



4th Annual

# SUN VALLEY FORUM

Turning Risk Into Opportunity:  
Vision • Courage • Innovation

JULY 31 - AUGUST 3, 2018 • SUN VALLEY, IDAHO

## WELCOME

**The Sun Valley Forum accelerates the transformation to sustainable, equitable, and secure—resilient—economies and communities.**

Each year the Sun Valley Forum gathers leaders and innovators from government, business, nonprofits, investment, and academia, as well as local leaders, visitors, and residents, to share strategies, broaden thinking, and ignite new partnerships at this groundbreaking event with a goal of building greater resilience. Environmental shifts and economic interdependence, as well as social and political upheavals, call for proactive leadership to build resilient communities, companies, nations, and economies. This year our task is ever more urgent: The World Economic Forum's 2018 Global Risks report, [Fractures, Fears & Failures](#), found that three of our top five risks likely to happen in the [next 10 years](#) are environment related: extreme weather events, natural disasters and the failure to mitigate and adapt to climate change. The report stated that the world is entering a "critical period of intensified risks" and "we have been pushing our planet to the brink." And yet the opportunities to build prosperous, secure, thriving communities and economies have never been greater. To have success at scale and urgency, we must address the interconnections and pursue strategies that serve multiple benefits: to that end, the Sun Valley Forum includes a diverse set of topics and approaches, from energy and food, to equity and human resilience, and from policy and investment to technology and communications.

**We are pleased to present the following program for 2018 to turn risk into opportunity, with vision, courage, and innovation.**

Cypress Creek Renewables  
is pleased to serve as  
the Presenting Sponsor  
for the Sun Valley Forum.



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Cypress Creek is driven by the belief that solar makes our world cleaner and healthier.

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## TUESDAY, JULY 31, 2018

### 9:00AM OPTIONAL HIKES

Arrive Monday evening to join in a morning hike – all levels

### 11AM-7PM REGISTRATION (Limelight Hotel, Silvercreek Room)

### 1:00PM WELCOME (Limelight Hotel, Silvercreek Room)

**Turning Risk Into Opportunity: Vision, Courage & Innovation**

**Aimée Christensen**, Founder, Sun Valley Institute

### 1:15PM OPENING SESSION

**Reconnecting Nature and Humanity in a Changing World**

Hosts: **Terry O'Connor**, M.D., Founder, The Adventure Activist;  
**Gavin McClurg**, Professional Paraglider, National Geographic Adventurer of the Year, Patagonia Ambassador, Entrepreneur

**Rocky Barker**, Award-winning Author, Writer, Producer, Writers on the Range at High Country News

**Dr. Jay Lemery**, Associate Professor of Wilderness Medicine, University of Colorado School of Medicine

**Brody Leven**, Professional Adventure Skier & Storyteller, Protect Our Winters

**Kimi Werner**, World Champion Skin Diver & Spear-fisher, Patagonia Provisions

*In this time of rapid global change, human connection to nature is fraying even as we need it most. In this session, we'll hear from a world champion spear-fisher voice for our oceans, a doctor of wilderness medicine, a long-time award-winning Idaho writer and observer about rebuilding connections between humans and nature.*

### 2:25PM CORPORATE LEADERSHIP & THE CIRCULAR ECONOMY: MODELING NATURE TO "END WASTE"

Moderated by: **Andrew Winston**, Winston Eco-Strategies

**Jessica Long**, Managing Director, Accenture

**David Eichberg**, Global Initiatives Lead, Sustainability and Social Innovation, HP

**Bridget Croke**, VP, External Affairs, Closed Loop Fund

*Can we "end waste"? Hear from investors building the recovery infrastructure to close the loop and technology companies replacing virgin products with recycled materials, creating economic advantage and reducing risk.*

### 3:10PM LEADERSHIP THAT VALUES OUR PUBLIC ASSETS

**Hilary Franz**, Commissioner of Public Lands, State of Washington

*America's public lands and natural systems are vast resources for our nation's resilience. Hear from a state leader and innovator who is leveraging strategies for long-term, triple bottom line outcomes.*

**3:30PM BREAK**

**4:00PM EDUCATION INNOVATION FOR A RAPIDLY CHANGING WORLD**

Host: **Julie Wrigley**, President and CEO, Wrigley Investments, LLC

**Christopher Boone**, Dean, School of Sustainability, Arizona State University  
**Burton Webb**, President, University of Pikeville, Kentucky  
**Harry Weekes**, Head of School and Founder, The Sage School, Hailey, Idaho

*How and what we learn is central to our values, our problem-solving skills, and our role in the world. Learn how three education innovators in secondary and university education are positioning students for a new world by prioritizing the human relationship with our environment and building the skills to lead the resource efficiency revolution.*

**4:50PM DRAWDOWN SCALING IMPACT: MAXIMIZING RESULTS ACROSS LOCAL AND GLOBAL SYSTEMS**

Moderated by: **Erik Snyder**, Co-Founder, The Drawdown Fund

**Katherine Neebe**, Senior Director - ESG, Trust & Transparency, Walmart  
**Katharine Wilkinson**, VP of Communication & Engagement at Project Drawdown

*Founded by visionary Paul Hawken, Project Drawdown relies on science and data to identify the top solutions to our environmental crisis, providing “The Most Comprehensive Plan Ever Proposed to Reverse Global Warming.” From girls’ education to regenerative agriculture to walkable cities, the New York Times best-selling Drawdown book guides us to focus on the actions that matter. Hear from Drawdown and those who’ve developed impact strategies based on its insights.*

**5:45PM KEYNOTE: CRAIG BOUCHARD, CHAIRMAN & CEO, BRAIDY INDUSTRIES Building an Ecosystem of Leadership**

Host: **Aimée Christensen**, Founder, Sun Valley Institute

*What can be done when a region’s economy is devastated by an event, such as America’s retreat from coal in Eastern Kentucky? Whether by disasters or long-term trends, from a changing global environment or shifting global economic forces, leaders must think in new ways as nothing is staying the same. Hear how public and private leadership and collaboration are providing the vision, courage and innovation to help create a long term, sustainable economy in Eastern Kentucky in a changing, globalized world.*

#### **DISCUSSION**

**Terry Gill**, Co-CEO, Kentucky Cabinet for Economic Development  
**Craig Bouchard**, Chairman & CEO, Braidy Industries  
**Jonathan Webb**, Founder & CEO, AppHarvest

**6:45PM RECEPTION, DINNER & MUSIC (Limelight Hotel Lobby Lounge)**

**7:15PM**     **DINNER ADDRESS: DANIEL DART, EXTREME SOCIAL IMPACT ENTREPRENEUR**  
**The Complex Relationship Between Resilience and Human Conflict**  
Host: **Eamonn Store**, Founder, FairShare

*Daniel Dart will arrive to Sun Valley directly from Gaza where he is working to support refugees in areas of conflict. We will hear his insights and see his photos from his time in a place where the lack of resilience of our environmental systems and natural resources puts human resilience to the test.*

**8:30PM**     **ENJOY “KETCH’EM ALIVE” MUSIC** (Limelight Hotel Pool Deck)

## WEDNESDAY, AUGUST 1, 2018

**7:30AM**     **BREAKFAST**

**8:30AM**     **RESTORING COMMUNITY WITH HEART AND DATA**  
Host: **Eamonn Store**, Founder, FairShare

**OPENING KEYNOTE: CHEF MARK BRAND**  
CEO MB Inc./Executive Chef-Laudato Si Challenge/ Professor of Innovation-USC/ Chair-A Better Life Foundation

**In Conversation:**

**Mark Brand**, CEO MB Inc./Executive Chef-Laudato Si Challenge/ Professor of Innovation-USC/ Chair-A Better Life Foundation  
**Shane Atchison**, Chief Marketing Officer, DOMO

*How transformational leadership and collaboration are serving communities at risk.*

**9:30AM**     **INSPIRING AND ACTIVATING THE PUBLIC AS CITIZENS, CONSUMERS, ADVOCATES**  
Host: **Geof Rochester**, Founder, GRI Consulting

**Devon Leahy**, Vice President, Futerra  
**Brody Leven**, Professional Adventure Skier & Storyteller, Protect Our Winters  
**Ted Richane**, Director of Engagement and Impact, Vulcan Productions  
**Chase Huntley**, Energy & Climate Program Director, The Wilderness Society

*We are currently living through an unprecedented time of deepened engagement – an age of “courage” so to speak. And, its global, powered by social, and in several instances led by millennials. From the “stop sucking” campaign to ban plastic straws, to the Outdoor Industry’s #ProtectPublicLand, to the Women’s March - citizens, share holders, brands, financial institutions and NGO’s are all “leaning in”. What’s driving this growth? Is it “trending” or here to stay? Is it building bridges or merely driving people deeper into their corners? Most importantly, what are the lessons learned and implications for your work?*

10:15AM BREAK

10:45AM **MORNING KEYNOTE: BOBBY TURNER, TURNER IMPACT CAPITAL**  
Harnessing Market Forces To Create Sustainable, Scalable Solutions

*How a capitalist philanthropist reconciled purpose and profit.*

11:30AM **SHIFTING CAPITAL FLOWS TO REDUCE RISK AND OPTIMIZE OPPORTUNITY**

Host: **Brooks Preston**, Chair, World Policy Institute and Advisory Board, Sun Valley Institute

Opening Remarks: **Julie Shafer**, Head of Purpose Investments & Philanthropy, BNP Paribas/Bank of the West

**Ivan Frishberg**, Vice President for Sustainable Banking, Amalgamated Bank  
**Kristin Hull**, Founder & CEO, Nia Impact Capital

**In Conversation: Corporate Investor Relations to Deliver Results**

Moderated by: **Andrew Winston**, Winston Eco-Strategies

**Katherine Neebe**, Senior Director - ESG, Trust & Transparency, Walmart  
**Lila Preston**, Partner, Generation Investment Management & Advisory Board, Sun Valley Institute

*Capital is mobilizing to solve global challenges and finance local resilience. Hear how a global bank is aligning its capital for impact and how corporations and investors, from the global to the local scale are working to bring trust and decentralized solutions back into finance.*

12:30PM LUNCH (Limelight Hotel Deck)

1:30PM **THE POWER OF FOOD TO TURN RISK INTO OPPORTUNITY**

Host: **Ali Long**, Co-Founder and Executive Director, Local Food Alliance

Moderator: **Renske Lynde**, Co-Founder & Managing Director, Food System6

**Global Context: the 21st Century Food System and Scaling Food Innovation for Resilience**

**Victor Friedberg**, Co-Founder, S2G and Founder, FoodShot Global

**Kate Geagan**, Advisor, Sustainability + Wellness

**The Power of a Regional Food Supply Network**

**Ali Long**, Co-Founder and Executive Director, Local Food Alliance

**Ken Meter**, President, Crossroads Resource Center

**Sam Lillie**, Founder and CEO, Vinder

**Firing Up The Grain Economy**

**Matthew Dillon**, Director of Agricultural Policy and Programs, Clif Bar

**Dr. Stephen Jones**, Director, The Bread Lab, Washington State University

**Brett Stevenson**, Owner, Hillside Ranch

## Catalytic Capital for Food and Agriculture

**Victor Friedberg**, Co-Founder, S2G and Founder, FoodShot Global

**Alex Mackay**, Director of Business Development & Investor Relations,  
Iroquois Valley Farms

*The global food system is the number one water consumer, is a major source of greenhouse gas emissions, and threatens coastal ecosystems with nutrient-loads from fertilizers. At the same time, the food system faces major risks from drought, soil loss, and heat. A regenerative, climate-smart food system has the potential to sequester carbon, reduce water consumption and pollution, increase nutrients in our food, and make it more resilient to heat and drought. Across consumer engagement, investment, and market development, speakers will share with us the innovative technologies, strategies, and food solutions being implemented locally and globally.*

**3:30PM BREAK**

**4-5:30PM WORKING SESSION**

From Global to Local: Linking Food Systems for Resilience

**5:30PM RECEPTION** (Limelight Hotel Deck)

**7:15PM DINE-AROUND DINNERS**

## THURSDAY, AUGUST 2, 2018

**7:30AM BREAKFAST**

**8:30AM TRANSFORMING RISK INTO RENEWAL: REPORTING FROM THE FIELD**

**Jeff Goodell**, Contributing Editor, Rolling Stone

*The award-winning author of The Water Will Come shares insights from his time in Miami, Puerto Rico, and other vulnerable places around the world.*

**8:45AM DISASTER, RECOVERY AND RENEWAL**

Host: **Linda Sheehan**, Senior Counsel, Leonardo DiCaprio Foundation

**Liz McCartney**, Co-founder, SBP & CNN Hero

**Jeff Goodell**, Contributing Editor, Rolling Stone

**Zack Rosenburg**, Co-founder, SBP

*In a rapidly changing world, innovators and funders working to ensure resilience discuss how big data, design in-novation and new business and finance models can make our communities affordable, healthy and resilient.*

**9:40AM RESILIENT INFRASTRUCTURE: ENSURING CYBER & GRID SECURITY**

**Mark Peters**, Director, Idaho National Laboratory

*The Idaho National Laboratory's mission includes discovering, demonstrating and securing innovative clean energy options and critical infrastructure, making it a test bed and model for resilience innovation serving national security, including grid and cyber security and microgrids.*

- 10:05AM WEATHER RESILIENCE AND THE POWER OF DATA IN ACTION**  
**Paul Walsh**, Director, Weather Strategy, IBM/The Weather Company  
**Steven Wysmuller**, Global Lead Meteorologist, IBM/The Weather Company
- Integrating hyper-local weather forecasts and AI represents the future of resilient and adaptive organizations. The Idaho National Laboratory is leveraging this new strategic technology resource to optimize transportation and enhance safety and efficiency.*
- 10:30AM DATA TO MEASURE AND MANAGE BUSINESS RISK AND BUILD RESILIENCE**  
**James McMahon**, Founder, The Climate Service
- Businesses and investors are increasingly aware of the risks of environmental changes. Hear how measuring their resilience, from physical risks like storms and sea-level rise, to sourcing resources including water and worker safety, can inform strategies to strengthen businesses for the near- and long-term.*
- 10:45AM BREAK**
- 11:15PM RESILIENT HOUSING FOR ALL: LIVING HOMES**  
**Steve Glenn**, Living Homes & Plant Prefab
- 11:30AM THE STATE OF IDAHO: PUBLIC & PRIVATE STRATEGIES TO TURN RISK INTO OPPORTUNITY**
- Amber Bieg**, Managing Partner, Warm Springs Consulting  
**John Bernardo**, Sustainability Strategist, Idaho Power  
**Sharon Grant**, Founder, Eco Edge  
**Greg Servheen**, Wildlife Program Coordinator, Idaho Fish & Game  
**Lauren McLean**, Council President, Boise City Council
- In the face of a changing climate, Idaho faces drought, increased temperatures, increased wildfire, decreased snowpack, and other impacts. Public and private sector leaders in Idaho are diving in more deeply to discuss the economic risks and possible opportunities related to climate change. This diverse panel will share the work being done in Idaho and how this cross-sector conversation is bringing everyone to the table.*
- 12:30PM LUNCH** (Limelight Hotel Deck)
- 1:30PM THE FUTURE OF MOBILITY**  
**Sam Arons**, Director of Sustainability, Lyft
- 1:55PM THE POWER OF ENERGY TO TURN RISK TO OPPORTUNITY**  
Host: **Julia Pyper**, Senior Writer, Greentech Media
- Opening Remarks**  
**Bob Hemphill**, Co-founder of AES, Founding CEO, AES Solar & Founder, Sunshine Soldier



## **The Great Energy Transformation**

**David Crane**, Former CEO, NRG

**Michael Cohen**, Co-Founder & President, Cypress Creek Renewables

**Nicole Steele**, Executive Director, Grid Alternatives

## **Greentech Media's "Political Climate" Podcast**

**Julia Pyper**, Senior Writer, Greentech Media

**Shane Skelton**, Partner, S2C Pacific

**Brandon Hurlbut**, Co-Founder & Partner, Boundary Stone Partners

*The energy sector is in the midst of a rapid, tumultuous transformation driven by conspiring innovation, economics and environmental factors. Hear from leading energy players at the forefront of this transformation as they speak to the implications of this transformation, including for our economies, land, people and communities.*

### **3:30PM CLOSING KEYNOTE: HOPE RISING FROM LEADERSHIP ON THE EDGE**

**Barney Swan**, Polar Explorer

*Hear the harrowing story of impact through inspiration of the record-setting expedition to the South Pole powered by 100% renewable energy by Robert Swan (OBE), the first person crazy enough to walk to both poles, and his son Barney. And hear what's next!*

### **4:00PM BREAK**

### **4:15- WORKING SESSION**

**5:45PM** From Global to Local: Turning Risk Into Opportunity: Building a Resilient Community and Energy System

### **6:30PM GONDOLA TO THE ROUNDHOUSE**

**7:00PM CLOSING CELEBRATION** (Roundhouse Restaurant, Bald Mountain)

For more information about our speakers,  
visit [www.sunvalleyforum.com/2018-speakers](http://www.sunvalleyforum.com/2018-speakers) or  
download the Attendify conference app

## Adventure Day!

Join us for one of these local adventures:

- Raft the Iconic Salmon River (additional cost)
- Spend the Day at Redfish Lake
- Nature Hikes
- Mountain Biking (additional cost)
- Fly Fishing (additional cost)



For full descriptions, visit [www.sunvalleyforum.com/adventure-day](http://www.sunvalleyforum.com/adventure-day) or download the Attendify conference app

To sign up for an activity, please visit the Forum Registration desk to check on availability.

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## 5Point Film Festival

Limelight Hotel | 7:00 - 9:00 pm  
\$10



In partnership with The Adventure Activist, please join us at Limelight Hotel Friday evening for the 5Point Film Festival, a sharing of stories of adventure that have the power to ignite positive change in our communities and our world. On the edge between desire and fear,

between the known and unknown, is a place deep inside us all where the spirit is transformed — pushed beyond its limit by our deliberate commitment to usher in something new and original. In this soulful place we are catalyzed to learn, expand and engender newfound understanding to inspire others on their journeys. Through adventure, we find our best selves and encourage those around us to do the same. It is this spirit, this thirst for adventure that 5Point Film celebrates.

To purchase tickets, please visit [www.sunvalleyforum.com/5point-film-festival](http://www.sunvalleyforum.com/5point-film-festival) or stop by the Forum Registration desk.

## CONFERENCE APP

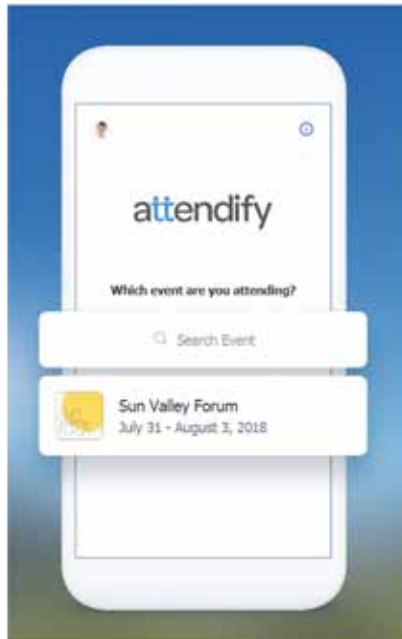
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### Sun Valley Forum

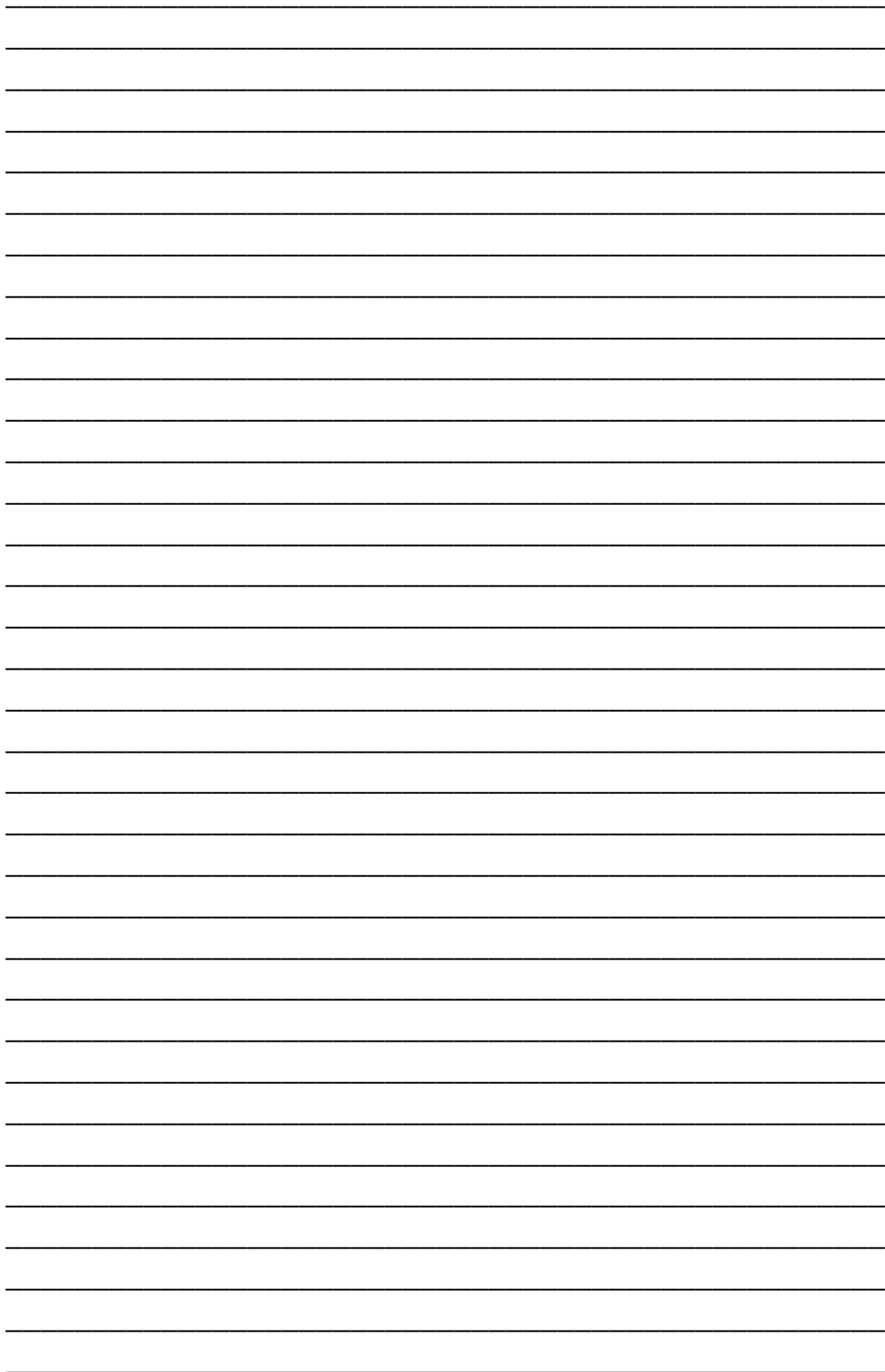
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# THE SUN VALLEY INSTITUTE

## About & Mission

The Sun Valley Institute advances resilience through policy leadership, public engagement, and targeted investments to ensure economic prosperity, environmental protection and human wellbeing in its home community of Idaho's Wood River Valley and beyond.

**Resilience is about surviving and thriving,  
regardless of the challenge.**

Sun Valley leaders founded the Institute in the spring of 2015 to protect and enhance local quality of place for future generations of residents and visitors alike, and to serve as a resource for communities everywhere.

From the original Native American inhabitants to the miners and ranchers of the valley's early days, from the Union Pacific engineers who built the world's first chairlift to those who challenge themselves in its mountains and rivers today, Sun Valley is about history and tradition, grit and perseverance, well-being and quality of life. The risks, assets and values of Sun Valley make it the perfect home for an institute dedicated to resilience.

*For more information, please visit: [www.sunvalleyinstitute.org](http://www.sunvalleyinstitute.org) and follow the institute on Twitter [@SunValleyInst](https://twitter.com/SunValleyInst), [#SunValleyForum](https://twitter.com/SunValleyForum) or Facebook: [www.facebook.com/sunvalleyinstitute](http://www.facebook.com/sunvalleyinstitute).*

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