

Corporate Water Footprinting

Meet the Panel

Adobe Systems Incorporated., on behalf of Cushman & Wakefield, George Denise Sr., Global Account Manager

George Denise Sr., CFM, CPM, FMA, RPA, LEED-AP, is Global Account Manager for Cushman & Wakefield, providing facility management services for Adobe Systems Incorporated overseeing a portfolio of 65 properties totaling 2.5 million square feet. He has been a property manager for 33 years, working for Cushman & Wakefield for the past 21, and assigned to the Adobe account for the past nine years.

Mr. Denise is a LEED Accredited Professional through the U.S. Green Building Council and was instrumental in the certification of five Adobe headquarters buildings through the USGBC's LEED program, four at the platinum level, as well as the recent re-certification of the initial five, all at the platinum level, plus he is currently pursuing certification of three additional Adobe properties on behalf of Adobe.

About Cushman & Wakefield: Cushman & Wakefield is the preeminent global real estate services provider, offering a full array of real estate services in all major business centers around the world. We are a market leader in all of our core businesses.

Aquacue, Inc., Shahram Javey, Founder & CEO

Shahram Javey is the Founder and CEO of Aquacue, Inc., a water use efficiency company that enables users to detect leaks, conserve water and reduce their water bills. Shahram is an experienced and seasoned software engineer, innovator, leader and entrepreneur. He has created, designed and implemented multiple first release software products and on-line services for big, medium and small companies. Shahram's mantra is lead by example and openly invite collaboration to achieve the best possible results. A dyed-in-the-wool lifetime learner, Shahram is passionate about self-education, and mastering and incorporating new ideas and technologies to create products and services that make life easier both on and offline.

About Aquacue, Inc.: Aquacue is in the water use efficiency business. We believe there are many segments and micro-segments in water use efficiency that are under served or not served at all due to the complexity, cost and time required to implement existing technology alternatives. We use the principles of innovation (simplicity, convenience and low cost) to create and serve many of these segments. Aquacue initial offering consists of a user-installable (and easily moveable) water meter monitor and Internet-based water use efficiency services to continuously monitor and compare water use so that you can detect leaks, conserve water and reduce water bills.

Ecomundi Ventures, Alex McIntosh, Founder & CEO (Formerly Director of Corporate Citizenship at Nestle Waters North America)

With two decades of leadership experience in the private, public, and non-profit sectors, Alex McIntosh brings a catalytic but practical perspective to today's sustainability challenges. Mr. McIntosh's most recent work was with Nestlé Waters North America (NWNA). There he created and led sustainability and corporate citizenship programs through a time of intense environmental and social scrutiny. Under Mr. McIntosh's leadership, NWNA completed its first value chain strategic analysis; greenhouse gas (GHG) inventories; strategic lifecycle analyses (LCA); stakeholder mapping, strategy and engagement; corporate social responsibility (CSR) goal setting & public reporting, and cross-functional CSR team development.

Alex earned his B.A. from Duke, and a master's degree in environmental management from Yale.

About Ecomundi Ventures: Ecomundi Ventures was founded to catalyze and accelerate our transition to a truly sustainable society. Areas of focus include: development of a new sustainability framework, innovative models for water reuse and reclamation in the clean technology arena, and new ventures at the social media & sustainability nexus.

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Intel Corporation, Tom Cooper, Corporate Water Programs Manager

Tom has been with Intel for thirteen years and in the field for more than twenty-five. At Intel Tom is responsible for water policy development, footprint assessments, long-term goal and strategies related to responsible water use as well as worldwide compliance assurance.

About Intel Corporation: Intel, the world leader in silicon innovation, develops processor technologies and supports global initiatives to continually advance how people work and live.

Pacific Institute, Jason Morrison, Director of Globalization Program

Since 1994, Jason Morrison has been with the Pacific Institute, a non-profit, non-partisan policy research center based in Oakland, California. He directs the Institute's *Globalization Program*, where he is currently studying the policy implications of private sector sustainability initiatives, with a focus on and international standards and ethical certification. Since 2003, Mr. Morrison has been conducting research on freshwater-related business risks and on sustainable water management in private sector. He has published numerous reports on the subject, including:

- *Climate Change and the Global Water Crisis: What Businesses Need to Know and Do*
- *Water Scarcity and Climate Change: Growing Risks for Businesses and Investors*
- *At the Crest of a Wave: A Proactive Approach to Corporate Water Strategy*,
- *Freshwater Resources: Managing the Risks Facing the Private Sector*,
- *Corporate Reporting on Water*
- *Remaining Drops: Freshwater Resources A Global Issue*.

Under a Memorandum of Understanding between the Pacific Institute and the UN Global Compact, Mr. Morrison serves as the Technical Director for the CEO Water Mandate, supporting the initiative with applied research, event organization, and other services.

Mr. Morrison holds a Master's Degree from Boston University's Center for Energy and Environmental Studies and a B.A. in Philosophy from the University of California, San Diego.

About Pacific Institute: The Pacific Institute works to create a healthier planet and sustainable communities. We conduct interdisciplinary research and partner with stakeholders to produce solutions that advance environmental protection, economic development, and social equity—in California, nationally, and internationally.

Moderator:

Water Education Foundation, Rita Schmidt Sudman, Executive Director

For more than 25 years, Rita Schmidt Sudman has led the Water Education Foundation and served as the Executive Director. The Foundation is an impartial and nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water supply and quality problems in the West. She directs the development of *Western Water* magazine, the *Layperson's Guide* series, the Foundation's Colorado River program, public television programs on water, poster maps, tours, press briefings and school programs. Ms. Sudman is a former radio and television reporter and producer and received her master's degree in telecommunications from San Diego State University. She has served on numerous boards including the President's Advisory Commission on water for the University of California and the board of Water For People, an international program assisting people in developing countries to obtain safe drinking water. In the last couple of years she has received awards - the *Lifetime Achievement Award* from the Groundwater Resources Association of California for her efforts on groundwater education and the *Service to the Water Industry Award* from the American Water Works Association (AWWA) for dedication to information and education on drinking water.

About Water Education Foundation: The mission of the Water Education Foundation, an impartial, nonprofit organization, is to create a better understanding of water resources and foster public understanding and resolution of water resource issues through facilitation, education and outreach.