

Caltech/MIT Enterprise Forum  
November 8, 2008

“Green Building” –  
Where are Spaces for Entrepreneurship in Green Building?

**KEYNOTE SPEAKER**

**Lance A. Williams, Ph. D.**

*LEEDR Accredited Professional  
Executive Director*

U. S. Green Building Council-Los Angeles Chapter

Mr. Williams is Executive Director of the US Green Building Council-Los Angeles Chapter. He is an LEEDR Accredited Professional. A primary area of Dr. Williams' interest is the relationship between culture and sustainability.

He is a frequent program moderator and speaker on LEEDR, green building and sustainability. He was the keynote speaker at the 2008 Urban Marketplace, hosted by the Los Angeles chapter of the Urban Land Institute.

He has also served as an advisor on green building policy development to Los Angeles County and various corporate organizations. He participated in the 2007 Annual Congress of the World Green Building Council held in Toronto, Canada. He is also a member of the Social Equity Task Force of USGBC national, charged with expanding parameters of the LEEDR rating system.

At the 2007 Greenbuild Annual International Conference and Expo, USGBC-LA received two national awards from USGBC: First Place Award of Excellence, Advocacy, and Honorable Mention, LEEDR. USGBC-LA has also recently produced a *2008 Membership Directory*, published by McGraw-Hill Construction. Dr. Williams was editor and principal photographer for the Directory.

In recent years, Dr. Williams has traveled extensively throughout Brazil. He was recently a featured speaker at the Third Annual Brazilian Conference on Sustainability in Sao Paulo, speaking on the relationship between culture and sustainability and the potential of applying LEEDR strategies in that country. He is also currently completing a documentary of his travels.

Dr. Williams holds a Ph. D., in Anthropology, an M. A. in Folklore and Mythology, and a B. A. in History, all from UCLA in Los Angeles. He has amassed over thirty-five years of experience as a professional educator, having taught at fifteen universities and colleges. He has published over 300 articles and essays on American culture and is co-author of a textbook on the music industry. He has many production credits in radio, cable television and commissioned projects. He is also an accomplished photographer.

**CONFIRMED SPEAKERS AND PANELISTS**

**Waqidi Falicoff**

*Executive Vice President*

Light Prescriptions Innovators (LPI), Pasadena, CA

Waqidi Falicoff, MA, A.A. School of Architecture, London, England and BA, SUNY at Stony Brook, has had a varied career in architecture, energy sciences, lighting and non-imaging optics. While a Professor at four Universities in 1970s and 1980s, Mr. Falicoff taught in the fields of architectural

and energy sciences, including lighting, illumination and especially solar engineering. He did pioneering research during this period in solar energy systems. This culminated in his co-authoring the book *The*

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*Solar/Wind Handbook*". At LPI, Mr. Falicoff has been active in the development of "remote phosphor" LEDs, leading to patented technology in this cutting-edge field. More recently he has performed R&D into concentrating solar PV systems. He holds 10 patents in the fields of thermochromic optics, non-imaging optics, chemical solvent systems and has authored/co-authored 14 technical papers on non-imaging optics.

**Yan Xiao, Ph.D., PE.**

*Professor, Department of Civil Engineering*  
University of Southern California, Los Angeles, CA

*Research Interests*

- Seismic analysis and design of structures;
- Experimental analysis of structures, components and materials;
- Implementation of new materials into structural design and retrofit.

*Biographical information*

B.S. – 1982 – Tianjin University – Tianjin, China  
M.S. – 1986 – Kyushu University – Fukuoka, Japan  
Ph.D. – 1989 – Kyushu University – Fukuoka, Japan

**Modern Bamboo Bridges**

At the USC Stevens Institute Innovation Showcase, held on March 28<sup>th</sup>, 2007, Prof. Yan Xiao's innovative design of modern bamboo bridges was selected as one of the only three exhibitions. Professor Xiao spent his sabbatical leave last year conducting and directing collaborative research at the Hunan University of China, creating ways to use the "giant grass" as raw material for making composite materials for structural applications. Prof. Xiao came up with the idea of using bamboo materials in modern structures, such as buildings and bridges with huge potential for structurally sound, economical and environmentally-friendly structures of all kinds. With his collaborators in Hunan, Prof. Xiao designed and constructed a prototype pedestrian bridge made with bamboo composites. He is currently working on designing a traffic bridge and a California-style demonstration house in China. It is expected that even a partial replacement of current concrete or steel construction by natural and green materials such as bamboo would significantly improve the growing environmental problems of the world.

**Eric L. Miller**

*Executive-in-Residence*  
Mohr Davidow Ventures

Eric Miller has 25 years experience in energy software development and sales, wholesale energy trading, retail electricity marketing, energy project development and finance, and public advocacy. He is currently Executive-in-Residence with Mohr Davidow Ventures, where he investigates and develops new clean tech opportunities.

Prior to joining Mohr Davidow, Mr. Miller was Vice President of Global Software Solutions for Itron, and was responsible for all aspects of Itron's \$70 million software business unit. Itron software provides meter reading systems, meter data management, energy analysis and distribution system design tools to electric, gas, and water utilities world-wide, as well as advanced enterprise energy management software to large energy consumers. The software group includes six business units covering three continents, with over 250 people and an annual R&D budget exceeding \$25 million/year.

Prior to its acquisition by Itron, Mr. Miller was Vice President of Product Strategy at Silicon Energy. Silicon Energy became the leading provider of enterprise energy management software for large energy users, as well as load curtailment software and customer energy data presentment tools to utilities. Prior to joining Silicon Energy, Mr. Miller was co-founder and CEO of Foresight Energy Company. Foresight pioneered many of the green energy trading and certification structures that guide the green retail and

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wholesale power industry to this day. Before founding this venture, Mr. Miller developed over \$450 million in renewable and conventional energy projects including cogeneration, wind energy and landfill methane projects while at Kenetech Windpower and the AES Corp.

Mr. Miller is Secretary-Treasurer of the Center for Energy Efficiency and Renewable Technologies, and board member for Foresight Energy Company. Mr. Miller holds a Bachelor's Degree in Physics from Colorado College and a Master of Science in Resource Systems from Dartmouth College, Thayer School of Engineering.

**Krista Kline**

*Urban Planning & Design Coordinator*

L.A. City Mayor's Office of Commercial & Residential Development

Krista Kline is currently the *Urban Planning & Design Coordinator* with Mayor Antonio R. Villaraigosa's Office in the City of Los Angeles. She handles urban planning and land use issues for the Mayor, and acts as his liaison to the City Planning Department. In addition, she heads up the Mayor's Green Building effort, coordinating staff in City Departments, Bureaus, and Agencies, to develop a strategy to push sustainable design and construction into the mainstream. She is also working in conjunction with the City Council to develop a green building retrofit and workforce development strategy. She is also the staff lead on the implementation of the Los Angeles River Revitalization Master Plan.

Prior to joining the Mayor's Office, she was the Policy and Planning Deputy for Los Angeles Councilmember Antonio R. Villaraigosa, in Council District 14.

She has also served as a policy advisor for both the 2001 and 2005 Villaraigosa Mayoral campaigns, as well as his 2003 Council campaign. Prior to stepping into the political realm, she worked as an environmental planner for Myra L. Frank & Associates (now Jones and Stokes).

Krista received her Bachelor of Arts from the University of California, Davis in International Relations, with a focus on environmental issues, and both her Masters in Environmental Law and Juris Doctorate Degree from Vermont Law School.

**Adam Winnick**

*Managing Director*

Pacific Capital Group

Adam Winnick is a Managing Director of Pacific Capital Group where he focuses on investments that realize a shared vision for the future of the built environment. Prior to joining Pacific Capital Group, Adam founded and managed an investment firm, ITU Ventures, to commercialize technology incubated in universities. Adam also spent several years on Wall Street. He has an MBA from Stanford's Graduate School of Business and a degree in economics from Tufts University. He is also a Board Trustee of the California Science Center.

**MODERATOR / PRODUCER**

**Ira Moskatel**

*Attorney*

Arnold & Porter LLP

Ira D. Moskatel practices law at Arnold & Porter LLP in Los Angeles, where he focuses on representing businesses that depend on intellectual property or technology, with emphasis in licensing, mergers and acquisitions, joint ventures and strategic alliances. Ira was a founder of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering), and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a past chair of the Caltech/MIT Enterprise forum, and has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association. He has lectured and written

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extensively for major publications on legal aspects of technology, electronic commerce and data security. Ira received a Bachelor of Science in Engineering and Applied Science from the California Institute of Technology, and a J.D. from the University of Southern California Law Center, where he was elected to Order of the Coif and the Board of Editors of the *Southern California Law Review*.

**PRODUCERS**

**Kentaro Funaki**

*Technology Director*

JETRO - Japan External Trade Organization

Kentaro Funaki is Executive Director for Technology and Research at the Japan External Trade Organization (JETRO) Los Angeles office, where he supports business partnering for clean-tech and bio-tech companies on both sides of the Pacific by facilitating initial contacts and providing advisory services and networking opportunities.

Before coming to Southern California in the summer of 2007, he spent 16 years at the Japanese government, mainly the Ministry of Economy, Trade and Industry. His focus there was energy policy, including renewable and nuclear power, and international trade and economic development. He was involved in drafting Japan's renewable energy targets and associated policy program, including the newly adopted Renewable Portfolio Standard and a PV policy package. He was also involved in international affair in competition policy at the Japan Fair Trade Commission for two years starting in 2001, where he joined Japanese delegations to WTO and FTA negotiations. Mr. Funaki is from Kanagawa, Japan, and holds a master degree in international affairs from Columbia University in New York as well as a bachelors degree in nuclear engineering from the University of Tokyo.

**Rogelio Nochebuena**

*President*

Nochebuena R&D

Nochebuena R&D is a consulting organization based in Pasadena that assists small companies as well as large enterprises to solve problems in a cost-effective way in the fields of lasers and nanotechnology. Mr. Nochebuena has more than 20 years of experience in high technology. He has worked in Fortune 100 companies as well as start-ups. Some of the companies that he has worked for include Agilent Technologies, Xerox Corp., and Carl Zeiss where he served in senior technical and marketing positions. His consulting practice includes clients such as Lawrence Livermore National Labs, Intelligent Optical Systems as well as tier one universities.