

# FOCUS 20/20: Your Theatre, Your Town 33<sup>rd</sup> Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



*Last updated 4/02/09; Subject to change.*

## **Eye Opener Breakfast Session**

Friday, July 17, 2009

8:00 – 9:15 AM

*Wyndham Hotel Palace Ballroom East, 2<sup>nd</sup> level*

## **Green Strategies for Rehabilitating and Operating Historic Theatres**

**Allen Hershkowitz, Ph.D.**, principal environmental advisor to the Oscars, the GRAMMYs, the Broadway League, Major League Baseball, the NBA, and the USTA, will introduce our breakfast discussion by describing what some of the world's most visible and culturally influential organizations are doing to reduce their contribution to global and regional environmental pressures. He will also explain the ecological and market basis of why these organizations are embracing environmental initiatives.

### **SPEAKER BIO**

#### **ALLEN HERSHKOWITZ, Ph.D.**

Senior Scientist

Natural Resources Defense Council, New York, NY

Dr. Hershkowitz specializes in issues related to sustainable development, supply chain management, industrial ecology, the paper industry, health risks, solid waste management, recycling, medical wastes, and sludge. He joined the senior staff of NRDC on February 6, 1989 and is the Director of NRDC's National Solid Waste Project and NRDC's Paper Industry Reform Project.

Dr. Hershkowitz is coordinator of some of the world's most prominent institutional greening initiatives and supply chain ecological assessments: Working with the Academy of Motion Picture Arts and Sciences he coordinated the greening of the 2007, 2008 and 2009 Academy Awards telecast and related events; Working with the Academy of Recording Arts and Sciences [NARAS] he coordinated the greening of the 50<sup>th</sup> Anniversary GRAMMY Awards and the 51<sup>st</sup> GRAMMY Awards and all NARAS offices; he serves on the Steering Committee of the "Broadway Goes Green" initiative, which he helped establish; his work as the coordinator of "The Greening of Major League Baseball", "The Greening of the National Basketball Association", "Greening the USTA" and "The Greening of the National Hockey League", earned him the US EPA's "Environmental Merit Award" in 2008. This work involves coordinating supply chain management with the head of league operations and the Commissioners of MLB, the NBA, the USTA and the NHL and supplying environmental information resources specific for each team in those professional sports leagues. He is the coordinator in charge of greening the Warner Music Group and EMI/Capitol Virgin Records, two of the world's largest music companies, and he is an advisor to Disney Music. Dr. Hershkowitz is also the Corporate Social Responsibility Advisory Director of the Board of the Sims Group, among the world's largest publicly traded scrap metal processing companies.

Dr. Hershkowitz serves on the DuPont Corporation's Bio-Based Fuels Life Cycle Assessment Advisory Board. He has served on the National Academy of Sciences' National Research Council Committee on the Health Effects of Waste Incineration. Previously he has served as the Chairman of the New York State Department of Environmental Conservation Commissioner's Advisory Board on Operating Requirements for Municipal Solid Waste Incinerators. He has also served on the EPA's Science Advisory Board Subcommittee on Sludge Incineration, as well as the Agency for Toxic Substances and Disease Registry's Peer Review Panel for its Report to Congress on the Health Implications of Medical Waste. Dr.

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Hershkowitz was the Principal Contractor for the United States Congressional Office of Technology Assessment's Report to Congress on Municipal Solid Waste Management. He was a member of the U.S. EPA's Regulatory Negotiations on Fugitive Emissions from Equipment Leaks at Synthetic and Organic Chemical Manufacturing Industries. Dr. Hershkowitz served on the American Society of Mechanical Engineers Committee on Worker Training and Waste-to-Energy plants, he has been invited to serve as a discussant at international gatherings of environmental officials by the Organization of Economic Cooperation and Development (OECD) and has been invited to present his research findings on sustainable industrial development before the United Nations Environment Program in Paris. Prior to joining NRDC he was the Director of Solid Waste Research at INFORM, an environmental research group. He has performed solid waste management strategic assessments in Japan and Europe, as well as throughout the U.S.

Dr. Hershkowitz was a principal author of President Clinton's "Greening the Government" Executive Order # 12873, which was signed by the President in October of 1993, and he is a member of the Society of Conservation Biologists, the Pulp and Paper Technical Association of Canada, the Technical Association of Pulp and Paper Industries, the New York Academy of Sciences and the International Society of Industrial Ecology. He was the originator and project coordinator of the Bronx Community Paper Company project, a 400,000-tons-per-year paper recycling, brownfield reclamation and sustainable community development project in New York City.

Besides the US EPA's "Environmental Merit Award" in 2008, he was awarded a Special Citation by the Honors Committee of the American Institute of Architects in 2002 for his work on the Bronx paper mill project. In 2004 he was awarded the "Friend of the Hudson" award by Scenic Hudson, the organization's highest award.

Dr. Hershkowitz served on the editorial board of OnEarth Magazine from 2006 to 2008. He has served on numerous advisory and regulatory bodies throughout the U.S. and in Central America and has served as an advisor to numerous municipalities, legislative bodies, trade groups and environmental organizations in the United States, Europe, Japan and Central America. He also served as a principal technical advisor on public health and solid waste issues to the Belize Association of Conservation NGOs, the Belize Zoo and the Tropical Education Center. In the 1980s and 1990s he led numerous fact-finding missions for local, state, and national government officials to study waste management and recycling policies and practices in Japan and Europe, including a Congressional (Senate and House members) research tour. In 1989 Dr. Hershkowitz was a delegate to the United Nations Treaty Convention on the Transboundary Movements of Hazardous Wastes, where he worked to prevent the dumping by first world nations of hazardous wastes into less developed countries. Dr. Hershkowitz regularly advises government, NGO and corporate officials in the U.S., Europe, Central America and Japan and testifies frequently before government agencies, House and Senate Congressional committees, and state and local agencies.