



It's The Money

Separating Green Fact from Fiction in the Design and Construction of Low-to-Mid-Rise Buildings

Here's your chance to get to the real bottom line. In this fact-filled seminar, you will learn high performance building strategies that apply directly to low and mid-rise corporate, educational, healthcare, institutional, and multi-tenant buildings. This program gives you the answer to the two questions everybody is asking: Does green cost more? Are green buildings worth money? Here's your chance to look underneath the hood of real projects and get real numbers, not hype. If you're not interested in maximizing your ROI, then skip this seminar. It's not for you.

Learn How to Maximize Your ROI by Adding Value Faster than Cost

- Learn how to pencil out the numbers for a high performance project from start to finish.
- See the good, the bad, and the ugly when it comes to site selection, building orientation and landscaping.
- How to calculate how much a watt is worth to the building owner – It's over \$6 per square foot and the ROI exceeds 500%!
- Discover building materials and systems that make money and how to avoid those that add costs faster than value.
- See how one project team spent \$291,000 more for the right product and saved over \$1.8 million!
- Learn about a little known incentive from Uncle Sam that can save you big money.
- Get the unbiased truth about LEED. Where it hits the mark, where it misses.

Tap Into a Seminar Leader with 40 Million Square Feet of Experience

No one separates fact from fiction better than Alan Whitson, RPA, who's known for his ability to tackle head-on the money issues affecting design and construction decisions. Grab your chance to tap into Alan Whitson's experience as an Asset Manager, Facility Manager, Construction Manager, Development Manager, Broker and Consultant. As manager of planning and construction for Bank of America's data processing facility he was responsible for 2,000 construction projects a year. Today, he is a member of BOMA International's Energy and Environment Committee.

Special Panel: Inside the Minds of In-the-Field Experts

- Scott Chrisner, Chrisner Group
- John Harper III, Real Estate Investor & Consultant, SAHFI Alliance LLC
- Richard Johnson, Partner, Matrix Development Group
- Paul Lalli, Senior Associate & Strategic Planner, Gensler

Who Should Attend this Seminar

- Architects and Engineers
- Build-to-Suit and Speculative Developers
- Building Owners and Property Managers
- Commercial Real Estate Brokers
- Contractors
- Design/Build Principals
- Elected Officials, Code Officials, and Education Administrators
- Facilities Managers
- Real Estate Investors and Lenders

What Prior Attendees Say

- "Emphasis on financial benefits of green, value to developers and building owners and occupants"
- "The emphasis on economic impact, real world examples"
- "Excellent content, financial models and focus on ROI"
- "Strong tie to cost issues. Owners can benefit from seeing this presentation – it hits on their primary interests"
- "Real numbers with relevant examples"
- "Gold mine of information!"
- "Visual illustrations mixed with real life data"

Friday, July 21
Sustainable Meadowlands
Resource Institute
Two DeKorte Park Plaza
Lyndhurst, NJ 07071

7:45 to 8:30 am: Registration
& Continental Breakfast
8:30 am to Noon: Program

Tickets:
\$99 At the Door
\$89 Advance
\$79 if member of USGBC

Please Register online at
www.squarefootage.net

Earn Educational Credits:
AIA: 3 Learning Units
BOMI: 3 CPD Points
IFMA: Pending

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GREEN
INTO GOLD®



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Phone 503-274-7162

*A confirmation will be
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& Continental Breakfast
9:00 am to 12:30 pm: Program

Tickets:
\$99 At the Door
\$89 Advance
\$79 if member of USGBC



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Due to Limited Seating, Pre-Registration is Required.