

Speaker Biographies

Alberto Mendoza

Keynote Speaker

Coalition for Clean Air, Chief Executive Officer and President

More Details Coming Soon

Eric Garcetti

Keynote Speaker

City Council President, City of Los Angeles

More Details Coming Soon

Hal Snyder

Keynote Speaker

Hal Snyder is vice president of customer solutions for San Diego Gas & Electric (SDG&E) and Southern California Gas Co. (SoCalGas), Sempra Energy's regulated California utilities. Sempra Energy is a San Diego-based Fortune 500 energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services. SDG&E is a regulated public utility that provides service to 3.4 million consumers through 1.4 million electric meters and more than 830,000 natural gas meters in San Diego and southern Orange counties. SoCalGas is the nation's largest natural gas distribution utility serving 20.1 million consumers through 5.6 million gas meters.

As vice president of customer solutions, Mr. Snyder is responsible for the utilities' customer programs promoting energy efficiency, sustainability and low-income assistance. From 2004 through 2007, he was vice president of gas storage, transmission and distribution, managing operations serving more than 6.2 million SDG&E and SoCalGas customers. From 1998 to 2004, Mr. Snyder served in increasingly responsible management positions for Sempra Pipelines & Storage, which develops and operates North American natural gas pipeline and storage facilities, and holds stakes in several South American distribution utilities. He also led Sempra Pipelines & Storage's development efforts in Canada. Prior to 1998, Mr. Snyder held a variety of

management positions in business development, operations, marketing, engineering and project management for SoCalGas. Mr. Snyder holds a bachelor's degree in civil engineering from California State University Long Beach, and a master's degree in business administration from Pepperdine University.

Michael Crooke

Keynote Speaker



Biography of Michael W. Crooke, Ph.D.

Michael Crooke is the CEO of prAna Living. He was previously CEO of Revolution Living, a group of companies working to change the way consumers and brands interact. Revolution Living was founded on the principle that business success is predicated on a commitment to corporate citizenship, environmental stewardship, product/service quality, and financial strength.

From 1999 to 2005, Mr. Crooke served as President and Chief Executive Officer of Patagonia, Inc., and Patagonia's parent company, Lost Arrow Corporation. He succeeded Yvon Chouinard, Patagonia's founder, in taking the Lost Arrow post. Patagonia, a designer and distributor of technical outdoor clothing, is widely known for its commitment to product quality and environmental responsibility.

Prior to his arrival at Patagonia, Mr. Crooke served as CEO/Chairman of Pearl Izumi, the premier manufacturer of cycling and performance apparel based in Colorado. In addition, he was Managing Director of legendary backpack innovator Kelty Packs for several years and has also worked in senior leadership roles with other outdoor companies, including Yakima and Moonstone Mountaineering.

Mr. Crooke currently serves as a director of the following non-profit boards: Earth Day Network, Cate School, located in Carpinteria, California; and 1% for the Planet, founded by Mr. Chouinard. He has also held director positions on the boards of the following organizations: Santa Barbara Channel Keepers, founded by Robert Kennedy; Patagonia, Inc.; and the Conservation Alliance, the outdoor industry's environmental grant-giving organization, including one year as Board President.

Crooke completed Ph.D. in management from the Claremont Graduate University in May of 2008. His dissertation examined the role of values in high performance organizations. Crooke holds a B.S. in Forestry and an MBA from Humboldt State University. In the late 1970's, Crooke served as a Navy SEAL with Underwater Team 12 (UDT12) for four years, after successfully graduating from BUDS training (Basic Underwater Demolition/SEAL). Mr. Crooke has been married for 21 years to Amy Dozier and has two children, Kino (17) and Kyle (11). His home is in Ojai, California.

Michael Peevey

Keynote Speaker



Michael Peevey is in his second six-year term as the President of the California Public Utilities Commission (CPUC). As President of the CPUC, Mr. Peevey is committed to protecting the public interest by promoting consumer needs, while challenging utilities to embrace new technologies and provide safe, high-quality services. He is also a strong supporter of renewable energy and renewable procurement requirements for utilities, and is a leader in implementing California's Solar and Greenhouse Gas Initiatives. He also serves as Chairman of the California Emerging Technology Fund.

Mr. Peevey has received many awards recognizing his leadership in developing energy policy and promoting recognition of California's diverse population, including a "Distinguished Citizen Award" from the Commonwealth Club of California for achievements in green and sustainable energy in 2007; the Pat Brown Legacy Award in 2003; named "Man of the Year" by the Power Association of Northern California; recognized with the Climate Action Champion Award by the California Climate Action Registry in 2004; and leadership recognition from American Council for Energy Efficiency (2005), the Utility Minority Access Program (2006), and the California Solar Energy Industries Association (2006).

Art Leahy

Chief Executive Officer, Metro

Art Leahy is Chief Executive Officer for the Los Angeles County Metropolitan Transportation Authority (Metro). Mr. Leahy started his career in public transportation in 1971 as a bus operator with Metro. After working his way up to Executive Officer of Operations and laying the foundation for the Metro Red, Green, and Blue Line rail systems, he went to Minnesota where he was the General Manager of Metro Transit in Minneapolis-St. Paul. Since January 2001, Mr. Leahy served as the CEO for the Orange County Transportation Authority (OCTA), overseeing the \$550 million dollar expansion to State Route 22 and the purchase of the toll lanes from State Route 91. His leadership earned the OCTA the award for the “Outstanding Transportation System” of the year by the American Public Transportation Association in 2004. Mr. Leahy succeeded Roger Snoble as Metro CEO on April 6, 2009.

“I am excited to return to Los Angeles, where I began my career nearly 38 years ago. I am looking forward to helping deliver on the promise to voters when they supported investment with Measure R – to make transportation improvements by delivering more mass transit options, repairing streets, reducing congestion on freeways and maximizing carpool lanes.” -*Art Leahy*

Craig Moyer

How Will the Emissions Market Work Panelist

Manatt, Phelps & Philips, Partner, Chair of Land, Environment & Energy Division

More Details Coming Soon

Daniel Valenzuela

Living Green Panelist

Daniel Valenzuela has been involved in the waste and recycling industry for over two years. Upon the completion of his environmental studies degree at UC Irvine, Daniel worked as a Recycling Specialist for the waste industry, offering both waste and recycling services. There, he oversaw the company franchise agreements with various jurisdictions, and executed most compliance tasks ranging from public education to diversion reporting. Working closely with local governments and businesses, Daniel Valenzuela consistently created and implemented cost effective recycling programs to ensure AB 939 compliance. Daniel Valenzuela currently serves as a Business Recycling Consultant with Los Angeles County’s Smart Business Recycling Program. As a Business Recycling Consultant he serves over 20,000 commercial accounts

located in the unincorporated areas of Los Angeles County and provides them with recommendations on how to reduce waste and implement or expand recycling programs.

Eric Knutzen

Living Green Panelist



Erik Knutzen is the co-author of *The Urban Homestead*, published in June of 2008 by Process Media, and *Homegrown Evolution*, a blog on fast-growing new movement of urbanites are becoming gardeners and farmers. He and his co-author wife, Kelly Coyne, have become increasingly interested in the concept of urban sustainability since moving to Los Angeles in 1998. In that time, they've slowly converted their 1920 hilltop bungalow into a mini-farm, and along the way have explored the traditional home arts of baking, pickling, foraging, bicycling and brewing.

Harold Helsley

Freedom Garden Panelist



Harold Helsley has served as a Commissioner on the Los Angeles County Regional Planning Commission for over eight and a half years, serving as chair for two years. As a Commissioner appointed by Supervisor Zev Yaroslavsky, Third Supervisorial District, he has been the leader in the preservation of some of the most significant areas of open space in Southern California - the Santa Monica Mountains. Mr. Helsley founded the Cold Creek Property Owners Association and has served on the Los Angeles County Mulholland Scenic Corridor Citizen's Advisory Committee, Las Virgenes Municipal Water District Board of Directors, Los Angeles County 101 Freeway Corridor Study, and the Calabasas Cityhood Committee.

In addition to all of his community activities, Mr. Helsley taught Middle School Graphic Arts, Industrial Arts, Science, Math and Technology in the Los Angeles Unified School District for over forty seven years. After retiring in 2006, he has spent time traveling in the US, Europe, North and South America and the Galapagos Islands. He lives with his wife Nancy, of 46 years, in a house in the Santa Monica Mountains that he designed and built himself. Mr. Helsley enjoys fishing, RV camping, hiking, and photography. He and Nancy have had a home garden plot for over 35 years.

Mr. Helsley and Nancy were honored as the Citizens of the Year by the Las Virgenes Homeowners Federation in 2001, including a scroll from the County, a Resolution from the State House of Representatives and a flag from the White House.

Jimmy Ng

Freedom Garden Panelist

Jimmy Ng is a project manager for The Growing Experience with the County of Los Angeles Community Development Commission (CDC). The Growing Experience operates a 7-acre facility in Long Beach at the Carmelitos Housing Development, including a 2.5 acre community garden with raised plots, a demonstration garden with drought-tolerant native plants, and a job training program in landscaping.

Under Mr. Ng's direction, The Growing Experience strives to provide an agricultural experience to the community's inner-city residents, complete with locally grown fresh produce, and access to the amenities of an eco-farm/garden in an urban setting. Over 85 low-income residents have been trained in basic landscaping skills in the onsite job-training program. The project composts 100 percent of their green and brown waste. A wide variety of fresh fruits and vegetables is grown at the site and sold to the residents. Tours are provided to local school children. Work is underway to partner with a small-scale organic vegetable grower to operate a mini urban farm on the remainder of the site.

Mr. Ng earned a degree in Landscape Architecture from Cal Poly Pomona and has been involved since the inception of The Growing Experience. The Growing Experience is sponsored by the CDC and the University of California Cooperative Extension.

Keith D. Thomsen

Freedom Garden Panelist

Keith D. Thomsen, DEnv, MBA, MSCE, PE, BCEE. Dr. Thomsen is a civil and environmental engineer with over 25 years of experience in organics management. He is an expert in biochemical processes for producing renewable energy from biomass, and has directed and managed over 150 projects internationally. Dr. Thomsen currently holds an appointment in Center for Bioproducts and Bioenergy at Washington State University, Tricities Campus in Richland, Washington and manages research related to producing biofuels and bioproducts using lignocellulosic feedstocks such as agricultural crop residues and solid waste. Dr. Thomsen is also the chief engineer for the design and construction of a 2.5 million gallon per year bioethanol plant that will use wheat straw as the primary feedstock. Dr. Thomsen was formerly the Program Director for the Smart Gardening Program, under contract to the County of Los Angeles Department of Public Works. His recent projects have included conducting renewable energy project feasibility reviews for the Energy Trust of Oregon; conducting several feasibility studies for converting wastewater treatment plant sludge digesters from mesophilic to thermophilic operations; development work on the County of Los Angeles' Departmental Recycling Program, and preparing a Green Waste Composting Facility Feasibility Study for the County of Los Angeles Department of Public Works.

Laurie Kaye Nijaki

Green Workforce Training Panelist

Provost Fellow, University of Southern California, School of Policy, Planning and Development

More Details Coming Soon

Michael de la Torre

What's New in Energy Efficiency/Renewable Energy Panelist

Sempra Utilities

More Details Coming Soon

Susan Munves

Climate Change and Public Agency Action Panelist

Susan Munves is the Energy and Green Building Programs Administrator for the City of Santa Monica, overseeing the development and implementation of the City's energy and green building programs and policies. Ms. Munves and her team ensure that City facilities are energy efficient, City capital projects are designed and constructed to meet or exceed the City's rigorous green building and energy performance standards, and assist all Santa Monica builders with complying to the City's green building and energy performance requirements. She oversees the purchase of renewable energy for City facilities, manages various community energy efficiency programs, and directs the Solar Santa Monica program. Susan formerly managed the City's water efficiency programs and served as the gonvenor of the California Urban Water Conservation Council. She has a masters degree in Public Administration and a bachelors degree from New York University.