

bios

carbon offsets &
renewable energy certificates



Wiley Barbour

Wiley Barbour is the Executive Director of Environmental Resources Trust (ERT), where he is focused on developing the infrastructure for a greenhouse gas emissions trading market by providing independent registry services. Mr. Barbour has over 14 years of experience working as an air pollution engineer, climate and energy policy analyst, and greenhouse gas emissions estimation specialist. Prior to joining ERT, he served six years in the U.S. Environmental Protection Agency, first in the Policy Office and most recently as a senior environmental engineer in the Market Policy Branch, in EPA's Office of Atmospheric Programs. Mr. Barbour also has worked in numerous expert groups of the Intergovernmental Panel on Climate Change, is a lead author of several U.N. Inventory Review Reports, and has represented the U.S. EPA on several interagency teams addressing emission estimates, international bunker fuels, carbon sequestration, and compliance assurance.

Lori Bird

Lori Bird is a senior energy analyst with the National Renewable Energy Laboratory (NREL) in Golden, Colorado, specializing in the area of renewable energy markets and policy. She has co-authored a number of publications pertaining to green power and renewable energy certificate (REC) markets, utility green pricing programs, and renewable portfolio standards. Her work has appeared in academic and trade journals such as: Energy Policy, Renewable Energy World, and Corporate Environmental Strategy. Ms. Bird maintains the

Green Power Network, a web-based clearinghouse of information on green power products and consumer issues. Before joining NREL, she worked for the Department of Energy's Office of Energy Efficiency and Renewable Energy in Denver and Hagler Bailly Consulting in Boulder, Colorado. She holds a Master's degree in Environmental Studies from Yale University's School of Forestry and Environmental Studies.

Derik Broekhoff

Derik Broekhoff helps direct the Greenhouse Gas Protocol team at the World Resources Institute (WRI), and leads WRI's work on the design of greenhouse gas emissions trading programs, registry systems, and standards for carbon offsets. He is a primary author of the WRI/WBCSD Greenhouse Gas Protocol for Project Accounting and has testified before Congress on the development of "voluntary market" carbon offset standards. Prior to joining WRI, Mr. Broekhoff worked for ten years in the fields of energy and climate change consulting, where he developed financial and economic analytical tools for carbon market forecasting, risk management, project evaluation, and business strategy development for a wide range of private and public sector clients. Mr. Broekhoff has a B.A. in International Relations from Stanford University and a Master's degree in Public Policy from the University of California at Berkeley.

Cameron Brooks

Cameron Brooks is the Vice President of Resource Development at Renewable Choice Energy, a full-service provider of renewable energy credits and carbon offsets. Mr. Brooks is responsible for leading Renewable Choice's procurement team, building their portfolio of renewable energy credits and carbon offsets, developing supply relationships and structuring financial partnerships for new project development. Previously, he led multi-state investment and technology collaborations for the Clean Energy States Alliance (CESA) as project director with the Clean Energy Group (CEG), including initiatives to coordinate promotion of community wind development, renewable energy credit markets, fuel cell technologies and engagement with the nation's leading business schools. Mr. Brooks received his undergraduate degree from Yale University and his M.B.A. from Cornell University.

Ian Carter

Ian Carter is the North America Policy Coordinator for the International Emissions Trading Association (IETA), currently responsible for IETA's activities on U.S. federal, U.S. state, and Canadian policy. He has ten years experience as a financial officer for a renewable energy technology company, targeting transfer of photovoltaic manufacturing technology. Mr. Carter joined IETA from Canada's Department of Foreign Affairs in late 2005. He received his undergraduate degree in economics and politics at Queen's University and his Master's degree at Duke University.

Matthew Clouse

Matthew Clouse is director of the U.S. Environmental Protection Agency's Green Power Partnership. This voluntary, climate protection program seeks to reduce the power sector's greenhouse gas emissions by building demand for renewable power. Mr. Clouse has been working in the environmental field since 1992. He joined the EPA in 2000

to design and launch the Green Power Partnership. As director, Mr. Clouse is responsible for program operations and renewable energy policy. He received his Master's degree in energy and environmental policy from the University of Delaware.

Laura DeMartino

Laura DeMartino is an Assistant Director for the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. Among other things, she supervises order compliance investigations, contempt cases, rulemakings, and reviews of guides, including the Guides for the Use of Environmental Marketing. Since joining the FTC in 1994, Ms. DeMartino has served as a staff attorney in the Enforcement Division, an assistant to then-Bureau Director Jodie Bernstein, and an attorney advisor to Commissioner Orson Swindle. Ms. DeMartino graduated *magna cum laude* from Dickinson College and received her J.D., with honors, from The George Washington University Law School.

Lesley Fair

Lesley Fair is an attorney with the Federal Trade Commission's Bureau of Consumer Protection, where she has represented the Commission in numerous investigations of deceptive national advertising. Ms. Fair now specializes in business compliance with the Division of Consumer and Business Education. She also serves as a Vice-Chair of the Consumer Protection Committee of the American Bar Association's Section of Antitrust Law and is on the adjunct faculty of the Catholic University Law School. After graduating from the University of Notre Dame and the University of Texas Law School, Ms. Fair clerked for United States District Judge Fred Shannon for the Western District of Texas, and served as staff counsel to the United States Court of Appeals for the Fifth Circuit in New Orleans.

Carolyn Fischer

Carolyn Fischer joined Resources for the Future (RFF) as a Fellow in 1997, after receiving her Ph.D. in Economics from the University of Michigan. Her research focuses on policy mechanisms and modeling tools that cut across environmental issues, including environmental policy design and technological change, international trade and environmental policies, as well as resource economics. In the area of climate change, she has investigated the implications of different designs for emissions trading programs, with particular emphasis on allocation mechanisms and the opportunities and challenges posed by international trade. Her energy policy work includes research on CAFE standards, renewable portfolio standards, and energy efficiency programs. Other interests include voluntary environmental labeling programs, as well as a variety of resource management issues. Ms. Fischer has previously taught at Johns Hopkins University and served as a staff economist for the Council of Economic Advisors.

Janice Frankle

Janice Frankle is an attorney in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection, where she works on a variety of rule, guide, compliance, and enforcement matters. Ms. Frankle received her B.A. from Indiana University, her M.A. from the American University, and her J.D. from the University of Miami.

Katherine Hamilton

Katherine Hamilton is the carbon project manager at Ecosystem Marketplace. At Ecosystem Marketplace, she's authored numerous articles on carbon and water markets, as well as co-authored the book *Voluntary Carbon Markets* and the recently released report, *State of the Voluntary Carbon Markets 2007*. Before joining Ecosystem Marketplace, Ms. Hamilton worked at the United Nations Development Program-Latin America/Caribbean, the Yale Environmental Law and Policy Center, Natural

Capitalism Inc., and with the International Council for Science as Program Coordinator for U.N. World Summit for Sustainable Development preparations. Ms. Hamilton received her undergraduate degree from the University of Michigan and her Master of Environmental Management degree from Yale University.

Carolyn Hann

Carolyn Hann is an attorney in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection, where she works on a variety of compliance and enforcement matters. Prior to joining the FTC, Ms. Hann worked in private practice in New York and Washington, DC, specializing in advertising, marketing, and food and drug law. Ms. Hann received her B.A. from Haverford College and her J.D. from The University of Chicago Law School.

James Hilger

James Hilger is an economist at the Federal Trade Commission. Dr. Hilger received his Ph.D. from the University of California at Berkeley in 2006 from the Department of Agricultural and Resource Economics. He has written on the consumer welfare impact of changes in environmental amenities and the role of information on consumer choice. At the FTC, Dr. Hilger works in the area of consumer labeling pertaining to energy efficiency and 'green' products, and advertising for alcohol and tobacco products. He also holds a M.S. from the University of Nevada, Reno and a B.A. from Reed College.

Ed Holt

Ed Holt is President of Ed Holt & Associates, an independent consulting firm specializing in renewable energy policy and green power marketing. Based in Harpswell, Maine, Mr. Holt provides strategic planning, program planning, product design, and policy analysis to a variety of clients including

environmental and regulatory policy organizations, electric utilities and non-utility marketers, and public sector institutions.

Anja Kollmus

Anja Kollmus works in the Climate and Energy Program at the Stockholm Environment Institute (SEI). Her research focuses on carbon trade and carbon offset programs. Ms. Kollmus was a contributing author to the IPCC's Third Assessment Report where she researched the climate impacts of waste management. Prior to joining SEI-Boston, Ms. Kollmus worked for the Tufts Climate Initiative where she focused on energy-efficiency in residential construction and on sustainability education. She developed the Eco-Reps program, an interdisciplinary course for undergraduates with an internship component that teaches students about their ecological impact while also working on the university's campus greening programs. The program has been replicated by numerous other universities. For the last 7 years, Ms. Kollmus has worked with a women's empowerment organization in rural Bihar, India. Ms. Kollmus conducted her undergraduate studies at Eidgenössische Technische Hochschule Zürich (ETH- Zurich) in Switzerland and at Harvard University. She holds an M.A. in Urban and Environmental Planning from Tufts University.

James Kohm

James Kohm currently is the Associate Director for the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. In that capacity, he oversees enforcement of all consumer protection orders, the Commission's Hispanic Initiative and Bankruptcy program, the Criminal Liaison Unit, and a myriad of FTC Rules and Guides. Prior to joining the Enforcement Division, Mr. Kohm served as the Bureau's Chief of Staff with responsibility for the Commission's seven regional offices, and as both the Acting Associate Director and an Assistant Director in the FTC's Division of

Marketing Practices. Mr. Kohm received his undergraduate degree from the University of Michigan in 1984 and his J.D. from the Georgetown University Law Center in 1989.

Matthew Kotchen

Matthew Kotchen is an assistant professor in the Bren School of Environmental Science & Management at the University of California, Santa Barbara (UCSB). He also holds an affiliated appointment in the Department of Economics at UCSB and is a Faculty Research Fellow at the National Bureau of Economic Research in Cambridge, Massachusetts. Dr. Kotchen previously held a position in the Department of Economics at Williams College. He received his Ph.D. in Economics from the University of Michigan, where he also earned an M.S. in Resource Policy and Behavior from the School of Natural Resources & Environment. Dr. Kotchen also holds an M.S. from the University of Maine and a B.A. from the University of Vermont.

Maurice LeFranc

Maurice LeFranc is a Senior Policy Analyst in the Climate Change Division of the Office of Atmospheric Programs at the U.S. Environmental Protection Agency. He has worked on climate change issues for the past 10 years. Mr. LeFranc has worked extensively on developing country issues related to climate change including work under the State Department's bilateral initiatives program. He has been a member of the U.S. delegation to the United Nations climate change negotiations for the past eight years serving as a negotiator and technical expert on a variety of issues. Mr. LeFranc has focused much of his efforts on the design and application of methodologies for offsets projects both domestically and internationally leading to the development of performance standards for offset projects. This work includes extensive cooperation with others working in this field.

Alan Levy

Alan Levy is the Senior Scientist in the Consumer Studies Team at the Center for Food Safety and Applied Nutrition at the Food and Drug Administration, where he works on labeling, education, and consumer communication issues. Prior to coming to FDA, Dr. Levy taught Social Psychology at Duke University and conducted public policy research for other government agencies. He is currently working on a number of food safety projects as well as dietary supplement labeling issues.

Deborah Platt Majoras

Deborah Platt Majoras was sworn in as Chairman of the Federal Trade Commission on August 16, 2004. Chairman Majoras joined the FTC from Jones Day in Washington, DC, where she served as a partner in the firm's antitrust section. While at Jones Day, she worked on a variety of antitrust counseling and civil and criminal litigation matters, including mergers and acquisitions, monopolization, price-fixing, distribution issues, and governmental investigations. She also was a member of the firm's technology issues practice and has participated in a variety of non-antitrust commercial disputes and criminal cases, including fraud, securities violations, and employment discrimination. In April 2001, Chairman Majoras was appointed deputy assistant attorney general at the U.S. Department of Justice's (DOJ) Antitrust Division. She was named principal deputy in November 2002. She is a frequent speaker on competition policy to national and international audiences.

Chairman Majoras graduated *summa cum laude* from Westminster College and received her J.D. from the University of Virginia in 1989, where she was awarded Order of the Coif and served as an editor of UVA's Law Review. She is a member of the American Bar Association's Section of Antitrust Law, where she recently served as vice chair of the Section 2 Committee and as a member of the Long-

Range Planning Committee. Chairman Majoras also served as a non-governmental advisor to the ICN and was named by President Bush to serve on the Antitrust Modernization Commission.

Jennifer Martin

As the Director of Certification and Analysis at the Center for Resource Solutions, Jennifer Martin oversees the Green-e Energy and Green-e Climate Certification programs, and also provides expert assistance to CRS' renewable energy and climate change policy and tracking system initiatives. She has over 18 years of experience in renewable energy and distributed generation policy, greenhouse gas policy, and regulation in the electric utility sector. She earned her B.A. from Pomona College and her M.P.P. from Duke University.

Hampton Newsome

Hampton Newsome is an attorney with the Bureau of Consumer Protection at the Federal Trade Commission. His primary duties involve energy-related advertising and labeling issues. Before coming to the FTC, Mr. Newsome served in the General Counsel's Office at the Nuclear Regulatory Commission where he specialized in environmental law and nuclear materials issues. He received his undergraduate degree from Duke University and holds degrees in law and planning from the University of Virginia.

Steve Offutt

Steve Offutt is Chief Operating Officer at Carbonfund.org, joining Carbonfund in early 2007. Mr. Offutt has almost 20 years of experience in environmental marketing and programs, primarily fighting climate change. He spent 11 years at EPA; in the 90's he helped start the highly regarded ENERGY STAR programs, and in the first half of this decade he created and implemented climate programs in the Office of Transportation and Air Quality. Mr. Offutt was Vice President at NuRide,

an environmental start up, in 2006, and he has consulted with Arlington County, Virginia, on their climate initiatives.

Janis K. Pappalardo

Janis K. Pappalardo is an economist at the Federal Trade Commission. Dr. Pappalardo received her Ph.D. from Cornell University in 1986 with a primary field in consumer economics and secondary fields in statistics and industrial organization. She has studied the role of consumer information in many markets, including food, drug, household appliance, and mortgage markets. Her work has appeared in the *Journal of Public Policy & Marketing* (JPP&M), *Review of Industrial Organization*, and *Antitrust Law Journal*. Two articles co-authored by Dr. Pappalardo were voted the outstanding article published in JPP&M. She is particularly interested in the regulation of information in areas of scientific uncertainty, and served as a presenting faculty member at the University of Southern California's Risk Research Workshop. Dr. Pappalardo serves on the editorial board of JPP&M, Villanova University's Center for Public Policy Research Advisory Board, and served on the board of the Association for Consumer Research.

Urvashi Rangan

Urvashi Rangan is an environmental health scientist and toxicologist at Consumers Union. She created and directs Consumer Reports' environmental websites, GreenerChoices.org and Eco-labels.org. In addition to her web-based environmental work, Dr. Rangan serves as a senior scientist and policy analyst for Consumers Union and Consumer Reports. She is an expert on sustainability, labeling, safety, and risk management issues including toxics in consumer products; claims on food, personal care products, and cleaners; greenwashing and marketing; electronics recycling; energy efficiency for household products; and many other environmental issues. Dr. Rangan is a lead spokes-

person at Consumers Union and has appeared on numerous national television news shows and radio shows and has been quoted extensively in national magazines and newspapers. Dr. Rangan received her Ph.D. in Environmental Health Sciences from Johns Hopkins University in 1995, did her post-doctoral work at the Environmental and Occupational Health Science Institute, and was a National Institutes of Health fellow from 1990-97. She joined Consumers Union in 1999.

Rob Schasel

Rob Schasel serves as PepsiCo's Director of Energy & Utilities and Resource Conservation. In this role, he is responsible for the procurement, risk management and conservation of energy and water throughout PepsiCo's operations. Mr. Schasel also guides the environmental sustainability activities of PepsiCo through PepsiCo's Environmental Sustainability Leadership Team. Under Mr. Schasel's leadership, PepsiCo has made significant improvements in energy and water use efficiency, reducing the environmental impact of their operations. The efforts of the PepsiCo team have resulted in EPA Energy Star Partner of the Year Awards for the Frito-Lay Company in 2006 and for PepsiCo in 2007. Mr. Schasel holds a B.S. from the U.S. Naval Academy in Annapolis, Maryland.

Adam Stern

Adam Stern is Senior Adviser for Business Development and Environmental Policy at TerraPass Inc., a San Francisco-based company that helps individuals offset the carbon emissions of their driving, flying, and home energy use. He has 25 years of experience in environmental outreach and advocacy. Previously, Mr. Stern served as vice president for business development at Care2.com, an environmental website; deputy director at Environmental Defense in New York; special assistant for international affairs at the U.S. Environmental Protection Agency in Washington; and executive director of

the Coalition on the Environment and Jewish Life (COEJL) in New York and San Francisco. Mr. Stern received his B.A. in History from Yale University and his M.B.A. from Stanford Business School.

James Sullivan

James Sullivan is the Director of U.S. EPA's Climate Leaders, a voluntary program that partners with businesses to help them develop long-term comprehensive climate change strategies. Through this partnership, companies agree to inventory their corporate-wide GHG emissions, develop a high-quality management system, set an aggressive reduction goal, and report annually to EPA on their progress. Mr. Sullivan's previous work at EPA included developing and analyzing performance metrics for U.S. climate programs and he is an internationally recognized expert on policies and measures to combat climate change. Prior to his service at EPA, Mr. Sullivan worked at Skadden, Arps, Slate, Meagher, & Flom as an environmental client specialist focusing on environmental litigation, corporate due diligence for mergers and acquisitions, and environmental permitting & regulatory issues for a variety of Fortune 500 clients. Mr. Sullivan received his undergraduate degree from Brown University and his M.S. in Environmental Science and Policy from Johns Hopkins University.

Mario Teisl

Mario Teisl is a Professor in the School of Economics at the University of Maine. His research focuses on how health and environmental information affects demand behavior and measuring the effects of information on consumer welfare. Dr. Teisl also has an interest in non-market valuation and methods to elicit non-market values. He has designed and administered on-site, phone, and mail surveys, has experience designing focus group research, and has years of experience conducting market and non-market studies that utilize stated-preference, experimental, quasi-experimental, and market data

methods. Dr. Teisl has over 25 papers focusing on consumer reactions to information and has been invited by state, federal, and international organizations to present his findings.

Rebecca Tushnet

Rebecca Tushnet is a professor at the Georgetown University Law Center. She clerked for Associate Justice David H. Souter, and worked on intellectual property litigation before beginning teaching. Ms. Tushnet's work currently focuses on trademark law and on the relationship between the First Amendment and false advertising law. Her publications include "Gone in 60 Milliseconds: Trademark Law and Cognitive Science" (Texas L. Rev. forthcoming 2007); "It Depends on What the Meaning of 'False' Is: Falsity and Misleadingness in Commercial Speech Doctrine," 41 Loy. L.A. L. Rev. – (2007); "Trademark Law as Commercial Speech Regulation," 58 S. Carolina L. Rev. 737 (2007); and "Copy This Essay: How Fair Use Doctrine Harms Free Speech and How Copying Serves It" (Yale L.J. 2004).

David A. Zonana

David Zonana is a Deputy Attorney General in the California Department of Justice, where he works on consumer, energy, and climate change issues. Mr. Zonana's clients include the California Air Resources Board and the California Department of Water Resources. He also is a member of the Attorney General's Energy Task Force, which has pursued multiple investigations and cases arising out of the 2000-01 California Energy Crisis. Prior to entering public service, Mr. Zonana was an associate at Cravath, Swaine & Moore in New York and Gibson, Dunn & Crutcher in Palo Alto.