

### Annual Red Clay Conference addresses green sustainable commerce

**G**eorgia Law's 21st Annual Red Clay Conference explored the question "Does going green equal making green?" and offered a wide spectrum of views from the private legal sector, the corporate/business arena, and government and public interest groups.

The goal of this day-long event was to examine green environmental initiatives in a variety of industry settings and to explore the balance struck between the corporate bottom line and compliance with environmental regulations as well as the aims of environmental stewardship.

"This year's conference featured an impressive group of speakers who discussed environmentally friendly commercial practices," second-year law student and conference co-organizer Kelly A. Christian said.

The first keynote address – "Sustainable Commerce: Georgia's Next Economy" – was delivered jointly by Georgia Law Associate Professor Peter A. Appel and President of

Registry Consultants and UGA College of Pharmacy Adjunct Professor Dr. T. Rick Irvin (J.D.'08).

Stephen E. O'Day, who leads the Environmental Law Section and Sustainability Practice Group at Smith, Gambrell & Russell in Atlanta, delivered the second keynote address, titled "Benefits of Sustainability in a Recession."

Green building, green forestry, green corporate environmental initiatives and the growing tide of green investment were also explored through panel sessions.

The panelists were as varied as the topics discussed and included Georgia Forestry Commission Senior Forester Joe Burgess, Coca-Cola Environmental Manager Ben Jordan, Delta Environmental Sustainability Manager Michael E. Morgan, Doraville City Councilman Bob A. Roche and Coca-Cola Senior Environmental Counsel Vail T. Thorne as well as others from law firms and academe.



*Coca-Cola Environmental Manager Ben Jordan (center) fielded a question from the audience during the Green Corporate Environmental Initiatives Panel at the 21st Annual Red Clay Conference. Others on the panel were Coca-Cola Senior Environmental Counsel Vail Thorne (left) and Delta Environmental Sustainability Manager Michael Morgan.*

This conference is sponsored annually by the law school's Environmental Law Association to increase public awareness of environmental issues of regional, national and international significance through a series of educational presentations and open forum discussions.