

Building Green Chicago

Designing Green Saving Green

Building Green Chicago is the premier sustainable design and development conference in Chicago, featuring top City officials and leaders in the sustainability movement across the real estate community. It has become *the* Chicago event to learn about cutting edge design and development trends, products and services. It is a unique opportunity to network and business develop with like-minded real estate professionals. Index Publishing will host our annual Conference in **April 2010**.



2009 Highlights

- * Over 800 real estate professionals attended the two half-day conferences
- * 31 industry experts covered retrofitting for sustainability, leasing green space, sustainable products, DOB/DOE programs and an insider's peek at the City's vision from Chicago's Chief Environmental Officer, Sadhu Johnston.
- * Exhibit halls featured over 50 vendors of sustainable products and services.



2010 also will feature four issues of *Sustainable Chicago*. Each issue of *Sustainable Chicago* will provide meaningful articles and resources on the practical applications of building green with a Chicago focus. SC compiles key statistics that support the business imperatives including ROI that drive the sustainable movement. There will be one issue before and another after each of the two **Building Green Chicago** Conferences.

2010 will feature a **year-long campaign**: 4 issues of *Sustainable Chicago* wrapped around our Building Green Chicago Conference in April. **Click here** to learn how to become part of this 2010 campaign. The next pages define the opportunities, or contact us directly at indexpub@lbpc.com, 312.644.7800, Ernie Abood at eabood@lbpc.com or John Leonard at jleonard@lbpc.com.

Building Green Chicago Conference

Index Publishing Corporation, the Chicago Department of Environment and the Chicago Department of Buildings will team up again to host the largest conference on sustainable building in the Chicago area in **April 2010**. The 2010 event is being planned as a full day trade and product show combined with educational seminars.

The April 7, 2009 Building Green Chicago Conference featured a keynote by Suzanne Malec-McKenna, Commissioner of the Chicago Department of Environment, addressing current efforts to “green” Chicago with details on Chicago’s Climate Action Plan. A representative from the

Conference Opportunities (click links for more info)

- ∞ Event Underwriter
- ∞ Panel Underwriter
- ∞ Corporate Underwriter

April 2009 | October 21, 2009

Illinois Department of Commerce and Economic Opportunity provided information on how to obtain federal funding for green collar projects.

On October 21, 2009, Index held a Building Green Chicago **Conference and Expo**. The event drew about 300 for valuable mix of educational programs and an expansive trade show with local leaders of sustainable design and development.

Be a part of the sustainable movement.



About 500 real estate professionals attended the 2009 Building Green Chicago Conference on April 7th.

See the growing list of exhibitors below. We encourage you to get your application in now to *reserve your space* for the April 2010 conference. **Past sponsors:**

Heitman Architects	Kohler	Advanced Pavement	Pizzo & Associates			
Olsson Roofing	CLAYCO	Jones Lang LaSalle	EMCOR Services			
Turner Construction	Miller Sales	Bank of America	Transwestern			
Solargenix	Pepper Construction	Lemnis Lighting	Forbo Flooring			
Green Works Studio	Sloan Valve	Chicagoland Roofing Council	Gunn & Pegelow			
AIA	BOMA Chicago	Merchandise Mart Properties	Total Shade			
Chapman & Cutler	Jenner & Block	Heat & Frost Insulators, Local 17	USGBC			
Chicago Regional Council of Carpenters		Mr. Bamboo Goby	Midwest Energy Efficiency Alliance			
NECA/IBEW	Holland & Knight	Pipefitters Local 597	Local 399 Operating Engineers			
Lime Energy	Autodesk	Monarch Construction	Sika Sarnafil	Recycling Services		
NuRecycling	ASBE	AEC	HarneTech	Bear Construction	Lamboo	Terrazzo

Highlights of the 2009 Building Green Chicago Conferences

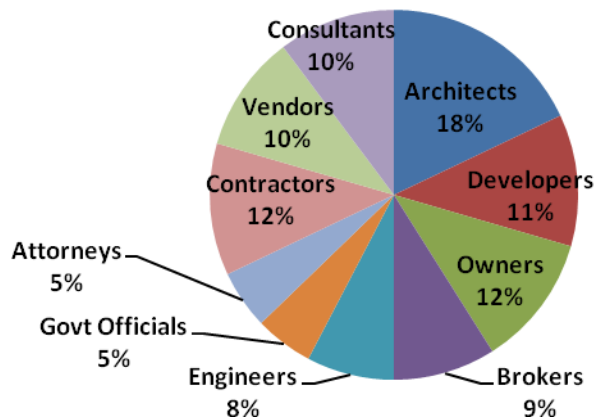
The 2009 Conferences were unique in that they drew a diverse cross-section of the real estate community eager to learn about sustainable initiatives that have proven successful and that they might incorporate into their own projects.

We welcome topic suggestions for our conferences from industry leaders.

Below is a copy of the conference agenda. If you would like to review the program materials for our 2007, 2008 or 2009 conferences, visit our website: www.ChicagoCodes.com and click on the **Events** page.

There you also will find links to our newsletters, news items, upcoming events and more.

2008 Demographics



Building Green Chicago: Designing Green, Saving Green

April 7, 2009

Agenda

- 8:00 Public Sector Retrofitting
- 9:10 Private Sector Retrofitting
- 10:30 Financing and ROI
- 11:30 Building Blocks for Sustainable Development

Public Sector Retrofitting

Sadhu Johnston



Sadhu Johnston is Mayor Richard M. Daley's Deputy Chief of Staff functioning as Chief Environmental Officer - the first position of its kind in the nation. He is responsible for implementing the City's environmental agenda across all areas of City government. He served as the Commissioner for the Department of Environment for the past 17 years at the UIC Research Center as a systems research and developer. In addition to many systems, he developed UIC-ACROWN an integrated technical information retrieval software package for the construction professional. He has also been involved with design and refinement of many UIC building systems.

Erin Lavin Cabanang



Erin Lavin Cabanang serves as the Executive Director for the Public Building Commission of Chicago (PBC). Erin's responsibilities include agency and consultant management including over 50 employees and hundreds of contractors. She is ultimately responsible for the planning, design and construction of schools, libraries, city engine operations, police stations, park district headquarters and senior centers on behalf of the City of Chicago and Cook County.

Private Sector Retrofitting

Rik Master - Moderator



Richard C. (Rik) Master, AIA, is a Research Architect and currently Managing Architectural Review for the United States Gypsum Company. His responsibilities include architectural technical support and environmental research and documentation. Rik spent 17 years at the UIC Research Center as a systems research and developer. In addition to many systems, he developed UIC-ACROWN an integrated technical information retrieval software package for the construction professional. He has also been involved with design and refinement of many UIC building systems.

Heide Hillman



Heide Hillman is a Senior Project Manager at Jones Lang LaSalle. She is a LEED Accredited Professional and is qualified to manage projects attaining LEED Certification through the U.S. Green Building Council. Heide is a member of Jones Lang LaSalle's Energy and Sustainability Services Global Board which supports the firm's LEED and sustainability projects worldwide. She also assists with in-house sustainability education efforts for accreditation and successful projects for Jones Lang LaSalle project managers.

Lloyd Davidson



Lloyd Davidson is vice president/general manager of Merchandise Mart Properties, Inc. (MMP). As vice president/general manager, Davidson manages the day-to-day activity of all of the construction activities for MMP. Davidson and his team have been responsible for many green initiatives, from the selection of sustainable construction materials to the filtering of water as to maintain the indoor air quality to the overhaul of the construction guidelines document to make all of the projects at the Mart conform to the LEED guidelines.

Al Skodowski



Al Skodowski directs Transwestern's LEED-EB efforts nationally and oversees Transwestern's ongoing sustainability position. He has over 20 years of commercial real estate facility management experience including expertise in energy management, construction management, operations, and fire alignment. For the past four years, he has managed engineering and operations for Transwestern's Midwest region, where he initiated the firm's LEED certification initiative in conjunction with the USGBC.



Download Program at ChicagoCodes.com

Building Green Chicago: Designing Green, Saving Green



Financing and ROI

Virginia Harding - Moderator



Virginia Harding has practiced real estate law with the Chicago firm of Coak & Kahan since 1978. Currently practicing as Of Counsel, she represents residential builders and developers of private residential communities with the acquisition, development and sale of land control land. In the course of her career she has represented developers on a number of cutting edge public finance projects.

Jonathan Feipel



Jonathan Feipel is Manager of the Energy Department for the Illinois Department of Commerce and Economic Development. He joined IEDCD in September 2008. Before joining the Department, he spent over seven years working for the US Environmental Protection Agency.

Bob Best



Bob Best directs national property management services within the Markets organization of Jones Lang LaSalle. His responsibilities include product development, performance metrics, operating standards and client relationship management systems. Within Jones Lang LaSalle, he directs the national Facilities Committee (FACOM) and supports environmental sustainability initiatives for Markets.

Joel Freeshing



Joel Freeshing is the Manager of Triple Bottom Line Innovations at Mettler. He is responsible for structuring innovation programs that further Mettler's mission of providing financial services and information that positively impact the economy and the environment. His primary focus is on the design and implementation of new financial products for the bank's customers that encourage energy efficiency and green development among businesses, developers, community-based organizations and institutions in the Chicago, Cleveland and Detroit markets.

Building Blocks for Sustainable Development

George Turowski III - Moderator



George Turowski III is a general contractor who is responsible for building 300 projects each year, and manages the placement and monitoring of Longwell's entire field and support staff. In addition to his role at Longwell, George is the 2008 vice chair of the U.S. Green Building Council's Chicago Chapter and has been an active member of the USGBC since 2002. George will serve as host of the USGBC Chicago Chapter in 2010 when the International Greenbuild Expo returns to Chicago.

Aron Iles



Aaron has currently served as the director of marketing at KONE Inc. He has been with KONE since 1998 and previously held responsibilities as a product manager. KONE is a member of the Alliance for Sustainable Built Environments, a group of industry leaders who practice and are recognized for leadership in sustainability that is economic, social and environmental responsibility. The Alliance is committed to delivering high performance sustainable solutions for the built environment.

Chris Nelson



Chris Nelson is director of global environmental development for U.S. Environmental™, a wholly-owned subsidiary of Underwriters Laboratories Inc. (UL) that is focused exclusively on environmental services for products, companies and energy. In this role, Chris is responsible for corporate strategy, program and acquisition, partner goals and alliances and commercial sales and marketing operations. Previously, Chris was director of corporate development for U.S. holding its business identity, liability and options for strategic partnerships, mergers and acquisitions.

Jim Brosseau



Jim Brosseau is the President of Bassett & Brosseau Roofing. He has 20 years of experience, estimating, project management and administrative experience. Jim is very active in the roofing community. Among his many association memberships, Jim serves as Director of the National Roofing Contractors Association.

Pete Kadens



Pete Kadens is a leader in the American "Green Movement" and currently serves as the President of Eco-Centric Energy, a fast growing, venture backed solar energy firm that is bringing positive solar energy to the commercial market. Prior to Eco-Centric, Pete was the founder and CEO of Acropart, an industrial sales company that Pete and his team go to ranked the #1 commercial sales company in the United States.

Lou Newett



Lou Newett is the Manager of Environmental Health and Safety at Knoll Inc. Employed by Knoll for 29 years, Lou has led the company's Sustainability Program and advanced the company's clean technology program, which has resulted in obtaining the majority of pollution from the company's operations. Lou brings more than 34 years of industry experience to the field of environmental health and safety. During this time, he has made significant contributions to the design, installation and construction of various environmental control projects.





Sustainable Chicago features the latest in sustainable design and development in Chicagoland. Index's quarterly e-zine is complimentary and reaches broadly across the real estate community, including architects, brokers, builders, contractors, developers, engineers, government officials, attorneys, owners, consultants and more. Distribution is over 15,000 to these professionals. Check out the latest issue at ChicagoCodes.com.

Index Publishing works closely with its advisory board to produce each issue. Included on the advisory board are the Chief Environmental Officer of the City of Chicago, the Chicago Chapter of the USGBC, the Chicago Chapter of the AIA, the Chicagoland Roofing Council and other leaders in the local sustainable movement.

Green Overhead: Sustainable Roofing in Chicago

By Bill McHugh
Executive Director, Chicagoland Roofing Council

Whether it's a new project or a retrofit, sustainability often starts at the top. Nowhere are a building's exterior more evident than the roof. This is where heat is lost in the winter and where it radiates in the summer; where wind and precipitation meet the building head on, challenging it structurally while also offering unique opportunities.

Those opportunities cover a wide spectrum and it's important to consult a professional before installing any type of environmentally conscious roof, not only to ensure that it is expertly installed, but also so that you pick the right type for your structure. Insulation can provide excellent payback, green roofs keep excess water out of the treatment system, while photovoltaics generate electricity and reflective roofs provide lower rooftop temperatures in the summer.

For the fourth year in a row, Chicago leads the nation in square footage of installed green roofs, with 500,000 sq ft built in the past year according to Green Roofs for Healthy Cities. While aesthetically pleasing to the community, green roofs also provide excellent benefits to the building owner. Since the roof system is buried under dirt, it is shielded from the damaging rays of the sun, extending the life of the roof. However, the system needs to be installed right the first time, as unburied roof systems can be costly to find and fix a leak. Also, the reflectivity of the garden roof is the same as the earth—about as environmental as it can get. Most importantly, garden roofs can slow the drainage of water, relieving our sanitary and storm runoff systems. By retaining rainwater, we can keep Lake Michigan cleaner.

Another option is a reflective roof, which can tame the soaring rooftop temperatures. Chicago sees in the summer. Reflective coatings, including white, grey and even gravel and ballast, have been shown to provide reflective benefits after aging, according to studies by the US Department of Energy at the Oak Ridge National Laboratory. Chicago has many reflective roofs installed throughout the area, many by Chicagoland Roofing Council (CRC) contractors using workers trained at the world's leading roofing industry location, the Chicagoland Roofing Joint Apprenticeship Training Center. Conversely, there are reasons to have a less reflective roof: Chicago's climate in the fall, winter and spring means a darker color may help reduce hearing loss.

New technologies exist to provide energy producing devices that are either part of the roofing membrane, or separate devices used to generate electricity while absorbing the sun's rays. Photovoltaics are the most efficient commercially available solar panel technology on the market—an efficient that on many sunny days, a building owner may be able to sell excess power back to the grid.

One of the best paybacks for a building owner is adding insulation to the roof assembly. CRC Contractors and Local 11

Sustainable Chicago Summer 2008

Roofers are uniquely qualified to provide and install roofing systems with excellent insulation values to reduce heating and cooling bills.

If you are to have a roofing professional check building code requirements for wind and fire resistance for all these types of roof systems. As with any major purchase like roofing, ask how long the system has been in service so you are assured longevity in a large capital asset, your roof.

Whether it's the reflective roofs at Midway Airport, the garden atop the Chicago Cultural Center and City Hall or the many photovoltaics on projects throughout the metropolitan area, few are as experienced with installing these systems than CRC companies. For over 100 years, this union coalition has been topping buildings in Chicago and the suburbs, and they've led the way locally with sustainable roofing.

building operator certification

Energy Efficiency through Operator Training
Building Operator Certification (BOC™) is a nationally recognized training and certification program for building operators of every improved job skills and more comfortable, energy-efficient facilities.

- Building operators using the energy-efficient procedures and tools learned in BOC training use cut electricity use by 15% or more – up to \$12,000 annually.
- BOC is accredited by the International Facility Management Association (IFMA) and the Building Owners and Managers Institute (BOMI) for continuing education.
- BOC training qualifies facilities pursuing LEED Gold certification for one point under Energy and Atmosphere, Credit 3.1.

For more information and a list of upcoming trainings throughout the Midwest, please visit www.boccentral.org

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- Reach**
- Architects
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 - Attorneys
 - Brokers
 - Consultants
 - Contractors
 - Developers
 - Engineers
 - Govt Officials
 - Investors
 - Owners
 - Property Managers

Sustainable Chicago Ad Rates (see package rates below)

Full Page \$1,250 per issue Size: 8.5" x 11"

Half Page \$625 per issue Size: 8.5" x 5.5" (horizontal or vertical)

Contact Ernie Abood 312.644.7119 | eaabood@lbpc.com or John Leonard 312.644.2917 | jleonard@lbpc.com

JOIN THE 2010 SUSTAINABLE CAMPAIGN !

Index has several unique opportunities to promote your sustainable focus through participation in our Conferences, advertising in *Sustainable Chicago* or a combination of both. Select from:

Premium Package: All four issues of Sustainable Chicago and involvement in the Conference.

Conference Package: Two issues of Sustainable Chicago and involvement in Conference.

Media Package: All four issues of Sustainable Chicago.

Conference Underwriting Opportunities

Event Underwriter

- Speaking opportunity on a panel on an agreed-upon topic
- Your tabletop or booth display at the conference
- Your custom marketing materials distributed at conference
- Full-page black & white ad in the *Chicago Building Code*
- Full-page 4-color ad in *Sustainable Chicago*
- Your 1,250 word (byline) article in *Sustainable Chicago*
- Your company/firm logo receives prominent placement
- Special recognition as an Event Underwriter
- You receive ten complimentary passes to conference
- Attendee list

Panel Underwriter

- Speaking opportunity on a panel on an agreed-upon topic
- Your tabletop or booth display at the conference
- Your custom marketing materials distributed to conference attendees
- Half-page 4-color ad in *Sustainable Chicago*
- Half-page black & white ad in the *Chicago Building Code*
- Your 600 to 750 word (byline) article in *Sustainable Chicago*
- Your company/firm logo is included in all conference marketing
- You receive five complimentary passes to conference
- Attendee list

Corporate Underwriter

- Your tabletop or booth display at the conference
- Your marketing materials distributed to conference attendees
- Half-page 4-color ad in *Sustainable Chicago*
- Your company/firm logo included on all conference marketing
- You receive two complimentary passes to conference
- Attendee list

Sponsor logos are included in all conference marketing:

- Conference web page
- Highly-targeted eBlasts
- Web site banners
- Direct mail campaigns
- Advertising in *Sustainable Chicago*
- Advertising in *Illinois Real Estate Journal*
- Advertising in *Chicago Daily Law Bulletin*
- The official conference program
- General signage and PowerPoint screens at the conference
- The post-conference electronic supplement

Contact

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for information on availability and rates.