

Time	Topic	Speaker	Room #
7:30-8:00	Registration, continental Breakfast		Atrium
8:00-8:15	Wecome	Harry, Drew, Tom, Governor(?)	Auditorium
8:15-8:50	Balancing economy and ecology, plus update on current debate to craft energy/global warming legislation	Richard Greene	Auditorium
8:50-9:00	BREAK		
<u>9:00-10:30</u>			
Track A	Profit 101: A simulation-based 4 hour course in which participants chart the growth of the fictitious company "Buzz Electronics Enterprises". Students experience 1) how to use "customer mining" to spark quick impact ideas; 2) how to use "technology mining" to spark big impact ideas and 3) how to use "Fail Fast, Fail Cheap" cycles to reduce risk. Note: applicable to all industries.	Tom Pryor	205
Track B	Go Green to See More Green: information about Low and No cost initiatives focused on waste reduction that can improve your planet performance and save money	Dana Weddle and Kurt Middelkoop	125
Track C	Creating a Culture for Improvement: workshop to teach how to use Servant Leadership principles to create a sustainable growth culture in the workplace. You will learn the Top Ten servant leadership characteristics Texas-based companies such as Southwest Airlines and TD Industries use to increase morale, productivity and profit.	Jack Howe	Boardroom
10:30-10:45	BREAK		
<u>10:45-12:00</u>			
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12:00-12:30	Lunch Service		Atrium

12:30-1:45	<p>Keynote Speaker: Accidental Branding. David will discuss the phenomenal success of companies that built some of the biggest and best-known consumer brands in the world – and they did it without any experience in marketing or branding. He will offer a Green and Sustainable spin to his presentation and discuss the benefits of promoting your Sustainable efforts.</p> <p>Takeaway: Accidental Branding book</p>	David Vinjamuri	Auditorium
1:45-2:00	BREAK		
<u>2:00-3:30</u>			
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3:30-3:45	BREAK		
<u>3:45-5:00</u>			
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