



## **MEDIA ADVISORY – Press Invitation**

February 28, 2011

Contact: Rhey Lee  
+1 213.785.1237  
[rhey@climateactionreserve.org](mailto:rhey@climateactionreserve.org)

Jennifer Weiss  
+1 213.891.6934  
[jennifer@climateactionreserve.org](mailto:jennifer@climateactionreserve.org)

### **Sun shining strong for carbon markets in California and the West; market participants to gather for North America’s largest carbon event, Navigating the American Carbon World, April 13-15 in Los Angeles**

*Experts from government, business, academia and environment will discuss carbon markets, climate change policy and innovative strategies at premier carbon event*

Los Angeles, CA – Navigating the American Carbon World (NACW) will deliver the most comprehensive and current information on climate change policies and programs, including California’s landmark clean energy and climate change law AB 32 and the development of the Western Climate Initiative (WCI). NACW is jointly hosted by the Climate Action Reserve and Point Carbon, a Thomson Reuters company, and will take place April 13-15, 2011 at the Renaissance Hollywood Hotel. The conference program reflects how, even without broad international or national agreements, it is still an exciting time for climate change policy in California and the West.

Speakers include:

**Linda Adams**, Secretary, California Environmental Protection Agency  
**Karen Ross**, Secretary, California Department of Food and Agriculture  
**Mary Nichols**, Chair, California Air Resources Board (invited)  
**James Goldstene**, Executive Officer, California Air Resources Board  
**Tim Lesuik**, Chair, WCI Offsets Committee and Executive Director Climate Change Policy, Climate Action Secretariat, British Columbia Ministry of Environment  
**Terry Tamminen**, CEO, Seventh Generation Advisors

#### **Event Details**

**What:** Navigating the American Carbon World

**When:** April 13-15, 2011  
**Where:** Renaissance Hollywood Hotel  
1755 North Highland Avenue  
Los Angeles, California 90028  
Tel: +1 323 856 1200  
[www.renaissancehollywood.com](http://www.renaissancehollywood.com)

**Press Room:** Beachwood Canyon, Mezzanine Level

NACW has been bringing together the preeminent experts and thought-leaders in carbon and climate strategies for nearly a decade. Delegates will hear California regulators and policymakers discuss development and implementation of the state's programs under AB 32, including its cap-and-trade program. Speakers will also examine the development of WCI, new and potential offset project types, regulations by federal agencies and strategies of leading businesses to prepare for a carbon-constrained world.

This year's event is anticipated to draw a crowd of over 800 delegates and 40 exhibitors. It will be the only conference to provide comprehensive updates on climate change policy in California and the West and will undoubtedly live up to its reputation as the definitive can't-miss event in the carbon landscape. For additional information on NACW, please visit [www.nacw2011.org](http://www.nacw2011.org). Press conferences will be scheduled throughout the conference by different organizations and companies. To be kept apprised of news events or to receive a press pass, please contact Rhey Lee at the above contact information.

The **Climate Action Reserve** is the premier carbon offset registry for the North American carbon market. It establishes high quality standards for quantifying and verifying greenhouse gas (GHG) emissions reduction projects, oversees independent third-party verification bodies, issues carbon credits generated from such projects and tracks the transaction of credits over time in a transparent, publicly-accessible system. By ensuring that GHG reduction projects provide true environmental benefit and earn high quality offsets, the Climate Action Reserve is creating a trusted and valuable commodity and bringing credibility and efficiency to the carbon market. For more information, please visit [www.climateactionreserve.org](http://www.climateactionreserve.org).

**Point Carbon** is a world-leading provider of independent news and market analysis for global power, gas and carbon markets. Point Carbon's comprehensive services provide professionals with market-moving information through monitoring fundamental information, key market players and business and policy developments.

Point Carbon was founded in 2000 setting out on a mission to provide critical insights into carbon and energy markets. The idea behind Point Carbon stemmed from research on environmental, energy and resource management politics at the independent Fridtjof Nansen Institute in Norway, as well as well as a PhD on quantitative modeling conducted at the Norwegian University of Science and Technology, where all the founders have studied. Its North American office, located in Washington, D.C. was opened in 2006.

###