



March 27, 2007

Re: "Santa Cruz Climate Solutions Summit"

Please join us for the "Santa Cruz Climate Solutions Summit" April 19, 2007, 8am-noon. During the past six months a committed team has been developing a strategy to position the Santa Cruz County region as a California leader in addressing global climate change. We believe our region can not only reduce its green house gas emissions at a scale and speed previously unseen nationally, but also benefit from the enormous economic development and research opportunities in Clean Tech that are possible today.

The City of Santa Cruz, the County of Santa Cruz, and the University of California at Santa Cruz have begun work to reduce their own institutional carbon footprint. Together, much more is possible.

The purpose of the Summit is to gather a core group of action-oriented community leaders to identify specific opportunities and implementation strategies that will establish an unprecedented alliance between local governments, business, research institutions and the community at large.

You will see from the attached agenda that this Summit will be a great opportunity to learn and contribute. We understand your time is precious. We also hope you share the sense of urgency and our belief that the magnitude of the problems warrants significant attention. *Please note a working breakfast will be served.*

We are looking forward to seeing you on April 19, 2007. RSVP to Abby Young, abyoung@ucsc.edu or (831) 459-1310.

NEAL COONERTY
Supervisor
County of Santa Cruz

GEORGE BLUMENTHAL
Acting Chancellor
University of California, Santa Cruz

EMILY REILLY
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City of Santa Cruz

FRED KEELEY
Treasurer
County of Santa Cruz



Agenda
Global Climate Change and
Santa Cruz County Regional Economic Opportunities
Leadership and Action Summit
April 19, 2007
The Alumni Room, University Center, UCSC
(See attached PDF for Directions)

- 08:00 **Breakfast**
- 08:30 **Welcome** – *George Blumenthal, Chancellor, UC Santa Cruz*
- 08:40 **Introduction of Team** – *Fred Keeley, Treasurer, Santa Cruz County*
Who are we (the team), how did we get here, and why did we invite each participant?
- 09:00 **Road Map to Climate Stabilization** – *Mahlon Aldridge, VP, Ecology Action and Professor Lisa Sloan, Vice Provost and Dean of Graduate Studies, UCSC.*
Lisa Sloan and Mahlon Aldridge will offer an overview of the science of climate stabilization including the existing methods used to reduce GHG internationally and locally, what is being done and what is left to do. The presenters will discuss how local efforts are required in addition to the AB 32 cap and trade legislation, and current methods being employed by businesses, governments and institutions to measure and manage their emissions.
- 09:30 **Economic Opportunities in Clean Tech** – *Steve Westly, Westly Group*
Steve Westly will offer a VC perspective on the clean tech industry and how this translates in to economic opportunities for the Santa Cruz region. What are the preconditions for transforming the Santa Cruz County region into a clean tech hub?
- 10:20 Break
- 10:30 **Investment Prospectus** – *Dr. Guy D. Phillips & Tony Madrigal, Council Member, City of Santa Cruz*
Guy Phillips and Tony Madrigal will present a roadmap for community leadership in policy and practice through education and visionary project implementation. The presenters will offer suggestions to immediate and near-term opportunities as well as expected outcomes. Finally, they will provide a proposal for actions we can take now.
- 11:00 **Current activities and opportunities for institutional collaboration for next steps** – *Moderator: Emily Reilly, Mayor, City of Santa Cruz.*
Participants will have the opportunity to discuss economic and community development opportunities made possible by a concerted and sustained effort to address GHG emissions.
- 11:45 **Closing remarks and adjourn** – *Fred Keeley, Treasurer, Santa Cruz County.*
- 12:00 **Summit Ends**