

Women in Cleantech: **Creating Environmental Impact Through Investment, Enterprise Growth, Regulation and Legislation**



Panelists:

SENATOR FRAN PAVLEY
23rd State Senate District, CA

CINDY ARONBERG
Deputy State Controller for the Environment and Housing, CA

DIANA SCHULZ
Chief Executive Officer, Cyber-Rain

JAIME NACK
President, Three Squares Inc.

Moderator:

FRAN SEEGULL
Venture Partner, Funk Ventures; Senior Fellow, Society & Business Lab, Marshall School of Business, USC

June 3, 2010
Hyatt Regency Century Plaza, Los Angeles, CA

Panelists



SENATOR FRAN PAVLEY, 23rd State Senate District, California

Senator Fran Pavley was born in Los Angeles, grew up in Sherman Oaks. She is a former middle school teacher and was first Mayor of Agoura Hills. She has lived nearly her entire life in the 23rd State Senate District and understands the issues that matter to the 925,000 constituents in her district, which encompasses portions of Los Angeles and Ventura Counties.

The people of Fran's district care deeply about protecting the natural beauty, environmental health, and livability of California, and she has been a longtime leader for this cause. While serving in the State Assembly, Fran authored landmark laws to combat climate change by capping greenhouse gas emissions in California. Those laws, AB 32 and AB 1493, have become models for other states and nations.

Along with energy, clean air, and water, Senator Pavley is using her time in the Senate to focus on consumer protection, education, health and transportation. In addition to serving as Chair of the Natural Resources and Water committee, she was appointed to serve on the following Senate committees: Health, Environmental Quality and Transportation & Housing.

During her first year in the Senate, Fran worked to advance 11 important bills to the governor's desk. Her legislation will help protect homeowners from mortgage fraud, keep polluting lead out of wheel weights, and improve the reliability of our water supply by capturing and reusing rain water.

Senator Pavley took the helm of the Natural Resource and Water Committee at a challenging time. California is facing a water crisis. The Delta, which furnishes nearly 50% of our water supply, is no longer sustainable. Fran joined other lawmakers in crafting legislation that will help develop a more reliable water supply, restore the Delta ecosystem and encourage investment in water management and conservation programs.

Fran is also serving as the Chair of the Select Committee on the Implementation of AB 32. The committee is providing legislative oversight on a broad range of issues related to climate policy. She sees the requirements of AB 32 as an opportunity to foster innovation and green jobs -- the most promising engines to start the new economy. She seeks to create a clean, safe, secure energy future for California and the United States.

Prior to her election to the Senate, Senator Pavley served three terms in the California State Assembly. In addition to AB 32, she authored AB 1493 (Clean Car Regulations), now known as the "Pavley" law. President Barack Obama recently announced that he would pursue a national standard modeled on the "Pavley" law. After the formal announcement in the White House Rose Garden, the president personally thanked Fran for her work on reducing greenhouse gas emissions.

Fran lives with her husband Andy in Agoura Hills where they raised two children and four guide dogs.



CINDY ARONBERG, Deputy State Controller for the Environment and Housing, California

Aronberg is designated to represent the State Controller on a number of statewide boards and commissions, including the State Lands Commission, the California Ocean Protection Council, the California Alternative Energy and Advanced Transportation Financing Authority and CalPERS and CalSTRS with respect to clean technology investments, and the California Tax Credit and Debt Limit Allocation Committees, which finance affordable housing and other projects. She works closely with the Investors Network for Climate Risk, a \$9.8 trillion group of investors focused on climate change.

Aronberg, a graduate of USC Law School, practiced business and appellate litigation before joining the Controller's Office. She served as a judge pro tem in the Superior Court and on the boards of several non-profit organizations, and has twice carried the Olympic torch.

Panelists



DIANA SCHULZ, CEO, Cyber-Rain

Diana Schulz joined Cyber-Rain in September 2008 and has overseen the launch of the commercial product line, expansion into the wholesale market and the doubling of sales. While at Cyber-Rain, she has been recognized as one of America's Most Promising Socially Conscious Entrepreneurs by Business Week and a leading CleanTech CEO by Women Entrepreneur.

She was previously CEO of the venture-backed Joann.com e-commerce site, where she grew revenues 40% and negotiated a successful exit. Prior experience includes heading Corporate Development and Strategic Planning at Universal Studios and consulting at McKinsey & Company. She received her MBA from Stanford University.



JAIME NACK, President, Three Squares Inc.

Jaime Nack is the President of Three Squares Inc., a cutting edge sustainability consulting firm specializing in producing environmentally sustainable high profile events and offering effective marketing and communications services. Ms. Nack was contracted as Director of Sustainability and Greening Operations for the 2008 Democratic National Convention, marking the first time in DNC history where measures were taken to reduce the environmental impact of the event on the host city. The greening effort was unprecedented in scale and has evolved into an industry case study for best practices in event greening. To read more about the strategy for the DNCC, please visit: www.demconvention.com/greening.

Jaime Nack is one of Los Angeles' leading environmental consultants and marketing strategists, having produced and promoted a variety of the city's most prominent and widely-attended events over the last 15 years. Ms. Nack's extensive experience in event production includes producing several large-scale conferences and music festivals which have attracted more than 250,000 attendees. Prior to founding Three Squares Inc., Ms. Nack served as Director of Events & Marketing for an environmental consulting firm in Santa Monica, CA. She coordinated all marketing and media outreach efforts for the firm, focusing on the alternative fuel vehicle industry, clean transportation projects, and environmental port initiatives. Ms. Nack was responsible for directing several conferences and expos, including the premier conference series in North America showcasing solutions to improve efficiency and reduce emissions from port-related activities with events in Los Angeles, Seattle and New York. In addition, Ms. Nack has organized government affairs outreach activities on behalf of industry associations promoting zero-emission and clean vehicle technologies.

Ms. Nack also has extensive experience working with local city governments including the City of Santa Monica, City of Beverly Hills and City of Los Angeles. Ms. Nack served as the Program Supervisor for the City of Santa Monica, where she organized events such as Heal the Bay's Coastal Cleanup Day, the largest volunteer beach clean-up event in the state.

Ms. Nack has a Master's degree in Public Policy/International Trade from the University of California at Los Angeles, where she also earned her Bachelor's degree in International Economics with a minor in Urban Planning. She has served as a member of the American Association of Port Authorities Public Relations Committee and Harbors, Navigation and Environment Committee. She serves as the Vice-Chair of the APEX/GMIC Green Meetings & Events Practices Transportation Committee establishing national green meeting standards. She also serves on the Board of Directors of the Westside Special Olympics.

Moderator



FRAN SEEGULL, Venture Partner, Funk Ventures; Senior Fellow, Society & Business Lab, Marshall School of Business, USC

Fran Seegull joined Funk Ventures as Managing Director in 2006 and was named COO and Board Director in 2008. Funk Ventures is an early stage venture firm, engaging in venture capital investing and enterprise acceleration. The firm invests in clean technology, sustainable living, health & wellness and medical technologies—industries where it seeks to achieve market rates of financial return as well as social and environmental impact.

Ms. Seegull serves on the board of Lucky Earth and the Barbara Lee Family Foundation and is a Senior Fellow at the Society & Business Lab at USC's Marshall School of Business. She earned an MBA from Harvard Business School.

Agenda

5:30-6:30 pm	Networking and cocktails
6:30-6:45 pm	Introductions and Lessons from the Field: Darya Allen-Attar, Founder & Chairwoman, Broads Circle
6:45-7:30 pm	Panel presentations
7:30-7:45 pm	Q&A and Closing Comments
7:45-9:30 pm	Private Premium Members' Dinner to follow cocktail event (by invitation only)

Upcoming Events

- **June 10** – Women in Health Care: Luncheon at the Luxe Hotel at noon
Driving Revenue and Growing Capital, while building a world Class Health Center
Lou Lazatin, President and CEO, St. John's Health Center
- **July 22** – When Your Looks Can Make You A Million: Summer Soirée Cocktail Event

Mark your calendar and plan on joining us for this fabulous summer evening co-ed cocktail event. Our panel will include women who have received "million dollar" makeovers prior to the event. They will share their experiences about how their new image impacted their business. The professionals responsible for the makeovers include image consultants and skin/hair/makeup artists. They will join the panelists to explain what was involved in each makeover and share valuable tips - don't miss out!

Visit our web site at www.BroadsCircle.com to view details and register for upcoming events.

About Broads Circle

Broads Circle is all about MONEY and POWER for Women. Our mission is to connect senior level business women (C-level executives, partners, business owners and industry leaders) in a meaningful way. We believe that successful, impactful, powerful people have strong networks. They draw on these networks in driving revenue and growing capital for themselves and their organizations. Our events provide opportunities for exceptional women in Los Angeles to meet and create high quality money and power connections.

We are accepting applications for Premium Membership to Broads Circle. The criteria for membership approval are based on professional achievements and the ability and willingness to help drive revenue and grow capital for other members.

Please visit us online at www.BroadsCircle.com to learn more about membership.

Questions? Contact kim@broadscircle.com for assistance.