

White House Stakeholder Briefing:
Department of Commerce and American Competitiveness in the Green Economy
Thursday, October 22nd – 12:30 to 2:30 pm
Eisenhower Executive Office Building

America needs a comprehensive energy plan to regain control of its energy future, revitalize its economy, and break a dependence on oil that threatens our prosperity, our environment, and our national security. This event will bring together business leaders from around the country to share their unique perspective of and first-hand experience of creating jobs while contributing to American energy independence. This event will be open to the press.

Agenda:

12:30 p.m. – Commerce Secretary Gary Locke and Energy Secretary Steven Chu along with senior White House officials will give an update on clean energy and climate economic opportunities and the competitive international market. Secretaries Locke and Chu will also discuss American Recovery and Reinvestment Act investments in competitiveness and clean energy. At the conclusion of their remarks, they will take questions from participants.

1:00 p.m. – A panel of Department of Commerce service users from the private sector, moderated by Commerce Under Secretary for Oceans and Atmosphere and NOAA Administrator Jane Lubchenco, Ph.D., will describe how Commerce staff and resources have fostered new business opportunities, helped manufacturers become more sustainable, and opened new markets overseas for American clean energy products and services. Panelists and Commerce officials will also take questions from participants.

2:15 p.m. – Secretary Locke will wrap-up the event.

Featured speakers and panelists:

- **Secretary of Commerce Gary Locke**
- **Secretary of Energy Steven Chu**
- **Under Secretary of Commerce for Oceans and Atmosphere, Dr. Jane Lubchenco**
- **Donna Zobel**, CEO of Myron Zucker. Based in Sterling Heights, Michigan, the company, founded in 1954, provides electrical power quality and energy efficiency solutions and related equipment to a wide range of manufacturing and commercial businesses and institutions. She will discuss her experience utilizing tools from International Trade Administration's Sustainable Manufacturing Initiative (SMI).
- **Michael J. Walsh**, Executive Vice President of Chicago Climate Exchange (CCX). Dr. Walsh has written extensively on the economics of energy efficiency and the implementation of efficiency programs, and has held senior positions with CCX, Environmental Financial Products, and the Chicago Board of Trade. He will describe how the Department of Commerce's National Oceanic and Atmospheric Administration data has enabled new business opportunities.
- **Mark Gaalswyk**, CEO of Easy Energy. A company specializing in the manufacture and support of Modular Ethanol Production Systems, Easy Energy, is based out of Minnesota. Mark will discuss his experience with the International Trade Administration's Commercial Service helping open new markets overseas for green products and services.