



US-China Green Energy Council (UCGEC)
Green Building/Eco-City Seminar Series:
No.1: Overview – Integrating Policy, Standards, Design and Incentives in US and China

The US-China Green Energy Council's Green Building/Eco-city Steering Committee is pleased to announce its Green Building/Eco-city Seminar Series.

Sustainable growth of the built environment must be profitable in multiple ways. This requires the integration of green building materials, natural lighting, natural ventilation, energy efficiency renewable energy, electric cars, smart meters, smart users, demand response, and many more features. Systematic integration is the key to sustainable growth because it reduces (or eliminates) waste and pollution. This results in higher quality of living and working in partnership with nature. This is what we and future generations need to thrive because Nature can only provide for us and for future generations if we partner with her to do so. This is not only necessary and possible, it is US National Policy and it is a joint effort with China -- described in a recent press release on [Energy.gov](#):

WASHINGTON -- Energy Secretary Steven Chu and Commerce Secretary Gary Locke will travel to China from July 14 to 17. The two secretaries will highlight the tremendous potential for mutually beneficial relationships in the clean energy sector.

"Clean energy will drive the economy of the future, both in the United States and around the world," Chu said. "From renewable energy to more efficient buildings to carbon capture and storage, clean energy technologies can create millions of jobs. Working together, we can accomplish more than acting alone. It's in our interest and China's to explore ways to cooperate for our mutual benefit -- by promoting renewable energy, encouraging energy efficiency and cutting pollution."

Innovations in energy-efficient building envelopes, equipment, lighting, daylighting, and windows—in conjunction with advances in passive solar, photovoltaic, fuel cells, advanced sensors and controls and combined heating, cooling, and power—have the potential to dramatically transform today's buildings. These technologies—coupled with a whole building design approach that optimizes the interactions among building systems and components—will enable tomorrow's buildings to use considerably less energy, while also helping to reduce emissions and increase energy security.

http://apps1.eere.energy.gov/news/progress_alerts.cfm/pa_id=194

This seminar will lay out the key issues in sustainable design for buildings and cities from the perspectives of policy, standards, investments and project management. Future seminars will dig deeper into each of these and will explore profitable ways to partner with local ecosystems.

For detailed information about the seminar and seminar registration, please go to <http://ucgef.org/en/activities/seminar/greenbuilding1>

July 21 (Tuesday), 6:00PM – 9:00PM
Conference Room Terrace 2D
Wilson Sonsini Goodrich & Rosati
950 Page Mill Road
Palo Alto, CA

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

Event Moderator: James Caldwell, Chair, Green Building/Eco-city Group, UCGEC

6:30-6:35 pm: Welcome and Overview, by **James Caldwell**



- 6:35-6:55 pm:** *Creating Green Building Standards for Private Development*, by **Joseph Horwedel**, Director, City of San Jose Planning, Building and Code Enforcement
- 6:55-7:15 pm:** *The new LEED 3.0 standard and its practical implications*, by **Mary Davidge**, Vice Chair of Education Committee, US Green Building Council- Northern California Chapter, Silicon Valley Branch
- 7:15-7:35 pm:** *Investing in Green Buildings and Eco-cities in the US and China*, by **Bryant Tong**, Executive Director and Partner, Nth Power V.
- 7:35-7:55 pm:** *Greening Global Cities*, by **Jacinta McCann**, FAILA, LEED AP, Director AECOM Design USA, Western Region
- 7:55-8:30 pm:** Open panel discussion and Q&A
- 8:30-9:00 pm:** Networking

Who Should Attend:

- Entrepreneurs, researchers, and engineers seeking the newest ideas in the cleantech sector
- Investors, attorneys, and other professionals interested in green energy challenges and opportunities
- Urban Designers, Architects, Building Engineers, Project Managers and Real Estate Developers

Registration:

	Early Bird* (by July 18)	After July 18
General Pass	\$25	\$40 (At Door Cash only)
Student Pass	\$10	\$40 (At Door Cash only)

UCGEC/HYSTA 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.

Co-Organizer: **HYSTA (Hua Yuan Science and Technology Association)**

HYSTA aims to promote entrepreneurialism and career development among Chinese professionals in Silicon Valley, and to facilitate networking and exchange of business ideas among successful Chinese entrepreneurs and executives in the Silicon Valley and mainland China



James T. Caldwell, Ph.D., President, E3 Regenesis Solutions and a Director of the UCGEC. Founder of Pacific Rim Connections, Inc., he was the first editor of the *Unicode Standard (ISO10646)*. Jim specializes in building green energy alliances and energy systems integration for Eco-cities and sustainable neighborhoods. He is a member of the California Biomass Collaborative, of Sustainable San Mateo County a President of the Conexions Board of Directors and serves on its Sustainability steering committee. He is a member of the Energy Voyager Corporation's International Knowledge Trust, and a Director of the 1990 Institute. Dr. Caldwell has taught university courses on the Politics of Energy and the Environment, Comparative Politics, Chinese Politics and World History at SUNY Binghamton and Iona College, NY. He was a Doctoral Fellow at the U.C. Berkeley Institute of East Asian Studies and Assistant Director of the Center for East Asian Studies at

Stanford University.



Joseph Horwedel, Director, City of San Jose Planning, Building and Code Enforcement.

Joe Horwedel became Director of Planning, Building, & Code Enforcement in November 2007 and brings 26 years of experience, leadership and commitment to outstanding customer service to the role. He is responsible for oversight of all long-range land use planning, building construction review and compliance, and community code enforcement for the City and most recently helping the City with reengineering efforts.

Joe's sense of humor and willingness to "roll up his sleeves" and work with customers have enabled him to work tirelessly to resolve complex issues with numerous stakeholders. With his guidance, the City has completed some of the most high profile and beneficial development projects in its history including the Silver Creek Country Club development, the redevelopment of the Hitachi campus to add over 2,000 housing units integrated into the Hitachi campus, started the initial concept planning of Santana Row through the most recent sign code changes. He has also pioneered efforts to streamline the development process such as creating an approval process in Downtown with extensive public involvement, and Planning Director approvals of all development; lead efforts with the League of Cities on behalf of all cities to rewrite the California Environmental Quality Act to encourage infill smart growth projects; and identified how to use technology in the land use field to better serve the community. He works with customer groups to match their expectations of service with the costs of service to match resources and service delivery. Joe is a certified planner and a graduate of California Polytechnic State University, a certified planner. He speaks frequently to groups on planning issues and is a frequent presenter at workshops on Legally Defensive CEQA, and Performance Measurement in the Development Process. He lives with his wife, daughter, and two cats in San Jose. They enjoy anything Disney, travel and watching hockey.



Mary Davidge, IIDA, LEED AP, Vice Chair of Education Committee, US Green Building Council-Northern California Chapter, Silicon Valley Branch

As a USGBC LEED AP and LEED Faculty Member, Ms. Davidge provides education and leadership in the LEED certification process. She serves on the Steering Committee of the USGBC Northern California Chapter, Silicon Valley Branch as the Vice Chair of the Education Committee. Her professional career spans more than 25 years in working with corporate and institutional clients in the planning, design and construction of large scale campus projects. The focus of her practice is in working with clients to develop a practical, integrated approach to planning and implementing green building strategies and LEED certification. Recent and current projects include managing the LEED certification processes for Google, Inc., Apple Computer, and HP Pavilion.



Bryant Tong, General Partner, Nth Power Venture Capital.

Nth Power only invests in alternative energy and Clean Tech. Bryant Tong joined Nth Power in 2001 as a Managing Director. Bryant has led Nth Power's investments in Accelry Corporation, NanoGram Corporation, Microposite, Inc. and Arxx Corporation, and he serves on the board of each of these companies. Previously, Bryant was founder, President and CEO of Pacific Venture Capital, LLC (PVC), the venture capital arm of the PG&E Corporation. At PVC, Bryant led investments in the energy and telecommunications sectors. Prior to joining PVC, Bryant co-founded ReSourcePhoenix, Inc. (RPC) and successfully took the company public. RPC pioneered the use of the Internet to help businesses outsource their IT and accounting operations. As President and COO, he planned business strategy, sales and marketing and was responsible for all day-to-day operations. Previous to ReSourcePhoenix, Bryant also served as part of the senior management group at Phoenix American, Inc. While at Phoenix American, Bryant worked with Phoenix Growth Capital (PGC). PGC invested in over 200 venture capital-backed companies by providing venture lease financing. PGC was one of the most profitable divisions within Phoenix American. A native of San Francisco, California, Bryant received his Bachelor of Science in business administration from the Haas School of Business at the University of California, Berkeley. Bryant is a member of the American Institute of CPAs and also serves as a member of several industry advisory boards including the Energy Venture Fair and the Golden Capital Network. Bryant founded and chairs the China-U.S. Energy Efficiency Alliance. Bryant also serves on the University of San Francisco Entrepreneurship Program Advisory Board.



Jacinta McCann, FAILA, LEED AP Director AECOM Design USA West Region.

Jacinta McCann's career has spanned global practice in urban community planning and landscape architecture since 1981. She has worked on transformational projects at all scales ranging from the Sydney Olympics, heralded as the first green Olympic Games and encompassing the largest brownfield cleanup undertaken in Australia, through to public realm planning and design as an integral part of urban renewal programs such as at Mission Bay in San Francisco. Ms McCann has been recognized as a creative leader in her field and is a sought out speaker and panel participant in interdisciplinary workshops addressing complex land use, environmental, and socio-economic challenges. Sustainability is embedded in her work as the foundation to the planning and design process. Ms McCann has lectured

extensively at universities and institutions in the United States, Asia and Australia. She has developed innovative site plans and sustainability strategies for numerous institutional and medical campuses and is the recipient of many industry association awards for her work. Ms McCann is a Board Member of SPUR (San Francisco Planning and Urban Research Association) a non-profit dedicated to advocacy, good planning and good government; serves on Mayor Gavin Newsom's Open Space Task Force, and sits on the national program committee for the Urban Land Institute. AECOM is a globally operating infrastructure, planning and design consultancy. EDAW AECOM is renowned for its urban planning and regeneration of major global cities in Asia, Europe, the Middle East and the United States.