

2010 LOUISIANA DEPARTMENT OF ENVIRONMENTAL QUALITY  
**GREEN BUSINESS EXPO**

WEDNESDAY, AUGUST 25, 2010 • DEQ HEADQUARTERS • BATON ROUGE, LA



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## ABOUT THE EXPO

The Louisiana Department of Environmental Quality (LDEQ) is pleased to present its inaugural Green Business Expo on Wednesday, August 25 from 7:00 am - 4:30 pm. This timely exposition will showcase 9 presenters and exhibits from other innovative businesses. These businesses offer real cost saving opportunities for private and public enterprises, as well as provide an environmental return for the citizens of Louisiana. This interactive program will focus on creating a synergy between economic reality and environmental quality of life improvements through partnering with established and community stakeholders, innovative business concepts, and market opportunities. Participants will assist in building a report card which scores presenters and exhibitors on implementation possibilities of their technology. LDEQ will issue an annual report card on the actual implementation of the businesses as well as calculations of data designed to illustrate the lowered impact on our environment by placing their products into the stream of commerce. Members from industry, federal, state, and local government and consumers will benefit from attendance at this event.

## LOCATION AND PARKING

The LDEQ 2010 Green Business Expo will be held at the LDEQ Headquarters in the Galvez Building, 602 North 5th Street, Baton Rouge, LA. Public parking is available across the street in the Galvez Parking Garage, 504 North 5th Street. Daily parking rate is \$10.

## REGISTRATION

We request that all registration be made in advance by filling out the attached registration form or registering online at [www.deq.louisiana.gov/GreenBusinessExpo](http://www.deq.louisiana.gov/GreenBusinessExpo). Upon receipt of your registration form online, an acknowledgement will be sent to the email address provided. To complete your registration, please return the acknowledgement form along with the registration fee of \$60.00 per participant to Ms. Terry Thomas, Louisiana Department of Environmental Quality, P. O. Box 4303, Baton Rouge, LA 70821-4303.

## ON-SITE REGISTRATION

On-site registration will begin at 7:00 a.m. on Wednesday, August 25. If you plan to register on-site, please call (225) 219-3840 by Monday, August 23 to allow time to plan for your attendance. On-site registration will be accepted when accompanied by a check or money order. No registration will be accepted without payment. Please note that there will be an administrative fee of \$25 in addition to the registration rate.



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## CANCELLATION POLICY

Registration fee is non-refundable. Substitutions will be accepted for registrants unable to attend. If possible, please submit the name of your substitute to Ms. Terry Thomas at (225) 219-3840 or [terry.thomas@la.gov](mailto:terry.thomas@la.gov).

## HOW TO BECOME AN EXHIBITOR

A limited number of spaces are available for companies wishing to set up a booth for the Expo. The spaces will be reserved on a first-come, first-serve basis.

The last day to register is July 26, 2010. Booth fees must be received by July 30, 2010

Booth Fee Information (includes continental breakfast, lunch, and afternoon refreshments)

\$275.00 (includes 2 Expo participants) before July 26

\$ 60.00 for each additional Expo participant before July 26

\$ 25.00 for each booth attendant only

\$375.00 after July 26

\$25.00 (administrative fee, per participant, for on-site registration)

To take advantage of this opportunity please complete the online Exhibitor Registration Form at [www.deq.louisiana.gov/GreenBusinessExpo](http://www.deq.louisiana.gov/GreenBusinessExpo). Upon receipt of your registration form, an acknowledgement will be sent to the email address provided. Please return the acknowledgement form along with the booth registration fees to Ms. Terry Thomas, LA Department of Environmental Quality, P. O. Box 4303, Baton Rouge, LA 70821-4303.



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## SPONSORSHIP OPPORTUNITIES

Your organization's support can help offset the costs of hosting a premier Green Business Expo. The event's costs include:

All Day Event Catering (200 participants)	\$4,000
Green Business Expo Statewide Video News Releases	\$1,500
Supply Rental (tables, chairs, pipe & drape)	\$600
Complimentary Exhibit Booth(s)	\$275 each
Complimentary Attendee Registration(s)	\$60 each

<b>Gold</b> \$2500 & Up	Business Logo included on Expo brochure, website & advertising Verbal recognition at Expo Green Business Expo Sponsorship Certificate Recognition Gift Booth space at Expo 10 participant registrations
<b>Silver</b> \$1000 - \$2499	Business Logo included on Expo brochure, website & advertising Verbal recognition at Expo Recognition Gift Green Business Expo Sponsorship Certificate 5 participant registrations
<b>Bronze</b> \$500 - \$999	Business Logo included on Expo brochure, website & advertising Verbal recognition at Expo Recognition Gift Green Business Expo Sponsorship Certificate 2 participant registrations
<b>White</b> \$250 - \$499	Business Logo included on Expo brochure, website & advertising Verbal recognition at Expo Green Business Expo Sponsorship Certificate
<b>Green</b> \$60 - \$249	Verbal recognition at Expo Green Business Expo Sponsorship Certificate

For more information regarding these opportunities, please contact Beau Brock at 225 610-6145, [beau.brock@la.gov](mailto:beau.brock@la.gov) or Ms. Terry Thomas at 225 219-3840, [terry.thomas@la.gov](mailto:terry.thomas@la.gov).

### DISCLAIMER

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## AGENDA

7:00AM - 8:00AM

**Registration**  
**Continental Breakfast**

8:00AM - 8:30AM

**Opening Remarks**  
*Speakers: Peggy M. Hatch, DEQ Secretary*  
*Stephen Moret, LED Secretary*

### MORNING PRESENTATIONS

8:30AM - 8:55AM

**Floating Island Environmental Solutions (FIES)**  
*Speaker: Nicole Waguespack, Executive Vice President*

FIES is a Louisiana owned and operated company. A BioHaven® Floating Island is a man-made ecosystem, manufactured in the USA, that mimics naturally occurring wetlands. Planted and launched into any water body, BioHaven® Floating Islands possess versatility and sustainability for lasting environmental improvements.

In an environment surrounded by problems, Biohaven® Floating Islands offer a natural, cost effective, virtually maintenance free solution to improve water quality, reduce the effects of erosion and beautify waterscapes.

Applies to the following sectors: Civil and Mechanical Engineering, Municipalities, Refineries, Mills, Aquaculture, and Livestock

9:00AM - 9:25AM

**Bear Creek Services, LLC**  
*Speaker: Nathan R. Hutchings, Ph.D.,*  
*President and Chief Operating Officer*

Bear Creek Services, a Louisiana company, and Hydration Technology Innovations (HTI) have developed a novel oilfield wastewater reclamation system that is being commercially used in the Haynesville Shale natural gas field in North Louisiana and East Texas. The Green Machine technology uses alternative energy and forward osmosis filtration to recycle drilling waste into a high quality completion fluid for use in hydraulic fracturing jobs. On each well, over 80% of the drilling waste can be recycled to provide approximately 20% of the water required for hydraulic fracturing.

In addition to conserving water, reducing waste disposal volumes, and reducing environmental exposure, the Green Machine technology also significantly reduces the carbon footprint of the industry by eliminating hundreds of tanker truckloads of waste per well.

Applies to the following sectors: Water Consumption in Hydraulic Fracturing, Remediation, Oil & Gas Activities and Municipalities



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## AGENDA (Continued)

**9:30AM - 9:55AM**

### **Geoshield USA**

*Speaker: Burns Mulhearn, President*

From the inception of our company, Geoshield has been committed to providing the most advanced, high quality architectural and automotive window films on the market today. Advances in ceramic-based films allow us to bring state of the art energy efficiency/solar-control solutions to the market place. Nano-ceramic technology has revolutionized the window film industry, allowing for premium optical clarity and high-energy rejection from solar control films. Our reputation for bringing only the best products to market is our pride and joy.

Applies to the following sectors: Architects, Builders, Building Managers, Interior Designers and the General Public

**10:00AM - 10:25AM**

### **Cerion Gulf, LLC, a subsidiary of Cerion Energy, Inc.**

*Speakers: Hudson Ansley, CEO*

*Doug Singer, VP of Manufacturing & Chief Engineer*

*Michael Evans, President*

Cerion Energy, Inc. is based in Rochester, NY, and was founded in February, 2007 by a unique team comprised of veteran entrepreneurs, experienced former Eastman Kodak Co. scientists with over 200 years of research experience and hundreds of patents, & internationally renowned Rochester Institute of Technology (RIT) staff.

GO<sub>2</sub> Diesel Fuel Optimizer (GO<sub>2</sub>) is a product of Cerion Energy Inc. and is a 3rd generation nanoparticle combustion catalyst. The effect of adding GO<sub>2</sub> to diesel fuel is increased fuel economy (i.e. MPG). GO<sub>2</sub> also provides a significant reduction of unwanted and harmful exhaust emissions.

Applies to the following sectors: Oil & Gas, Fleet Maintenance, Maritime, Marine Fleeting, Shipping Lines, Cruise Lines, Off-road Construction, Railway Systems, & Municipalities

**10:30AM - 11:30AM**

### **Exhibits and Networking Session**

**11:30AM - 1:00PM**

### **Lunch**

*Catered by La Madeleine French Bakery & Cafe*

### **Keynote Speaker**

*Steve Gleason, Client Program Manager, Shaw Group, Inc.*

Mr. Gleason will discuss Shaw's Clean Energy Fund and how Shaw helps their clients go "green" with solutions designed to help customers achieve regulatory compliance, reduce environmental impact and create long-term benefits.



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## AGENDA (Continued)

### AFTERNOON PRESENTATIONS

**1:00PM - 1:25PM**

**Utiliworks Consulting, LLC**

*Speaker: Todd Barlow, Vice President of Operations*

As part of the Louisiana Business and Technology Center at Louisiana State University, Utiliworks Consulting is a professional services company that helps utility clients assess, design, procure and deploy advanced metering systems. The processes, people and analysis tool, UW Insight™ of Utiliworks, will lower your utility's AMI and Smart Grid project risks while promoting positive developments. Utiliworks services provide an Advanced Metering Infrastructure and Smart Grid technologies which improve the efficiency and performance of a utility. This includes incorporating green technologies, allowing clients to be environmentally responsible, which will save on product and capital.

Applies to the following sectors: Municipal, Co-Op, and Private Electric Utilities Municipal, Co-Op, and Private Water and Wastewater Utilities

**1:30PM - 1:55PM**

**Advance Lubrication Technology**

*Speaker: Chau Nguyen, Ph.D. MBA*

MotorSilk™ Fluid System Treatments - Developed to treat engines, gearboxes, automatic transmissions and fuel systems, these one time treatments reduce surface friction and wear resulting in the extended life of the fluid system while reducing energy usage and increasing horsepower. ASTM testing resulted in reducing the surface friction coefficient under 0.01. MotorSilk™ is not an oil conditioner and does not disrupt the oils additive package. Once the Boron CLS Bond® enters the oil it begins to form a covalent bond with the metal alloy penetrating all carbon, varnish or corrosion forming a near-diamond hard boric oxide surface, thus protecting all vital working components against wear and corrosion activity. This new surface blocks oxygen and moisture to dramatically reduce the oxidation process of the lubricant. Typical applications include Engine Treatment, Diesel and Gas Fuel System Treatment and Gear and Automatic Transmission Treatment.

Applies to the following sectors: Fleet Management, Governmental, and Diesel Applications

**2:00PM - 2:25PM**

**Toxicological & Environmental Associates, Inc. (TEA)**

*Speakers: J. Greg Booth, Ph.D., Director of Remediation Technologies  
Brad Droy, Ph.D., CEO*

TEA, a Louisiana owned and operated company, provides state-of-the-art "green and sustainable" remediation services, through the use of sustainable technologies like emulsified zero valent iron (EZVI). The EZVI technology is a NASA patented product that provides for direct remediation of source area contamination in groundwater and soil. By rapidly destroying the source at a remediation site, the site owner will realize cost savings due to the significant reduction in time to site closure and costs associated with operation, maintenance and reporting.

Applies to the following sectors: Technology End Users and Professional Remediation Engineering Firms



## AGENDA (Continued)

**2:30PM - 3:00PM**

**Afternoon Break / Exhibitors and Networking**

**3:00PM - 3:25PM**

**Joule Energy**

*Speaker: Julian Thomas, Jr.*

Joule, a Louisiana owned and operated company, was founded on the principle that investing in renewable energy can be as beneficial to the bottom line as it is to the environment. Joule's experienced team has collectively installed over 1.4 megawatts of solar electric systems across the Southeast.

By working with the region's top architects and builders Joule Energy is proving that solar can be seamlessly integrated into today's buildings while simultaneously creating real financial value. They also actively promote the adoption of renewable energy at both the state and federal level, helping to position our country as a global leader in both energy and technology.

Applies to the following sectors: Architecture, Construction and Real Estate Professionals

**3:30PM - 3:55PM**

**Hydroflame**

*Speaker: Jim Landry*

As part of the Louisiana Business and Technology Center at Louisiana State University, HydroFlame Downhole Steam Generator (DHSG) generates a mixture of high quality steam and hot non-condensable gases (NCG), consisting mainly of carbon dioxide and nitrogen, for heavy oil recovery. The hot NCG will be injected along with the steam into the oil reservoir, reducing the emission of greenhouse gases in heavy oil production operations.

Since the transfer of heat is direct in the DHSG without any heat transfer barriers between the hot combustion gases and the water, water of much lesser quality is required, reducing the cost of operation. HydroFlame DHSG presents an economic and environmentally friendly solution to the production of heavy oil.

Applies to the following sectors: Oil & Gas and Energy Sectors

**4:00PM - 4:30PM**

**Closing Remarks**

*Speaker: Peggy M. Hatch, DEQ Secretary*

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**REGISTRANT INFORMATION**

Name

Company

Address

City, State, Zip Code

Email Address

Daytime Telephone Number

**Payment Information** (Registration fee includes continental breakfast, lunch, and afternoon refreshments)

\$60.00

\$25 (administrative fee for on-site registration)

\$ \_\_\_\_\_ **Total Payment Amount**

Make check or money order payable to: LA DEQ Green Business Expo

Mail payment and acknowledgement form to: Ms. Terry Thomas, Louisiana Department of Environmental Quality, P. O. Box 4303, Baton Rouge, LA 70821-4303

**Cancellation Policy**

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**Lunch Information**

Catered by La Madeleine French Bakery & Cafe

RSVP  Yes  No

Boxed Lunch Selections (Select one)

Roast Beef Poboy

Chicken Salad Croissant

Vegetarian Sandwich



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**EXHIBITOR INFORMATION**

\_\_\_\_\_  
 Name of Company

\_\_\_\_\_  
 Business Address

\_\_\_\_\_  
 City, State, Zip Code

\_\_\_\_\_  
 Telephone Number

\_\_\_\_\_  
 Contact Person

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
**Product:**

**Booth Fee Information** (Registration fee includes continental breakfast, lunch, and afternoon refreshments)

- \_\_\_\_ \$275.00 (Includes 2 Expo participants) before July 26
- \_\_\_\_ \$ 60.00 Each additional participant (plus \$25.00 administrative fee, per participant, for on-site registration)
- \_\_\_\_ \$ 25.00 For each booth attendant only
- \_\_\_\_ \$375.00 After July 26
- \_\_\_\_ \$ 25.00 Administrative fee, per participant, for on-site registration

\_\_\_\_\_  
 Name of Expo Participant

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Lunch (see below)

\_\_\_\_\_  
 Name of Expo Participant

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Lunch (see below)

\_\_\_\_\_  
 Name of Expo Participant

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Lunch (see below)

\_\_\_\_\_  
 Booth Attendant

\_\_\_\_\_  
 Lunch (see below)

\_\_\_\_\_  
 Booth Attendant

\_\_\_\_\_  
 Lunch (see below)

\$ \_\_\_\_\_ **Total Payment Amount** Make check or money order payable to: LA DEQ Green Business Expo. Mail payment and acknowledgement form to: Ms. Terry Thomas, Louisiana Department of Environmental Quality, P. O. Box 4303, Baton Rouge, LA 70821-4303

**Booth Information**

The spaces may be reserved on a first-come, first-serve basis. It is the responsibility of the exhibiting company to bring all materials needed for display, including maximum 6' x 30" table.

Booth Size: 6' x 5', 6'x30" maximum table size

Booth Setup: 9am - 4:30 pm, Tuesday, August 24

Booth Dismantle: 4:30 pm, Wednesday, August 25 through 4:30 pm Thursday, August 26

Please contact Terry Thomas, (225) 219-3840 for complete setup information.

**Lunch Information**

RSVP \_\_\_\_ Yes \_\_\_\_ No **Boxed Lunch Selections catered by La Madeleine French Bakery & Cafe**  
 Roast Beef Poboy, Chicken Salad Croissant or Vegetarian Sandwich

