



## COULD WAL-MART GO GREEN? WILL HUMMER GO HYBRID?

Find out Why **Sustainability** Makes  
**PERFECT BUSINESS SENSE!**

### Net Impact - UCSD Chapter Speaker Series

***“Business Innovations in Sustainability:  
The Next Economy”***

featuring  
**DR. WOODY CLARK**

Co-Hosted by Environment & Sustainability Initiative at UCSD

*Learn about:*

U.S. Clean Energy and Transportation Markets ~ Green Design  
Insider Trends in Global Clean-Technology

**Thursday, April 27th**

**6:30pm-7pm: Networking & Refreshments**

**7pm-8pm: Presentation**

**Pepper Canyon Hall, Rm 121**

**The Rady School of Management, UCSD**



#### **About the Speaker**

Woodrow W. Clark II, MA3, Ph.D. is a qualitative economist and Founder/Managing Director of Clark Strategic Partners with clients including the Milken Institute where he is a Senior Fellow for Environmental Finance. Clark authored *Agile Energy Systems: Global Lessons from the California Energy Crisis*, published in 2004. He was also a co-editor and author for two chapters on the UN Intergovernmental Panel for Climate Change. Clark is a member of the National Academy of Sciences Panel, “Hybrid Mass Transit Systems”. He was Senior Policy Advisor for Energy Reliability to Governor Davis (2000-2003) with a focus on renewable generation, advanced technologies and finance. Currently, Clark co-chairs with Jeremy Rifkin on the Green Hydrogen Science and Technology Team in the USA, Asia and EU. He also teaches “entrepreneurship” in business schools in the USA, Europe and the PRC (China). Clark has formed start up renewable energy companies in California, Denmark and Italy and serves as the Lead Foreign Energy Expert for Inner Mongolia in the PRC. Clark earned his degrees from University of California, Berkeley.

#### **About Net Impact – UCSD Chapter**

Net Impact - UCSD Chapter is an interdisciplinary results driven organization creating unique networking, educational and hands-on opportunities for students and professionals to affect business’ commitment to social, environmental and economic sustainability. [www.netimpact.org](http://www.netimpact.org)

#### **UCSD Schools and Departments participating in Net Impact®:**

Scripps Institution of Oceanography, Rady School of Management, International Relations and Pacific Studies, Jacobs School of Engineering, Chemistry, Sociology, and Economics