



“SUSTAINABILITY in FIRE PROTECTION CONFERENCE”

*“Understanding ‘Sustainability in Fire Protection’
... And how it may enhance your bottom line.”*

SPONSORED BY *THE COALITION FOR RESPONSIBLE FIRE PROTECTION*

September 12—15, 2011
Chateaux at Silver Lake Resort
Park City, Utah
(Just 45 Minutes from the Salt Lake City Airport)

***Starting with a Gala Reception on
Monday, September 12th at 6 PM.
Then, 3 Full Days of Relevant Talks and
Interaction to help you understand the
issues and relate them to your
business.***

***There is a rapidly emerging
Green Market! Will your
company prosper from it, or
will it pass you by?***



- **Listen to 7 Top Green Experts** as they explain the environmental challenges other industries have faced and how they accommodated them - and further understand how these challenges are now emerging as issues in the fire protection industry.
- **Listen as experts from the Fire Industry** outline how these issues are already impacting clean agents and how the pressure is building in the arena of fire fighting foams and other agents.
- **Listen as the concepts of environmental life-cycle-management and LEED accreditation** are explained so you can understand how the expectations of the “Green Buyers” are shifting and how that can help grow your bottom line, or cost you business in the future.

“It is not about ‘this Agent vs. that Agent’ . . .

It is about how the entire global market has shifted its environmental expectations and how “Green” is going to impact fire protection from portables to building materials. It is already happening. It’s about your business and whether you are ready or not.”

NON-MEMBER ATTENDANCE IS LIMITED TO THE FIRST 60 REGISTRATIONS
REGISTER EARLY TO GURANTEE YOUR SEAT!

Early Bird Conference Registration through June 30, 2011 at half-price is \$375.⁰⁰.
Full registration after July 1 is \$750.⁰⁰.

For Registration and more information, please log on to:
<http://www.responsiblefireprotection.org/registration/>

A Special Conference Hotel Room Rate of \$149.⁰⁰ Per night can be booked by calling:

1-877-288-2978

Use Special **Group Code 157829**

– Conference Guide –

Tuesday, September 13th

- 8:30 AM – Scott McDougal, Terrachoice (UL Green),
"Emergence of the Green Market and Greenwashing"
- 10:30 AM – Tom Cortina, Cortina Environmental Consulting,
"Update on Clean Agents & Environmental Legislation"
- 1:00 PM – Dr. L. Draucker, World Resources Institute,
"The World Resources Institute Update on Life Cycle Assessment"
- 3:00 PM – Mark Wagner, ICF International,
"GWP As a Dynamic Value in Understanding Sustainability"

Wednesday, September 14th

- 8:30 AM – Jennifer Woofer, Strategic Sustainability Consulting,
"Promoting Your Business to, and Advertising in, The Green Market"
- 10:30 AM – Tom Cortina, Cortina Environmental Consulting Incorporated,
"Sustainability Challenges Facing the Fire Fighting Foam Industry"
- 1:00 PM – Sapna Walter Palla, Kay Scholer LLP,
"The Carbon Market & The Impact on Environmental Decisions"
- 3:00 PM – Randal Shaheen, Arnold & Porter LLP,
"Green Advertising Law and New FTC Guidelines"

Thursday, September 15th

- 8:30 AM – Dr. Rudolf Overbeek, Intertek
"Sustainability Certification & Green Labeling of Fire Products"
- 10:15 AM – Richard Marcus, Remtec International
"Economics of Halocarbon Management"
- 12:15 PM – Michael Arny, Leonardo Academy,
"Connecting Building Fire Protection Sustainability with LEED®"
- 1:30 PM – Tom Gillmore, Tyco Fire Protection Products,
"Vision & Future of the Coalition for Responsible Fire Protection"