



With more than 100 speakers from the public,
private, non-profit, and academic sectors

Featured Topics Include:
**SustainAble Agriculture / SustainAble Business /
Community SustainAbility (for local governments)**

Tuesday, February 24th to Thursday, February 26th, 2009
Delta Grand Okanagan Resort & Conference Centre
Kelowna, BC, Canada

Host & Facilitator:

Fresh Outlook Foundation

www.freshoutlookfoundation.org • Email: jo@freshoutlookfoundation.org • Phone: 250-766-1777

Funding Sponsors:



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FORTISBC



To register, visit www.regonline.ca/bsc2009

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- BC Agriculture Council • BC AgriTourism Alliance
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- Town of Golden • Town of View Royal • UBC • UBC-Okanagan
- Urban Development Institute (Kelowna Branch) • Village of Hazelton
- Whistler Centre for Sustainability • Working Horse Winery

Please Join Us!

The Fresh Outlook Foundation is pleased and proud to host its third annual Building SustainAble Communities conference for community leaders in the public, private, non-profit, and academic sectors.

Last year's conference drew 320 delegates from 68 communities in BC. Given the larger venue and more aggressive marketing, we're expecting up to 600 participants from BC and across Canada.

New This Year...

The foundation is committed to making each conference much better than the last. To that end, we're introducing the following:

- Two stand-alone streams on SustainAble Agriculture and SustainAble Business
- ECO-EX Trade Show & Tell with Breakfast Breakouts (*page 4*)
- Debates on three high-profile issues (*page 4*)
- SENSORIUM... a unique sustainability experience (*page 4*)
- A 'Taste-of-Kelowna Dine-Around' to showcase local restaurants and sustainability experts in different fields.

Here's what they're saying about BSC...

"My favourite conference ever!"

"The BSC conference is everything a great professional meeting should be: intensely educational, motivating, rejuvenating and keenly relevant to the most pressing issues. It's an extremely well designed event that those involved in sustainability can't afford to miss!"

"...it was well organized, passionately moderated, and full of valuable information from some of the leaders in the field."

"It inspired me to take action in my community."

"I loved the frank, no-holds-barred style."

"The right people were there, and I wanted to talk with everyone!"

"Reality check combined with useful solutions."

"Amazing line-up of speakers on diverse topics in one conference."

"Great energy, and I loved the overall integrity and spirit of the conference."

"Wonderful to be among so many like-minded people."

"Last year's conference only got me thirsty for more!"

Conference Accommodation



Delta Grand Okanagan Resort

1310 Water Street, Kelowna BC
1-800-465-4651 1-888-860-1212
www.deltahotels.com/Okanagan
email: reserve@grandokanagan.com

Group Rate: \$130/night plus taxes
Group Code: *Fresh Outlook Foundation – Building SustainAble Communities*



Best Western

2402 North Highway 97, Kelowna, BC
www.bestwesterninnkelowna.com
email: bwinfo@discoverkelowna.com

Group Rate: \$125/night plus taxes
Group Code: *Fresh Outlook Foundation*

ECO-EX Trade Show & Tell

Given the rapidly changing and incredibly exciting face of the sustainability sector, the Fresh Outlook Foundation is hosting its first annual ECO-EX Trade Show & Tell in concert with the Building SustainAble Communities conference.

PREMIUM PACKAGE

(\$2,500 plus GST)

- Conference registration for two
- 10 x 10 draped booth in Grand Promenade throughout conference
- 20-minute presentation during Breakfast Breakouts on first, second or third day
- Logo on all conference promotional pieces before, during, and after the conference
- Extensive exposure during conference

Premium Package Exhibitors to date:



Alternative packages range from \$1,000 to \$1,500.

For more information call Joanne at 250-766-1777 or visit www.freshoutlookfoundation.org

SENSORIUM Gala... a unique sustainability experience

Tuesday, February 24th

7:00 pm to 9:30 pm

ROTARY CENTRE FOR THE ARTS
(within easy walking distance of the Delta Grand)

Participants will enjoy:

- locally produced wine & beer •
- locally produced appies •
- local art and entertainment •
- mini-documentaries •
- and much, much more! •

FREE with package registration.

\$49 plus GST if attending Tuesday or Wednesday.



Holly Arntzen and the Dream Band.

**INTRODUCING
The
SustainAbility
Singers!**

If you're interested in being a SUSTAINABILITY SINGER, contact Joanne at 250-766-1777 or jo@freshoutlookfoundation.org.

STATE OF THE DEBATE

The Fresh Outlook Foundation is introducing this new and exciting format to inform delegates about important sustainability issues in an engaging and entertaining way.

Tuesday, February 24th

Aquaculture in BC:
Is it sustainable?

Arguing "Yes"... **Ian Roberts**,
BC Salmon Farming Association
Arguing "No"... **Corey Peet**,
David Suzuki Foundation

Wednesday, February 25th

The Commodification of Water:
Should we take the plunge?

Arguing "Yes"... **Marcel Boyer**,
Montreal Economic Institute and
University of Montreal
Arguing "No"... **Harjap Grewal**,
Council of Canadians

Thursday, February 26th

Growth on the Edge:
Can sprawl be sustainable?

Arguing "Yes"... **Mark Holland**,
HB Lanarc
Arguing "No"... **Tom Lancaster**,
Smart Growth BC

Come armed with your questions and comments!

AGENDA

Tuesday, February 24th, 2009



Building *SustainAble* Communities

Applies to both SustainAble Agriculture and SustainAble Business streams

SUSTAINABLE AGRICULTURE		SUSTAINABLE BUSINESS	
7:00 - 8:00 AM	Registration		
8:00 - 8:15	Welcome & Introductions		
8:15 - 8:40	Community Capital: The Agriculture & Business Pieces of the SustainAbility Puzzle <i>Dr. Boyd Cohen: Simon Fraser University & 3rd Whale</i>		
8:40 - 8:45	MOVE TO BREAKOUT ROOMS		
8:45 - 9:30	BREAKOUT #1 SustainAbility Trends in Primary Agriculture <i>Steve Thomson: BC Agriculture Council</i>	8:45 - 9:30	BREAKOUT #1 (by Live Videofeed) The Business Case for SustainAbility <i>Dr. Bob Willard: International Speaker & Author of 'The Sustainability Advantage' and 'The Next Sustainability Wave' by Live Videofeed</i>
9:30 - 9:45	REFRESHMENT BREAK		
9:45 - 10:45	BREAKOUT #2 INDUSTRY SNAPSHOTS: SustainAbility in Action <ul style="list-style-type: none"> • AgriTourism <i>Heloise Dixon-Warren: BC AgriTourism Alliance</i> • Organics <i>Lee McFadyen: Certified Organic Association of BC</i> • AgroForestry <i>Jennifer Cunningham: Jay Springs Lamb Company</i> • Agricultural Bioenergy Production <i>Gustav Rogstrand: Ministry of Agriculture & Lands</i> 	9:45 - 10:45	BREAKOUT #2 INDUSTRY SNAPSHOTS: SustainAbility in Action <ul style="list-style-type: none"> • Manufacturing <i>Peter Jeffrey: BC Division of the Canadian Manufacturers & Exporters</i> • Development <i>Randy Shier: Urban Development Institute</i> • Forestry and Forest Products Manufacturing <i>John Dunford: TOLKO Industries Ltd.</i>
10:45 - 11:00	RECONVENE IN MAIN BALLROOM		
11:00 - 11:45	Seeds, Science, and Sustainability: An environmental journalist reports on food, farming, and the future of sustainable agriculture in a time of social and environmental uncertainty <i>Claire Hope Cummings: Environmental Lawyer, Journalist, & Author of 'Uncertain Peril: Genetic Engineering and the Future of Seeds'</i>		
11:45 - 12:45	LUNCH		
12:45 - 1:45	STATE OF THE DEBATE Aquaculture in BC: Is it sustainable? Arguing "Yes"... <i>Ian Roberts: BC Salmon Farmers Association</i> Arguing "No"... <i>Corey Peet: David Suzuki Foundation</i>		
1:45 - 1:50	MOVE TO BREAKOUT ROOMS		
1:50 - 2:30	BREAKOUT #3 (Choose 1) <ol style="list-style-type: none"> 1. Food-Secure Communities Through SustainAble Food Systems <i>Herb Barbolet: Centre for Sustainable Community Development, SFU & Local Food First</i> 2. Agroecology: The Move Toward Best Soil Management Practices <i>Dr. Art Bomke: Faculty of Land & Food Systems, UBC</i> 3. Planning for Biodiversity on BC Farms & Ranches <i>Pete Spencer: BC Cattlemen's Environmental Farm Plan Delivery Group</i> 	1:50 - 2:30	BREAKOUT #3 (Choose 1) <ol style="list-style-type: none"> 1. SustainAbility Opinion Research: What It Tells Us About Making Friends & Influencing People <i>Angus McAllister: McAllister Opinion Research</i> 2. SustainAbility Purchasing: The Smart Decision for Communities <i>Carol Boutin: Fraser Basin Council</i> 3. Co-opetition: The Importance of Synergy in SustainAble Ventures <i>David Mayes: Okanagan Environmental Industry Alliance</i>
2:30 - 3:00	ECO-EX TRADE SHOW BREAK & MOVE TO BREAKOUT ROOMS		

continues on page 6

AGENDA

Tuesday, February 24th, 2009 continued from page 6



Building *SustainAble* Communities

Applies to both SustainAble Agriculture and SustainAble Business streams

SUSTAINABLE AGRICULTURE		SUSTAINABLE BUSINESS	
3:00 - 3:40	BREAKOUT #4 (Choose 1) 1. The Link Between Community Health & Healthy Food Systems <i>Heather Deegan: Interior Health</i> 2. Agricultural Urbanism: Re-thinking Our Relationship with Land, Food & Community <i>Janine de la Salle: HB Lanarc</i> 3. Communities Feeding Themselves: Food Security Success Stories <i>Claire Hope Cummings: Environmental Lawyer, Journalist & Author</i>	3:00 - 3:40	BREAKOUT #4 (Choose 1) 1. The Natural Step Toward SustainAbility at The Co-operators <i>Barbara Turley McIntyre: The Co-operators Group Ltd.</i> 2. Social Entrepreneurship: Making a Living While Making a Difference <i>Dr. Boyd Cohen: SFU & 3rd Whale</i> 3. The Art (and very complex science) of Building a SustainAble Business Model <i>Mark Trotszuk: Climate Project Canada</i>
3:40 - 3:45	MOVE TO BREAKOUT ROOMS		
3:45 - 5:00	PANEL DISCUSSIONS (Choose 1) 1. Ag Industry Success Stories <ul style="list-style-type: none"> • Environmental Farm Planning <i>Pete Spencer: BC Cattlemen's Environmental Farm Plan Delivery Group</i> <i>Joe Huwer: Huwer Ranch</i> <i>Mark Krahn: Pleasant Valley Holdings</i> • Winemaking <i>Tilman Hainle: Working Horse Winery</i> • Nursery/Landscaping Industry <i>John Byland: Bylands Garden Centre</i> • Tree Fruit Production <i>Peter Simonsen: Northern Lights Orchard</i> 2. Facilitating SustainAble Agriculture <ul style="list-style-type: none"> • Food for Thought: Local Government Action for Food-Secure Communities <i>Deepthi Jayatilaka: Provincial Health Services Authority</i> <i>Laura Kalina: Kamloops Food Policy Council</i> • Planning for Agricultural Success: Tools for Local Government <i>Jim LeMaistre: Min. of Agriculture & Lands</i> <i>Keith Duhaime: Central Okanagan Regional District</i> • Climate Action for Agriculture <i>Hannah Cavendish-Palmer: Ministry of Agriculture & Lands</i> <i>Emily MacNair, Climate Action Initiative</i> 3. Improving Agricultural Water Management <i>Ted van der Gulik: Min. of Agriculture & Lands</i> <i>Peter Waterman: Summerland, BC</i> <i>Gord Shandler: BC Fruit Growers' Association</i>	3:45 - 5:00	PANEL DISCUSSIONS (Choose 1) 1. Corporate Success Stories <ul style="list-style-type: none"> • Food Services <i>Rob Cinkant: SYSCO Kelowna</i> • Manufacturing <i>John Christie & Peter Yakachuk: FormaShape</i> • Construction <i>Charles Cullen: TEAM Construction Management</i> • Hotel/Motel <i>Greg Salloum: Best Western Inn Kelowna</i> 2. Facilitating SustainAble Business <i>Chris Frye: Ministry of Energy Mines & Petroleum Resources</i> <i>Bob Paul: Ministry of Small Business, Technology and Economic Development... both Chris Frye and Bob Paul will participate 'By Live Audiofeed'</i> <i>Robert Fine: Regional District of Central Okanagan</i>
5:00 - 7:00	DINNER (not provided)		
7:00 - 10:00	SENSORIUM Gala at Rotary Centre for the Arts (cash bar)		

AGENDA

Wednesday, February 25th, 2009



Building *Sustainable* Communities

7:00 - 8:00 AM	REGISTRATION
8:00 - 8:15	WELCOME & INTRODUCTIONS
8:15 - 9:00	Nature, Surprise & Delusional (Wo)Man <i>Dr. Bill Rees: School of Community & Regional Planning, UBC; Co-author of 'Our Ecological Footprint'</i>
9:00 - 9:45	Creating for Future Generations: Indigenous Thinking on Sustainability in a Climate-Challenged World <i>Winona LaDuke: Native American Activist, Environmentalist, Former Green Party Vice Presidential Candidate</i>
9:45 - 10:00	REFRESHMENT BREAK
10:00 - 10:45	Growing a Sustainable Economy: Global Trends in Governance, Investment, Industry Associations and Supply Chain Management <i>Coro Strandberg: Coro Strandberg Consulting</i>
10:45 - 11:30	Imagine Durban: Using Events for Transformation <i>Dr. Nola-Kate Seymoar: International Centre for Sustainable Cities</i>
11:30 - 12:45	LUNCH
12:45 - 1:45	STATE OF THE DEBATE The Commodification of Water: Should we take the plunge? Arguing "Yes"... <i>Marcel Boyer: Montreal Economic Institute & University of Montreal</i> Arguing "No"... <i>Harjap Grewal: Council of Canadians</i>
1:45 - 2:30	Learning From Linköping: A Swedish Model Toward Integrated Resource Recovery <i>Ann-Cathrine Hjerdt: Mayor, Linköping, Sweden</i>
2:30 - 3:00	ECO-EX TRADE SHOW BREAK & MOVE TO BREAKOUT ROOMS
3:00 - 3:40	BREAKOUT #1 (Choose one) <ol style="list-style-type: none"> Social Sustainability: Key Determinants of Community Health <i>Menno Salverda & Betty Brown: Interior Health</i> New and Sustainable Trends in Corporate Structure and Regional Collaboration <i>Ron Mattioli: City of Kelowna</i> Understanding Community Energy And Emissions Inventories <i>Ted Sheldon: Ministry of Environment</i> <i>Russ Haycock: Hyla Environmental Services Ltd.</i> Beyond LEED: The Living Building Challenge <i>Eden Brukman: Cascadia Region Green Building Council</i> Resource Recovery: How to Make Clean Energy From Liquid & Solid Waste <i>Stellan Jacobsson: Usital AB (Linköping, Sweden)</i>
3:40 - 3:50	MOVE TO BREAKOUT ROOMS
3:50 - 5:00	PANEL DISCUSSIONS (Choose one) <ol style="list-style-type: none"> Proven Sustainability Practices: Learning the Best from the Best <i>Tom Osdoba: City of Portland</i> <i>Cheeying Ho: Whistler Centre for Sustainability</i> <i>Randy Cleveland: City of Kelowna</i> Creating a Stewardship Plan for Your Community's Built Environment <i>Shelley Gambacort: City of Kelowna</i> <i>Dan Tatham & Kevin Ryan: Coast Architecture Group</i> <i>Andrew Gaucher: GGroup of Companies</i> Communities Taking Steps to Optimize Their Energy Futures <i>Ron Macdonald: The Sheltair Group</i> <i>Richard White: City of North Vancouver</i> <i>Corien Speaker: District of Elkford</i> <i>Chris Marshall: Town of Gibsons</i> Clear Solutions to Air Quality Challenges <i>Ralph Adams: Ministry of Environment</i> <i>Dr. Paul Hasselback: Interior Health</i> <i>TBA:</i>
6:00 -	'Taste-of-Kelowna Dine-Around' hosted by sustainability experts in different fields



Building SustainAble Communities

Registration Form

You can register online at www.regonline.ca/bsc2009

First Name	Last Name
Organization	Title
Mailing Address	
City	Postal Code
Phone Number	Email Address

REGISTRATION PACKAGES (3 full days plus 3 light breakfasts, 3 lunches, the SENSORIUM Gala, and the ECO-EX Trade Show & Tell)

- Free (speakers, sponsors, draw winners, volunteers)
- Students\$299.00
- Non-profit representatives (not including government)\$449.00
- Early Registration (by December 31st)\$599.00
- Registration (between January 1st and February 6th)\$649.00
- Late Registration (between February 7th and February 26th)\$699.00

TUESDAY, FEBRUARY 24TH (1 full day plus light breakfast and lunch)

- Free (speakers, sponsors, draw winners)
- Students\$ 99.00
- Non-profit representatives (not including government)\$149.00
- Early Registration (by December 31st)\$199.00
- Registration (between January 1st and February 6th)\$229.00
- Late Registration (between February 7th and February 26th)\$249.00
- SENSORIUM Gala\$ 49.00

WEDNESDAY, FEBRUARY 25TH (1 full day plus light breakfast and lunch)

- Free (speakers, sponsors, draw winners)
- Students\$ 99.00
- Non-profit representatives (not including government)\$149.00
- Early Registration (by December 31st)\$199.00
- Registration (between January 1st and February 6th)\$229.00
- Late Registration (between February 7th and February 26th)\$249.00
- SENSORIUM Gala on Tuesday evening\$ 49.00

THURSDAY, FEBRUARY 26TH (1 full day plus light breakfast and lunch)

- Free (speakers, sponsors, draw winners)
- Students\$ 99.00
- Non-profit representatives (not including government)\$149.00
- Early Registration (by December 31st)\$199.00
- Registration (between January 1st and February 6th)\$229.00
- Late Registration (between February 7th and February 26th)\$249.00

Sub-Total	
GST (5%) #132988569	
TOTAL	

SEE OVER

SESSION PREFERENCES

Please indicate the session you are most likely to participate in during each of the following breakouts and panel discussions.

TUESDAY, FEBRUARY 24th:

Breakout #1

Which of these sessions are you most likely to attend?

- Sustainable Trends in Primary Agriculture
- The Business Case for Sustainability

Breakout #2

Which of these sessions are you most likely to attend?

- Industry Snapshots: Agriculture
- Industry Snapshots: Business

SUSTAINABLE AGRICULTURE

Breakout #3 (select the session you are most likely to attend)

- Food-Secure Communities Through Sustainable Food Systems
- Agroecology: The Move Toward Best Soil Management Practices
- Planning for Biodiversity on BC Farms & Ranches

Breakout #4 (select the session you are most likely to attend)

- The Link Between Community Health & Healthy Food Systems
- Agricultural Urbanism: Rethinking Our Relationship with Land, Food & Community
- Communities Feeding Themselves: Food Security Success Stories

Panel Discussions (select the session you are most likely to attend)

- Ag Industry Success Stories
- Facilitating Sustainable Agriculture
- Improving Agricultural Water Management

SUSTAINABLE BUSINESS

Breakout #3 (select the session you are most likely to attend)

- Sustainability Opinion Research: What It Tells Us About Making Friends & Influencing People
- Sustainability Purchasing: The Smart Decision for Communities
- Co-opetition: The Importance of Synergy in Sustainable Ventures

Breakout #4 (select the session you are most likely to attend)

- The Natural Step Toward Sustainability at The Co-operators
- Social Entrepreneurship: Making a Living While Making a Difference
- The Art (and very complex science) of Building a Sustainable Business Model

Panel Discussions (select the session you are most likely to attend)

- Corporate Success Stories
- Facilitating Sustainable Business
- Exploring the Environment & Renewable Energy Industry in BC

SENSORIUM Gala

- I plan to attend the Gala
- I do not plan to attend the Gala

WEDNESDAY, FEBRUARY 25th:

Breakout #1 (select the session you are most likely to attend)

- Social Sustainability: Key Determinants of Community Health
- New & Sustainable Trends in Corporate Structure and Regional Collaboration
- Understanding Community Energy and Emissions Inventories
- Beyond LEED: The Living Building Challenge
- Resource Recovery: How to Make Clean Energy from Liquid & Solid Waste

Panel Discussions (select the session you're are most likely to attend)

- Proven Sustainability Practices: Learning the Best from the Best
- Creating a Stewardship Plan for your Community's Built Environment
- Communities Taking Steps to Optimize Their Energy Futures
- Clear Solutions to Air Quality Challenges

THURSDAY, FEBRUARY 26th:

Breakout #1 (select the session you are most likely to attend)

- Cultural Capital: Investing in Your Community's Future
- Permaculture: Tackling Climate Change & Peak Oil Through Whole Systems Design
- Lessons Learned: Integrating Sustainability into Surrey's New Vision
- Roadway Rehabilitation: Cleaner Air & Water in View Royal
- Sustainable Energy Planning for Communities: What do we mean? How do we get there?

Breakout #2 (select the session you are most likely to attend)

- Food Security in Golden: From Development Policies to Community Partnerships
- Urban Forestry: Trees for Tomorrow
- Eco-Industrial Urbanism: Keeping Jobs in Your Community
- Climate Action Successes in Communities Around the Globe
- Ethical Decision-Making for Sustainability

Panel Discussions (select the session you are most likely to attend)

- Marketing Sustainability in Small & Mid-Sized Communities
- Corporate & Community Climate Action Planning
- Fueling the Move Toward Active Transportation

Did you attend previous BSC conferences?

- 2006
- 2007

Do you have any food requirements we should know about?

Please mail registration and cheque to:

Fresh Outlook Foundation
12510 Ponderosa Road, Lake Country, BC V4V 2G9

Please make cheque payable to the Fresh Outlook Foundation