



# Conference Program

# 2018

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# NWF ECOCAREERS CONFERENCE 2018

## Introduction



Thank you for participating in our second annual National Wildlife Federation EcoCareers Conference.

EcoLeaders is National Wildlife Federation's national environmental leadership certification and career development program. Currently, approximately 2,000 college student and young professional leaders at over 400 colleges and universities in every U.S. state and over a dozen other countries are working toward EcoLeader certification. The program's ultimate goal is to boost leadership and career preparedness of emerging sustainability leaders.

The EcoCareers Conference 2018 will prepare students and young professionals for wildlife and sustainability careers by providing information on the latest EcoCareer trends from leading analysts and employers, clarifying career enhancing credentials and academic offerings, and formulating a better understanding of the competencies employers seek in the green sector.

The goals of the conference are as follows:

1. Discover the types of jobs available in the clean economy, compensation levels, and advancement opportunities across clean economy sectors.
2. Enhance understanding of how to develop effective career plans that include degree programs and project-based learning credentials, while becoming familiar with supportive programming offered through the NWF EcoLeaders Program.
3. Explore online sustainability career skill resources that can help college instructors enhance academic offerings for sustainability across various disciplines.
4. Meet others across fields interested in leading for a clean economy including, students, faculty and employers and learn about ways to support one another.

We hope you enjoy your experience and learn a great deal on how to prepare yourself and/or your students to participate in the green workforce of the future!

The NWF EcoLeaders Team,

Courtney Cochran, David Corsar, Kristy Jones, Julian Keniry, and Eriqah Vincent



# NWF ECOCAREERS CONFERENCE 2018

## Agenda

DAY I - WEDNESDAY FEBRUARY 21 - 11:00 AM EST - 3:45 PM EST

Time	Session Title	Session Description	Speakers
11:00 - 11:15	Opening	Brief introduction, platform overview, and agenda overview	Eriqah Vincent (NWF) Telspan Representative
11:15 - 11:30	Welcoming Address	Conference kick-off	Philippe Cousteau (Earth Echo International)
11:30 - 12:00		Opening keynote address	Rue Mapp (Outdoor Afro)
12:00 - 12:15	Icebreaker Poll	Interactive polls for participant feedback and audience demographics	Eriqah Vincent
12:15 - 1:15	Working For Lands, Oceans, and Outdoor Recreation	Learn about jobs in protecting public lands and oceans, getting people outdoors and connected to nature, and how to map out a career in one of these fields.	MODERATOR: Julian Keniry (NWF) Kindra Ramos (Washington Trails Association) Gabe Vasquez (New Mexico Wildlife Federation) David Helvarg (Blue Frontier)
1:15- 1:45	Break from the Screen	Participants are encouraged to stretch, grab a bite to eat, take a phone call, restroom break, etc.	N/A
1:45- 2:15	EcoLeader Certification Workshop	Learn about the many levels of sustainability leadership certification offered through the National Wildlife Federation!	Courtney Cochran



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Time	Session Title	Session Description	Speakers
2:15 - 2:45	Next Generation Workforce: Jobs and the Common Agenda for Wildlife	How NWF's newly released Strategic Plan helps support the future clean energy workforce	Collin O'Mara (NWF)
2:45- 3:00	Break from the Screen	Participants are encouraged to stretch, grab a bite to eat, take a phone call, restroom break, etc.	N/A
3:00- 3:30	Diary of a TV Naturalist	Learn about David Mizejewski's path to becoming the National Wildlife Federation's Celebrity Naturalist!	David Mizejewski (NWF)
3:30- 3:45	Closing	Survey, overview of what to expect on Day II	Eriqah Vincent



# NWF ECOCAREERS CONFERENCE 2018

DAY II - THURSDAY FEBRUARY 22 - 11:00 AM EST - 5:00 PM EST

Time	Session Title	Session Description	Speakers
11:00 - 11:10	Day II Opening	Introductions, platform overview, agenda overview	David Corsar (NWF)
11:10 - 11:40	Opening Video	Watch a roundtable discussion by Jigar Shah of Generate Capital with college students, faculty, and administration on the future of energy and sustainable careers.	Jigar Shah (Generate Capital)
11:40 - 11:55	EcoLeaders Campus Partners Membership Opportunity and Career Planning Tool	An overview of the EcoLeaders Campus Partner Membership program, which features many campus-wide benefits, including access to our new, custom career planning tool!	Kristy Jones
11:55 - 12:25	Interview with a Certified EcoLeader	Interview with a successful young professional about her experience obtaining the NWF Community EcoLeader Certification.	Courtney Cochran Megan Taylor
12:25 - 12:55	Break from the Screen	Participants are encouraged to stretch, grab a bite to eat, take a phone call, restroom break, etc.	N/A
12:55 - 1:10	Career and Technical Pathways	What is the role of Career and Technical Education in training the workforce for a sustainable economy?	Kevin Coyle (NWF)
1:10 - 2:10	Entrepreneurs - Be Your Own Boss for the Environment	Learn from successful Eco Entrepreneurs about working for a startup; going solo versus building a team; creating a business plan; and other resources for budding entrepreneurs.	MODERATOR: Eriqah Vincent Katharine Pelzer (SparkMeter) Chris Castro (City of Orlando) Niraj Ray (Cultivate the City)



# NWF ECOCAREERS CONFERENCE 2018

Time	Session Title	Session Description	Speakers
2:20 - 2:30	Break from the Screen	Participants are encouraged to stretch, grab a bite to eat, take a phone call, restroom break, etc.	N/A
2:30 - 3:20	Counseling for Tomorrow's Leaders	How career centers and college faculty can best help students find the certifications, professional associations, and skills that they need.	MODERATOR: David Corsar Ian Johnson (Colorado College) Kevin Wilhelm (Sustainable Business Consulting) Paul Bredderman (Emory University)
3:20 - 3:50	Closing Keynote	Lisa Yee-Litzenberg will share her insights on the top skills in demand by green employers and give career advice for those seeking green jobs.	Lisa Yee-Litzenberg (Green Career Advisor)
3:50 - 4:00	Closing	Explanation of networking sessions and other announcements.	Eriqah Vincent
4:00 - 5:00	Networking Sessions	An opportunity for you to network with our professionals and get more detailed answers to your questions!	David Mizejewski Lisa Yee-Litzenberg



# NWF ECOCAREERS CONFERENCE 2018

## Special Thanks

The National Wildlife Federation, and especially the EcoLeaders team, would like to offer our sincere thanks to our Conference and Program sponsors, listed below. The support of businesses and organizations like these make the exciting and impactful work of preparing the emerging green workforce possible!

### CONFERENCE SPONSORS

#### Certified EcoLeader Sponsor



### PROGRAM SPONSORS



# NWF ECOCAREERS CONFERENCE 2018

## Biographies

### WELCOME ADDRESS

#### Philippe Cousteau

Co-Founder/President; EarthEcho International



Inspired by the legacy of his grandfather of Jacques Cousteau, Philippe is a multi-E Emmy-Nominated TV host and producer as well as an author, speaker, and social entrepreneur.

He and his wife Ashlan are the stars of The Travel Channel's newest series Caribbean Pirate Treasure. It follows the Cousteaus as they travel around the Caribbean, diving into maritime mysteries, exploring pirate histories and investigating the lore of lost treasures. In addition, Philippe is the host and executive producer of the multi-E Emmy nominated series Awesome Planet, now filming its fourth season which is syndicated on Fox and Hulu.

As a special correspondent for CNN, he has hosted several award-winning shows, including Going Green and Expedition Sumatra. Philippe has also hosted and produced television programs for Animal Planet and the 8- part series Oceans for the BBC and Discovery Channel.

As an author, Philippe's latest children's book, Follow the Moon Home has been chosen for the prestigious Texas Bluebonnet Award Master List. In addition, he has co-written two award-winning books, Going Blue and Make a Splash, both of which have won multiple awards, including Learning Magazine's 2011 Teachers' Choice Award for the Family, a Gold Nautilus Award, and a 2010 Foreword Reviews Book of

In 2004 he founded EarthEcho International, a leading environmental education organization dedicated to inspiring youth to act now for a sustainable planet. With over ten years in operation, EarthEcho has established itself as a leading youth environmental education organization.

Philippe is a sought-after speaker having hosted and keynoted various events for the United Nations, Harvard University, the University of Florida, the Society of Environmental Journalists, The Economist Magazine global summit, and countless corporate events and global conferences. He has testified before Congress several times and most recently presented at TEDx Pennsylvania Ave.

Philippe and his wife, fellow adventurer and TV host Ashlan Gorse-Cousteau, reside in Los Angeles, California.



# NWF ECOCAREERS CONFERENCE 2018

## OPENING KEYNOTE

### Rue Mapp

Founder and CEO; Outdoor Afro

Rue Mapp is the Founder and CEO of Outdoor Afro, a national not-for-profit organization with offices in Oakland, CA, and Washington, D.C. Rue oversees a carefully selected and trained national volunteer leadership team of 62 men and women who represent 26 states around the US, and shares opportunities to build a broader community and leadership in nature. Her important work has generated widespread national recognition and support.

Since Outdoor Afro's inception in 2009 as a blog, Rue has captured the attention and support of millions through a multi-media approach that is grounded in personal connections and community organizing. From its grassroots beginning, Outdoor Afro now enjoys national sponsorship and is recognized by major organizations for its role in addressing the ongoing need for greater diversity in the outdoors.

In 2010, Mapp was invited to the White House to participate in the America's Great Outdoors Conference, and subsequently to take part in a think-tank to inform the launch of the First Lady's "Let's Move" initiative. She was appointed program officer for the Stewardship Council's Foundation for Youth Investment to oversee its grant-making program from 2010-2012. Since that time, Mapp's work and op-eds have been featured in publications including The Wall Street Journal, Backpacker Magazine, Seattle Times, Los Angeles Times, Ebony Magazine, Sunset Magazine, NPR, and many others.

Rue's work has also been recognized with numerous awards and distinctions, including: The Root 100 as one of the most influential African Americans in the country (2012 and 2016), Outdoor Industry Inspiration Award, National Wildlife Federation Communication award (received alongside President Bill Clinton) and Family Circle Magazine selected Rue as one of America's 20 Most Influential Moms.

She is proud to serve on the Outdoor Industry Association board. In 2014, Rue was appointed to the California State Parks Commission by Governor Jerry Brown.

A graduate of UC Berkeley (with a Degree in Art History), Rue's skills and background make her a unique voice via the leadership and programs she has instituted through OA, enlightening a diverse community to the wonders and benefits of the outdoors. Rue resides in Oakland, CA and is the proud mother of three active teenage children.



# NWF ECOCAREERS CONFERENCE 2018

## PANEL I: WORKING FOR LANDS, OCEANS, AND OUTDOOR RECREATION

### Moderator: Julian Keniry

Senior Director, EcoLeaders and Higher Education; National Wildlife Federation

With the National Wildlife Federation and partners, Julian Keniry has spearheaded such programs as Campus Ecology, the Greenforce Initiative, and EcoLeaders, twelve annual green campus innovation awards programs, a certificate of mastery for educators, national higher education sustainability report cards, a large case study database, and a fellowship program.

*Ecodemia: Campus Environmental Stewardship at the Turn of the 21st Century* (1995), her first book, launched many subsequent resources and courses across the world. Most recently, she directed and co-authored *the Greenprint: A Plan to Prepare Community College Students for Careers in the Clean Economy* (2016).

Julian earned undergraduate degrees in International Relations and German from Agnes Scott College and a Master's degree in Environmental Science and Policy from Johns Hopkins University, and serves as a senior advisor to the American Association of Sustainability in Higher Education (AASHE) and on the board of the Institute for Conservation Leadership (ICL).



### David Helvarg

Executive Director; Blue Frontier



David Helvarg is Executive Director of Blue Frontier ([bluefront.org](http://bluefront.org)), an ocean conservation and policy group, an accomplished public speaker and the author of six books: *Blue Frontier*, *The War against the Greens*, *50 Ways to Save the Ocean*, *Rescue Warriors*, *Saved by the Sea* and *The Golden Shore - California's Love Affair with the Sea*. He is editor of the *Ocean and Coastal Conservation Guide* and organizer of 'Blue Vision' Summits for ocean activists, Peter Benchley Ocean Awards (co-founded with Wendy Benchley) and Writers for the Sea, a professional association bringing together ocean authors from around the globe.

David worked as a war correspondent in Northern Ireland and Central America, covered a range of issues from military science to the AIDS epidemic, and he has reported from every continent including Antarctica. An award-winning journalist, he has produced more than 40

broadcast documentaries for PBS, The Discovery Channel, and many others. His print work has appeared in publications including The New York Times, LA Times, Smithsonian, National Geographic, Popular Science, Sierra, and Salon. He has done radio work for Marketplace, AP radio, and Pacifica. He has also led workshops for journalists in Poland, Turkey, Tunisia, Slovakia and Washington DC. Along with all of this, he is a licensed Private Investigator, body-surfer and scuba diver.



# NWF ECOCAREERS CONFERENCE 2018

## Kindra Ramos

Director of Communication and Outreach; Washington Trails Association

Kindra Ramos is the Director of Communication and Outreach at the Washington Trails Association. WTA is the largest state-based hiking advocacy organization in the country. Kindra has spent more than a decade educating and inspiring hikers to be good stewards of our public lands. From social media to in person conversations Kindra is always finding ways to get more people involved in WTA's community. Her Master's degree in Environmental Policy and stint as a legislative and policy intern with National Wildlife Federation helped hone Kindra's love for grassroots organizing and lead her to a career inspiring advocates for our public lands.



## Gabe Vasquez

Southern NM Outreach Coordinator; New Mexico Wildlife Federation



An avid outdoorsman who grew up fishing the waters of the Rio Grande in southern New Mexico, Gabe has a passion for increasing diversity within New Mexico's public lands. With strong family roots in Ciudad Juarez, Mexico, Gabe has spent his career working in the Mesilla Valley and Washington, D.C.

A graduate of New Mexico State University, he has worked as a newspaper editor, non-profit director, public relations consultant, federal advocate, and most recently as a field representative for U.S. Senator Martin Heinrich. Gabe has a wide range of experience working in underrepresented communities in Southwest New Mexico and throughout border communities across the state. As a citizen advocate, Gabe lobbied the administration for the creation of the Organ

Mountains-Desert Peaks National Monument, and as a member of Senator Heinrich's staff, helped pave the path to its creation. Gabe grew up fishing the Rio Grande corridor from El Paso, Texas, to Elephant Butte, New Mexico, with his father and brother, developing a strong sense of conservation, a passion for issues important to sportsmen, and an appreciation and tie to the cultural origins and beauty of the land in Southern New Mexico. Gabe also serves as a volunteer coordinator for Latino Outdoors, a nationally recognized non-profit organization dedicated to increasing the opportunities for low-income Hispanic communities to access public lands and enjoy outdoors experiences. Gabe covers the southern part of the state for the New Mexico Wildlife Federation and lives in Las Cruces.



# NWF ECOCAREERS CONFERENCE 2018

## ECOLEADERS CERTIFICATION WORKSHOP

### **Courtney Cochran**

EcoLeaders Community Manager; National Wildlife Federation

Courtney serves as Community Manager for NWF's EcoLeader Initiative - an online leadership certification program with an online support community for emerging environmental leaders. Courtney graduated from Warren Wilson College in Asheville North Carolina with a BA in Political Science and an even deeper appreciation for the beautiful Swannanoa Valley and the power of community.

While at Warren Wilson, Courtney served for four years on the Environmental Leadership Center (ELC) work crew in the role of Publications Assistant. Based largely on her work at the ELC Courtney received the Upper French Broad River Defense Association Outstanding Achievement Award as well as the Roosevelt-Ashe Society Award for Outstanding Youth in Conservation. In her free time, Courtney enjoys long hikes and live music.



# NWF ECOCAREERS CONFERENCE 2018

## NEXT GENERATION WORKFORCE: JOBS AND THE COMMON AGENDA FOR WILDLIFE

### Collin O'Mara

President and CEO; National Wildlife Federation

Collin O'Mara serves as President and CEO of the National Wildlife Federation, America's largest wildlife conservation organization with 49 state and territorial affiliates and nearly six million members and supporters. Under Collin's leadership, the National Wildlife Federation is focused on conserving wildlife ranging from bison and bighorn sheep to pollinators like monarch butterflies and native bees, defending public lands and access to outdoor recreation, restoring America's water bodies, improving habitat resilience, advancing environmental education (including publishing Ranger Rick magazines), and connecting every American child with the great outdoors.

Collin comes to the National Wildlife Federation from the state government of Delaware where he led the Delaware Department of Natural Resources and Environmental Control as Cabinet Secretary from 2009 through 2014. He spearheaded a range of initiatives, including Delaware's "No Child Left Inside"/ Children In Nature campaign, a comprehensive strategy to confront childhood obesity by reintroducing children to the outdoors; the First State Trails and Pathways Plan, a multi-year initiative to expand and connect the state's trail system; and the Delaware Bayshore Initiative, an effort to establish the region as a world-class conservation and low-impact recreation tourism destination for hunting, birding, fishing, hiking, canoeing, and kayaking, as part of the President's America's Great Outdoors Initiative. Collin also led the largest investment in environmental infrastructure in Delaware's history, including more than \$200 million in wastewater and storm-water systems, beach restoration, dam and dike repair, drainage projects, and park and wildlife areas.

Collin has served on numerous boards including as Co-Chair of the Natural Resources and Agriculture Subcommittee of the President's Task Force on Climate Adaptation and Preparedness, Chair of the Regional Greenhouse Gas Initiative, Chair of the Ozone Transport Commission, Chair of the Climate and Energy Subcommittee of Environmental Council of the States, and Executive Council of Chesapeake Bay Program.

Collin was a Marshall Scholar at the University of Oxford, a University Fellow at the Maxwell School of Citizenship and Public Affairs, and a Presidential Scholar at Dartmouth College. He is a Catto Fellow at the Aspen Institute, a U.S. Green Building Council LEED (Leadership in Energy and Environmental Design) accredited professional, and completed Stanford Business School's Executive Management Program in Environmental Sustainability. Collin lives in Delaware and spends every possible moment in nature with his wife Krish and daughter Riley.



# NWF ECOCAREERS CONFERENCE 2018

## CAREERS IN WILDLIFE AND CONSERVATION

### David Mizejewski

Naturalist; National Wildlife Federation

David is a media personality, author, blogger and a naturalist with the National Wildlife Federation. He holds a degree in Human and Natural Ecology from Emory University and is an expert on wildlife and our environment. He's dedicated to using his knowledge and his enthusiasm to help others understand and protect wildlife.

David is co-host of NatGeo WILD's new prime time television series Pet Talk. He helps viewers understand wildlife through their pets and how pets and wildlife interact and affect each other. He is a regular guest on Conan, The Wendy Williams Show, Inside Edition, and NBC's Today Show. He's appeared on TMZ Live, Access Hollywood Live, Fox and Friends, The Martha Stewart Show, ABC's Good Morning America, The Doctors, RuPaul's Drag Race, and numerous other shows on networks including HGTV, Sundance Channel, The Weather Channel, History, Headline News Network and CNN.

David makes dozens of radio appearances each year and has been a guest on NPR's Science Friday, Marketplace, The Animal House, The Diane Rehm Show and All Things Considered, along with Martha Stewart, Laurie Berkner's Kids Place Live and Rosie O'Donnell Sirius Radio shows and programs on major market radio stations on programming running the gamut from morning commute shows to evening news and weekend talk formats.

David is the author of the how-to book Attracting Birds, Butterflies and Other Backyard Wildlife, winner of the 2005 Publisher's Marketing Association Benjamin Franklin Award. He is also a contributor to Gardening HowTo magazine and a Contributing Editor to Birds and Blooms magazine. He blogs for Animal Planet, Huffington Post, Boing Boing and the National Wildlife Federation.

David is a graduate and board member of Emerging Wildlife Conservation Leaders, an exclusive, two-year leadership training, networking and mentoring program. He was one of twenty young conservationists to be nominated and selected for the inaugural class of this competitive program. He joined the board in 2008. David has also sat on advisory groups for the North American Pollinator Protection Campaign, Biodiversity Council, Alliance for Workplace Excellence, OurEarth.org and Mother Earth News magazine.

Originally from New Jersey, David now lives in Washington, DC but frequents both New York City and Los Angeles.



# NWF ECOCAREERS CONFERENCE 2018

## DAY 2 OPENING KEYNOTE INTERVIEW

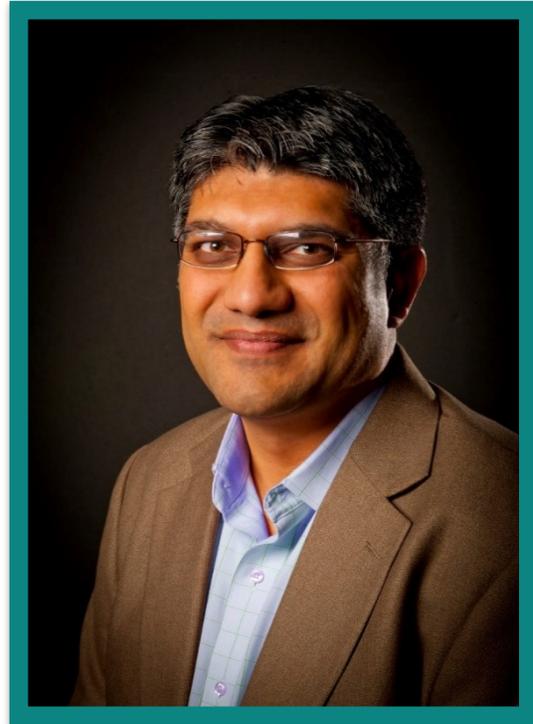
### Jigar Shah

President and Co-Founder; Generate Capital

Jigar Shah is the President and Co-Founder of Generate Capital. Shah was the founder and CEO of SunEdison, where he pioneered “no money down solar” and unlocked a multi-billion-dollar solar market, creating the largest solar services company worldwide.

After SunEdison, he served as the founding CEO of the Carbon War Room, a global non-profit founded by Sir Richard Branson and Virgin Unite to help entrepreneurs address climate change. Shah sees business model innovation as a leveraged tool for driving the next productivity revolution – resource efficiency. He is committed to helping entrepreneurs and large companies alike implement resource efficiency solutions using “no money down” project finance models.

In 2013, Jigar authored *Creating Climate Wealth: Unlocking the Impact Economy*. He holds an MBA from The University of Maryland and BS in Mechanical Engineering from the University of Illinois, Champaign-Urbana. He sits on the boards of sPower and the Rocky Mountain Institute.



# NWF ECOCAREERS CONFERENCE 2018

## ECOLEADERS CAMPUS PARTNERS AND CAREER PLANNING TOOL

### Kristy Jones

Senior Manager, EcoLeaders and Campus Ecology; National Wildlife Federation



Kristy manages campus team memberships, resources such as web conferences and sustainability fellowships, internships, key partnerships, and has co-authored Higher Education in a Warming World – The Business Case for Climate Leadership on Campus.

Before joining NWF, Kristy worked at the Foundation for Environmental Security and Sustainability as an office/research coordinator. Kristy also spent six years working for the Center for Field Studies at George Mason University (GMU). One of her largest projects at GMU was managing The Bahamas Environmental Research Center on Andros Island. Kristy has led several field studies to The Bahamas and Costa Rica. She has a B.A. in Anthropology and master's in Environmental Studies. Kristy is a LEED Green Associate.



# NWF ECOCAREERS CONFERENCE 2018

## INTERVIEW WITH AN NWF CERTIFIED YOUNG PROFESSIONAL

### Interviewer: Courtney Cochran

EcoLeaders Community Manager; National Wildlife Federation

Courtney serves as Community Manager for NWF's EcoLeader Initiative - an online leadership certification program with an online support community for emerging environmental leaders. Courtney graduated from Warren Wilson College in Asheville North Carolina with a BA in Political Science and an even deeper appreciation for the beautiful Swannanoa Valley and the power of community.

While at Warren Wilson, Courtney served for four years on the Environmental Leadership Center (ELC) work crew in the role of Publications Assistant. Based largely on her work at the ELC Courtney received the Upper French Broad River Defense Association Outstanding Achievement Award as well as the Roosevelt-Ashe Society Award for Outstanding Youth in Conservation. In her free time, Courtney enjoys long hikes and live music.



### Interviewee: Megan Taylor

Certified NWF Community EcoLeader



Megan helps manage the Gillette Saturday Farmers' Market in Gillette, Wyoming, where she also serves as the SNAP Coordinator and directs Share the Harvest -- a program designed to increase access to nutritious and locally sourced food, reduce food waste at market, and educate market customers about food insecurity.

As President of the Wyoming Master Gardener Association, Chair of Gillette's Bee City USA affiliate committee, and a member of Gillette's Parks and Beautification Board, Megan has helped create several community seed libraries, urban orchards, and demonstration pollinator/rain gardens. Until recently, she worked as a community organizer for the Powder River Basin Resource Council, a not-for-profit conservation organization based in

Sheridan, Wyoming. Megan holds a M.S. in Rangeland Ecology and Watershed Management and a Masters in Public Administration and Environment and Natural Resources from the University of Wyoming.



# NWF ECOCAREERS CONFERENCE 2018

## CAREER AND TECHNICAL PATHWAYS

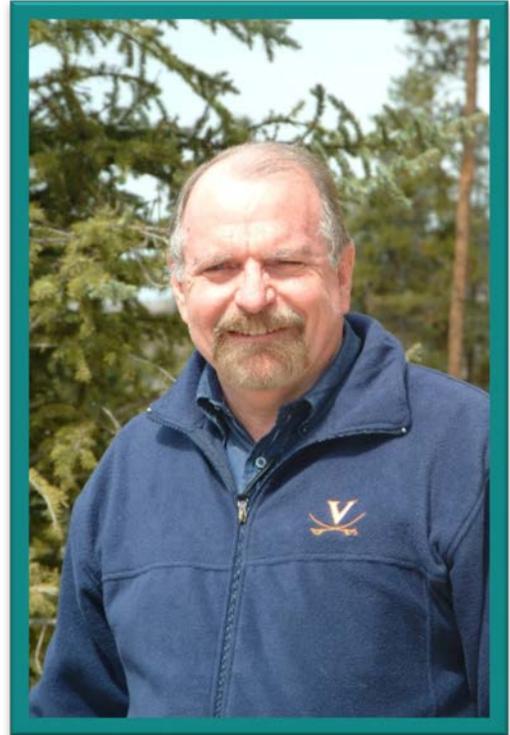
### Kevin Coyle

Vice-President of Education and Training; National Wildlife Federation

Kevin Coyle has committed thirty-five years to improving America's education and environmental education fields. He joined the National Wildlife Federation as vice president for education in 2005.

Prior to NWF, Kevin was president of the National Environmental Education & Training Foundation (NEETF), an award-winning organization chartered by Congress to strengthen U.S. environmental learning. He has also led and founded several other educational and environmental organizations, including River Network, Inc. (Washington, DC and Portland), American Rivers, and the American Land Resource Association.

Kevin is trustee and immediate past chair of The Potomac Conservancy, trustee of The Alice Ferguson Foundation, and has served two terms as chairman of The Natural Resources Council of America. He holds a bachelor's degree in sociology from LaSalle University, a JD in environmental law from Temple University, and the Conservation Leadership Institute Certificate from the Wharton School of Business.



# NWF ECOCAREERS CONFERENCE 2018

## PANEL II: ENTREPRENEURS - BE YOUR OWN BOSS FOR THE ENVIRONMENT

### **Moderator: Eriqah Vincent**

National EcoLeader Coordinator; National Wildlife Federation

As National EcoLeader Coordinator for the National Wildlife Federation's EcoLeaders Program, Eriqah R. K. Vincent manages the program's recruitment and oversees leadership development initiatives within this community of youth conservation and environmental leaders. She also works to strengthen local and regional networks of campuses, such as the Georgia Campus Sustainability Network, committed to sustainability by organizing educational events.

Eriqah is a 2010 departmental honors graduate of Spelman College with a bachelor's degree in Comparative Women's Studies. Her main personal and professional passion is to provide resources and in depth student environmental leadership development to Historically Black Colleges and Universities, like her beloved alma mater, in an effort to advance minority presence in this movement.



### **Chris Castro**

Director of Sustainability, City of Orlando



Chris Castro is an award winning sustainability professional, eco-entrepreneur, and community organizer with a passion for accelerating the transition to a smart, resilient and sustainable future. Chris is most notably known for his work as the founder and president of IDEAS For Us, an international nonprofit and United Nations accredited organization working to develop, fund, and scale environmental solutions around the World; and co-creator of the renowned 'Fleet Farming' urban agriculture program that started in Orlando.

Among some of his recognition, Chris has been called the 'Guru of Green' by the Orlando Business Journal, selected as a GreenBiz '30 Under 30' sustainability professional in the U.S., and recognized as a 'Grist 50 Fixer', one of the top 50 emerging sustainability leaders around the World.

Chris is currently the Director of Sustainability and Co-chair of the Smart Cities initiative for Orlando Mayor Buddy Dyer and the City of Orlando. In his role at the City, he works to develop cross-sector partnerships, policies, and programs that support the sustainability, energy, and climate-related goals of the "Green Works Orlando" initiative.



# NWF ECOCAREERS CONFERENCE 2018

## Katharine Pelzer

Director of Commercial Operations; SparkMeter



Katharine has eight years' experience building products and scaling operations at clean energy technology companies. Originally from Charleston, SC, she made her way north to UNC-Chapel Hill before landing in DC. After working on the Greenpeace research team, she joined NWF's Fair Climate Project, where she organized around clean air issues and environmental justice. She worked with NWF policy teams and community leaders to further initiatives that promoted sustainable communities, clean energy, and green jobs.

After NWF, she was the second hire at an early stage energy consulting and technology company called SOL VISTA, which reduces utility usage and spend for individual commercial buildings and across entire

portfolios through end-to-end energy consulting, turnkey project management, and ongoing building intelligence. After three years, she joined another young energy technology company called Nextility, which built and operate the first commercial (C&I) competitive energy marketplace platform that was developed for use by other energy services and real estate companies. There she grew to be the Chief Revenue Office, which included hiring and managing a sales team, developing a green energy product, leading customer success, and executing national channel sales strategy for their energy marketplace platform.

## Niraj Ray

Founder; Cultivate the City

Niraj Ray founded Cultivate the City (CTC) in 2015 to inspire healthy and sustainable living by empowering local communities with the tools, training and resources for urban agriculture and vertical farming. CTC currently manages over 25 locations around DC, including a rooftop farm at the Washington Nationals Stadium, 4 school gardens, Gallaudet University's school farm and a rooftop retail garden center with a 500 sq. ft. hoop house featuring vertical aquaponic systems. In 2017, CTC cultivated and distributed more than 8000 lbs. of produce- food grown by CTC provides for a 45+ member CSA, restaurant sales, cooking classes and community festivals with their school gardens.

Niraj holds a B.S. in Evolution, Ecology, and Organismal Biology from the Ohio State University and a M.S. in Integrated Environmental Science from Bethune-Cookman University. He is a 2013 National Wildlife Federation Emerging Leader Fellow and formerly worked with the US EPA - Office of Water.



# NWF ECOCAREERS CONFERENCE 2018

## PANEL III: COUNSELING FOR TOMORROW'S LEADERS

### **Moderator: David Corsar**

Career Center Manager; National Wildlife Federation

David Corsar is the Career Center Manager for the National Wildlife Federation EcoLeaders program. NWF EcoLeaders is a robust career and leadership development program for college students and professionals all across the U.S. and beyond.

David completed a full 2-year Peace Corps service in the Republic of Armenia where he focused on professional and organizational development for local community-based NGOs. Prior to his Peace Corps service, David worked as an environmental engineer and project manager at a global engineering consulting firm, CDM Smith. He also served as Secretary of the Virginia State Committee of Water for People, an international development organization working in water and sanitation across the globe. David received Bachelor of Science and Master of Engineering in Environmental Engineering from Old Dominion University in Norfolk, VA and a Master of Public Administration from George Mason University in Fairfax, VA.



### **Paul Bredderman**

Associate Director, Career Center; Emory University



Paul Bredderman is an Associate Director at Emory University, where he has worked in The Career Center since August 2003. He specializes in working with undergraduates and recent alumni who have an interest in the green career sector, as well as those with an interest in nonprofits, media and film. A passionate career counselor, he continues to learn from his students who are driven by so many different interests and motivations. Paul also enjoys teaching and has been fortunate to serve as a guest instructor in the Environmental Sciences Department for a career development capstone course. In 2007, he developed an annual Green Networking Night, collaborating with Emory faculty and staff to bring a variety of green alumni and guest professionals to campus. A key partnership with Emory's Office of Sustainability Initiatives helps this event to flourish, and it now draws close to 150 students annually to

explore what the green sector has to offer. Paul has been a member of the National Career Development Association and its award-winning Georgia chapter. He holds a Master's in Counseling and Educational Development from the University of North Carolina at Greensboro and a Bachelor of Arts in Journalism & Communications from the University of North Carolina at Chapel Hill.



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## Ian Johnson

Director of Sustainability; Colorado College



Ian Johnson is Director of Sustainability at Colorado College. He holds an M.S. in Sustainable Community Development and a B.S. in Construction Management. Prior to arriving at Colorado College in 2013, he was the Sustainability Coordinator at the University of Wisconsin – River Falls.

Ian is a Certified Sustainability Professional, a Certified Greenhouse Gas Inventory Quantifier, holds a Permaculture Design certification, has held fellowships with the National Wildlife Federation and the St. Croix Institute for Sustainable Community Development, and is a former Marine. He has met with President Obama and senior White House staff to advise on sustainability issues.

Ian lives near Colorado College with his wife and two children. His home life blurs the line between work and he views his many pursuits, hobbies, adventures, and mishaps as essential to his profession and the overall goal of a sustainable existence. (In other words: it's all work and it's all fun!) He refuses to accept things at face value, assuming there must be a better way that's either been forgotten or not yet discovered. Occasionally he's right.

## Kevin Wilhelm

CEO; Sustainable Business Consulting

Kevin Wilhelm is the CEO of Sustainable Business Consulting and the world's pre-eminent business consultant in the field of sustainability.

Kevin brings over 20 years of experience working with 120+ businesses with clients including Amazon, Nordstrom, Expedia, REI, Alaska Airlines, Whole Foods, and The North Face to name a few.

Kevin is also a thought leader in this field, having taught at over 7 different Universities and written four acclaimed books in this field including: Return on Sustainability: How Business Can Increase Profitability & Address Climate Change in an Uncertain Economy, Making Sustainability Stick and Introduction to Sustainable Business and is a 1995 graduate of Macalester.



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## CLOSING KEYNOTE

### **Lisa Yee-Litzenberg**

Career Coach and President; Green Career Advisor, LLC

Lisa Yee-Litzenberg is an environmental career coach who is a certified Global Career Development Facilitator.

In 2016 she launched her own Green Career Advisor business where she is President. She has spent over 22 years as a green career expert and is passionate about helping others to find and secure rewarding careers in the environmental field. Prior to starting her own company, she led the graduate environmental career services at the University of Michigan for 10 years where she assisted hundreds of students in finding and securing their dream internships and jobs.

Lisa has a natural resources degree from the University of Michigan and prior to her environmental career advising role at U-M, she spent 12 years working for the National Wildlife Federation. She focused on Great Lakes and wolf conservation efforts as well as on state and federal environmental policy initiatives.

Lisa also collaborated with NWF's Campus Ecology Program to work with students in the Great Lakes region on efforts to green their campuses.



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## Contact Information

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