



## **Cabell Brand Center Workshop:**

### **In Pursuit of Sustainable Living: Opportunities and Challenges Virginia Western Community College Greenfield Center, Daleville**

Date: April 20, 2012 - 8:30 a.m. - 3:00 p.m. Location: Virginia Western Community College  
Greenfield Education & Training Center, Daleville.

#### **Workshop Objective:**

The concept of “sustainable living” facilitates an opportunity for a paradigm shift that will enhance the quality of life and promote the formation of a vibrant and livable society. It is a holistic way of thinking that connects the dots in all aspects of our daily lives and aims for a safe living environment in harmony with nature. Sustainable living can be accomplished by a series of initiatives and actions that we can undertake as individuals and as communities. For details, see the Roanoke Times Op-Ed commentary entitled "Toward a Sustainable American Dream" (January 5, 2012): <http://www.roanoke.com/editorials/commentary/wb/303096>

The objective of this workshop is to bring together community leaders, educators, stakeholders, and citizens in the greater Roanoke Valley and the New River Valley regions of southwest Virginia to present and discuss diverse perspectives and case studies related to sustainable living, and to identify and discuss how to overcome hurdles in order to balance an enhanced quality of life and the economic development. Sufficient time will be provided for interactive discussion between the panelists and the audience.

#### **Sponsor:**

- The Cabell Brand Center for Global Poverty and Resource Sustainability Studies.

#### **Co-sponsors:**

- New River Planning District Commission
- Roanoke Valley-Alleghany Regional Commission
- Roanoke Valley Cool Cities Coalition
- Clean Valley Council
- Virginia Western Community College

**The Cabell Brand Center for Global Poverty and Resource Sustainability Studies is a Non-Profit Organization  
P.O. Box 429, Salem, VA 24153-3513  
Web Site: [www.CabellBrandCenter.org](http://www.CabellBrandCenter.org), Book Site: [www.ifnotmethenwho.org](http://www.ifnotmethenwho.org)**





## Workshop Agenda

**8:00 a.m. – 8:45 a.m.** Registration

**8:30 a.m.** Welcome – Cabell Brand, Chair, the Cabell Brand Center

Introduction – Tamim Younos, Executive Vice President, the Cabell Brand Center

**8:45 a.m. – Noon**

**Panel 1.** Sustainable Living: Perspectives, Case Studies, and Hurdles

**Moderators:** Richard Roth, Professor, Radford University & Cristina Siegel, Executive Director, Clean Valley Council

### Discussion Themes and Panel Members:

The Business Perspective - Steve Sunderman, Architect, USGBC-SWVA Board Member & Green Schools Committee Chair, Terrazia PC President

The Academic Perspective - Sean McGinnis, Ph.D. Associate Research Professor and Director Green Program, Virginia Tech

**10:00 – 10:15 a.m.** Coffee Break

The Citizen Perspective - Diana Christopulos, Ph.D., President, Roanoke Valley Cool Cities Coalition

A City Perspective – Charlottesville Experience - Kristel F. Riddervold, Environmental Administrator, Department of Public Works, City of Charlottesville.

**Noon – 1:15 p.m.** Lunch

Luncheon Speaker: The Honorable Senator John Edwards

**1:15 p.m.**

Developing Holistic Sustainable Economy for Appalachian Virginia: Celebrating Floyd Woody Crenshaw, Community Advocate and President of SustainFloyd

**2:00 p.m. – 3:30 p.m.**

**Panel 2.** Regional Sustainability Initiatives

**Moderator:** Dan Miranda, Vice President, Planning and Consultation, Council of Community Services.

### Panel Members:

Kim Thurlow, Regional Planner, New River Valley Planning District Commission

Jake Gilmer, Senior Planner, Roanoke Valley-Alleghany Regional Commission

**3:30 p.m.** Adjourn

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