



## Calculating and Leveraging Your Region's GreenShare™

Half-Day Pre-Conference Session

Saturday, March 6, 2010, 1:00 - 4:00 PM

Renaissance Washington DC Hotel

Presented by: Torrey Babson, Economic Architect, GSP Consulting; Jerry Paytas, Ph.D., Director of Research, GSP Consulting; Tim Aldinger, NAWB Special Assistant for Professional and Project Development

This cutting edge workshop will build upon NAWB's recent webinar on green economic recovery to frame out a workable metric for measuring what the green economy looks like. GSP Consulting and NAWB's Tim Aldinger will lead participants through a discussion on how to calculate the current and projected levels of green jobs in a given region. Having spent the last two years working with local areas on defining the green economy, GSP will share its Greenshare™ methodology as a leading application in quantifying green efforts. Case studies of Minnesota, Pittsburgh, and others will be utilized to serve as benchmarks for how regions have leveraged this analysis for economic development purposes.

Participants will leave the workshop with a better understanding of 'green' metrics, their utility, and the challenges and opportunities that the national focus on green jobs offers regarding linkages, funding, and economic development. Furthermore the workshop will provide participants with a practical tool for assessing how different green jobs contribute to economic growth, environmental quality, and equity.



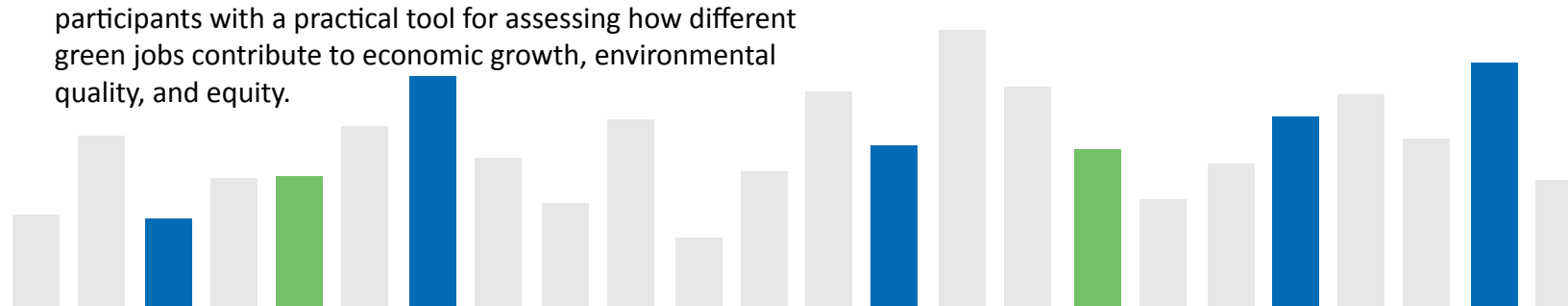
### Who Should Attend?

- Local and State Workforce Board Members
- State Administrators
- Workforce Associations
- One-Stop Managers and Contractors
- WIB Staff and Executive Directors
- One-Stop Staff
- Community Colleges & Technical Schools

### Registration Fee:

\$110 NAWB Members

\$165 Non members



## Torrey A. Babson, Economic Architect

### GSP Consulting

Torrey brings strong analytical and legislative experience to the Economic Architecture practice with his Capitol Hill background where he served on the staffs of U.S. Congressmen representing Illinois and Virginia. Torrey handled legislative issues pertaining to federal appropriations, energy, transportation, and environment. Torrey also has experience in community development at the Urban Redevelopment Authority of the City of Pittsburgh, and currently sits the Green Jobs Advisory Board for the Three Rivers WIB. He presented his research on conditions that foster socially innovative organizations at the Skoll World Forum on Social Innovation at Oxford University in 2007, and continues to be involved with green and socially innovative projects in the Pittsburgh region.

## Jerry R. Paytas, Ph.D., Director of Research, Economic Architecture

### GSP Consulting

Dr. Paytas serves as Director of Research for GSP's Economic Architecture practice and spearheads regional economic development and policy analysis. He is internationally-known for his research on technology cluster strategies, the relationship between governance and competitiveness and the economic impact of development strategies. He is the former Director of Carnegie Mellon's Center for Economic Development and a former manager with the Ben Franklin Partnership. He continues to teach Urban and Regional Economic Development at Carnegie Mellon University's Heinz School.

## Tim Aldinger, NAWB Special Assistant for Professional and Project Development

Tim Aldinger brings over a decade of experience in green programming and workforce development to help NAWB provide high quality technical assistance. His background in green includes a wide range of experience from being a farmhand to developing new projects for the innovative energy-efficiency contractor Quantum Builders. Tim is excited to be a part of NAWB's systems innovation work, building on his training and experience in public policy at Carnegie Mellon and the Three Rivers Workforce Investment Board in Pittsburgh.

### Date/Time:

March 6, 2010, 1:00 - 4:00 PM

### Registration Fee:

\$110 NAWB Members

\$165 Non members

### Registration:

[www.nawb.org/forum](http://www.nawb.org/forum)