

Florida International Business Summit

“Preparing Small and Medium Size Business Enterprises for a Green Energy Future”

March 23, 2011
Florida International University

Keynote Speaker, Moderators and Panelists

Roberto Dobles, Ph.D. - Keynote Speaker

Dr. Dobles has a background in energy and management. He received a B.S. and M.S. in Industrial and Systems Engineering from the UCLA, an MBA from the University of Leuven in Belgium, and a PhD in Management from the University of Paris (Dauphine) in France.

He has been Minister of Environment, Energy and Telecommunications and Minister of Science and Technology of Costa Rica, CEO of ICE (Costa Rica's electric power company) and RECOPE (Costa Rica's oil company) and has participated in numerous multilateral energy organizations, including the United Nations Environment Program (UNEP) and the United Nations Climate Neutral Network. In 2008 he was designated as “Climate Leader” by the organization Climate Action.

In May 2009 he was elected Cochairman of the IWG IFR (“International Working Group on Interim Finance for REDD”) meeting in the Oslo, Norway. The IWG IFR is an international group formed for the fight against climate change. He represented Costa Rica as Ambassador and Special Envoy for Climate Change in 2009 and actively participated in the international negotiations for a new Climate Change agreement in Copenhagen in December 2009.

He has also been President of D&R International, Representative in Central America of Dun and Bradstreet (D&B) and consultant in the private and public sectors at the national and international level with several firms (D&R International, HG Consultores, Hay Group Management Consultants, KPMG, Sonda and Ecoanalysis).

His experience in executive positions in public and private organizations of various sectors and the continued professional education has allowed him to develop a wide vision and strong managerial competencies. Dr. Dobles continues to be involved in the energy sector. He is a member and consultant of Eco Solutions Worldwide, a firm specializing in sustainable energy solutions and Power Tech.

David Adams

David Adams, an award-winning, veteran reporter covering Latin America, is the U.S. and Miami editor of PODER Hispanic magazine. Adams has more than 25 years' experience in print and online journalism, and served for 15 years as the Miami-based Latin America correspondent for the St Petersburg Times, Florida's largest newspaper. He is also a longtime contributor to The Economist magazine.

Before joining the St Petersburg Times, Adams was a freelance writer based in Central America for five years, covering the Contra war in Nicaragua and the civil war in El Salvador. He was in Panama in December 1989 when U.S. troops invaded to oust Gen. Manuel Noriega. He has also extensively covered the drug war in Colombia, as well as the rise and fall of President Jean-Bertrand Aristide in Haiti. He has made more than 25 trips to Cuba since his first visit to the island in 1988.

Adams has appeared on local and national radio and television and is fluent in English, Spanish and French. In 2004, Adams wrote and co-edited a 56-minute documentary, titled “Failing Haiti,” on international efforts to build democracy in Haiti. In 2006 he created a blog on alternative energy and climate change, ‘The Fueling Station.’

In 2002, Adams was awarded the Maria Moors Cabot Prize for outstanding reporting on Latin America and commitment to Inter-American understanding by Columbia University's Graduate School of Journalism. In 1999, he won the Paul Hansell Distinguished Journalism Award, presented by the Florida Society of Newspaper Editors. He has also served as a director of the Inter-American Press Association, representing the U.S. on the Freedom of Press Committee.

Irma Becerra-Fernandez, Ph. D.

Dr. Becerra-Fernandez is the Vice Provost for Academic Affairs at FIU. Irma is Professor of Management Information Systems (MIS), and the Director and Fellow of the Pino Global Entrepreneurship Center within the College of Business Administration. Irma graduated as the first female PhD student in Electrical Engineering at FIU back in 1994. She obtained both her Bachelors and Masters degrees in Electrical Engineering from the University of Miami and worked at Florida Power and Light for six years. Upon receiving her doctorate, she joined the Southern Technology Application Center at the University of Florida, which commercialized technology developed at NASA. After a few years at that post she joined the department of Decision Sciences and Information Systems within the College of Business at FIU in 1998. During the subsequent twelve years, she continued her relationship with NASA (Kennedy, Ames, Goddard Space Flight Center, and NASA Headquarters), and other federal agencies such as the National Science Foundation and the Air Force Research Lab, securing approximately two million dollars in federal grants as a principal investigator under the auspices of the FIU Knowledge Management Lab, which she founded. Irma's research focuses on knowledge management (KM), KM systems, enterprise systems, and disaster management. Irma has studied and advised organizations, in particular NASA, about KM practices. During her tenure as a faculty member, she published three books, twenty four refereed journal articles, forty seven conference papers, seven book chapters and edited one research monograph. In addition she has delivered four keynote speeches and fifty-one invited presentations at many NASA Centers, the NAVY Research Lab, universities around the world, and international conferences with both an academic and a practitioner focus.

Paul Gilman

Paul Gilman joined Covanta in 2008 as Covanta Energy's first Senior Vice President and Chief Sustainability Officer. Before joining Covanta, Mr. Gilman was the Director of the Oak Ridge Center for Advanced Studies. He has held several senior government positions including the Assistant Administrator for Research and Development and Science Advisor at the U.S. Environmental Protection Agency, Associate Director of the White House Office of Management and Budget (OMB) for Natural Resources, Energy, and Science, and Executive Assistant to the Secretary of Energy for technical matters, and experience working on the staff of the United States Senate. Mr. Gilman also served as the Executive Director of life sciences and agriculture divisions of the National Research Council of the National Academies of Sciences and Engineering.

Edward Glab, Ph.D.

Dr. Edward Glab has a background in international business, education, media and government service. He received his Ph.D. in political science from Northern Illinois University (NIU) and joined the Business School at FIU as Acting Director of the Knight-Ridder Center in January 2004 after retiring from ExxonMobil. In addition to being an Executive Professor of Business, Ed is Faculty Advisor to the School for International and Public Affairs, as well as Director of the Global Energy Security Forum at FIU.

Ed continues to consult for a number of companies, including ExxonMobil, where he was an executive for over 25 years. He held a variety of positions in Public Affairs, including political risk; government and community relations; new business development; media relations; corporate and marketing advertising and emergency response, among others. Although primarily a Latin Americanist by training and background, Ed has conducted business and traveled in approximately 75 countries around the world in Latin America, Asia/Pacific, Africa, Europe, Russia and the States of the Former Soviet Union. Prior to his business career,

Ed served in Peru with the Peace Corps and USAID and taught politics and Latin American studies at Northern Illinois University and the University of Texas at Austin. He has also been a Fulbright-Hays Scholar and Fulbright Professor at both the University of Chile and La Catolica in Santiago, Chile. Ed was also Executive Producer of Latin American Review, a radio program heard on over 100 stations in the U.S. and Canada in the Seventies, produced a documentary for television and worked as a stringer for the Times of the Americas. He has published a number of articles, edited one book and ran a nation-wide project funded by the National Endowment for the Humanities in the area of bilingual-bicultural education. He has consulted for numerous organizations, including the NEH, U.S. Naval War College and Chief State School Officers. He is a frequent speaker and lecturer on energy at conferences and on TV and radio. During the oil spill in the Gulf of Mexico he was on Spanish language television several times each week explaining developments to national and international Spanish speaking audiences.

D. Yogi Goswami, Ph.D, PE

Dr. Yogi Goswami is the John & Naida Ramil Professor and the Co-Director of the Clean Energy Research Center at the University of South Florida. He conducts fundamental and applied research on Solar Power and various other applications of solar energy. Professor Goswami is the Editor-in-Chief of the Solar Energy journal, and *Advances in Solar Energy: Annual Review of Research and Development*. Within the field of Renewable Energy he has published as an author or editor 16 books, 14 book chapters, 6 conference proceedings and more than 200 refereed technical papers. He has delivered 42 Keynote and Plenary lectures at major international conferences. He also holds 12 patents. Some of his inventions have been commercialized and are available worldwide.

Prof. Goswami has served as the President of the International Solar Energy Society (ISES), a Governor of ASME-International, Senior Vice President of ASME and President of the International Association for Solar Energy Education. Dr. Goswami is a recipient of the Farrington Daniels Award from ISES (Highest award of ISES), Frank Kreith Energy award and medal from ASME (Highest Energy award of ASME), John Yellott Award for Solar Energy from ASME and the Charles Greely Abbott award (Highest award of the American Solar Energy Society) and Hoyt Clark Hottel award of the ASES, and more than 50 awards and certificates from major engineering and scientific societies for his work in renewable energy.

Dr. Goswami has served as an advisor and given testimonies on energy policy and the transition to renewable energy to the US Congress and various Governments around the world.

Jerry Haar, Ph.D.

Dr. Haar is Associate Dean and Professor in the College of Business Administration, Florida International University. He is also a non-resident research fellow at the Vale Columbia Center on International Sustainable Development at Columbia University. Formerly Director of the Inter-American Business and Labor Program at the North-South Center, University of Miami, he has held visiting appointments at Wharton, Harvard, Oxford, Stanford, and the American Enterprise Institute. He was also a research associate at Columbia University and a Fulbright Scholar at the Fundação Getúlio Vargas in Brazil.

As Director of Washington Programs for the Council of the Americas, a New York-based business association of over 200 corporations comprising a majority of U.S. private investment in Latin America, Dr. Haar managed the Council's relations with the U.S. government and the multilateral banks and organized programs for senior business executives. His principal responsibilities included the assessment of economic and political issues of key importance to U.S. corporate operations in the Americas. Prior to joining the Council of the Americas, Dr. Haar held several senior staff positions in policy and management with the federal government and served as Special Assistant to two cabinet secretaries.

Dr. Haar received his B.A. cum laude from American University, master's degree from the Johns Hopkins University, and Ph.D. from Columbia University. Dr. Haar is also a graduate of Harvard University's Executive Program in Management and Health Finance. He has consulted for firms such as: ExxonMobil, IBM, Microsoft, Merck, ING Barings, Ford Motor Company, Royal Dutch Shell, FMC, Disney, KPMG,

Novartis, Heineken, and YPF oil company of Argentina. A member of the board of directors of the Greater Miami Chamber of Commerce and Brazilian-American Chamber of Commerce of Florida, Dr. Haar has appeared in media such as The Wall Street Journal, The New York Times, The Washington Post, The Financial Times (London), The Journal of Commerce, Business Week, Newsweek, CNN, the BBC, Fox Cable News, NBC, and CBS. He is the author of 14 books, including Winning Strategies for the New Latin Markets (Prentice-Hall/Financial Times, 2003), Can Latin America Compete? and Small Firms, Global Markets: Competitive Challenges in the New Economy, published by Palgrave/Macmillan (London, New York 2008).

Nicolas Lund-Larsen

Mr. Larsen is a native of Denmark with a background in governmental affairs and journalism. He is responsible for the day-to-day operations at EPG Fuels and has assembled a highly professional team to support the firm's research, development and production goals. Throughout 2006 Nicolas Lund-Larsen began investigating and studying the various aspects of worldwide energy logistics which led to a review of studies of ethanol production from seaweed, from the 1970's and 80's. He realized that although studies showed that seaweed contain large amounts of carbohydrates, the motivation for in-depth research and experimentation with the extraction of ethanol from seaweed had not yet been conducted, publicly recognized, or even described in detail. Since the professional team has been assembled, the need for alternative biomass cultivation has grown considerably. Under his leadership, EPG Fuels has, through its research and work, structured the research and proven that seaweed is a sustainable and reliable resource that, apart from having a high yield of ethanol, is also and will always be carbon negative.

J.L. Martinez

J.L. "Buck" Martinez is the senior director of project development for NextEra Energy where his responsibilities include overseeing the development of renewable energy projects in the State of Florida.

NextEra Energy is one of the nation's leading electricity-related services companies. Its subsidiaries include Florida Power & Light Company, Florida's largest electric utility with nearly 4.5 million customer accounts, and NextEra Energy Resources, a fast-growing independent power producer with a presence in 26 states.

Mr. Martinez joined Florida Power & Light in 1981. Prior to being named to his present position, he served as director human resource services overseeing the corporate safety department, labor relations and the corporate quality program. Before that he served the company in various management positions and special projects. Mr. Martinez holds a Bachelor of Arts degree from St. Thomas University and a Master of Business Administration degree from Nova Southeast. In addition, he is a graduate of the Boston University Leadership Program.

Mr. Martinez serves on Advisory Boards for the following organizations: Florida Energy Systems Consortium (FESC), Florida Research Consortium (FRC), Florida Solar Energy Center (FSEC), St. Thomas University (Presidents Advisory Board as well as serving as Advisor to the Dean of Business School) and is also a member of the University of Florida College of Engineering Advisory Board.

He and his wife Silvia, and their three children, live in Palm Beach Gardens, Florida.

Kelly T. Morgan, Ph.D

Dr. Morgan obtained his B.S. in Plant Pathology in 1980, followed by his M.S. in 1982, both from the University of Florida. Following that he held various positions in agriculture including working at the UF/IFAS Citrus Research and Education Center (CREC) as a Biological Scientist and Scientific Research Manager. He completed his Ph.D. in Soil and Water Science during that time graduating in 2004. Dr. Morgan was hired at the Southwest Florida Research and Education Center (SWFREC) to fill the Soil and Water Science position at the rank of Assistant Professor for his home department Soil and Water Science and has since earned promotion to Associate Professor in 2010. When arriving at SWFREC, he hit the ground running and has developed an extensive body of work in crop nutrition and irrigation of crops (citrus, sugarcane, vegetables) grown in south Florida. The impact of N and P movement and transformation at a field scale on water quality is

of primary concern in the region. Best management practices addressing water quality and water management (water quantity) issues on a commodity or watershed basis are being studied by Dr. Morgan. A key aspect of Dr. Morgan's program is to address concerns related to contamination of some surface and aquifer water resources by agricultural nutrients. Studies to assess nutrient application rates and timing, and irrigation management have been implemented to increase nutrient use efficiency and minimize nutrient loss to the environment. Potential biofuel crops that Dr. Morgan has conducted nutrient and irrigation trials on are sugarcane, sweet sorghum and switch grass.

Dr. Morgan has taken key roles in contributing to international activities in citrus, sugarcane and biofuel crop production earning him the University of Florida International Educator of the Year (Junior faculty) and University of Florida, IFAS, International Achievement awards in 2010. The focus of his activities have been in Costa Rica and Honduras but also include South Africa, Malawi, Uganda, India, China, and Australia. The activities include research projects, grower interaction, conference organization, graduate students and data presentations. In May 2005, he participated in a 5-day "Green-Cane Harvest Program" with EARTH University in Costa Rica. Dr. Morgan has not only provided leadership in international teaching and research but he also has been instrumental in organizing several key conference centered on biofuel crop production. he chaired the organizing committee for two international conferences on Bio-fuel crop production, "International Conference on Research and Educational Opportunities in Bio-fuel Crop Production", held in Costa Rica and Honduras and chairing the planning committee for a third conference to be held in August of 2011 in Fort Lauderdale, Florida. Past conferences were held at EARTH University and Zamorano University (Honduras) with over 120 attendees from 9 countries at each conference. Speakers from 7 countries included academics, governmental ministers, regulators, and private company officials.

George Philippidis, Ph.D.

Dr. Philippidis is Energy Director of the Applied Research Center (ARC) and co-Director of the Global Energy Security Forum at Florida International University in Miami. He has over 20 years of experience in leading strategic business units in advanced biofuels and renewable energy.

In 1989 Dr. Philippidis joined the National Renewable Energy Laboratory (NREL) of the Department of Energy, where he directed a joint venture with Amoco Corporation in advanced biofuels development. In 1996 he became Business Director at a subsidiary of Thermo Electron Corporation, a Fortune 500 company, where he commercialized composite products. In 2002 he joined ARC to create and direct the Center's energy business in biofuels and renewable energy. He works closely with the private sector and venture capital firms to commercialize clean technologies and advises US and Latin American companies and governments on energy policy, market trends, and project development.

Dr. Philippidis holds a Ph.D. in Chemical Engineering and an MBA. He has authored several articles and book chapters, has given numerous presentations and media interviews, and holds 11 US and world patents in cleantech.

Albert W. Townsend

Al Townsend has over 37 years of experience working in the construction materials industry; all of which is related to the environmental and land-use regulatory environment in Florida. He began his career working as an air engineer for the Florida Department of Environmental Protection in 1972 and transferred to the private sector in 1979 after seven successful years as a permit reviewer for FDEP.

Mr. Townsend has worked 30 consecutive years for major construction material suppliers in Florida, first under Lone Star Industries, which was then purchased by Tarmac and is now owned by Titan. Over those years, Al has been actively involved in every Phase of environmental permitting, including but not limited to the Clean Air Act, Clean Water Act, RCRA and accompanying STATE and Local regulations. His current challenge is to develop and implement an Alternatives Fuel program for Titan America.

Kenneth Spall, Ph. D.

Dr. Kenneth Spall is Vice President of Business Development at Algenol. Ken's career in the chemical industry spans nearly 30 years. Prior to joining Algenol, he founded the renewable energy consultancy Earth, Wind & Solar and was Vice President of Business Development for Electronics/Photovoltaics at Praxair, Inc. From 2001 to 2006, Ken led Praxair's North American product management organization and had roles in global technology licensing and mergers and acquisitions. He had profit-and-loss responsibility for Union Carbide's ethylene oxide-based chemicals division before joining Praxair. During his 17-year tenure with Union Carbide, Ken led the formation of Univation Technologies LLC, served on the board of directors of EQUATE Petrochemical, KSC and held various commercial and technology development roles in the UNIPOLTM polyolefin licensing business. Dr. Spall received his Ph.D. from the University of California at Berkeley and his B.S. from the University of Cincinnati, both in chemical engineering.

Algenol is an industrial biotechnology company commercializing the use of hybrid algae to make ethanol, and high-value organic green-chemicals directly from carbon dioxide, water and sunlight. The company's first product is ethanol, which is made with its proprietary DIRECT TO ETHANOL® process. With support from its industrial partners, Lee County, Florida and the U. S. Department of Energy, Algenol is building a pilot-scale Integrated Bio-Refinery adjacent to its state-of-the-art biology, aquaculture and engineering research facility in Ft. Myers, FL.

Mary Ann Von Glinow, Ph. D.

Dr. Von Glinow is the Knight Ridder Eminent Scholar Chair in International Management and Director of the Center for International Business Education and Research (CIBER) at Florida International University. She is the 2010-2012 President of the Academy of International Business. She was the 2007 Program Chair of the AIB Frontiers Conference, editor of JIBS and in 2006, Vice President of AIB Beijing. Previously on the Marshall School faculty of the University of Southern California, she has an MBA and Ph. D in Management Science from The Ohio State University. Dr. Von Glinow was the 1994-95 President of the Academy of Management, the world's largest association of academicians in management and is a Fellow of the Academy of Management, Academy of International Business, and the Pan Pacific Business Association. She sits on eleven editorial review boards and numerous international panels. She teaches in executive programs in Latin America, Central America, the Caribbean region, Europe, Asia and the U.S. and was Program Co-Chair for the 2007 2nd Annual International Conference on Global Distribution of Work, Bangalore, India.

Dr. Von Glinow has authored over 100 journal articles and eleven books. Her most recent include *Managing Multinational Teams*, by Elsevier 2005; *Organizational Learning Capability* by Oxford University Press, 1999 (in Chinese and Spanish translation) which won a Gold Book Award from the Ministry of Economic Affairs in Taiwan in 2002. She also has a popular textbook: *Organizational Behavior*, 2008, McGraw-Hill/Irwin and a recently published *OB Essentials* (2008). She heads an international consortium of researchers delving into "Best International Human Resource Management Practices;" her research in this arena won an award from the American Society for Competitiveness' Board of Trustees. She also received an NSF grant to study globally-distributed work. Dr. Von Glinow is the 2005 Academy of Management recipient of the Distinguished Service Award, one of the Academy's 3 highest honors bestowed.

Mary Ann consults to a number of domestic and multinational enterprises, and serves as a mayoral appointee to the Shanghai Institute of Human Resources in China. Her clients have included Asia Development Bank, American Express, Diageo, G.E., Knight Ridder, Burger King, Pillsbury, Westinghouse, Southern California Edison, The Aetna, State of Florida, Kaiser Permanente, TRW, Rockwell Int'l, Motorola, N.Y. Life, Amoco, Lucent, and Joe's Stone Crabs, to name a few. She is on the Board of Friends of WLRN (NPR), Friends of Bay Oaks, Pan-Pacific Business Association, Sanctuary Animal Refuge and Animal Alliance in Los Angeles. She is actively involved in several animal welfare organizations and received the 1996 Humanitarian Award of the Year from Miami's Adopt-a-Pet.