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Bobby Clark is the president and founder of Sustainable Business Ventures Corporation (SBV) and Co-founder and director of Business Development of Midwest Clean Energy Enterprise LLC.

Sustainable Business Ventures Corporation

www.sbventures.org

Founder and President



SBV is a 501 (c)(3) non-profit corporation that supports the development of "sustainable" businesses, social enterprises, environmental literacy training and entrepreneurial training focused on the needs of the 21st century job market and consumers in the world economy. One primary focus is helping difficult-to-employ individuals create their own job through self-employment. SBV also explores opportunities to assist entrepreneurs in clean and renewable energy projects and other social enterprises.

From April 2009 to March 2010, SBV (previously Kentucky Student Ventures Corporation) developed and managed three "green" youth programs for more than 225 low-income 16-24 year olds. The programs were funded through two Kentucky Workforce Investment Boards. SBV developed Bluegrass Goes Green, Green Entrepreneurial Leadership Institute (GEL-IN) and the Green Entrepreneur Program. For this initiative, SBV hired and supervised 23 teacher/coaches in 19 Kentucky counties. SBV managed these three contracts with an estimated value of \$250,000. In summer of 2010, SBV was hired by the Bluegrass Workforce Investment Board to develop a Program Plan to create a Business Plan for the **Green Entrepreneur Program** piloted at Blackburn Correctional Complex in Lexington, Kentucky. (<http://www.sbventures.org/projects-link.html>). Additional links to videos of the presentations: **GEL-IN** competitions: <http://www.sbventures.org/products/gel-in-presentations-a-business-plans.html> and **Bluegrass Goes Green** <http://www.sbventures.org/products/bluegrass-goes-green-presentations.html>.

RecycleForce Columbus, Inc.

www.recycleforcecolumbus.org

SBV is a sub-recipient of a grant from the U.S. Department of Health & Human Services Community Economic Development for the purpose of establishing the **RecycleForce Columbus program**. **RecycleForce Columbus, Inc.** provides a pathway for formerly incarcerated men and women to successfully re-integrate into the workforce and become responsible, tax-paying and productive community members. RecycleForce provided short-term transitional jobs as outlined in this inspirational 3.5 minute video: [Recycling Electronics – Recycling People](#). **RecycleForce Columbus Inc.** was spun off to a stand-alone 501(c)(3) Ohio non-profit corporation and Bobby served as chair from 2012-2014. The operation closed on February 28, 2015.

In 2012, SBV was awarded a contract to pilot the **Green Entrepreneur Program at Southeastern Correctional Institution (SCI) in Lancaster, Ohio**, funded by the Ohio Environmental Education Fund. SBV partnered with the Vera Institute of Justice and their Ohio Green Prison Project; the contract was administered through the Ohio Department of Rehabilitation and Corrections. SBV graduated 17 inmates at SCI after business plan presentations; seven of the graduates went through a train-the-trainer program to facilitate future training of other inmates. [Click here](#) for a video of one of the inmate business plan presentations and the inspiration for this effort is the Prison Entrepreneurship Program in Texas.

Back on Track – United Way of the Bluegrass

SBV completed a two-year contract in the summer of 2013 with the United Way of the Bluegrass, Lexington, Ky., to provide Green Entrepreneur training and business plan technical assistance for clients enrolled in their Individual Development Accounts (IDA). IDA programs match savings by low-income adults and families that can be used for a down payment for a home, training and education or to start a small business.

Midwest Clean Energy Enterprise, LLC

www.mceenterprise.com

Co-Founder and Director of Business Development



Midwest Clean Energy Enterprise (MCEE) provides a wide range of services and connection to clients in the Midwest and the larger national and international clean tech markets. MCEE offers access to technologies, introduction to financing experts, business development and technical expertise on a wide spectrum of clean and renewable energy opportunities.

MCEE has broad experience in developing sustainability assessments and plans. In 2012-2013, MCEE developed the [Rebuilding West Liberty Strategic Report](#) that details a focused sustainability plan for the West Liberty, Ky. community after a devastating tornado on March 2, 2012. MCEE worked with a team of individuals and entities to engage community stakeholders, facilitate dialogue, provide technical assistance, market and develop a plan of action to rebuild West Liberty as an eco-tourism destination with a focus for improving energy efficiency and economic sustainability. MCEE has gone out on the national stage to request funding and to develop a model for funding the strategies based on the stakeholder-inspired recommendations outlined in the plan.

Clark serves as project manager of the Rebuilding West Liberty initiative to rebrand and rebuild. Our team participated at the Clinton Global Initiative America conferences in 2013 and 2014; the West Liberty initiative was accepted as a Clinton Global Initiative America "[Commitment to Action](#)." We are currently raising funds for Phase 1, which will build four "net zero" homes for families displaced by the tornado. The "stick built" homes will be latest Energy Star design; by adding solar and geothermal systems, these homes will reach "net zero" and serve as models for affordable energy efficient homes for national post-disaster recovery. Clark also delivered a [presentation](#) about the West Liberty overview at the national Sustainable Disaster Recovery Conference at St. Louis University in November 2013.

In addition, an Energy Efficiency Education Dashboard (EEED) will be developed in West Liberty. The dashboard will be placed in the lobby of Commercial Bank of West Liberty (currently under construction and will be certified LEED Silver). The dashboard will monitor the four new "net zero" homes and remote meters will be installed in several of the Energy Star multi-family units currently under construction, the geothermal system in the bank and some comparable homes and buildings that were built in the 70s and 80s. An energy efficiency curriculum will be added and accessible via the internet for teachers around the U.S. and beyond. Participated in the Sustainable Building Working Group at the June 2014 Clinton Global Initiative America meeting in Denver.

MCEE is leading an initiative that has been designated as official demonstration project of the Louisville Metro Office of Sustainability to establish an eco/sustainability district in the NuLu and surrounding area in Louisville, Kentucky. Key stakeholders include the University of Louisville (U of L), Louisville Downtown Development Partnership (LDDP), Louisville Air Pollution Control Board (APCB), the Office of Sustainability, the NuLu Business Association (NBA), Nucleus, Louisville Housing Authority (LHA), Louisville Metropolitan Sewer District (MSD), Nucleus, Louisville Office of Economic Growth and Innovation, local developer City Visions and Philips Lighting. MCEE is developing public-private partnerships with all of these entities to implement sustainability projects throughout Louisville – including strategies to address Urban Heat Island (UHI) effect.

In addition to this community engagement work, MCEE has worked with Iberdrola Renewables, the fourth largest energy company in the world, to explore wind, solar and biomass opportunities in Kentucky. MCEE organized a Kentucky Biomass stakeholder group. MCEE has a strategic alliance with Palmetto Ventures which is a trusted financial firm that offers clean energy investment products with environmental benefits to its growing global client base of over 300 institutions and 12,000 private clients. Palmetto has grown rapidly and evolved into a highly regarded financial firm with substantial transaction experience.

MCEE provides grant writing and technical assistance to small businesses to apply for USDA Rural Energy for America Program (REAP) grants. REAP grants provide 25% of the funding for energy efficiency (Examples: lighting, water, insulation and HVAC upgrades on the farm) or renewable energy projects (Examples: geothermal, solar PV, heaters & thermal, micro wind and biomass projects). Our clients have been awarded over \$1 million in USDA REAP grants in Kentucky, West Virginia and Ohio.

Bluegrass Tomorrow

Board member and Chair of the Bluegrass Forever Green Program

Sustainability Summit: October 14, 2014

Video Part 1 <http://youtu.be/vfj1sH2QK4Y> **Video Part 2** <http://youtu.be/rvVuiw3YZBI>

Goal of Summit: To share information and best practices focusing on maximizing the collective impact of regional governments, organizations, non-profits, educational institutions and businesses dedicated to environmental sustainability and improving quality of life and economic development as an end product.

Organizers: Bluegrass Tomorrow, which works to connect the 18-county region on programs and projects that advance our quality of life, and Bluegrass Greensource, a regional organization that focuses on educating the region on environmental responsibility and sustainability. **Focus:** In the Bluegrass Region protecting our precious Bluegrass Soils and Land Conservation is front and center as we define sustainability along with Local Food & Products, Clean Water, Renewable Energy, Energy Conservation & Efficiency, Outdoor Recreation & Green Spaces, Waste & Recycling, and Transportation.

Kentucky College & University Carbon Consortium - www.mceenterprise.com/KCUCC.pdf

Midwest Clean Energy Enterprise (MCEE) has worked with the Mountain Association for Community Economic Development (MACED) to launch the Kentucky College and University Carbon Consortium (KCUC2). KCUC2 is a consortium focused on mitigating climate impacts. The four founding colleges and universities are Berea College, Centre College, University of Louisville and Western Kentucky University.

Kentucky Sustainable Business Council - www.kysbc.org

Director of Regulations and Business Development

The Kentucky Sustainable Business Council (KySBC) is an advocacy network initiative of the Kentucky Environmental Foundation (KEF), in collaboration with the American Sustainable Business Council (ASBC) that seeks to increase the ability of business owners and organizations to act effectively in advocacy roles and to support their advocacy actions related to policies that impact the sustainability of their communities and public policy and the local, state and federal levels.

Unlimited Carbon Assistance Network (U-CAN) - www.ucan13c.com

Member/Co-Owner

U-CAN is a group of pragmatic idealists: sustainability professionals who want to change the world, and who know that change requires a sound business model, long-term commitment, know-how and flexibility. As a registered L3C in Vermont, our driver is mission, not profit. But U-CAN recognize financial imperatives as a foundation of long-term viability. We have a core team of executives with deep roots in the energy and sustainability communities. U-CAN's project teams are assembled from a stable of hundreds of experts from across the country, with established relationships and can partner as needed. Thus, U-CAN only incur costs

when we do projects, keeping our fixed expenses negligible and allowing us to offer truly competitive costs for world-class expertise. U-CAN is a change-management partner that provides ACCESS to every sort of expertise you might require: from research to project management to financing models to technical analysis. If you have a "bleeding edge" challenge, need help taking your program to the next level, or want to cut through the possible solutions to find the best, most integrative approach, call us. U-CAN is a L3C companies are for-profit social enterprises that operate with a socially beneficial purpose and do not have a goal to maximize profits. These are hybrid organizations that combine the benefits of a traditional LLC and the social benefits of a nonprofit. An L3C is mission-driven and is designed to make it easier for socially-oriented businesses to attract investments from foundations and additional money from private investors. UCAN organized as a L3C company in the state of Vermont--the first of ten states (so far) to pass legislation to authorize this legal structure.

Social Enterprise Alliance – Kentucky Chapter

Secretary

The Social Enterprise Alliance is the national membership organization and key catalyst for the rapidly growing social enterprise movement in the United States. We provide social enterprises with the resources they need to succeed, support and grow the field and serve as a voice for more sustainable social impact. The Kentucky Social Enterprise Alliance chapter was chartered in March 2015 and is an emerging group of entrepreneurs, philanthropist and community leaders who see social enterprise as a catalyst for change and innovation that will effect our communities.

Bobby Clark - Profile

- President of SBV and Co-founder/Director of Business Development of MCEE.
- Entrepreneur and co-founder of a publishing company for more than 25 years
- Graduate of the University of Kentucky with a Bachelors Degree in Business Administration with concentration in Marketing and a Masters Degree in Public Administration with concentration in Public Finance.
- Member and served as treasurer of the [Bluegrass Reentry Council](#).
- Chair of Bluegrass Tomorrow's (BGT) Bluegrass Forever Green initiative
- Co-founder of the Kentucky Entrepreneur Hall of Fame (www.entrepreneurhof.com) and Emcee at each event celebration. Since 2010, KEOHF has annually recognized some of Kentucky's great entrepreneurs: *2010 Inductees*: Ralph G. Anderson, Belcan; Governor John Y. Brown Jr., KFC; Jim Host, Host Communications; Pearse Lyons, Alltech and title sponsors of the World Equestrian Games; Davis Marksbury, Exstream Software; Warren Rosenthal, Long John Silver's; John Schnatter, Papa John's International; Lee Todd, Projectron and DataBeam; and William T. Young Sr., W.T. Young Foods and W.T. Young Storage Co. *2011 Inductees*: Dana Bowers, iPay Technologies; David Jones, Sr., Humana; Wendell Cherry, Humana; Kent Taylor, Texas Roadhouse; and Bill Samuels, Jr., Maker's Mark. *2012 Inductees*: Ron Geary, ResCare; Bruce Lunsford, Vencor; and Terry Forcht, Forcht Group of Kentucky. *2013 Inductees*: Carol Martin "Bill" Gatton, Gatton Auto Dealerships; R. J. Corman, R. J. Corman Railroad Group; George Fischer, ServEnd; and Billy Harper, Harper Industries. *2014 inductees*: James H. Booth, Booth Energy Group; Ulysses Lee "Junior" Bridgeman, Bridgeman Foods Inc.; Chris Sullivan, Outback Steakhouse; and John A. Williams, Sr., Computer Services, Inc. *2015 inductees*: George Garvin Brown, Brown-Forman; Phil Greer, Greer Companies; Jim Patterson, Pattco LLC and James Thornton, Thorntons.
- Member of the Louisville Sustainability Council "Green Economy Action Team." <http://louisvillesustainabilitycouncil.org/action-teams/green-economy/>
- Member, West Louisville Food Port Community Council
- Fellow, Commonwealth Policy Institute

Past:

- Presented 90-minute workshops on the Green Entrepreneur Program at national and regional conferences: American Correctional Association (2011 San Antonio, TX & 2012 Denver, CO); Defendant Offender Workforce Development (2011), San Francisco, CA; [National Symposium on Sustainable Corrections](#), (2011 – October 2012), Indianapolis, IN; [Corporation for Enterprise Development](#) (2010), Washington, DC; Southeastern Employment & Training Association (2010), Knoxville, TN; Ohio Correctional Education Association, 2012; American Society of Criminology, Chicago, IL, November 2012; [National Association of Correctional Industries, Charlotte](#), NC, March 2013.
- Published print directories, books and magazines and was the premier provider of information services about the who's who in Kentucky government, education and business. Publications include Clark's Kentucky Almanac & Book of Facts, Kentucky Directory Gold Book (25 editions), 20th Anniversary Magazine - Toyota Motor Manufacturing Kentucky, Abraham Lincoln Bicentennial Magazine and Kentucky Association of Economic Development 40th Anniversary Magazine; and more than twenty titles by some well-known Kentuckians including a former U.S. State Department official, former Secretary of the Kentucky Education Cabinet, founder of Kentucky Educational Television, former Chief of Staff of two Kentucky Governors, Voice of the Kentucky Wildcats and many more.
- Provided business development services for [TiER1 Performance Solutions](#) based in Covington, Kentucky. Assisted in program development for career development proposals including meetings in the Pentagon related to the U.S. Army's Human Resources Command moving to Ft. Knox.
- In 1994 served as Kentucky delegate to the White House Conference on Small Business and Chair of Kentucky's Information/Technology Issues Committee. In September 1997 selected one of 50 small business owners across the country to be appointed to the Region IV Regulatory Fairness Board and served as Chair and later Vice-Chair of Region IV. In January 2001 appointed to serve on the SBA National Advisory Council. In 2001, appointed by the Governor to chair of the Kentucky Commission on Small Business Advocacy and served in this capacity until September 2005.
- Managed a contract and established a Lexington office for the McConnell Technology & Training Center (U.S. Navy funded center) which provided computer training for Welfare to Work recipients and business development services for business and industry in Lean and ISO 9001 Quality Management Systems training and consulting.
- A consultant and lobbyist for PacifiCorp, a Fortune 500 energy company, that sought to purchase or lease Big Rivers Electric in western Kentucky.
- Vice President of the University of Kentucky Student Body in 1980-81 and served on the U.K. Athletics Board. Clark's first business venture was one of three co-founders of [U.K. Student Agencies](#) in 1981 based on the Harvard Student Agencies. Two members of the UK Board of Trustees invested \$15,000 and the first full year of operations grossed approximately \$181,000.
- Volunteer Advance Team for the following: (1) U.S. Senator Chris Dodd at the 1996 Democratic Convention in Chicago; former President Mikhail Gorbachev in Washington D.C. (1996); Democratic National Committee Chair Steve Grossman at the Clinton Inauguration (1997); Vice President Al Gore at the Kentucky Derby (1999); and President Bill Clinton, Hazard KY (1999); Joe Lieberman at the Vice Presidential Debate at Centre College (2000).