

# Eric Corey Freed Lecture

## The Myth of Sisyphus: A roadmap to greening our buildings



CASCADIA REGION GREEN  
BUILDING COUNCIL  
EUGENE BRANCH

Cascadia promotes the design, construction and operation of buildings in Alaska, British Columbia, Washington and Oregon that are environmentally responsible, profitable and healthy places to live, work and learn.

The Eugene Branch of Cascadia hosts monthly lunchtime presentations and quarterly evening events on emerging green building issues. These events are designed to provide networking and educational opportunities for members and industry professionals in the greater Eugene area.

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**T**he Greek myth of Sisyphus tells the story of a man punished by the gods to roll a boulder uphill for eternity. And that is what our buildings do - eternally consume energy and resources. In this new, thought-provoking talk, you will uncover the hidden opportunities across our largest environmental problem areas. We will take a journey through Suburbia, Las Vegas and New Orleans and uncover how we are missing opportunities to save energy, water and money. Part stand-up act and part inspirational call to action, this talk will provide you with a roadmap for greening our buildings for the next 50 years.

### About Eric

Eric Corey Freed is Executive Director of [Urban Re:Vision](#) and Principal of organicARCHITECT, an architecture and consulting firm in San Francisco, with nearly 20 years of experience in green building. Eric teaches the Sustainable Design program he developed at the Academy of Art University and University of California Berkeley Extension. He is on the boards of Architects, Designers & Planners for Social Responsibility (ADPSR), Green Home Guide and West Coast Green, among others. His column at GreenerBuildings.com is syndicated to over a dozen other publications. Eric lectures around the country at 40+ conferences a year, and his work has been featured in Dwell, Metropolis, Town & Country, Natural Home and Newsweek. Eric is the author of the best-seller "Green Building & Remodeling for Dummies" (John Wiley & Sons).

### **Thursday, September 24th | Eugene, OR**

#### **Location**

Eugene Water & Electric Board (EWEB), Community Room  
500 E. 4th Ave.  
Eugene, OR 97401

**Time:** Lecture starts at 6:00p.m.; Doors open at 5:30p.m.

*Join us for appetizers and refreshments before the lecture.*

#### **Cost**

Cascadia members: Free. Bring your Cascadia passport to receive a stamp!  
Non-members: \$5  
Full-time students: Free

#### **Please RSVP**

Contact: Michael Soraci  
**phone:** 541.485.8186  
**email:** [michaelsoraci@gmail.com](mailto:michaelsoraci@gmail.com)



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