

Where **design, technology** and **sustainable business** converge

In partnership with:  
MARKUS AND PAULINE  
 PRICEL CENTER FOR  
 INTERNATIONAL BUSINESS  
**UCLA Anderson**  
 School of Management

**OPPORTUNITY green**

**OPPORTUNITY GREEN BUSINESS CONFERENCE  
 LOS ANGELES CENTER STUDIOS // NOVEMBER 10-11, 2011**



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## Thursday, November 10, 2011

9:00 am - 10:20 am

Introduction by Los Angeles Council President Eric Garcetti



Eric Garcetti  
 President  
*Los Angeles City Council*

Governor Peter Shumlin, State of Vermont - Green Governor of the Year Award Recipient



Peter Shumlin  
 Governor  
*State of Vermont*

Keynote: Just Smart Business - Starbucks and the Environment



Ben Packard  
 Vice President, Global Responsibility  
*Starbucks*

10:20 am - 10:45 am

Morning Keynote

Conde Nast Designer of the Year, 2011, Yves Béhar on Redefining Design



Yves Behar  
 Founder, Chief Designer  
*fuseproject*

11:05 am - 11:15 am

Opportunity Green Sustainability Report-card



Andrea Robinson  
 Founder and Director  
*ARC Sustainability*