

# CITY BAR CENTER FOR CLE

## THE BUSINESS OF BEING GREEN HOW EMERGING LAWS MAKE SUSTAINABILITY AN IMPERATIVE

Tuesday, September 29, 2009 / 6:00 p.m. to 9:00 p.m.

Sustainability is becoming a household word and part of the critical agenda for the new federal administration. Both New York City and State have been in the forefront of implementing sustainability programs that encourage state agencies, public benefit corporations and authorities, and corporations to do their part to green the environment. Corporate America is rapidly recognizing the economic benefits of joining the green movement, the practical challenge of imminent federal carbon cap and trade legislation, and the marketing value in being perceived as "green." This program is an essential primer on how to help your clients for the coming legal storm of federal and state regulations.

Don't miss this opportunity to hear from proven leaders regarding energy and climate change, product toxicity avoidance, and other critical developments. Government and industry experts will examine sustainability guidelines, tax and other incentives, ways businesses can position themselves to avoid liability, and much more.

### Program Co-Chairs

**Eileen D. Millett**  
Gibbons P.C.

**Stanley N. Alpert**  
Constantine Cannon, LLP

### Faculty

**Richard Lechner**  
Vice President, Energy & Environment  
IBM Corporation

**Andrew S. Ratzkin**  
Vice President & General Counsel  
Burns & Roe Enterprises, Inc.

**Kathryn Macri**  
Interagency Policy Coordinator  
& Corporate Sustainability Officer  
New York State Environmental Facilities  
Corporation

**Carter H. Strickland, Jr.**  
Senior Policy Advisor for Air & Water  
Mayor's Office of Long Term Planning  
& Sustainability

Co-Sponsored by:



**Sponsoring Association Committee:**  
Environmental Law, Kathy B. Robb, Chair

### Agenda

- 6:00–6:15 **Program Overview & Sustainability Implementation Guidelines**  
How have business, municipalities, academic institutions, etc. realized that sustainability entails meeting the "triple bottom line" of economic, social & environmental responsibility?  
*Eileen D. Millett*
- 6:15–6:30 **Product & Environmental Liability: An Ounce of Prevention Is Worth a Ton of Cure**  
Do legal principles governing product & environmental liability suggest that going green early can be a profit center?  
*Stanley N. Alpert*
- 6:30–6:55 **Private, Federal, State & City Incentives to Be Green**  
What are the obligations & potential liabilities with receiving funding under the ARRA of 2009?  
*Andrew S. Ratzkin*
- 6:55–7:10 **State Sustainability Programs & Incentives in New York State**  
How does New York benefit by integrating environmental performance considerations into the product procurement decision-making process with proper planning, acquisition, use & disposal?  
*Eileen D. Millett*
- 7:10–7:20 **Break**
- 7:20–7:45 **Environmental Facilities Corporation (EFC) & the Federal Stimulus Package**  
How did the ARRA of 2009 enable the EFC to be more sustainable in operational & financial matters?  
*Kathryn Macri*
- 7:45–8:10 **NYC's Sustainability Plan (PlaNYC)**  
How will the Mayor of New York's plan to audit, retrofit & upgrade older buildings lead to improvements that pay for themselves?  
*Carter Strickland, Jr.*
- 8:10–8:25 **Cleaner Energy: What to Do Today to Prepare**  
How do RGGI, the anticipated new federal cap & trade legislation & emerging global trends make carbon footprint reduction a business imperative?  
*Stanley N. Alpert*
- 8:25–8:50 **How IBM Is Developing Technologies to Move Businesses into the Green Economy**  
How does IT help business meet regulatory & economic challenges?  
*Rich Lechner*
- 8:50–9:00 **Questions & Answers**

**New York & California Credit:** 3.0 credits in professional practice.  
This live program provides transitional/non-transitional credit to all attorneys.

**Illinois Credit:** 2.75 general MCLE credits.

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## HOW EMERGING LAWS MAKE SUSTAINABILITY AN IMPERATIVE

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**Live Program (includes materials):**

\$205 Member     \$315 Nonmember

**Walk-in Registration (includes materials):**

\$230 Member     \$340 Nonmember

**CDs (includes materials):**

\$335 Member     \$405 Nonmember

**DVDs (includes materials):**

\$445 Member     \$535 Nonmember

**Materials Only (no CLE credit):**

\$105 Member     \$135 Nonmember

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Please note the credit for Illinois differs from New York & California.

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## Registration Information

**Program Location:**

All programs are held at:

*New York City Bar*

42 West 44th Street, New York, NY 10036

**To Register:** Call (212) 382-6663 or fax (212) 869-4451; mail registration form to the City Bar Center for CLE, 42 West 44th Street, New York, NY 10036, or register online at [www.nycbar.org](http://www.nycbar.org).

*Advance registration is advised. An additional fee of \$25 will be charged for "walk-in" registrations—those received later than 3:00 p.m. one business day prior to the program.*

**Scholarships & Discounts:** Financial scholarships are available; please call (212) 382-6663 for an application. All applications must be submitted three weeks prior to the program. 50% discounts off of member and nonmember prices are available for government and public interest attorneys, students, and academics. A 20% discount off of member and nonmember prices are available for firms and corporations that register four or more people for a combination of programs or video replays.

*\*Non-legal professionals receive the Member Rate.*

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*Please allow 3-5 weeks for delivery of CDs, DVDs and course materials. International orders will be sent by traceable means, and an additional charge for shipping will be named by the recipient.*

**CLE certificates:** Certificates for attending a program are given out and signed by a CLE staff member at the end of the program. You are responsible for keeping a copy of the CLE certificate for your own records. An administrative fee of \$15 will be charged for replacement CLE certificates.

*Illinois credit differs as it is based on a 60-minute credit hour. Illinois ethics credits cannot be awarded until the MCLE Board of Illinois approves an ethics component per individual program. For programs that provide ethics credit, Illinois ethics credits are pending.*

**All information is subject to change.**

All programs and products are sponsored by the CLE Committee, Lisa M. Stenson Desamours, Chair.

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