

UCGEC

IT & Green Energy Seminar Series:

Enterprise Carbon Accounting: A Real Market or A Cleantech Bubble?

6:00pm – 9:00pm, January 28, 2010

DLA Piper
2000 University Ave
Palo Alto, CA

The nascent carbon software market was hot in 2009. Large multinationals such as Wal-Mart embraced environmental disclosures for all products sold; SAP acquired Clear Standards and Hara raised over \$20M in venture capital money. According to KPMG, 80% of the world's largest 250 companies and 73% of US Fortune 100 companies issued sustainability reports. Enterprise Carbon Accounting is attracting both entrepreneurs and investors as large corporations push green marketing campaigns in light of mandatory cap-and-trade regulations. These proposed cap-and-trade regulations have created a market for business-to-business enterprise software which can help companies ensure compliance with the new and rapidly changing regulatory environment. Is this a real market trend or a cleantech bubble?

The US-China Green Energy Council's IT and Green Energy steering committee is pleased to announce the first of its IT and Green Energy seminar series: "Enterprise Carbon Accounting – A Real Market or A Cleantech Bubble?"

The highly accredited panel will share their thoughts on sustainability management, such as: What are the true drivers of the enterprise carbon accounting market? What are the vendor selection criteria? What is the impact of carbon accounting on a company's overall green strategy? What is the short- and long-term market outlook? What does it mean to go green and how much will it cost?

Agenda:

6:00-6:30pm: Registration, light dinner and networking

6:30-6:40pm: Welcome, UCGEC

6:40-8:00pm: Individual presentation (15min presentation per speaker)

8:00-8:30pm: Open Discussion and Q&A

8:30-9:00pm: Networking

Speakers:

Neal Dikeman - **Co-Founder & CEO of Carbonflow and Chairman of the Board**

Chris Farinacci - **Chief Marketing Officer of Hara**

Bruce Klaffer - **Sr. Director, Environmental, Health and Safety for Applied Materials**
Rupesh Shah - **Director of Corporate Sustainability at Intuit (Pending)**
Karl Van Orsdol – **Energy Risk Manager of Palo Alto City**

Moderator:

Joseph Yu – **Senior Counsel at PG&E**

Registration:

Early Bird* (by Jan 27)		After Jan 27
General Pass	\$25	\$40 (At Door Cash only)
Student Pass	\$10	\$40 (At Door Cash only)

UCGEC Member Discount: 20%; UCGEC Partner Organization Member Discount: 10%

Organizer: US-China Green Energy Council (UCGEC)

Founded in Silicon Valley in 2008, UCGEC is a leading non-profit organization that connects U.S. and Chinese individuals interested in green energy. The mission of UCGEC is to facilitate and sponsor high impact cleantech collaborative initiatives and projects between the U.S. and China, and to serve as a platform for the integration of policy, business, investment, and R&D projects for the two countries.

Speaker Bios:

Neal Dikeman, Co-Founder & CEO of Carbonflow and Chairman of the Board

Neal has been one of the founding partners of Jane Capital Partners LLC, an energy and technology merchant bank whose clients have included the technology arms of multinational energy companies. Carbonflow is his fourth startup, and the third he has helped launch cross-border. He previously cofounded SC Power Systems, Inc. and its successor Zenergy Power plc (AIM:ZEN) in superconductor technology, helped launch WaiterPad POS Systems, Inc. in wireless hospitality POS solutions, and led the spin-out of Fideris, Inc. in fuel cell test & measurement. He has served as a director of several technology companies, edits the Cleantech Blog, named one of the 50 Best Business Blogs by London Times, and chairs Cleantech.org. He previously served as Director of Business Development for Globalgate, the parent company of Yellowpages.com, and as an associate at private equity fund manager Doyle & Boissiere. Before entering private equity, he began his career in energy investment banking at Bankers Trust, and has a B.A. from Texas A&M University.

Chris Farinacci, Chief Marketing Officer of Hara

Chris Farinacci is Chief Marketing Officer at Hara. Mr. Farinacci has over 18 years of experience shaping the development of software categories and introducing innovative products in the product lifecycle management (PLM), supply chain management (SCM), and supplier relationship management (SRM) markets. Before coming to Hara, Mr. Farinacci held leadership positions at Oracle, where he was responsible for leading the marketing strategies for Oracle's

SCM, PLM, procurement and manufacturing applications. Prior to Oracle, Mr. Farinacci served as senior vice president of marketing at Agile Software, where he helped launch innovative new applications for environmental and FDA product compliance. He previously held leadership roles at i2, Aspect Development, and SDRC (now Siemens PLM). Mr. Farinacci received a B.S. in Mechanical Engineering from The Ohio State University.

Bruce Klafter, Sr. Director, Environmental, Health and Safety for Applied Materials

Bruce Klafter is Sr. Director, Environmental, Health and Safety (EHS) for Applied Materials, Inc. in Santa Clara, California. Bruce also serves as Head, Corporate Responsibility and Sustainability for the company. Bruce heads up Applied's EHS department, which is responsible for assisting business units worldwide with compliance, industrial hygiene, product safety and various strategic initiatives. The Corporate Responsibility and Sustainability role encompasses a wide variety of reporting, employee engagement and other projects aimed at enhancing Applied's global citizenship programs. Before assuming his current role, Bruce was EHS counsel for the Company. Prior to joining Applied in August, 2000, Bruce was Chair of the Environmental Group at Orrick, Herrington & Sutcliffe LLP (a top 100 U.S. law firm) in San Francisco. Bruce began his career in 1980 as a Deputy Attorney General for the State of California. For more information about Applied Materials, see <http://www.appliedmaterials.com>

Bruce is a past Chair of the Association of Corporate Counsel America's (ACC-A) national Environmental Committee as well as a past chair of the State Bar of California's Environmental Law Section and the Bar Association of San Francisco's Environmental Committee. Bruce presently serves as an Advisory Council member for Sustainable Silicon Valley and for Next Ten's Green Innovation Index.

Bruce received his JD from the University of California-Davis School of Law in 1980 and served as an Editor of the UC-Davis Law Journal and as Editor of *Environs* (a publication of the Environmental Law Society). He earned a B.S. magna cum laude in Urban and Environmental Planning (interdisciplinary) from Tufts University in 1976.

Karl Van Orsdol, Energy Risk Manager of Palo Alto City

Karl Van Orsdol is the City of Palo Alto's Energy Risk Manager and a member of the City's Sustainability team. He is responsible for leading a cross-functional team applying greenhouse gas accounting protocols and to providing metrics for assessing performance with respect to emissions reductions. He also manages the risks associated with the City's \$150 million energy portfolio and new renewable power projects. Prior to working at the City, Karl was a senior manager at Deloitte and Touche, where he was responsible for managing and implementing renewable energy projects for utility and municipal clients. Karl served as Director for Europe, Middle East and Africa for Electric Power Research Institute from 1985 to 1990. Karl has also worked on energy and environment consultant for the World Bank, US Agency for International Development, Asian Development Bank, and the US State Department. He served on the

Technical Protocol Workgroup for Local Government Operations Protocol for the California Climate Action Registry. Karl received his PhD from University of Cambridge in Applied Biology and his MBA from UCLA.

Joseph Yu, Senior Counsel at PG&E (Moderator)

Joseph Yu is currently senior counsel at PG&E Corporation in San Francisco, California. He began his career as an associate at Wilson Sonsini Goodrich & Rosati in Palo Alto, California. He has over 10 years of experience in merger and acquisitions, China initial public offerings and venture capital financings. Currently, he specializes in cleantech project finance, energy trading and senior note financings. He received his B.A. from the University of Texas at Austin where he graduated summa cum laude. He received his J.D. from Columbia Law School where he was a Harlan Fiske Stone Scholar and the Executive Editor of the Columbia Business Law Review. He received his M.B.A. from the Wharton Business School with a major in finance.