



2010



greenUpSM
Michigan Green Chemistry Conference

A Catalyst for the Economy

“It’s time to put to rest the notion that economic growth and environmental protection are incompatible. It’s time to finally dismiss this false choice. We need a new approach that plays to America’s greatest strengths of ingenuity, invention, and innovation. We need to reclaim leadership in the development of new products that protect our human health and our environment. And we need to capitalize on the growing green marketplace here and around the world.”

Lisa Jackson, U.S. EPA Administrator addressing the National Press Club on March 8, 2010



2nd Annual Michigan **Green** Chemistry Conference

A Catalyst for the Economy



October 20, 2010
Kellogg Conference Center
Michigan State University
East Lansing

For more
information
and
registration
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The 2nd Annual Michigan Green Chemistry Conference continues the momentum of the green chemistry movement in Michigan. Now more than ever, Michigan organizations are transforming the way they do business with a focus on sustainability and the use of less-toxic materials and processes. The goal of this powerful event, initiated by Governor Jennifer Granholm, is to promote green chemistry and protect Michigan's environment and public health while catalyzing the economy.

Green chemistry can reinvigorate Michigan's economy through new processes and products that are safe and green from cradle to cradle. Come learn from leading experts in the fields of technology, chemistry, engineering, business process improvement, and economic development on advancing and sustaining green products and processes. Business leaders, engineers, chemists, researchers, teachers, policymakers, and anyone else interested in moving green chemistry forward in Michigan are invited to attend this event.



Registration fee is \$90. Go to www.michigan.gov/greenup for more information and registration.



Keynote Speaker

Paul Anastas (invited)
Assistant Administrator
U.S. Environmental Protection Agency
Office of Research and Development



Known widely as the "Father of Green Chemistry" for his groundbreaking research on the design, manufacture, and use of minimally-toxic, environmentally-friendly chemicals, Dr. Paul Anastas has an extensive record of leadership in government, academia, and the private sector. At the time he was nominated by President Obama to lead the U.S. Environmental Protection Agency (EPA) Office of Research and Development (ORD), Dr. Anastas was the Director of the Center for Green Chemistry and Green Engineering, and the inaugural Teresa and H. John Heinz III Professor in the Practice of Chemistry for the Environment at Yale University's School of Forestry and Environmental Studies. Prior to joining the Yale faculty, Dr. Anastas was the founding Director of the Green Chemistry Institute, headquartered at the American Chemical Society in Washington, D.C. From 1999 to 2004 he worked at the White House Office of Science and Technology Policy, concluding his service there as the assistant director for the environment. Dr. Anastas began his career as a staff chemist at EPA, where he rose to the positions of chief of the Industrial Chemistry Branch, and director of the U.S. Green Chemistry Program. It was during his work at EPA that Dr. Anastas coined the term "green chemistry."



GreenUp 2010 Agenda



7:30	Registration		
8:15	Welcome		
8:30 - 9:15	Keynote: Paul Anastas (invited)		
9:15 - 9:30	Break		
9:30 - 10:30	Breakout Sessions I		
	Innovation to Commercialization Green Chemistry for the Preparation of Pharmaceutical Building Blocks - <i>Robert Maleczka, Michigan State University</i>	Regulations and Policy Using Green Chemistry Principles to Reduce Regulatory Compliance Costs - <i>AnnMarie Sanford, Pepper Hamilton</i> Update on Green Chemistry Incentives in State and Federal Chemicals Regulations - <i>Joel Tickner, Lowell Center for Sustainable Production</i>	Assessment Tools for Industry Framework for the Safety Assessment of Complex Products - <i>Pat Beattie, Arcalis</i> Life Cycle Assessment: A Tool for Evaluating Green Chemistry Opportunities in the Chemical Industry - <i>Shawn Hunter, Dow Chemical Company</i>
10:30 - 10:45	Break		
10:45 - 11:45	Breakout Sessions II		
	Providing Solutions with BioMaterials GM's Perspective on BioMaterials - <i>Lora Herron, General Motors</i> Michigan State University, BioEconomy Institute - <i>Randy Olinger, William Freckman,</i>	Growing MI's Green Chemistry Community Part 1 A Green Chemistry Clearinghouse for Michigan - <i>Clinton Boyd, Sustainable Research Group</i> Lessons Learned and Path Forward for Green Innovation in the Automotive Industry - <i>Carol Henry, Society of Automotive Engineers</i>	Green Jobs Green Jobs Transforming Michigan's Workforce - <i>Diana Carpenter, Department of Energy, Labor and Economic Growth</i> Green Chemistry and Green Jobs - <i>Charlotte Brody, BlueGreen Alliance</i>
11:45 - 1:30	Lunch and Governor Awards		
1:45 - 2:45	Breakout Sessions III		
	Green Chemistry in Advanced Batteries Low Temperature Hydrothermal Synthesis of Advanced Battery Materials - <i>Bart M. Bartlett, University of Michigan</i> Greening Batteries is Good Business - <i>Les Alexander, A123 Systems</i>	Growing MI's Green Chemistry Community Part 2 Taking Green Chemistry From Lab Tests to Test Markets - <i>Rui Resendes, GreenCentre Canada</i> Green Manufacturing Initiative and Green Manufacturing Industrial Consortium - <i>John Patten and Michael Barcelona, Western Michigan University</i>	Green Chemistry at the University Green Chemistry Approaches in the Organic Laboratory - <i>David Baker, Delta College</i> Green Chemistry through Sustainability at the University of Michigan - <i>Andrew Berki, UM</i>
2:45 - 3:00	Break		
3:00 - 4:15	Michigan Success Stories Panel: Paul Murray - Herman Miller, Jennifer Jacobs - Ford, Dr. Dawn Shiang - Dow		
4:15 - 4:30	Closing Remarks		

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