



# COLLEGIATE SPORTS SUSTAINABILITY SUMMIT

June 24-26, 2015  
Purdue University  
West Lafayette, Indiana

Engage Fans and Alumni • Expand Sponsorships  
Save Resources • Gain Recognition

Wednesday, June 24- Summit Opens	
7:30 am – 9:00 am	<b>Registration</b>
9:00 am – 9:45 am	<b>Welcome and Opening Session</b> <ul style="list-style-type: none"> <li>• <b>Morgan Burke</b>, Vice President and Director of Intercollegiate Athletics, Purdue University</li> <li>• <b>Elisa Halpin</b>, Coordinator, NCAA Men’s Basketball Championships</li> <li>• <b>Maureen McGonagle</b>, Director of Campus Recreation, Centers at DePaul University</li> </ul>
9:45 am – 10:45 am	<b>PLENARY SESSION 1 – COORDINATING WITH ATHLETICS &amp; RECREATION</b> Building relationships is vital to the success of any sports sustainability effort. For many colleges and universities, coordinating with athletics departments is challenging. This session will explore opportunities to create a healthy collaboration within the unique cultures of Athletics and Recreation. <b>Moderator:</b> <b>Lindsay Batchelor</b> , Program Development Specialist, North Carolina State University <b>Speaker:</b> <ul style="list-style-type: none"> <li>• <b>Maureen McGonagle</b>, Director of Campus Recreation, Centers at DePaul University</li> <li>• <b>Michael Pfahl, Ph.D.</b>, Associate Professor of Sports Management, Ohio University</li> </ul>
10:45 am – 11:00 am	Break
11:00 am – 12:00 pm	<b>ROUNDTABLE DISCUSSION 1 – COORDINATING WITH ATHLETICS</b>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:00 pm	<b>PLENARY SESSION 2 – ACTIVATING BEHAVIOR CHANGE</b> Getting fans to recycle or participate in other sustainable practices is a significant challenge, but one that can be overcome with a better understanding of human nature. This session will explore what behavioral research tells us about how to successfully engage people around environmental practices. <b>Moderator:</b> <b>Alec Cooley</b> , Director of Recycling Programs, Keep America Beautiful <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Dave Newport</b>, Director, Environmental Center, University of Colorado Boulder</li> <li>• <b>Torsten Reimer, Ph.D.</b>, Professor of Communications and Psychology, Purdue University</li> </ul>
2:00 pm – 3:00 pm	<b>ROUNDTABLE DISCUSSION 2 – ACTIVATING BEHAVIOR CHANGE</b>
3:00 pm – 3:15 pm	Break
3:15 pm – 4:15 pm	<b>PLENARY SESSION 3 – STUDENT ENGAGEMENT</b> Finding creative and effective ways to engage students is a critical piece in the development of a successful sports sustainability initiative. This session will discuss the student culture related to sports and ways to hone in on the volunteer opportunities, messages and programs that will allow students to help reach your sports sustainability goals. <b>Moderator:</b> <b>Dave VanDeventer</b> , Recycling and Solid Waste Manager, Clemson University <b>Speaker:</b> <ul style="list-style-type: none"> <li>• <b>Grace Haines</b>, Game Day Manager of the Green Grove Initiative, University of Mississippi</li> <li>• <b>Jair Short</b>, Sustainability Coordinator, Eastern Kentucky University</li> </ul>
4:15 pm – 5:15 pm	<b>ROUNDTABLE DISCUSSION 3 – STUDENT ENGAGEMENT</b>
5:30 pm – 7:30 pm	<b>Game Day Challenge Recognition Ceremony and Evening Reception</b>

Thursday, June 25	
7:30 am – 8:30 am	Networking Breakfast
8:30 am – 9:30 am	<p><b>PLENARY SESSION 4 – FAN ENGAGEMENT</b></p> <p>The opportunity for fan engagement is a huge contributor to the sports sustainability movement nationwide. However, the key to success is creating branding, messaging, and opportunities for involvement by fans and sponsors. This session will focus on finding innovative and effective methods for sustainability to make a lasting impact on sports fans.</p> <p><b>Moderator:</b> Elyssa Emrich, Midwest Correspondent, GreenSportsBlog</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Jeanette Hanna, Ph.D., Market Development Manager, BASF Corporation Biopolymers</li> <li>• Alana Lee Levine, Recycling and Solid Waste Manager, Arizona State University</li> </ul>
9:30 am – 10:30 am	<b>ROUNDTABLE DISCUSSION 4 – FAN ENGAGEMENT</b>
10:30 am – 10:45 pm	Break
10:45 am – 11:45 am	<p><b>PLENARY SESSION 5 – GETTING TO ZERO WASTE</b></p> <p>Zero waste is the focus and the plausible next step for many campuses as they strive to imbed sustainability into their game day culture. However, there are multiple pathways to achieving this goal and just as many partners needed for success. This session will explore the people, processes and programs that contribute to a sporting event zero waste initiative.</p> <p><b>Moderator:</b> Stacy Wheeler, President, RecycleMania, Inc.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Heather Barberio, Program Coordinator, SC Department of Health and Environmental Control</li> <li>• Al Capitos, Maintenance Superintendent, Purdue Athletics</li> <li>• Michael J. Gulich, Director of Sustainability, Purdue University</li> <li>• Ryan McCaughey, Equipment and Grounds Manager, Penn State University</li> </ul>
11:45 am – 12:30 pm	<b>ROUNDTABLE DISCUSSION 5 – GETTING TO ZERO WASTE</b>
12:30 pm – 1:30 pm	Networking Lunch
1:30 pm – 2:30 pm	<p><b>BREAKOUT SESSION 1.1 – SPORTS MARKETING: INTEGRATING SUSTAINABILITY, BRANDING, AND SPONSORSHIP</b></p> <p>This session will dig into creating a marketing campaign for collegiate sports sustainability efforts. Topics will range from creating a brand to leveraging sponsors.</p> <p><b>Moderator:</b> Dave Newport, Director, Environmental Center, University of Colorado Boulder</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Dean Fredette, General Manager, Purdue Sports Properties</li> <li>• Michael J. Gulich, Director of Sustainability, Purdue University</li> </ul>
1:30 pm – 2:30 pm	<p><b>BREAKOUT SESSION 1.2 – EMPOWERING THROUGH SPORTS AND RECREATION</b></p> <p>How can we use collegiate sports and campus recreation to further engage and empower students and staff on sustainability?</p> <p><b>Moderator:</b> Elyssa Emrich, Midwest Correspondent, GreenSportsBlog</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lindsay Batchelor, Program Development Specialist, North Carolina State University</li> <li>• Maureen McGonagle, Director of Campus Recreation, Centers at DePaul University</li> </ul>
2:30 pm – 3:30 pm	<p><b>BREAKOUT SESSION 2.1 – DESIGN AND PLANNING TO ENHANCE SUSTAINABILITY</b></p> <p>Identify and explain strategies through design and operations that enhance sustainability of collegiate sports and recreation.</p> <p><b>Moderator:</b> Pam Swingle, Pollution Prevention (P2) Program Manager, U.S. EPA Region 4</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Michael Andresen, Sustainable Designer, RDG Planning and Design</li> <li>• Jonathan Martin, Landscape Architect, RDG Planning and Design</li> </ul>

2:30 pm – 3:30 pm	<p><b>BREAKOUT SESSION 2.2 – FOOD RECOVERY</b></p> <p>From composting to donating food to feed the hungry, this session will explore success stories, obstacles, and tips for setting up and implementing a food recovery program for collegiate sports</p> <p><b>Moderator: Ron Vance</b>, Chief, Materials Conservation and Recycling Branch Chief, U.S. EPA</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Kelly Boeger</b>, University Housing Menu Management Dietitian, University of Illinois</li> <li>• <b>Tara Pike</b>, Sustainability Coordinator, University of North Las Vegas</li> <li>• <b>Susan Vescovi</b>, Environmental Engineer, U.S. EPA Region 5</li> </ul>
3:30 pm – 3:45 pm	Break
3:45 pm – 4:45 pm	<p><b>BREAKOUT SESSION 3.1 – DEVELOPING A VIABLE VOLUNTEER PROGRAM</b></p> <p>From deciding on how to recruit, correspond, and train volunteers to actually implementing education and accountability strategies on game day, this session will touch on every aspect of volunteer programs and provide transferable practices that can be utilized on various campuses across the nation while respecting the traditions of each unique program.</p> <p><b>Moderator: Chelsea Brehm</b>, Movement Science Faculty, Grand Valley State University</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Katharine DeRosette</b>, Graduate Assistant, University of Arkansas</li> <li>• <b>Grace Haines</b>, Game Day Manager of the Green Grove Initiative, University of Mississippi</li> <li>• <b>Lauren McKinnis</b>, Outreach Coordinator, North Carolina State University</li> </ul>
3:45 pm – 4:45 pm	<p><b>BREAKOUT SESSION 3.2 – GREENING SPORTS BEYOND FOOTBALL AND BASKETBALL</b></p> <p>There is more to collegiate sports than football and basketball. This session will explore sustainability efforts beyond football and basketball.</p> <p><b>Moderator: Pam Swingle</b>, Pollution Prevention (P2) Program Manager, U.S. EPA Region 4</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Justin Caron</b>, Business Development Manager, Aquatics Design Group</li> <li>• <b>David Kopsell, Ph.D.</b>, Professor of Horticulture, Illinois State University</li> <li>• <b>Melissa Nergard</b>, Director of Sustainability, Illinois State University</li> </ul>
4:45 pm – 5:30 pm	<b>PLENARY SESSION 6 – FACILITATED CLOSING SESSION</b>

Friday, June 26	
9:30– 12:30	<p><b>Tour of Purdue University</b></p> <p>This tour will take you to see the Sustainable Achievements of Purdue University. The tour will include LEED and Green Globe certified buildings, a green roof, historic landmarks, and other landscape features promoting sustainability.</p> <p><b>Advanced Registration is required.</b></p>