

CITY OF JERSEY CITY

JERRAMIAH T. HEALY
MAYOR



CITY HALL
JERSEY CITY, NJ 07302
TEL:(201) 547-5200
FAX:(201) 547-4288

FOR IMMEDIATE RELEASE
November 18, 2010

Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-369-0699

City Hall to Host 3rd Annual Sustainable Cities Conference in cooperation with Jersey City Food Co-Op's Green Fair and Rising Tide Capital during Global Entrepreneurship Week in Jersey City

JERSEY CITY – Mayor Jerramiah T. Healy, the Municipal Council, and the Division of Planning in cooperation with Jersey City Food Co-op Initiative and Rising Tide Capital will host the 3rd Annual Sustainable Cities Conference and Green Fair during Global Entrepreneurship Week from **12:00 p.m. – 5:00 p.m.** on **Saturday, November 20th** in **City Hall, 280 Grove Street**. This event is free & open to the public.

“More than ever, people are taking a greater interest in protecting the environment and many businesses and manufacturers are responding,” said **Mayor Healy**. “In building partnerships, we are making a commitment to changing behavior in conserving our resources whether it’s through saving energy, recycling, promoting carpooling and public transportation, or by educating others on home energy conservation.”

Jersey City is committed to sustainable development and living. The collaboration of grassroots networks, government and business involvement, as well as the widespread participation of everyone, develops positive ecological alternatives that express the social and ecological values of building a *Greener* city. In order to accomplish this, establishing ecological conduct and practices that is integrated into everyday economic life is vital to the goal.

Some participating businesses & organizations include: JC Food Coop, Bag the Habit, Nishani Wellness, Alliance Cooperative Energy, Viridian Energy, Made With Love, Subia's Organic Market, GreenShave, Magic Cleaning Service, Hamilton Health & Fitness, Yoga Shunya, Quantum Vita Body Therapy, Hudson Perinatal Consortium, Bio-Kleen Services, Home Ecological Awareness, and Home Economics.

There will be two exciting panel discussions on urban agriculture & sustainability in Jersey City. The first panel discussion, ***Urban Agriculture for Sustainable Living***, will be held from **1:15 p.m. - 2:45 p.m.** Moderated by Executive Dean **Robert M. Goodman**, Agriculture & Natural Resources of Rutgers University, include panelists: **Mona Shomali**, Adjunct Instructor & Environmental Policy Analyst, New York University; **Dr. William Montgomery**, Geoscience/Geography Dept, New Jersey City University; **Athena Sarafides**, LEED AP, NJ Department of Environmental Protection; **Sister Alice**, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F; **Bill Loughlin**, Jersey City Urban Farmer, MS4; **Kendrya Close**, Executive Director, Foodshed Alliance; and **Brian Bruno**, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member.

(more)

(2)

The second panel discussion, *What's Green in Jersey City*, moderated by **Bill Matsikoudis**, Corporation Counsel of the City of Jersey City, will be held from **3:00 p.m. - 4:30 p.m.** and will cover discussions as to the City of Jersey City's efforts to building a *Cleaner and Greener* city. Panelists include: **Liz Long**, Bag the Habit, Limiting the Use of Plastic Bags & the Benefits of Reusable Bags; **Matthew Munter**, EMG, Jersey City's Upcoming Energy Audit; **Daniel Gans**, Hoboken Brownstone, Soon to Be Built Green Residential Project in Jersey City; **Michael Flett**, CEO and President of Flett Exchange, Trading SRECs in Jersey City; and **Donald Henry**, Urbahn Architects, Jersey City's Planned LEED Platinum Municipal Services Complex.

Visitors are encouraged to bring their unwanted stash of plastic bags & old eyeglasses for recycling which will be collected by *New Eyes for the Needy*.

About Our Partners

The *Jersey City Food Co-op Initiative* was formed to establish a member owned and operated, retail food cooperative storefront for Jersey City. Their mission is to provide access to nutritious and high-quality foods at a fair price. Supporting local farmers, investing in the local economy and making healthy food available to all, is achieved by creating a cooperative network with local and regional producers of ethically grown and produced goods.

Founded in 1932, *New Eyes for the Needy*, a non-profit/non-sectarian volunteer organization, has brought improved vision and hope for a better future to more than 7,000,000 people in the U.S. and around the world by purchasing new eyeglasses and recycling donated glasses for distribution to indigent people in developing nations worldwide.

New Eyes for the Needy also appreciates donations of: plastic eyeglasses, reading glasses and sunglasses in good condition; metal eyeglasses in any condition; hearing aids; pairs of prescription lenses; watches, silver and gold jewelry, and costume jewelry; silverware and giftware; and dentures with gold inlays.

About Global Entrepreneurship Week

Designed to promote local small businesses and economic growth at a critical time of the year, **Global Entrepreneurship Week** features various activities that will take place in locations throughout Jersey City from **November 15 to 21, 2010**. There will be over 30 seminars, panel discussions, market fairs, networking and fun events brought to you by local non-profits, volunteers, business support organizations, and Rising Tide Capital.

Locally spearheaded by Rising Tide Capital (RTC) in Jersey City in partnership with a host of public officials, successful local entrepreneurs, partnering non-profits, universities and colleges, public agencies and media. The week will connect people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and more will participate in a range of activities—from online to face-to-face, and from large-scale competitions to intimate networking events.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///



Global Entrepreneurship Week JERSEY CITY

JERSEY CITY'S THIRD SUSTAINABLE CITIES CONFERENCE

IN COOPERATION WITH
THE GREEN FAIR

City Hall Rotunda & City Council Chambers
280 Grove St, Jersey City, NJ
November 20, 2010
12PM-5PM
Free Admission

Shop green, shop local!

Check out the latest & greatest that local, green entrepreneurs have to offer! This marketplace will feature local businesses & organizations that promote sustainability, wellness, & action to change the world-one idea at a time!

Join the Conversation!

Don't miss an opportunity to attend two excellent panel discussions on regional sustainability and urban agriculture that will take place in City Council Chambers.

- **1:15PM-2:45PM:** "Urban Agriculture for Sustainable Living"
- **3:00PM-4:30PM:** "What's Green in Jersey City"

Brought to you by:



JERSEY CITY'S



THIRD SUSTAINABLE CITIES CONFERENCE

IN COOPERATION WITH THE GREEN FAIR

Saturday, November 20, 2010 (12:00noon - 5:00 pm)

A marketplace for local green businesses and a panel discussion on urban agriculture in Jersey City.
City Hall, 280 Grove Street, Jersey City, NJ

Rotunda:

12:00pm to 5:00pm Vendor Fair

Council Chambers:

1:00pm to 1:15pm Mayor Jerramiah T. Healy Opening Remarks
1:15pm to 2:45pm *Urban Agriculture for Sustainable Living*
2:45pm to 3:00pm Break
3:00pm to 4:30pm *What's Green in Jersey City*

1:15PM – 2:45PM

Panel One: *Urban Agriculture for Sustainable Living*

Moderator: Executive Dean Robert M. Goodman, Agriculture and Natural Resources & New Jersey Agriculture Experiment Station, Rutgers University

Panelists:

Mona Shomali, Adjunct Instructor & Environmental Policy Analyst, New York University
Dr. William Montgomery, Geoscience/Geography Dept, New Jersey City University
Athena Sarafides, LEED AP, NJ Department of Environmental Protection
Sister Alice, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F
Bill Loughlin, Jersey City Urban Farmer, MS4
Kendrya Close, Executive Director, Foodshed Alliance
Brian Bruno, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member

3:00PM – 4:30PM

Panel Two: *What's Green In Jersey City*

Moderator: Bill Matsikoudis, Corporation Counsel, City of Jersey City

Panelists:

Liz Long, Bag the Habit, *Limiting the Use of Plastic Bags & the Benefits of Reusable Bags*
Matthew Munter, EMG, *Jersey City's Upcoming Energy Audit*
Daniel Gans, Hoboken Brownstone, *Soon to Be Built Green Residential Project in Jersey City*
Michael Flett, CEO and President of Flett Exchange, *Trading SRECs in Jersey City*
Donald Henry, Urbahn Architects, *Jersey City's Planned LEED Platinum Municipal Services Complex*

Additional information
may be found on
www.jerseycitynj.gov



Urban Agriculture Panel

1:15PM – 2:45PM

Panel One: Urban Agriculture for Sustainable Living

Moderator: Executive Dean Robert M. Goodman, Agriculture and Natural Resources & New Jersey Agriculture Experiment Station, Rutgers University

Panelists:

Mona Shomali, Adjunct Instructor & Environmental Policy Analyst, New York University

Dr. William Montgomery, Geoscience/Geography Dept, New Jersey City University

Athena Sarafides, LEED AP, NJ Department of Environmental Protection

Sister Alice, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F

Bill Loughlin, Jersey City Urban Farmer, MS4

Kendrya Close, Executive Director, Foodshed Alliance

Brian Bruno, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member

PANEL INTRODUCTION

Board President of the JC Food Coop, Gillian Allen, will introduce the panel discussion, which will take place in the City Council Chambers. We have asked Executive Dean Goodman to moderate the discussion and help lead the conversations. In addition, I've attached some specific questions from Jersey City residents and other interested parties to be covered in the panel discussion. Someone, possibly me, will be present to stand as timekeeper.

Mona Shomali, Adjunct Instructor & Environmental Policy Analyst, New York University

Dr. William Montgomery, Geoscience/Geography Dept, New Jersey City University

Athena Sarafides, LEED AP, NJ Department of Environmental Protection

Athena Sarafides currently promotes sustainable communities and green design in New Jersey through her work with the New Jersey Department of Environmental Protection's Office of Economic Growth and Green Energy. Athena has worked extensively to help create the Sustainable Jersey™ program and several of the program tools.

Athena is a LEED Accredited Professional and helped to establish the USGBC NJ Chapter. She served on the board for three years.

Athena started her career at the DEP in 1986 at the Office of Recycling where she assisted in the development and promotion of recycling and waste prevention programs. She also served on the National Recycling Coalition's Board of Directors for three years.

In June of 1992, Athena received the New Jersey Governor's Award for Outstanding Achievement in Pollution Prevention awarded in the DEP Employee category for her work in developing the State's solid waste source reduction program.

Athena has a BS in Psychology / Biology from Albright College and an MS in Resource Economics from the University of Maine.



JERSEY CITY'S
THIRD SUSTAINABLE CITIES CONFERENCE
IN COOPERATION WITH THE GREEN FAIR

Urban Agriculture Panel

Sister Alice, Jersey City Urban Farmer, Our Lady of Sorrows, Ward F

Bill Loughlin, Jersey City Urban Farmer, MS4

Kendrya Close, Executive Director, Foodshed Alliance

Kendrya Close is the Director of the Foodshed Alliance in Blairstown, New Jersey. As Director, her responsibilities include promoting and facilitating several yearly farm to table benefit dinners, managing the Blairstown Farmers Market, seeking and securing funding sources and managing all farmer/consumer connections and communications. Kendrya's passion for local food and activism for sustainable agriculture led her to this non-profit organization which is devoted to promoting locally-grown food and farming. Her bachelor's degree in environmental biology from Ohio University and her extensive work as a plant pathologist and urban forester for the Davey Tree Company are among her credentials. Kendrya lives in northern New Jersey with her family where her commitment to build a locally resilient economy starts with a sustainable local food system.

Brian Bruno, Apple Ridge Farm/Stone Oven Bakery & Foodshed Alliance member

Brian Bruno and his wife Lisa own Apple Ridge Farm and the Stone Oven Bakery. Brian grew up on the farm where his family raised sheep and produce as a hobby. After graduating from college in 2004 the couple began vegetable farming part time. Every year since they've added more to their little farm to include Certified Naturally Grown produce, hydroponic produce, chicken, eggs, flowers, and artisan breads. Brian has a degree from Penn State University in Environmental Resource Management and works as the Director of Business Development for an investment company based in Little Rock, AR.



JERSEY CITY'S
THIRD SUSTAINABLE CITIES CONFERENCE
IN COOPERATION WITH THE GREEN FAIR

What's Green In Jersey City Panel

3:00PM – 4:30PM

Panel Two: What's Green In Jersey City

Moderator: Bill Matsikoudis, Corporation Counsel, City of Jersey City

Panelists:

Liz Long, Bag the Habit, Limiting the Use of Plastic Bags & the Benefits of Reusable Bags

Matthew Munter, EMG, Jersey City's Upcoming Energy Audit

Daniel Gans, Hoboken Brownstone, Soon to Be Built Green Residential Project in Jersey City

Michael Flett, CEO and President of Flett Exchange, Trading SRECs in Jersey City

Donald Henry, Urbahn Architects, Jersey City's Planned LEED Platinum Municipal Services

Complex

Liz Long, *Bag the Habit On Limiting the Use of Plastic Bags in Jersey City and the Benefits of Reusable Bags*

Liz Long is the founder and co-owner of Bag the Habit, a company she launched in 2007 as a college student working at a cafe in Jersey City. Bag the Habit produces a line of signature reusable bags, as well as custom reusable solutions for brands and retailers, and to date the company has replaced millions of single-use disposable bags. Liz is active in plastic-bag legislative efforts within the United States, and has lead efforts to incorporate new textile technologies into the business's model, with 100% of Bag the Habit's products now made from 100% recycled or organic fibers.

Matthew Munter, *EMG On Jersey City's Upcoming Energy Audit*

Matthew S. Munter is a licensed Professional Engineer (PE) with over 20 years experience in facilities engineering.

Mr. Munter is Senior Vice President at EMG, a firm specializing in facilities studies, environmental studies and energy planning for corporate and public sector clients.

With EMG Mr. Munter has served as principal for EMG's public sector consulting practice for over 12 years. Energy consulting has been the fastest growing part of EMG's public sector practice for the last 3 years.

Mr. Munter is currently overseeing major Energy and Sustainability contacts for clients dispersed coast to coast including:

Nationwide Energy Reduction Planning for Federal Emergency Management Agency

Statewide Energy Consulting Contracts in OH, MD, PA, NJ, SC.

Energy Audit Contract for 80 sites for District of Columbia Government

Energy Audit and Sustainability Contract, 150 sites Montgomery CO, MD

Energy Audit and action plan Hoboken Housing

EMG is a national architectural, engineering, and environmental consulting firm. The company has more than 20 years of experience in Facilities, Energy, and Environmental Consulting. EMG is currently under contract with Jersey City to provide detailed site specific energy audits for selected facilities.



JERSEY CITY'S
THIRD SUSTAINABLE CITIES CONFERENCE
IN COOPERATION WITH THE GREEN FAIR

Daniel Gans, Hoboken Brownstone On the Soon to Be Built Green Residential Project in Jersey City

Daniel J. Gans, is the CEO of the Hoboken Brownstone Company. In 2008, he sponsored along with his partner George Vallone a White Paper titled "Mass Wall Building: An achievable approach to green, high performance, and net zero energy buildings." The paper was used extensively to help create the NJ Energy Master Plan. Gans graduated Gettysburg College in 1977 with a BA in English. He took numerous post graduate courses in building design and construction management at Pratt and NYU. Gans runs the design, approval process, and construction areas of the business. With over 30 years of experience that combines development, finance, construction, brokerage, and management capabilities, the Hoboken Brownstone Company enjoys a prominent presence in urban real estate development. The company's talent is to achieve the objective of creating the highest and best use of each development site by maximizing the economic benefits to their investors and the social benefits to the local community. Gans and Vallone's approach is to design their developments to meet the goals of the local Planning Commissions and Community groups by creating appealing high-performance residential and commercial properties.

Their success as a team is evidenced by their award-winning accomplishments in the field of redevelopment, which has resulted in architectural showcases of residential housing.

Michael Flett, Flett Exchange On Trading SRECs in Jersey City

Michael Flett is Chief Executive Officer and President of Flett Exchange. Michael founded Flett Exchange in 2006, to introduce transparency, price discovery, and liquidity to environmental markets. His mission was to create a universal, online marketplace where buyers and sellers could meet and negotiate environmental products in a secure and seamless manner. Michael has been heralded as a pioneer of environmental markets; his leadership and innovation has afforded him the opportunity to speak at various clean energy conferences and advise utilities, energy companies, financial institutions, Fortune 500 corporations, townships, municipalities, and government agencies on renewable energy solutions. Through Michael's stewardship, Flett Exchange is dedicated to educating, serving, and offering fair and orderly environmental markets for the betterment of a progressing green economy.

Michael has over two decades of direct commodities experience. He has been a member of the New York Mercantile Exchange (NYMEX) since 1996, which is the world's largest regulated energy exchange. Michael began his career in 1987 at Gerald Commodities, as an energy broker and later formed Flett Futures, Inc which expanded into one of the most respected energy brokers on the (NYMEX). Michael transitioned Flett Futures, Inc into a proprietary trading firm in 2000, to participate in the advent of electronic trading in energy futures and successfully traded over \$200 billion in physical futures and over-the-counter financial energy derivatives.

Donald Henry, Urbahn Architects, Jersey City's Planned LEED Platinum Municipal Services

Donald Henry, Managing Partner at Urban, is an experienced architect who demands the highest level of performance from all who work for him. While he commonly directs projects with large multi-disciplined staffs, he is very much a hands-on architect, frequently at the boards solving constructability problems in design, or in the field inspecting construction progress. During his twenty-nine year career, Mr. Henry has focused on correctional facilities, high security projects and public education facilities. Mr. Henry brings an environmentally conscious approach to all of his designs, he is currently working on the Jersey City Municipal Service Center which is targeting United States Green Building Council (USGBC) LEED Platinum certification.



JERSEY CITY'S
THIRD SUSTAINABLE CITIES CONFERENCE
IN COOPERATION WITH THE GREEN FAIR