



# It's The Money '07

## Separating Green Fact from Fiction in the Design, Construction and Renovation of Commercial 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

- Kath Simmering, Campus Manager, REI Corporate Services
- Panelists will be posted as confirmed at [www.squarefootage.net](http://www.squarefootage.net)

### Who Should Attend this Seminar

- Architects, Designers and Engineers
- Build-to-Suit and Speculative Developers
- Building Owners and Property Managers
- Commercial Real Estate Brokers
- Contractors
- Design/Build Principals
- Facilities Manager
- Real Estate Investors and Lenders

### What Prior Attendees Say

*"It's easy to get information on the right reasons to do sustainable projects. It's extremely difficult to get reliable financial information. That's what made this morning's ROI seminar worth the time to attend"*

*"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"*

Wednesday, June 20  
Tower Club  
Columbia Center, 76th floor  
701 5th Avenue  
Seattle, WA 98104

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 AIA, IIDA,  
IFMA, USGBC

Please Register online at  
[www.squarefootage.net](http://www.squarefootage.net)

Earn Educational Credits:  
AIA: 3 Learning Units  
BOMI: 3 CPD Points  
IFMA: 3 CFM Points  
IIDA: .3 CEU's

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