

Technology Transfer 2006

Green Technologies, Better Business for a Better Tomorrow



K E A N
UNIVERSITY

November 17, 2006 8:00 a.m. -- 5:00 p.m.
Wilkins Theatre, Main Campus

Kean University President Dawood Farahi invites you to an intensive international one-day conference focusing on the current state of green technologies.

The conference will highlight advancements in the acquisition and transfer of green, eco-friendly technology, both locally and globally, with a particular focus on renewable sources of energy, sustainable development and global leadership in clean technology during this critical time in the history of our nation and the world. Social, economic and geopolitical progress is driven by technological innovation, and Kean University is committed to the proposition that smart, clean, renewable energies and eco-friendly business practices benefit each and every one of us on this planet, and our children.

Our conference will focus on commercial opportunities for entrepreneurs of green technologies designed to meet the challenge presented by the climate change crisis. We will also hold lively panel discussions with a wide range of experts dedicated to green technologies.



KEYNOTE SPEAKER
ROBERT F. KENNEDY JR.
"A Contract with our Future"

LUNCHEON SPEAKER
JAIME LERNER
Renowned architect
and Urban Planner





KEYNOTE SPEAKER

ROBERT F. KENNEDY JR. **"A Contract with our Future"** Author and Environmental Activist

9:00 am

Robert F. Kennedy Jr.'s reputation as a resolute defender of the environment stems from a litany of successful legal actions. Mr. Kennedy was named one of Time magazine's "Heroes for the Planet" for his success in helping Riverkeeper lead the fight to restore the Hudson River. The group's achievement helped spawn more than 125 Waterkeeper organizations across the globe.

Mr. Kennedy serves as senior attorney for the Natural Resources Defense Council, chief prosecuting attorney for the Hudson Riverkeeper and president of Waterkeeper Alliance. He is also a clinical professor and supervising attorney at Pace University School of Law's Environmental Litigation Clinic and is co-host of Ring of Fire on Air America Radio. Earlier in his career, he served as assistant district attorney in New York City. He has worked on several political campaigns, including the presidential campaigns of Edward M. Kennedy in 1980, Al Gore in 2000, and John Kerry in 2004.

He has worked on environmental issues across the Americas, and has assisted several indigenous tribes in Latin America and Canada in successfully negotiating treaties protecting traditional homelands. He is credited with leading the fight to protect New York City's water supply. The New York City watershed agreement, which he negotiated on behalf of environmentalists and New York City watershed consumers, is regarded as an international model in stakeholder consensus negotiations and sustainable development. He also helped lead the fight to turn back the anti-environmental legislation during the 104th Congress.

Among Mr. Kennedy's published books are the New York Times bestseller *Crimes Against Nature* (2004); *The Riverkeepers* (1997); and *Judge Frank M. Johnson Jr: A Biography* (1977). His articles have appeared in the New York Times, the Washington Post, the Los Angeles Times, the Wall Street Journal, Newsweek, Rolling Stone, Atlantic Monthly, Esquire, The Nation, Outside magazine, the Village Voice, and many other publications. His award-winning articles have been included in anthologies of America's best crime writing, best political writing and best science writing.

Mr. Kennedy is a graduate of Harvard University. He studied at the London School of Economics and received his law degree from the University of Virginia Law School. Following graduation, he attended Pace University School of Law, where he was awarded a master's degree in environmental law.

Featured Discussion Sessions

Morning Sessions

- ◆ Technological Advances in Renewable Energy
- ◆ Global Sustainable Development
- ◆ The Green Architecture Imperative: Design Collaboration through Technology Transfer
- ◆ Lifestyles for the Green Generation
- ◆ Case Studies of Successful Technology Transfer



Afternoon Sessions

- ◆ Business: Making Green by Going Green
- ◆ Innovations in Water Technologies
- ◆ Sustainable New Jersey—Can we go Green?
- ◆ Entrepreneurial Approaches to Technology Transfer
- ◆ A Pharmaceutical Approach

Morning Technological Advances in Renewable Energy

Technological advancements in renewable energy and energy efficiency research will be discussed. Topics include transportation technologies and fuels, hydrogen and fuel cells, biomass, geothermal, solar, and wind energy.



Speakers:

Session Chair: **Lewis D. Meixler**
Head of Technology Transfer Applications Research
Princeton University Plasma Physics Laboratory

Dr. Anand Rangarajan
Executive Vice President
World Water and Power Corporation

Dr. Alfred Szwarc
UNICA
Specialist in ethanol technology and
environment issues

Mark J. Colmerauer
Senior Project Manager/Geologist
American Consulting Professionals of New York, PLLC

Sebastien Douville
Managing Partner,
Axios Energy, LLC



Global Sustainable Development

This session will discuss areas of economic and environmental issues related to the planet's biodiversity, energy usage, the need for clean waters, land degradation, air pollutants and ozone depletion.

Speakers:

Session Chair: **Arun Kashyap**
Technical Advisor
Energy & Atmosphere Program
United Nations Development Programme

Jaime Lerner
Renowned architect and urban planner

Joseph Adelegan
Founder and Executive Director
Global Network for Environ and Econ Dev Research

Quentin T. Kelly
Founder and Chairman
World Water and Power Corporation

The Green Architecture Imperative: Design Collaboration through Technology Transfer

Technology transfer is presenting an opportunity to accelerate the development of green materials and products, sustainable systems, sustainable environments, and collaborative design. Individually and collectively, these elements are being successfully integrated into today's architecture. This panel will explore the connections between university based research, professional practice and commercialization of sustainable technology.



1. The social responsibility of design professions in advancing sustainability.
2. How architects, engineers, landscape architects, educators, and private industry are collaborating on complex, environmentally focused projects.
3. How the number of specialist consultants who focus on green design technologies are becoming key contributors to the design process.
4. The expectations of clients and users for socially responsible design.
5. The key components of a successful process for sustainable design projects.
6. Cultural attitudes to sustainable architecture in Europe and the United States.

Speakers:

Session Chair: **Harry L. Warren, AIA**
Design Principal
Cannon Design

Todd J. Hill, ASLA
Vice President/Principal
EDAW Inc

Case Studies of Successful Technology Transfer

The session highlights successful cases of the transfer of technologies focused on cleaner, more efficient energy and environmental technologies to protect and clean our environment. Discussion will highlight the development of such technologies and their application and commercialization in the marketplace.

Speakers:

Session Chair: **David Specca**
Acting Director
Rutgers EcoComplex.

Stanford Ovshinsky
President, chief Scientist and technologist
ECD Ovonics

Jiann-Yang (Jim) Hwang
Director
The Institute of Materials Processing (IMP)
Michigan Technological University

Scott Inwood
Technology Transfer Manager
Technology Transfer and Licensing Office
University of Waterloo

Lifestyles for the Green Generation



Environmentally friendly practices extend beyond the corporate world. Hear from those who demonstrate how they implement sustainable living and green policies not just in their businesses, but into everyday lives as well. From agencies dedicated to building green, affordable housing, to professionals who through eco-friendly products and design improve the function of your space, to a green energy, arts and education center, all seek to encourage environmental responsibility among all individuals.

Speakers:

Session Chair: **Mark Spellun**
Founder
Plenty Magazine

KL Hassen
Co-founder
Organic Home, LLC

Raphael Herz
Manager
Green Affordable Housing

Chris Neidl
Education and Outreach Coordinator
SolarOne

Sharon King Hoge
Editor
Verdant Magazine

Afternoon

Business: Making Green by Going Green

This discussion will focus on how companies in a wide range of industries are taking a sustainable approach to their business as a benefit to both the environment and their returns.



Speakers:

Session Chair: **Paula DiPerna**
Executive Vice President
Corporate Recruitment and Public Policy
of the Chicago Climate Exchange (CCX)

James D. Heiden
Founder
Teko®, LLC.



Innovations in Water Technologies

Panelists will discuss advances in technologies specific to improving the physical and biological quality of the earth's water resources as well as protecting and regulating the public water supplies.

Speakers:

Ofira Ayalon, Ph.D.
Lecturer/Faculty
University of Haifa,
Department of Management of Environmental
and Natural Resources, School of Management

Daniel E. Murnick
Chairman
UV Solutions Inc

Daniel Watts, PhD
Chair of Sustainability
and director of the Material Characterization
Laboratory
New Jersey Institute of Technology

Sustainable New Jersey—Can we go Green?



This special section will look at where New Jersey stands (and where we need to be) in the sustainability of our air, water, land, transportation, energy, housing, agriculture and business industry. The panel will showcase other regions of the nation and world that have implemented plans to improve both their environment and economy and how we can strategize and overcome obstacles to improve the quality of life in New Jersey citizens.

Speakers:

Karen Anderson
Executive Director
Northeast Organic Farming
Association of New Jersey

Dr. Melvin S. Finstein
ArrowBio

Richard S. Dovey
President
Atlantic County Utilities Authority
(ACUA)

Captain Bill Sheehan
Executive Director
Hackensack Riverkeeper, Inc.

A Pharmaceutical Approach

The presentation will provide a brief history and evolution of the Process Greenness Scorecard used to evaluate processes and process changes. The basic functions and calculations will be described along with the parameters that are considered and the rationale for their selection. Some examples will be reviewed, and the Scorecard will be compared with the 12 Principles of Green Chemistry.

Speaker:

Dr. Stephan Taylor
Director
Learning, Training & Knowledge Systems
Process Research and Development
Bristol-Myers Squibb Pharmaceutical Research Institute

Entrepreneurial Approaches to Technology Transfer

Panelists will present their expertise on a market-driven approach to research and development in the successful commercialization of regional and global environmental technologies.

Speakers:

Annie Johnson
Managing Partner
Cleantech Capital Group (CCG)

Ron Smith
Chairman and Chief Executive Officer
Verdant Power Inc.

Yair S. Shiran
Economic Minister to North America
Government of Israel Economic Mission

Michael C. Trachtenberg, Ph.D.
CEO
Carbozyme, Inc.

Meir Ukeles
General Partner
ICV Fund

Technology Transfer 2006 Schedule at a Glance

Time	Agenda	
7.30 - 9 am	Registration and Breakfast Reception	
9 am	Welcome and Introductions, Kean University President Datwood Farahi	
9.15- 11 am	Keynote Speaker Robert F. Kennedy Jr. Author and Environmental Activist "A Contract with our Future"	
11 - 11.15 am	Break	Vendor's Display/ Exhibit Fair What's hot on hybrids? 
11.15- 12.45	Concurrent Morning Session Panels (select 1 of the 5)	
12.45- 2.15 pm	Lunch Luncheon Speaker Jaime Lerner Renowned architect and urban planner	
2.15- 4 pm	Concurrent Afternoon Session Panels (select 1 of the 4)	
4-6 pm	Networking Reception	

REGISTRATION

(All registrations prices increase after November 10. Seating is limited.)

Category Cost

Student \$ 25.00

Breakfast reception and all materials included. Lunch is on your own. Three of our University Center dining venues will be open that day. Proof of student status is requested. If paying online please fax proof of student status to 908-737-4659. If paying with check or purchase order please include with payment.

Full Registration with lunch \$ 100.00

Breakfast reception, luncheon and networking reception as well as all materials is included.

Conference Registration Only \$ 75.00

Breakfast reception and networking reception as well as all materials is included. No lunch included. Three of our University Center dining venues will be open that day.

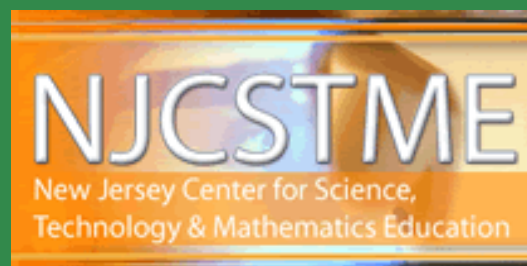
Please visit our website at www.kean.edu/~techtran or contact Maria Perez with any questions or concerns 908.737.4652 or kutech@kean.edu

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