



PRESENT

LDI AEC GREEN UP

A LEADERSHIP FORUM & NETWORKING BREAKFAST FOR THE ARCHITECTURE, ENGINEERING & CONSTRUCTION COMMUNITY

Date:

December 1, 2009

Time:

8:30 a.m. - 11:30 a.m.

Location:

LDI NYC Showroom &
Conference Facility
1500 Broadway
at 43rd Street (Times
Square)
10th Floor
New York NY



Our first Green Up event on May 13, 2009 was a standing room only success. Green thought leaders from HP, Turner Construction, Hofstra University and Shearman & Sterling examined the benefits and challenges with going green. Building upon the first event, we are pleased to announce a Green Up leadership forum specifically for the needs of Architecture, Engineering, and Construction firms.

- What is the value proposition of implementing LEED?
- What are alternative approaches to fully embracing LEED?
- What are the metrics of building performance, including complex full-building sustainability as well as low-hanging fruit interventions into buildings that would attract employees, residents, occupants and/or users?
- What is the role of incentives and laws in going green and how can one take advantage of these?
- What are the technical dimensions of going green?
- What are the challenges faced, opportunities available, and what's required to educate your organization?
- How can sustainability attract business to architecture practices, owners, and contractors?
- What's involved in one's training in this case--how much should you know?

Panelists:

Tara Agen, *Chief of Staff, Strategy and Planning & Environmental Market Leadership Team Member*, HP LaserJet and Solutions

Christian Bryan, *Director of Administration*, IAC Building

Tom Gallin, *Chief Financial Officer*, John Gallin & Son

Jane Felsen Gertler, *Partner*, The Marketing Resource

Jane Kolley, *Managing Editor*, GreenSource Magazine & Senior Editor, Architectural Record

Craig Norsted, *AIA, LEED, Senior Associate*, Perkins Eastman

Annie White, Global Green

In addition to the panel, each attendee will participate in two moderated interactive roundtable discussion groups. Each discussion group will consist of 6-8 attendees and will focus on a specific topic related to green and sustainability within the AEC industry. Each attendee will be able to request their roundtable topics prior to the event.

Who Should Attend?

Partners, owners and managing principals for AEC firms

Administrators and financial leaders for AEC firms

Architects and engineers with client management responsibilities

This event is specifically focused on the needs of the AEC firm. The VIP Complimentary invitation is valid for employees of AEC firms only.

RSVP

We are limited to 50 attendees so please RSVP ASAP to:
Maria Feola: mfeola@bdionline.com, 800.830.6687