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**Green Ribbon Committee**  
**Meeting of August 20<sup>th</sup>, 2008 – 1pm – 4:30 pm**  
A Committee of the City of Nashville, Mayor Karl Dean  
Dr. Randy Lowry, Mr. John Ingram, Co-Chairs

**Paul Rogers Board Room, 1<sup>st</sup> Floor Ezell Center**

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- 1:00pm: Green Ribbon Committee Meeting Begins**  
**Welcome, Mayor Dean**  
**Opening Remarks and Introduction of Committee Members, John Ingram, Co-Chair, Green Ribbon Committee**
- 1:15pm: Key Note Speaker: Jim Hartzfeld**  
Founder and Managing Director of Interface Raise  
Former Chairman of the U.S. Green Building Council
- How a Sustainability Mindset Can Transform a Business or a City
- 1:45pm: Break**
- 1:55pm: Department Head Presentations and Group Discussions: Dr. Lowry**
- Rick Bernhardt, Planning Commission Executive Director, Planning Commission  
Paul Ballard, Chief Executive Officer, Metropolitan Transit Authority  
Billy Lynch, Public Works Director, Public Works Department
- Group Discussion**
- Scott Potter, Water Services Director, Water Services Department  
Jeff Themm, Farmers Market Director, Farmers Market  
Phil Ryan, Executive Director, MDHA
- Group Discussion**
- Roy Wilson, Parks and Recreation Director, Parks and Recreation Department  
Nancy Whittemore, General Services Director, General Services Department  
Dr. Bill Paul, Director of Health, Health Department  
Ms. Rose Wang, Mayor's Youth Council Chair, Martin Luther King Academic Magnet School
- Group Discussion**
- 3:50pm: Closing Remarks: Jim Hartzfeld**
- 4:05pm: Adjourn – Conclusion of Green Ribbon Committee Meeting: Dr. Lowry**  
*(Please plan to remain for interaction and exchanging of ideas.)*

## **Jim Hartzfeld**

Vice President Sustainable Strategy, Interface Americas  
Managing Director, InterfaceRAISE, LLC  
Past Chairman of the Board, U.S. Green Building Council



August 31, 1994 could have been just like any other day launching another corporate program, but for Jim Hartzfeld, it was cataclysmic. Seated in the audience as Ray Anderson, Interface Founder and Chairman, began to deliver a speech that would change his life and the life of his company, it became crystal clear to Jim, the chemical-engineer-turned-marketing-executive: It all had to change.

Since that day, “EcoJim” as he has come to be known, has embraced sustainability as a way of life. Finding his place at this intersection of head and heart, Jim has championed sustainable enterprise as the right and smart thing to do, first at Interface and then with groups like the U.S. Green Building Council, an organization he chaired for two years. For over a decade serving as Sr. Vice President of Interface Research Corporation and Vice President of Sustainable Strategy for Interface Americas, Jim has been pursuing the objective of defining and cultivating business growth opportunities based on sustainability as an emerging business model. Now leading the newly formed venture, InterfaceRAISE, Jim is formalizing the knowledge he has gleaned to bring the tools for technical and cultural transformation to other companies who are similarly motivated.

Jim has worked with such organizations as the U.S. Green Building Council, the World Business Council for Sustainable Development, and the President’s Council on Sustainable Development (PCSD, Clinton Administration) where he served as Ray Anderson’s liaison.

Jim’s enthusiasm and conviction make him a sought after speaker throughout the world. His informative and motivational speeches cover such topics as the sustainability business case, corporate culture change, environmental impact of buildings, LEED certification, the U.S. Green Building Council, selling sustainability to clients, and more. He has been quoted in numerous publications, including the Wall Street Journal and *Fortune* Magazine, and co-authored Interface’s globally recognized Sustainability Report with Paul Hawken and others.

Formerly with Conoco Oil Company and DuPont, Jim holds a degree in Chemical Engineering from the University of Missouri and an MBA from the Goizueta Business School of Emory University. He currently resides with his wife and two children in Marietta, Georgia.

### **Media contact for more information:**

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