Somerset, Cambria and Blair. The first windmill in Southwest Pennsylvania began generating power in 2000. Five years ago, the region had four wind farms with a generating capacity of 64.5 megawatts.

Last year, more than 387 megawatts of wind power capacity was built in the state, with five new wind farms coming online, according to the association. That increased the state's wind capacity to 748 megawatts. One megawatt of wind power generates enough electricity to power about 300 homes. "The wind industry knows Pennsylvania wants wind, that we will work with the industry, because we want the jobs, and we want the clean energy," said John Hanger, secretary of the state Department of Environmental Protection. Hanger said Pennsylvania's public policy shows the state is friendly toward wind farms and equipment makers. [Click here to read more.](#)

- **Meeting Schedule for 2010:**

- 2010's meetings will be changed from every 6 weeks to every 8 weeks.
- Tentative Schedule
  - ~~March 23~~
  - May 18
  - July 13
  - Sept. 7