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## [Coneybeare Cleantech Conference Explores New Green Solutions](#)

[Smart Money Staff](#)

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[Coneybeare Cleantech will host its inaugural Leaders Conference](#) on May 14. The full-day symposium will showcase new and available sustainable technologies that can solve many of our water and energy challenges. Thought leaders, inventors, and government officials will be gathering to discuss topics such as the state's drought, green energy solutions and public policy. The Conference's organizer, **Victoria Betancourt**, joined us to share more exciting news about the event!

### **What is the Coneybeare Cleantech Leaders Conference?**

The May 14 conference is a full-day symposium for people to learn about currently-available sustainable technologies that can solve many of our water and energy challenges. Thought leaders, inventors and government officials will be gathering to discuss topics such as the state's drought, green energy solutions and public policy.

If we all come together to share knowledge and connect the right people, we can make things happen and scale much faster. There are many people doing amazing things right now, and we want to help move the conversation forward and stimulate action.

### **Tell us how the conference was started?**

The conference was started as an offshoot of Coneybeare Cleantech, a recruiting and consulting firm I formed last year. Although I've been in recruiting and staffing with my company, Coneybeare, for the past 25 years, I opened Coneybeare Cleantech to focus exclusively on connecting people in businesses related to the renewable energy and sustainability fields. Recruiting is all about connecting people, and the conference is one way to connect people who are interested in the same things we are.

### **Who attends the conference? What speakers and attendees will be there this year?**

The conference attendees include those in the renewable energy and sustainability fields, property owners and managers, utility executives, community and government leaders, representatives from the water districts, venture capitalists as well as architectural, engineering and construction firms.

I must say we have an amazing lineup of speakers: Jerry Yudelson, a LEED fellow and past president of the Green Building Initiative will speak about creating buildings that produce as much energy and water that they use – creating Net Zero energy consumption.

A very young 25 year old entrepreneur, Dalip Jaggi is going to debut his smart shower product at our conference- it is so smart it can adjust water flow based on whether you are washing your hair and need more water or have stepped away to shave your legs and need less water.

Mayor Miguel Pulido, the “Green Mayor” of Santa Ana is going to discuss what types of solutions cities are ready to buy now and what new technologies are changing the way we live in a way that rivals how the internet changed our lives.

We also have Brad Lancaster, who will focus on water catchment and water re-use – simple and cost effective ways to use the water that falls from the sky.

Jeff Brain of Ciralight will discuss his product that increases natural light in buildings by 300% without increasing heat gain

Marjolein Helder, the CEO of Plant-e, is coming all the way from the Netherlands to discuss how her company harnesses electricity from living plants by connecting to the exchange of electrons in the soil. Her process will be shown for the very first time in the US at our conference.

John Irvine is an energy consultant who will discuss how to change people’s behavior, which is often the forgotten ingredient when trying to get people to implement solutions.

Joe Stecher is going to discuss a surprisingly simple but controversial mechanical solution to lower the temperature of the planet.

### **Why is renewable energy such an important issue?**

Renewable energy is such an important issue today because we need to reduce pollution and create sustainable forms of energy in order to safeguard resources for the foreseeable future. For California especially, that includes learning to use and reuse water in a more sensible way. While desalinization is an option for us on the coast, it is also 5 times more expensive than using our ground water sources.

There are many other easy and inexpensive options that we can explore, and our speakers are going to address solutions that make sense not only for saving and re-using water, but also for reducing energy consumption.

I think people will leave the conference energized and optimistic about the future, because we already have so many of the technologies we need to solve our problems. We need to showcase these solutions to get the word out, and discuss how we can scale and move them into the marketplace to produce rapid results. We need to include government policy makers too, who can greatly facilitate this process.

### **What is Coneybeare Cleantech? What services do they offer?**

Coneybeare Cleantech is a recruiting, consulting and training firm that I started last year as an offshoot of Coneybeare, which is the staffing and recruiting firm I have run for the past 25 years. Coneybeare is now exclusively a staffing firm, and Coneybeare Cleantech is all about connecting people in the sustainability field. As recruiters, we help companies find great employees or consultants to move their companies forward, and we will also be conducting educational and networking events such as this conference in California as well as in Colombia, South America.

In Columbia, we have an office and a sustainability demonstration project on a small eco farm. We are about to sign a contract to help a company sell solar in Colombia as well. Hopefully our reach will continue to grow as we make more and more connections. We have already placed people for our clients in many states across the US as well as in Europe, Asia and South America. The services we offer connect those who want to do business in the world of green energy.

### **Who should be at the conference? How can people register for the event or buy tickets?**

To buy tickets for the May 14 conference, which includes a networking breakfast, lunch and happy hour (with delicious food, by the way), people can go to [coneybeare.com/cleantechconference](http://coneybeare.com/cleantechconference). (there is an “e” on the end

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of Coneybeare and Cleantech is one word) or call our office at (714) 547-8546. Tickets are only \$69, which is a great value.

**How can people connect with your company?**

People can connect with us through our website [www.coneybeare.com](http://www.coneybeare.com). We are also on LinkedIn, Facebook and Twitter.

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