



Thursday, October 23, 2008
Havert L. Fenn Center
 8:30am – 5:00pm
 2000 Virginia Ave, Fort Pierce

Treasure Coast Green Conference

Hosted by:



SOUTH FLORIDA
 Treasure Coast & Palm Beach Branch



ARE YOU GREEN ENOUGH?

This year's conference presents revolutionary solutions in design and economics from internationally recognized green leaders and thinkers.

You'll see and hear amazing ideas that will inspire us all to take our companies and communities to the next level. Be a part of this important conference.

Register today. Implement tomorrow.

www.TreasureCoastGreen.com

MORNING SESSION (8:30 am – 12:15 pm):

Keynote Address:
The Power of Green Economics



Jerome Ringo,
 President, Apollo Alliance

With sustainability emerging in the American business mindset, now is the time to get ahead by becoming a part of the greening economy. With an understanding of how to retain profits while instituting environmentally-friendly business practices, Jerome Ringo demonstrates how going green can boost the economy in each and every individual

industry. An innovator himself, Ringo explains the key steps to becoming a leader in green business.

Jerome Ringo is a dedicated champion of sustainability and vocal advocate of clean energy. As the first African American to lead the National Wildlife Federation and the current president of the Apollo Alliance, Jerome Ringo is one of the most influential conservationists in the United States today. Having been a part of the Louisiana petrochemical industry for over 20 years, he has a unique perspective on the environmental impact of doing business, and is dedicated to promoting sustainability.

The Apollo Alliance, whose member organizations represent more than 17 million people across the country, is a coalition of labor, environmental, national security, civil rights and business leaders fighting to make America independent from foreign energy in 10 years. Jerome was a United States delegate at the 1998 Global Warming Treaty Negotiations in Kyoto, Japan, and represented the National Wildlife Federation at the United Nations conference on sustainable development in 1999.

He currently serves on the boards of: National Wildlife Federation, National Parks and Conservation Association, Florida A & M University School of the Environment, Al Gore's Climate Advisory Panel, Sundance Channel "The Green", Newsweek Magazine Advisory Panel on Climate Change.

Keynote Speaker:
Cradle to Cradle – the next Industrial Revolution



Ken Alston, CEO, McDonough Braungart Design Chemistry

Ken Alston, CEO of MBDC, Inc. will really get us thinking outside the box with a presentation on the Cradle to CradleSM design strategy that is changing the way business is done on a global scale. Developed by architect William McDonough and ecological chemist Michael Braungart, Cradle to CradleSM is a new strategy for business

growth and prosperity that generates ecological, social, and economic value.

Cradle to CradleSM represents a fundamental shift away from the flawed system of the Industrial Revolution, which primarily focuses on damage management instead of the elimination of damage caused in the course of doing business. Instead of designing cradle-to-grave products, dumped in landfills at the end of their 'life,' MBDC transforms industry by creating products for cradle-to-cradle cycles, whose materials are perpetually circulated in closed loops.

Ken Alston will share numerous examples of large corporations around the globe which have adopted the Cradle to CradleSM approach in their architecture, site plans, and products. The design of the Ford Motor River Rouge plant, the Gap-Europe building, and the Herman Miller building are shining examples of the C2CSM design strategy in action. Hailed as the next ecologically-inspired Industrial Revolution, Cradle to CradleSM is a unified philosophy that, in demonstrable and practical ways makes good business sense, too. For example, the Herman Miller building increased productivity at that factory by 24 percent, representing a value of \$60 million a year. The building cost \$15 million. Not a bad return on investment.

MORNING SESSION CONTINUED

Solar Energy in the Sunshine State -- An Energy Freedom Act for Florida

[John Burges](#), Energy Banker

John Burges, a Sarasota-based investor who has financed energy projects worldwide, will talk about the tremendous potential for renewables, especially solar energy in Florida. Using examples like Germany, the largest solar producer in the world, John will highlight how renewables can become a 'job machine' to create a strong economy in the state.

Green Public Policy Trends in Florida

[Mike Sole](#), Florida Department of Environmental Protection Secretary

Mike Sole, Treasure Coast native and Chairman of the Governor's Action Team on Energy and Climate Change, will talk about green public policy trends and emerging green technologies that may help to create a sustainable economy in Florida.

ROUNDTABLE DISCUSSION: Jerome Ringo, John Burges, Ken Alston

CRADLE TO CRADLE interactive session

AFTERNOON SESSION (1:35 pm – 5:00 pm)

Green Site Planning and Development Roundtable:

Integrating Land and Water Management to Promote Sustainable Resources

[Eric Livingston](#), Florida Department of Environmental Protection, Bureau Chief of Watershed Restoration

For three decades, Eric Livingston has been working to solve the Florida water puzzle with a focus on ensuring a balance between water quality, ecological function, land use, and human activities in a rapidly growing state. In his presentation, Livingston will talk about the new statewide stormwater treatment rules, the objectives, and how it will affect communities and developers across Florida.

Benefits of Smart Growth and Low Impact Development

[Mikel Renner](#), Southwest Florida Water Management District Planning Manager

From a planning, water resource and native plant perspective the move to develop communities using Smart Growth techniques will provide huge benefits. The connections between Smart Growth and Low Impact Development will be made clear in this enlightening presentation, as will how the use of Low Impact Development design techniques can help preserve native vegetation and water quality throughout Florida.

Madera: a Model for Green Development

[Glenn Acomb](#), University of Florida

Madera is a 44-acre, 88 unit single family residential subdivision in Gainesville, which utilized Low Impact Development strategies to create a model green community. Glenn Acomb will discuss the Madera approach including maintaining the tree canopy and native vegetation, limiting use of heavy equipment to limit soil compaction, zero discharge of stormwater, pervious pavers, and much more. Acomb will also talk about the significant cost savings realized as a result of their approach.

"It was just fantastic to look out in the audience and see everyone you do business with in Florida – wow!"

Mike Houston, Houston Cuozzo Group

Green Architecture Roundtable:

"Inside The Development of EcoPlex"

[Frank Navarro](#), Navarro Lowrey, Inc.

Inside The Development of EcoPlex will give the audience insight into one of the first Class "A", multi-tenanted "green" office buildings of its kind in Palm Beach County and among the largest to adopt sustainable building practices in Florida. Frank Navarro, Navarro Lowrey's Managing Principal, will describe the evolution of the "EcoPlex" development concept, the team approach used to create this sustainable project, an overview of the project's systems and amenities, as well a review of strategies that were ultimately rejected or incorporated into EcoPlex in an effort to achieve the highest possible LEED Certification while still offering the most efficient and profitable workspace environment in the market. The presentation will also outline how EcoPlex will deliver a healthier workplace, maximum energy efficiency, minimal environmental impact and significant cost savings.

Green Architecture in Florida

[Johnnie Lohrum](#), Schenkel Shultz Architecture

One of the leading green architects in the state, Schenkel Shultz designed the first LEED Certified project in the State of Florida, the Lynn Business Center at Stetson University in DeLand. Johnnie Lohrum will talk about the numerous projects that they have worked on, including the Conference venue – the Havert L. Fenn Center. Lohrum will describe the Schenkel Shultz approach to construction waste management, utilization of renewable resource materials, and mechanical, electrical and plumbing strategies to reduce life cycle building costs.

Sustainable Design Practices and Projects

[Larry Maxwell](#), AIA, Spacecoast Architecture

Larry Maxwell will illustrate design practices that integrate built and natural systems and enhance both design quality and environmental performance. Examples of the projects by the firm include a Charter School that recently received a US Environmental Protection Agency Energy Star for High Performance Buildings Award for receiving the highest possible score for energy efficiency and low carbon emissions for a building built in the United States. Other projects to be presented include a 31 home development on the Indian River Lagoon in Melbourne that will be built to withstand hurricanes,

and designed to the highest energy efficiency standards including integrated solar hot water and photo-voltaic systems to reduce non-renewable energy consumption. The project will also incorporate the best examples of land planning and landscape design to achieve zero runoff into the Indian River Lagoon system.

Sustainability: Is it a Candy Mint or a Breath Mint?

Richard Bialosky, AIA

Richard Bialosky is working on the Mandala Club in Vero Beach, one of the most unique projects in the country—combining the age-old principles of Vedic architecture; non-toxic, health-promoting construction protocols; environmental sensitivity; energy efficiency; and an emphasis on planning techniques that promote a sense of community. With over 30 years experience as an architect, Bialosky will talk about sustainable development as both a responsibility and an opportunity, and explain how it's really about how we think, not what we think as development professionals. He'll demonstrate some of the products, practices, and protocols for energy-efficiency and healthy housing (and healthy planning) that are available now.

Making Green Economic \$ense Roundtable:

Taking the High Road in Transportation Planning

Tim Jackson, Principal, Glattig, Jackson, Archer & Kirchner, Inc.

The influence of transportation decisions on communities can often lead to disastrous results and become the driver of how and where growth occurs. What if, instead of allowing transportation decisions to determine our fate, we started with a regional vision that would lead transportation investment decisions? Tim Jackson will describe how transportation rules often get in the way of good planning and how faster, wider roads are not always the right answer. You'll also learn how some communities are taking back the reins to determine their own sustainable future.

The Costs and Profitability of Building Green

Mike Hess, USGBC, X-nth

Mike Hess will discuss the costs and profitability of building green. Through his vast experience as primary participant on numerous LEED certified projects and on the national board of the US Green Building Council, he will give practical examples of how sustainable design can give you an edge in the marketplace.

Offsetting Your Carbon Footprint

Scott Sager, Environmental Services, Inc.

Managing greenhouse gases is a global topic, and many anticipate federal regulation of emissions reductions and trade in the not too distant future. Numerous companies, organizations, and governmental entities are adopting green policies, and have decided to become carbon neutral to demonstrate their commitment to the environment. Scott Sager, Senior Project Manager with Environmental Services, Inc. will discuss this timely issue that will be of interest to both private and public landowners

Register TODAY at www.TreasureCoastGreen.com!

PROUD SPONSORS



SOUTH FLORIDA
Treasure Coast & Palm Beach Branch



SCHENKELSHULTZ
ARCHITECTURE



BUILD IN GOOD COMPANY.



AIA Treasure Coast
A Chapter of the American Institute of Architects
Celebrating 150 Years



ABNEY + ABNEY GREEN SOLUTIONS



CONSULTING ENGINEERS | LAND SURVEYORS



HAWORTH



PLEASE FORWARD THIS TO OTHERS WHO CAN BENEFIT FROM THIS CONFERENCE!