

## **Environmental seminar goes 'Green from the Ground Up'**

9/01/08

The first Environmental Studies Seminar for the fall semester at Alfred University will be given by Patrick Govang, president, e2e Materials, LLC. He will present "Green from the Ground Up: Short- and Long-Term Perspectives on Eco-Innovation" on Friday, Sept. 5, at 12:20 p.m. Roon Lecture Hall (Room 247), the Science Center. Govang is president and co-founder of e2e Materials, LLC, an award-winning clean technology start-up company in Ithaca, NY that produces petroleum-free, biodegradable composites that are stronger, lighter, and cheaper than composites that are filling landfills today. ([www.e2ematerials.com](http://www.e2ematerials.com)) Founded in 2006, this spin-out company from Cornell University offers biocomposites based on the discoveries of the Netravali Research Group. The company's composite material platform can replace formaldehyde-laden particleboard, plywood, and other wood products to be used in office furniture, kitchen cabinetry, building products and beyond. Its first product, skateboards, are produced and sold via its subsidiary, Comet Skateboards, which relocated from California in October 2007. These fully biodegradable materials are made from annually renewable resources including soy protein (flour) and natural fibers such as bamboo, jute, flax and kenaf. Govang's work and that of his company have been covered by MSNBC, The Discovery Channel, The History Channel, Fuel TV, The Sundance Channel, The Hallmark Channel, Inc. Magazine, Entrepreneur Magazine, The Post Standard, CNY Business Exchange Magazine, and various wire services and local media. In 2007, his company won the \$100K Essential Connections Emerging Business Contest and the Cornell University Johnson School of Management Business Idea Competition. Patrick has lectured on Entrepreneurship, Sustainability and the concept of Regionally Integrated Manufacturing at Cornell University, Syracuse University, Rochester Institute of Technology and various other educational institutions and national conferences. Prior to founding e2e, Govang was a director of the Cornell Center for Materials Research, which leveraged more than \$80 million in annual materials research funding to develop research collaborations with large corporations and supports New York State small businesses through an innovative outreach model. With more than 20 years of leadership experience in product development, purchasing, and quality/manufacturing management for the automotive industry, Govang has also worked with Deloitte Consulting and New York's Alliance for Manufacturing and Technology as a lead consultant in corporate strategic planning, lean manufacturing, and Chapter 11 turnarounds. In 1999, he founded ProjectPoint.com, a start-up company focused on collaborative project management in the automotive industry. ([pat@e2ematerials.com](mailto:pat@e2ematerials.com)) The Division of Environmental Studies at Alfred University sponsors the popular seminar series at 12:20 p.m. each Friday through November with the exception of Oct. 10, the Friday before fall mid-term break. Baked goods and other refreshments will be served during the seminar.