



SUMMIT-IN-A-BOX

BUILDING YOUR OWN ENVIRONMENTAL SUMMIT EXECUTIVE SUMMARY

BACKGROUND

Global warming and environmental issues are the central challenge of our times. The goal of the Bedford Environmental Summit (BES) was to find a way to educate our community about the most pressing environmental issues of the day, to create a “community of advocates” who would take actions to solve these problems on a local level. We believe that the BES is a worthy model for any community or organization whose goal is to encourage grass roots, local actions to mitigate the challenges presented by greenhouse gas emissions and diminishing natural resources. The Summit in a Box is a detailed explanation of how we planned and implemented the BES and is intended to be used by all interested parties as a starting point to be adapted as a model to suit the needs of a particular community.

The Bedford Environmental Summit began as a joint effort of two organizations, the Town of Bedford’s Energy Advisory Panel (BEAP) and the Bedford Garden Club (BGC). BEAP is a nine-person, volunteer panel, appointed by the Supervisor of the Town of Bedford. Their mandate is to create a plan to reduce greenhouse gas emissions in the Town of Bedford 20% by 2020. The Bedford Garden Club, founded in 1911 and a member of The Garden Club of America, is a volunteer organization whose mission includes the protection and preservation of the environment. As the planning of the Summit progressed, over 120 partnering organizations joined the effort.

The Summit was organized to educate and to encourage ongoing, individual and collaborative actions to create a sustainable town. 1000 people participated in the one-day Summit that was held at the local high school. There were 85 speakers addressing 28 different topics. There were 78 Expo tables and a locavore breakfast and lunch for 1000 people. Over 240 volunteers, including 88 students, participated in the Summit. The success of the Summit was widely publicized in the local newspapers, cable TV and New York Times. As a result of the Summit, many new projects have been spawned throughout our community, including the creation of a nonprofit, Bedford 2020 Coalition, whose mandate is to implement over 70 projects recommended in BEAP’s Climate Action Plan to reduce greenhouse gas emissions 20% by 2020; the creation of a “sustainable school district” and many individual and collaborative projects emanating from the networking that occurred at the Summit.

The key elements to the success of the BES were an effective public/private partnership in co-sponsoring the event; a comprehensive and appealing program of lectures, workshops and Expo exhibits that provided multiple points of entry for individuals in the community to get engaged; extensive community involvement in the form of local organizations who were enlisted as “partners” to assist in the planning and implementation of the Summit; and the focus by Summit organizers on “what happens next” to motivate participants to think beyond the day of the Summit.

We believe that civic engagement and community action can produce measurable results for the environment in all of our communities and we think that the “Summit in a Box” could be a valuable tool to assist in this process.



SUMMIT-IN-A-BOX

BUILDING YOUR OWN ENVIRONMENTAL SUMMIT

Notes on Organization and Implementation

Based on the January 31, 2009 Bedford Environmental Summit

Co-Sponsored by the Bedford Energy Advisory Panel and The Bedford Garden Club

1. GOALS AND SCOPE OF SUMMIT

General Considerations: An environmental summit provides an opportunity to engage a large segment of a community to focus on a broad range of issues and develop local actions to solve these issues. Large or small, the event can mobilize support for environmental concerns and either create or strengthen a grass roots movement to change behavior.

Recommendations:

- Identify your goals/create a mission statement early on in the process
 - Use a mission statement as a focus for decisions about program, content of lectures/workshops, speakers, target audience, etc.
- Involve government officials or panels early on, if possible
 - Many environmental changes will need local governmental support, try to obtain it early on in the process (if not, the summit itself can be a method of alerting politicians to community support)
- Consider a wide range of topics and programming
 - It is important to provide multiple points of entry for various members of the community – some will be attracted to broad topics such as oil depletion, others to more narrow issues, such as school gardens
 - If possible, include workshops, lectures and Expo exhibits as they each appeal to different members of the community, thereby assuring a wider audience

Bedford Summit: In the case of the Bedford Environmental Summit (BES), the goals evolved over time and were not clearly articulated until the Summit planning was underway. Our goals were to:

- Engage a wide segment of the community by providing something of interest for everyone – diversity of speakers and topics, workshops and lectures as well as expo and locavore food experience
- Educate the target audience
- Create a community of advocates to take local action to solve environmental issues
- Change individual behaviors
- Eventually create a sustainable Bedford that might serve as a model for other communities.

Our mission statement reads as follows:

“The mission of the Bedford Environmental Summit is to inform participants about the most pressing environmental issues of the day and to present them with concrete action to address these problems on a local level. What happens after the conference is as important as the conference itself. The Summit’s goal is to encourage ongoing, individual and collaborative actions to create a sustainable Bedford. We believe that civic engagement and community action can produce measurable results and offer valuable models for other communities.”

2. SPONSORING ORGANIZATIONS

General Considerations: Choice of sponsoring entities will be vary from town to town. One need not have a co-sponsor, but having a governmental or quasi- governmental co-sponsor can be an asset in terms of attracting publicity and interest and turning interest into action. In general, an organization that is committed to the concept of an environmental summit and that has the capacity to provide the volunteer staff to organize the event is a prerequisite.

Bedford Summit: The BES resulted from the private/public partnership of the Bedford Garden Club (BGC) and the Bedford Energy Advisory Panel (BEAP), a panel appointed by the Bedford Town Board to create a plan to reduce Bedford’s greenhouse gas emissions 20% by 2020. Both organizations (BGC and BEAP) shared the common goal of educating the community about pressing environmental issues and creating a community of environmental advocates.

3. SUMMIT MANAGEMENT

General Considerations: A competent management team is essential to a successful event. We suggest organizing a Steering Committee, chaired by the sponsor(s) of the event or a key committed volunteer.

Bedford Summit: Our Steering Committee began with a core group of about 5 people who decided on what the Summit might look like. After a few meetings, we invited others to join, based on their interest and time availability. Ultimately, the Steering Committee was comprised of the Committee Heads for all aspects of the Summit. These titles are flexible and can be filled by more than one person as needed and as the Summit evolves. Each Summit is unique and may have different needs, and a different number of volunteers. Allow those involved to try their hand at several areas before becoming the official head if there is any doubt about commitment.

We asked leaders to volunteer to chair (one or more) for the following committees:

- Chair of the Steering Committee
- Treasurer
- Fundraising
- Recording Secretary
- Speakers for lectures/workshops
- Expo
- Partners
- Registration
- Program
- Facilities/Summit Site
- Public Relations
- Volunteers (Student and Adult)
- Food Acquisition and Preparation
- Audio Visual
- Website
- Design (of logo, program, website, signage)

4. COMMUNITY ENGAGEMENT

General Consideration: A successful summit needs to involve the larger community in the planning, marketing and implementation of the event. By inviting other local entities such as businesses, schools, nonprofits, civic and religious organizations and other interested parties to become “Partners”, a broad network of supporters is created. This group will not only assist with the Summit as it begins to take shape, but will also be committed participants in the projects which will take place after the Summit.

Recommendations:

- Partners should be brought into the effort as early as possible as they are a good source for speakers, underwriting, donations and volunteers, and can be instrumental in generating interest in your event.
- A “Partner” can be defined as any organization, business, or individual who agrees to support the summit in any one or all of the following ways:
 - Joining the planning committee;
 - Contributing speakers or workshop leaders
 - Providing financial support or donations of goods and/or services;
 - Supplying volunteers; or
 - Publicizing the Summit with their constituencies via announcements, newsletters, bulletins or emails
- Good sources for partners include, but are not limited to the following:
 - Local school district or schools, both public and private
 - Local garden clubs, agricultural clubs and granges and local botanical gardens
 - The Audubon Society
 - The Nature Conservancy and local land trusts and conservation organizations
 - Business, civic and religious organizations
 - Non-profits with an interest in the environment
 - Rotaries, Lions Clubs
 - Architectural/planning firms
 - Oil companies and energy providers

Bedford Summit: BES intentionally defined partner broadly and kept their obligations simple in order to attract as many partners as possible.

Partners were the “unofficial ambassadors” of the BES. They became one of our best sources of PR and advertising for the Summit. Each of our partner organizations reached out to their membership to notify them of the Summit via emails, bulletins and announcements. And the word spread from there.

BES allowed organizations and individuals to join as partners up until the week of the event. We had over 120 partners.

Partners were integral to the success of BES. The virtual correspondence to them and their constituents helped to spread the mission of the BES in an effective and immediate manner to thousands of people prior to and after the event.

BES had two major meetings with partners during the five-month planning process. The first meeting was held in the second month of planning when we had a sense of what the Summit would look like, with confirmed site and date and an outline of topics and speakers. We called the heads of local organizations and invited them to a morning meeting at the high school to present our concept of the Summit and to ask them to sign up if they were interested. Every organization that attended the meeting signed up as a partner. We held a second partners’ meeting as an update a month later where many more organizations were invited, attended and signed up. We communicated with partners through what became a very robust partners e-mail list. A partner form letter is included in the appendix.

5. KEYNOTE SPEAKER

General Considerations: Having one star quality speaker on board early makes it easier to invite and attract other high quality speakers and luminaries.

Recommendations: If possible, try not to pay speaker honorariums. Remind speakers that the entire effort is being produced by volunteers and donated services. In particular, if the keynote speaker has agreed to forego an honorarium, when approaching other speakers, it is easier to claim “no one is getting an honorarium”. If a speaker still insists on reimbursement, treat the fee as “travel expenses”.

Try to include as members of the Steering Committee, people with contacts who could line up recognized speakers.

Bedford Summit: The keynote speaker for BES, Bob Woodruff, of ABC News, was a significant draw in attracting other high caliber speakers. His early commitment to the BES raised the profile of the event and added legitimacy. Once we had obtained his

commitment, without honorarium, we were able to tell all other prospective speakers “no one was receiving an honorarium”. We intentionally filled out our speaker list before contacting other speakers of national reputations. Some said no at first but changed their minds when they saw how important the event was becoming.

6. COMMUNICATIONS & PUBLICITY

General Considerations: Communication, publicity and marketing are key factors in a successful summit. It is possible to achieve this objective without great expense. A simple website is important. For example, Apple’s MobileMe and iWeb sites are easy to design and user friendly.

Recommendations:

- Develop a simple website to communicate about the summit. Be sure to include date, location, program, speaker lists, expo lists, speaker and expo bios, partner lists, donors etc. Links to the summit website can be distributed by partners and friends, instantly informing people about the event. A website also reinforces the authenticity and quality of the summit. Websites also simplify the process of signing up both speakers and expo participants. In addition, the website gives the public a means of communicating with the organizers.
- Focus on involving partner organizations early on. Partners provide free access to their constituencies. Their involvement also creates a support system intent on boosting attendees. “Partners” who have donated money, provided speakers or provided volunteer labor have a stake in the event and will surely want all of their constituents to attend. Your summit will appear on all of their calendars and much of the publicity will be done for you.
- Involve the newspapers. Be sure to contact editors of the local newspapers early on. Speak to them in advance, and, once they are on board, get articles about the summit in the paper. Ideally there should be a story about the event once a week or once every two weeks in the two months leading up to the summit. Be prepared to write and submit articles on such topics as partners, student involvement, food, quality of speakers, or the range of topics to be addressed. Use letters to the editor. Ask partnering organizations to write in about the importance of the Summit. Summit chairs can respond to those letters to the Editor.

7. DATE OF SUMMIT

General Considerations: If your summit has speakers, workshops or EXPO related to the topics of food, agriculture or gardens, it is easier to plan an event from November through February when these people will have free time. It is also easier to get parents to attend the event when there are fewer children's sports activities.

8. SELECTION OF SITE FOR SUMMIT

General Considerations: Be sure to select a site whose physical layout accommodates the needs of your event in terms of: how many people it can hold, physical layout, available parking and accessibility to mass transit. It is important to select the site at least 6 months in advance to allow for adequate planning.

Recommendations:

- If possible, try to reserve the site for the day prior to your event to allow sufficient time for set-up, volunteer training, and the placement of signs, rental furniture and other equipment. The additional day also will permit time for testing any audio-visual requirements.
- Try to find a contact at the site early on and include that contact person in all phases of planning the event.
- Throughout the planning process, it is important to re-evaluate the site and its limitations to ensure that, as your planning evolves, the site will accommodate the new plans.
- It is essential that the site have adequate signage to direct visitors to parking, registration, bathrooms, lecture/workshop locations. Maps of the site should be provided to each attendee and should be posted for ease of reference. It also would be helpful to have at least one information table at the event. Depending upon the size of the event, it may be useful to have volunteers act as guides for those who may not be familiar with the layout of the site.

Things to consider in site evaluation:

- Number of people
- Layout and site plan
- Availability of lecture rooms to be used simultaneously
- Parking
- Traffic

- Furniture (rental of tables and chairs, coffee machines)
- Signage
- Audio/visual – do you need microphones, special lighting
- Bathrooms
- Coatrooms

Bedford Summit: We believed it was important to select a community-owned facility for the BES. The newly remodeled public high school in Bedford was particularly well suited to our needs. It accommodated a large number of people and offered an opportunity for the entire community to view the recent building improvements. By selecting a school, we immediately engaged the entire school community – students, parents, faculty and administration. The school community was also an important contributor to publicity about the Summit. Immediately following the Summit, the Bedford Central School District created a team to plan for a “sustainable school district”.

9. FUNDRAISING & FINANCE

General Considerations: If the goal is to attract as many people as possible, do not charge too high a ticket price. However, charge a high enough price to ensure that those who buy tickets in advance have paid enough that they will attend the event. Consider a discount for student tickets. Know that the price of tickets may not cover expenses. If so, fundraising must be a component of Summit planning.

Recommendations:

- Charge \$25/head for tickets, \$10/head for students
- Start fundraising early and solicit local businesses, nonprofits, partners and individuals. In the appeal message, explain that funds are needed to cover expenses since ticket prices were not high enough to do so. Add that any extra money raised would be used for seeding projects coming out of the Summit
- Be sure to have a 501(c)(3) entity to receive donations so donors get tax deductions
- Add a donation request to the registration system, in the website and at the event itself
- Consider a raffle at the Summit to raise additional monies
- Schools could also hold fundraisers to support the Summit

10. FACILITIES MANAGEMENT

General Considerations: Once you have selected a site for your event, there are a number of areas that must be considered and addressed. They include:

- Securing adequate insurance for the event and the hosting organizations
- Ensuring that there is medical/EMT personnel on hand for the day of the event
- Providing for adequate security for the event
- Making arrangements for adequate parking or other transportation to the event and notifying local police in case of traffic concerns
- Adequate signage for parking, event locations, bathrooms.

11. REGISTRATION

General Considerations: Registration for multiple lectures over a full day gets very complicated to handle manually. It is preferable to use an online registration system that allows participants to pay, make a donation and select lectures/workshops and luncheon times online.

Recommendations:

- Make sure all registrants receive a badge to indicate that they belong at the Event.
- Create a separate room for speaker registration where instructions, badges, programs and coat racks are provided and assign a volunteer to assist speakers and answer questions
- Create a trouble shooting table for questions
- Try to pre-register Expo participants. On day of Event, register Expo in a place that is convenient to loading and unloading area
- Include a separate table to collect money

Bedford Summit:

Technology was the solution for conference registration. REGONLINE www.regonline.com is the on-line company used for the Bedford Summit. This system allowed us to customize criteria for our particular event. It collects and sorts any detail you need to track. It collects the registration credit card and sorts all of your information so you and your board can review on line throughout the registration process. User names and passwords are needed to view your information – reports are easily run and help is always available at Regonline customer service desk. We used the following criteria:

Over All Statistics: Registrations and Cancellations

Type Breakdown: Students, Adults, Speakers/Panelist, Expo student, Expo Adult and Donor/Underwriter

Payment Method: Cash at the door or Credit Card: Visa/ MC

Area of Expertise:

I would like to make a donation:

Agenda Choices: Detail of your summit event

12. LECTURES & WORKSHOPS

General Considerations: As stated above, a Summit that includes a variety of lectures and workshops on a diverse range of topics will attract a greater number of people to the event. Listed below are some things to consider when planning lectures and workshops for your summit.

- Repeat lectures/workshops that are expected to be popular
- Create topic threads throughout your program so that lectures and workshops covering related topics are not scheduled at the same time (e.g., community gardens and school gardens)
- Limit the number of speakers per workshop or lecture so that each speaker has at least 15-20 minutes; less is more in this regard and also allows greater time for audience questions and participation
- Set the ground rules for lectures/workshops in advance (e.g., amount of time, whether there will be a Q & A period, defined moderator role if applicable, speaker introductions, speaker's supporting materials submitted in advance and available prior to the event, consistent form of speaker biography)
- Consider having each speaker develop a resource list and action steps in advance of event for distribution to attendees
- Organize press interviews with high profile speakers in advance of event and obtain signed releases for any video interviews or footage of their presentations
- Consider setting aside a "speakers' room" at the Summit where speakers can hang coats, have food and beverages and be interviewed by the press.
- Provide audio-visual equipment and pre-load speakers' presentations for smooth transitions between presentations.

Bedford Summit: The BES had 28 lectures and workshops, involving 85 speakers, which resulted in great diversity of content. The number and quality of speakers that participated in the BES was due in part to securing a high profile speaker early in the planning process. It is recommended that you allow at least 6 months advance planning for securing speakers and workshop participants. Our topics ranged from national issues such as oil depletion, oceans and fish, biodiversity, consumer practices, and waste and recycling. We also had workshops on local issues such as community gardens, school gardens, green school curriculum, and local water issues. In addition, we planned workshops that focused on local legislative initiatives – a panel of legislators to address state, county and local regulations both existing and desired. We also had a seminar on the best practices of other Westchester County towns.

13. SUMMIT MATERIALS

General Considerations: The Summit Program is the most important document to be widely distributed on the day of the event. The program contains a list of times and locations for all of the lectures, workshops and the expo. Include a site map so that attendees can easily get themselves oriented. The program should provide background information for each lecture and workshop in addition to concise biographies of all the speakers. Attendees should get a good idea of what themes will be addressed at each event by quickly looking through the program. The expo tables and presenters should also be fully described.

The program should also give credit and thanks to the sponsoring organization(s), donors, organizers and volunteers.

Place an exit survey into the program so that attendees can quickly respond to the day's events before they leave the premises. Think about what you want to get out of the Summit in advance. Trying to track down everyone at a later date is close to impossible.

Recommendations:

Consider asking your presenters before the Summit to provide a list of resources to accompany their talks. These lists will help focus attendees during the event and keep them from having to repeatedly ask what site is referenced, or from scribbling notes frantically to catch up. These resources can also be published on the website or distributed at a later date.

14. EXPO

General Considerations: An Expo area is a central space where exhibitors reserve booths in advance to promote their business or a certain product or to educate the public about a specific topic. The presence of an Expo is of tremendous value. The Expo caters to alternative learning styles by providing an environment in which attendees can speak face to face with expo participants instead of sitting in an auditorium or classroom, observing a lecture or workshop. The EXPO area, centrally located, can add excitement to the event. The EXPO also creates many networking opportunities that can generate projects stemming from the Summit. In all likelihood, there will be more people asking to participate in the Expo than space to accommodate them so you will need a strategy to decide who is included and who is not. You will also need to decide whether or not to charge for an Expo booth and if so, how much.

Recommendations:

- Expo should be centrally located with table numbers to identify exhibitors; a map of Expo participants should be included in event program and posted throughout the site
- Begin Expo application and selection process early and set a firm cut-off date so that Expo participants can be included in promotional materials for the event
- Expo participants should be selected in advance of the Summit by an application process that is overseen by the Expo committee.
- The Expo committee should select a diverse range of exhibitors, including local food purveyors, builders and energy suppliers, garden clubs, schools, businesses, civic and non-profit groups with exhibits relevant to the topics of the Summit. Use your mission statement to decide whom to include or exclude.
- Expo participants, including name, contact information and brief description, should be listed in the Summit program and on the website.
- Require registration and set-up the day before the event wherever possible;
- Provide separate registration for Expo near convenient loading and unloading area
- Make sure the Expo space has outlets for computers or displays.
- Consider early or extended hours for Expo so that Summit attendees have a chance to visit Expo

Bedford Summit: Expo was a vibrant part of the BES and provided attendees and Expo exhibitors with opportunities to network, exchange information and sample products.

There were 78 Expo tables at the BES. The Expo area was a hub of activity and interest and could have been an event unto itself.

Each Expo participant paid a fee between \$100-\$150 (depending upon the size of the table and access to electricity.) The fee entitled the exhibitor to admission table space and admission for one person; additional Expo participants were charged regular admission. Expo exhibitors were required to man their tables at all times during the BES, though volunteers were on hand to allow fill in for exhibitors for lunch and bathroom breaks.

The Expo committee arranged for Expo tables that were covered with burlap fabric so there was a consistent and attractive look to the Expo area.

15. FOOD

General Considerations: We believe that providing delicious locally grown and prepared food to a large Summit audience is the best way to demonstrate the potential for a sustainable town. The collection, preparation and serving of food can itself be a lesson in sustainability. The food aspect of the Summit should be in keeping with your mission, and therefore should be as sustainable as possible.

Recommendations:

- In obtaining food donations and participants, it is important to visit in person with local food purveyors and farmers, preferably in pairs.
- It also helps to obtain early the donations from well-know food institutions in your area. These food purveyors provided us with access to their suppliers and other food vendors.
- It is important to be flexible with your menu: it will be dependent upon the donations that you receive and the time of year, but think about all aspects of the menu when you are seeking food donations. It also helps to seek donations of food in large quantities, so as to minimize the number of vendors you must contact, organize and manage.
- Don't forget to include meal choices for vegetarians, too, in your menu planning.
- Ask a local gourmet food market or restaurant and its chef to oversee the food preparation and distribution at the Summit. If involved early in the planning process, they might provide their own personnel and equipment on the day of the event
- Having knowledgeable volunteers, some with prior restaurant or catering experience, helps to make the serving of the meals successful
- Emphasize recycling – use compostable products; use local recycling company to handle compostable waste and garbage

- Consider using student volunteers to collect waste and ensure that it is placed in the proper receptacle
- Make sure that people providing food have their own insurance.

Bedford Summit: Food played an extremely important role in the BES. We provided all BES attendees with breakfast and lunch consisting entirely of locally grown and prepared foods and included the cost of the food in the \$25 attendance fee. Much of the food was donated by local food purveyors. The remainder was paid for with proceeds from the ticket sales and donations. Calculating the amount of food that would be needed proved to be a challenge; we were extremely concerned that we would run out of food before everyone had been fed. To mitigate this risk, we:

- Overestimated the amount of food needed per person
- Had volunteers serve to manage portion control; however, all were invited back for seconds
- Staggered meal service over three periods which enabled us to better manage food consumption

We were surprised that we feed 1000 people and still had extra. The extra food was distributed to local food pantries and outreach centers.

Another important aspect of the food at the BES was the emphasis on recycling; all of the napkins, plates, cups and utensils used at the BES were made of compostable paper and cellulose products (primarily from Lets Go Green). We also used a local recycling company (Synergis Zero Waste Group) to handle the compostable waste and garbage from the BES. Recycling and composting was actively demonstrated at the BES through our handling of the food garbage. As a result of these efforts, 84% of the waste generated at the BES, primarily as a result of food service, consisted of compostable and recycled material.

16. VOLUNTEERS

General Considerations: The need for volunteers is paramount in all aspects of a successful Summit, from generating a program to web site design and maintenance; from food procurement and pick-up, to set-up and clean-up of the event.

Recommendations: When recruiting volunteers, overestimate needs and anticipate some no-shows. Be sure to provide appropriate training to volunteers, preferably the day before the event. Make sure that volunteers are properly identified at the event – an easily identifiable t-shirt is often a good idea.

When recruiting students, work closely with the guidance and science departments of local public and private high schools. Also consider recruiting volunteer participation from groups such as Boy and Girl Scouts, sports teams and student clubs. Appoint student volunteer leaders to recruit and organize student volunteers into specific time slots and responsibilities.

It may also be a good idea to give discounted or free admission to volunteers, making the position more appealing. Plan to feed them too. If they are there working for the whole day they will need to join attendees during a lunch hour, or have their own dining space and time.

Bedford Summit: BES drew volunteers primarily from the high school hosting the Summit, other local public and private high schools and its partners. Over 240 volunteers, including 88 students, participated in the Summit.

BES organizers visited local high schools early on and made presentations to science and other relevant classes, clubs and student organizations as part of the volunteer recruiting effort. BES organizers also worked with school officials to ensure that student volunteers would get community service credit for their volunteer participation at the BES.

17. POST-SUMMIT

General Considerations: You should consider archiving the Summit as it is unfolding with video footage, photos and official reports.

AV/Video needs for participants and speakers can be expensive and difficult, but it may be a good idea to record the most fascinating or high profile lectures and workshops during the Summit. Be sure to have volunteers on hand who know how to work AV equipment. Check periodically to make sure that microphones and cameras are functioning properly so that everything will be recorded without flaws. Consider lighting requirements that would enable video footage but might prevent slide show.

Official reports of each workshop should be written and saved. These reports, paired with additional Summit programs and video footage, will be invaluable resources as you tell others about your Summit's success.

Finally, you should consider, in advance, how you are going to harness the excitement of the day and create change within your community

Bedford Summit: For the organizers of the Bedford Summit, the Summit itself was the first, not the last, day of the project. Our mission was "to inform participants about the most pressing environmental issues of the day and to present them with concrete action

to address these problems on a local level. What happens after the conference is as important as the conference itself. The Summit's goal is to encourage ongoing, individual and collaborative actions to create a sustainable Bedford. We believe that civic engagement and community action can produce measurable results and offer valuable models for other communities."

In keeping with this mission, we instructed each lecturer to include action steps that could be taken to solve the issue they were discussing. Throughout the day, we urged people to think about actions they could take in the community to effect change. During the year following the Summit, the Summit co-sponsor, the Bedford Energy Advisory Panel, completed its "Climate Action Plan" which recommended over 70 different projects to assist the town in reaching its stated goal of a 20% reduction in greenhouse gas emissions by 2020. The organizers of the Summit have created a non-profit, the Bedford 2020 Coalition, that is charged with facilitating community activities to implement the projects recommended in the Climate Action Plan. This non-profit will work in partnership with the Summit partners to achieve this goal.

18. THANK YOU

A special thank you to the Bedford Garden Club and the Rusticus Garden Club whose members were responsible for creating this document.

Thank you to the Open Space Institute whose Barnabas McHenry Grant, awarded to the Bedford Garden Club and Jesse Catalano, facilitated the creation of this document.

19. APPENDIX

1. Partner Letter
2. Speaker Form
3. Speaker Confirmation Form
4. Donor Letter
5. Expo Application Form
6. Expo Information Sheet
7. Food Partner Participation Form
8. Exit Survey

1. PARTNER LETTER

Bedford Environmental Summit Partner Participation Form

Name of Organization _____

Contact Name _____

Email Address _____

Home Phone _____

Cell Phone _____

Our organization is interested in participating in the following ways

please check all that apply

- Communicating with our membership about the Summit – via email or newsletters/bulletins, posters/flyers, etc
- Helping with an existing workshop or suggesting one of our own
- Participating in the Expo
- We would consider underwriting a portion of the event expenses

Please let us know if your organization has a logo that you'd like us to include in our promotional material.

___ no.

___ yes. Please send a copy to evkass@optonline.net

Contacts

Ellen Conrad – ellenconrad@hotmail.com (917) 903-4491

Mary Beth Kass – evkass@optonline.net (914) 232-3044

2. SPEAKER FORM

Speaker Form

Due to _____ no later than January 16th

Participant: _____ Email/phone: _____

Lecture/Workshop Title(s) and Time(s): _____

Panel Format and Participants:

For those of you on a panel, there will be time limits that will be strictly enforced. We will be discussing this and the specifics of each panel in our follow up conversations with you.

We encourage you to bring handouts (minimum of 50) to your lecture or workshop.

Most of the rooms come with audio visual equipment, chalkboards and/or whiteboards. If you are using a PowerPoint, please email it to me (address) as soon as possible. We will put it on a flash drive to provide seamless transitions between presentations.

I will be using a PowerPoint (please send PowerPoints via email to me no later than January 21st): Yes No

I give my permission to BEAP/BGC to post the PowerPoint on their website www.sustainablebedford.org after the event. Yes No

We are planning to film some of the lectures and workshops to create a visual document of the event. We hope to use the film footage to inspire other communities and groups to host their own events and to serve as a visual resource on our website.

I give my permission to be filmed at the Summit. Yes No

Will you need overnight accommodations? Yes No

Would you be able to attend a Friday night reception if enough interest is expressed? Yes No

3. SPEAKER CONFIRMATION FORM



January 20, 2009

Dear Summit Presenter,

Thank you for agreeing to participate in the ***Bedford Environmental Summit: Path to Sustainability*** to be held at Fox Lane High School, Bedford, New York, on January 31, 2009. Your presence at the Summit is an enormous contribution to our goals of increasing public awareness about environmental issues and solutions, mobilizing local action around these key issues and creating a model for other towns nationwide. Please consider all of us on the Summit Steering Committee as resources and don't hesitate to contact us with any questions, needs or concerns.

You will be participating in a Panel Discussion on: ***Smart Growth/Livable Communities 11:00am-12:00pm***

A few notes about the Summit:

Format: The Summit begins at 8:00 am with registration, coffee/breakfast and Expo. Our keynote speaker, ABC news reporter, Bob Woodruff, will begin at 8:45 am. He will present an overview of the major issues facing our environment as well as a call to action to engage in many of the various local solutions that will be presented during the day. Details of the day's schedule are on our website, www.sustainablebedford.org. We have divided the day up into four one-hour sessions where participants will have the choice of:

1. Attending one of 8 lectures addressing the most pressing environmental issues of the day, such as oil depletion, oceans and fish, agribusiness and biodiversity, among others;
2. Participating in one of 20 workshops presenting concrete actions to address environmental issues on a local level; and
3. Visiting the Expo, 60 tables where we will showcase the work of non-profits, businesses, student and community organizations that advance the environmental cause

4. Enjoying breakfast and lunch and networking. Food for the Summit has been selected to showcase a “sustainable Bedford” of the future – where organic food from nearby farms has been prepared by local purveyors -- a true locavore experience for all to enjoy.

What happens after the conference is as important as the conference itself. We expect the Summit to generate many new projects for the Bedford area. We believe that such civic engagement and community action can produce measurable results and offer valuable models for other communities. We hope that you will include in your opening and closing remarks, a reference to the need for local action and, where appropriate, an enumeration of specific actions would be welcomed.

One of our primary goals is to make the workshops “action oriented” by leaving participants with clear steps they can take or resources they can use for continued involvement in the issue after the workshop is over. In some instances we hope that leaders of workshops will introduce the participants to a choice of projects they could join after the event, or give them the information to start a project on their own.

All lectures and workshops are 1 hour in length.

Registration: You should go to our website, www.sustainablebedford.org to register for the Summit. Please select “Speaker/Panelist” as your registration category and pick a time for lunch. There is no fee for participants, but we need everyone to register in advance in order to keep track of numbers for lunch and for lectures or workshops you might want to attend in addition to your own presentation. The modest fee we are charging attendees does not cover the costs of the Summit, so donations would be greatly appreciated!

Directions: Please click on this link for directions.
www.sustainablebedford.org/sustainablebedford/directions.html

Housing: We are delighted to find accommodation for presenters in the homes of Bedford residents. If you would like us to find a place for you to stay, please contact us.

If you have any questions about the Summit, please contact either Olivia Farr ofarr@aol.com or Caroline Niemczyk niemczykcs@aol.com, Summit Co-Chairs for Lectures and Workshops. Also, be sure to visit our website at www.sustainablebedford.org.

Thank you so much for your efforts, and we look forward to seeing you on January 31st!

Ellen Conrad and Mary Beth Kass
Co-Chairs Bedford Environmental Summit

4. DONOR LETTER



Dear Name,

I am writing to ask your support for an extremely important event. The Bedford Environmental Summit, to be held on January 31, 2009, at Fox Lane High School.

The issues we face seem almost insurmountable - global warming - toxic waste - compromised food supplies - depletion of non-renewable resources - an ailing planet. Without the right information one might think there is no hope.

Here in Bedford, we are proving that each and every individual can make a difference. Last year, our Town appointed the Bedford Energy Advisory Panel (BEAP) to develop a climate action plan for residents to reduce carbon emissions 20% by the year 2020.

That action caught the imagination of the community. Bedford Garden Club (BGC) and the BEAP joined forces to co-host the upcoming Summit to raise awareness of the most pressing environmental issues of the day. Since then, we have been joined by over 40 local community organizations and high schools who agree that we can make a difference, one person at a time, and that the best place to start is in our own backyard.

The Bedford Environmental Summit will offer a full day of lectures, workshops, networking opportunities and an expo. Addressing issues like oil consumption, biodiversity, local food supply, school food, water conservation and recycling, the Summit will provide a forum for individual or collaborative, sustainable projects that address environmental issues in our community.

We hope to share the best of what comes from our Summit with other communities around the country. Our belief is that individually we can make a difference; collectively we can create a movement for change.

As a community leader, your support of this Summit is critical. We hope that you will attend. Your donation will help insure the greatest community participation possible and will create a path to a permanently "sustainable Bedford". Please be as generous as you can.

Sincerely,

5. EXPO SIGN UP FORM



BEDFORD ENVIRONMENTAL SUMMIT EXPO BOOTH APPLICATION

Name of Organization: _____

Type of Organization:

- Non Profit
- "Green" Business
- Food Producer
- Educational
- Other (please specify) _____

Organization Contact:

Name _____

Title (if any) _____

Address _____

Business Phone (____) ____ - ____

Cell Phone (____) ____ - ____

Home Phone (____) ____ - ____

Email _____

Describe products or services to be exhibited:

- Do you require an electrical outlet? Yes No
- Could you share an 8' booth table? Yes No
- Will you need help unloading your exhibit? Yes No
- Will you need help setting up? Yes No

Booth fee is \$50 (No charge for students).

Please make checks payable to **Bedford Garden Club/Environmental Summit**

Mail to Bedford Environmental Summit • PO Box 154, Bedford Hills, NY, 10507.

Note: All Expo participants are required to register for the Summit at
www.sustainablebedford.org.

6. EXPO INFORMATION SHEET



BEDFORD ENVIRONMENTAL SUMMIT EXPO INFORMATION FOR EXHIBITORS

The Bedford Environmental Summit EXPO will consist of approximately 50 tables or booths that will showcase the work of non-profits, businesses, student and community organizations that advance the environmental concerns of the Summit. The tables will be located in the halls and central areas on the first floor of Fox Lane High School. They will be situated so that Summit attendees will pass by them on their way to lectures, workshops or lunch. The EXPO will be open throughout the Summit, with time set aside in the schedule for attendees to explore the EXPO. We expect that over 800 leaders and representatives from local government, business, religious, civic, educational and non-profit organizations as well as concerned local residents and students will participate in the Summit.

If you are interested in having an Expo table at the Summit, please contact Kate Ginnel (kginnel@yahoo.com) to obtain an Expo Application form. Note that there is a fee of \$50 for each Expo table. Sponsors who donate \$1000 or more to the Summit are entitled to a table at the Expo and the \$50 fee is waived. Expo tables must be attended by at least one person at all times during the Summit, from 8:00 am to 4:30 pm. Each person who mans an Expo table is also required to pre-register for the Summit by going to the Summit website, www.sustainablebedford.org. Registration is \$25 per adult, \$10 per student, and is required for all EXPO participants. This fee entitles you to breakfast and lunch as well as admission to workshops or lectures if time permits.

Expo tables are 8 feet by 3 feet and will be covered with a uniform fabric. Please contact Kate Ginnel if you need a larger space and we will try to accommodate you. Participants with brochures or small displays may be asked to share tables. Booth setup starts at 7:00 AM the day of the Summit, Saturday January 31, 2009, or by prior arrangement the previous afternoon. Exhibitors are requested not to close their booths until 5:00 PM on Saturday. Volunteers will be available to assist setting up and dismantling booths. Please let us know if you will need help. Special equipment, such as easels, must be brought by exhibitors. Each booth will have 2 chairs unless more are requested.

Applications for an EXPO table will be treated on a first come first serve basis, so please

send in applications and checks as soon as possible. Also note that registration by Expo participants must also be completed as soon as possible as registration can fill up.

Please make your \$50 check payable to Bedford Garden Club/Environmental Summit and mail to Bedford Environmental Summit • PO Box 154, Bedford Hills, NY, 10507.

We expect to have more applications for EXPO booths than we can accommodate, so please act quickly! We look forward to sharing the Summit with you. Please call or email if you have questions.

7. FOOD PARTNER PARTICIPATION FORM

FOOD PARTNER PARTICIPATION FORM

Bedford Environmental Summit: Path to Sustainability

Saturday, January 31st

Bedford, New York

The Summit's Mission:

The mission of the Bedford Environmental Summit is to inform participants about the most pressing environmental issues of the day, and present them with concrete actions to help address these problems on a local level. What happens after the conference is as important as the conference itself. Working together, the Summit's goal is to encourage ongoing, individual and collaborative actions to create a sustainable Bedford.

Who Is Behind the Summit:

The Summit is a grassroots coalition of environmentally concerned individuals and groups. Over 50 local community organizations (including 4 high schools) have partnered with co-hosts, BEAP (Bedford Energy Advisory Panel) and BGC (Bedford Garden Club) to organize this event.

Farm to Table Philosophy:

During the Summit, we envision creating an enjoyable, communal eating experience with an organic, locally grown and supplied menu. Food preparation and presentation are a priority. To ensure a minimal carbon footprint, we will be as environmentally sensitive as possible.

Thank you in advance for your commitment to the Bedford Environmental Summit.

Name of Organization: _____

Contact Name: _____

Email Address: _____

Home Telephone: _____

Cell Telephone: _____

Donations (please be specific):

PLEASE NOTE: A certificate of Insurance must be accompanied with your donation.

Delivery Information: Fox Lane High School, Route 172, Bedford, New York
Drop-Off Time: Friday, Jan. 30th 5-9pm
Saturday, Jan 31st 7-8am

Special Instructions:

Would you like to participate in our daylong Expo on Jan.31st, highlighting/ promoting your business? There is a \$50.00 charge which includes 1 table and lunch for 2 people. If so, please understand space is limited. We will do our best to accommodate all requests.

Please let us know if your organization has a logo that you'd like us to include in our promotional material.

Thank you again for your support!

Please return this form by email or by fax to _____ before Dec. 1st, 2008.

8. EXIT SURVEY

EXIT SURVEY

Thank you for participating in the 2009 Bedford Environmental Summit. Please take a few moments to give us your thoughts on the Summit and to tell us how you think you may be able to encourage ongoing, individual and collaborative actions to create a sustainable Bedford.

Describe your participation in the Summit:

Attendee	_____	Volunteer	_____
Speaker/Panelist	_____	Expo Student Participant	_____
Donor/Underwriter	_____	Partner	_____

Are you a: Student _____ Adult _____

Are you affiliated with a particular group or organization? If so, please list them:

Please tell us some of the ways that you would be willing to help to achieve the goals of the Summit.

1. Areas where you would be prepared to make a commitment of time, money, skills or goods, or other support: Check all that apply

Waste and Recycling	_____
Composting	_____
Community Gardens	_____
School Gardens	_____
Home Farming	_____
Local Agriculture	_____
Green Homes	_____
Green Schools – Construction, Curriculum, Food	_____
Green Communities: Hospitals, Businesses, Public Places	_____
Energy Efficiency – Residential and Commercial	_____
Community Supported Power and Renewable Energy	_____
Transportation	_____
Legislative Initiatives	_____
Education and Increasing Public Awareness	_____
Land Use	_____
Preserving our natural resources (water, native plants and animal life, biodiversity)	_____

2. Type of commitment to action:

Volunteer my time	_____	Number of hours	_____
Give Money	_____	Amount	_____
Donate Things	_____	Number and Type	_____
Donate My Skills	_____	Number of Hours and Type of Skills:	_____

Donations from My Employer or other Corporation or Organization (Please name organization and nature of donation or commitment to action: _____

Other (Please describe): _____

Your Contact Information:

Name: _____
Address: _____
Email & Tel: _____

How did you learn about the Summit?

What topics presented at the Summit were of the most interest to you?

Were there any topics or issues that you think the Summit should have addressed but did not? Please describe _____
