

01.07.10

GREEN BROKER

Seattle Center
Olympic and Rainier Rooms
1st Ave. N. & Republican

REGISTER TODAY
FOR YOUR
INTRODUCTION
TO THE GREEN
BUILDING UNIVERSE

PRESENTED BY



CASCADIA
REGION GREEN BUILDING COUNCIL



SIGNATURE SPONSOR
BETTERBRICKS

PRESENTING SPONSOR
DAILY JOURNAL OF COMMERCE
EVERGREEN BUSINESS CAPITAL
STOEL RIVES
VULCAN REAL ESTATE

SUPPORTING SPONSORS
GVA KIDDER MATHEWS
SHOREBANK PACIFIC
WRIGHT RUNSTAD & COMPANY

Green Broker is a new and exciting conference designed for the commercial real estate and financial communities. Architects, engineers and planners also will find this full-day conference provides a solid introduction to the fastest growing and most important sector of the building industry: Green Building.

Jerry Yudelson, *Yudelson Associates*

GREEN BUILDING 101 AND THE ECONOMIC CASE FOR GB

8:30am - 9:45am

Jerry has spoken about green building all over the world. His speeches and workshops motivate people to understand the business case for building and developing green.



Mark Jewell, *Founder and President, Real WinWin Inc.*

FINDING VALUE AT THE INTERSECTION OF TENANTS AND GREEN

10:00a - 11:30am

Mark Jewell founded RealWinWin in early 2001 to provide energy usage optimization services to owners and operators of commercial real estate. Mark has been involved in real estate and energy efficiency for over 30 years.



Jason F. McLennan, *CEO, Cascadia Region GBC*

LUNCHTIME KEYNOTE

11:45am - 1:00pm

Author, award-winning designer and CEO of Cascadia Region Green Building Council, Jason delivers vision and pragmatism, a winning combination for tough economic and environmental times.



Theddi Wright Chappell, *Managing Dir., National Green Building & Sustainability Practice Valuation Services, Cushman & Wakefield*

Chris Corps, *Principal, Asset Strategies*

Brandon Smith, *Chief Operating Officer, Cascadia Region GBC*

COMMUNICATING THE REAL VALUE OF GREEN BUILDINGS

1:15pm - 2:30pm

Theddi Wright Chappell and Chris Corps are the principal authors of a groundbreaking study: *High Performance Green Building: What's it Worth? Investigating the Market Value of High Performance Green Buildings.* (May 2009). They will discuss their findings and help you to articulate the real value of green buildings.



Patricia Rogers, *Evergreen Business Capital*; **Christian Gunter**, *Kennedy Associates*; **Brandon Morgan**, *Vulcan Real Estate*; **Tom Parsons**, *Opus NW*; **DeAnna Poling**, *ShoreBank Pacific*; **Dale Mikkelsen**, *Simon Fraser University*

MAKING GREEN BUILDING "PENCIL": A ROUNDTABLE

2:45pm to 4:00pm

Green building represents a rapidly growing niche in the commercial real estate market, with more developers building, and more tenants demanding, green spaces. The panel will provide expert commentary on why they see investing in green as good business, and how you can help articulate the value they see to your clients.



Register now to take advantage of early registration rates.



Sponsor Green Broker and connect with a dynamic audience of brokers, building managers and other real estate professionals.

Washington State Real Estate Professionals: The conference has been approved by the WA State Real Estate Commission; 7.5 CE clock hours.

Please see the following page for more information, registration and sponsorship information.

01.07.10

GREEN BROKER

"Not wanting to be greenwashed by all the hype and spin on what is a genuine new value system for tenants and owners, I attended the '08 Green Broker Conference in Portland. Not only was it beneficial in substantiating operating expense reduction, increased worker productivity and ROI due to sustainable practices, it convinced me that by becoming a 'green change-agent,' my business will prosper. Another upshot? My efforts will have a long-term positive effect on our environment and economy."

David Young, vice-president
Brokerage Services, CB Richard Ellis, Bellevue, WA
2008 Green Broker attendee

"I recently had the pleasure of completing the Green Broker Course and certification program. The course was extremely informative and enjoyable. The depth of information was amazing. The course has changed how I make daily decisions and has given me a passion to spread the knowledge of the need to live sustainably."

Denise Davis, Neil Walter Company
Senior Associate, Certified Green Broker

Registration

	Early (Until COB 09.02.00)	Regular
Cascadia and CBA Members:	\$265	\$365
Non-Members:	\$305	\$405
Student (full-time):	\$125	\$150
Group Rate - Members (5 or more):	\$220	\$300
Group Rate - Non-Members (5 or more):	\$265	\$365

Please contact Angie Morgan if you are interested in group rates, angie@cascadiagbc.org.

Scholarships available

If you are university faculty or staff of a non-profit organization, and you wish to attend the conference, but cannot afford the full registration fee, you may be eligible for the scholarship fee of \$195. Please contact Angie Morgan and include the following information:

1. The organization or university you will be representing.
2. Why you wish to attend the conference and how it would be of benefit to your work.
3. The name, phone number and email of a reference who could speak on the value of this conference to your work.

Sponsorship opportunities available

Contact:

Tricia Deering, CBA
tricia@commercialMLS.com
425-952-2730

Joel Sisolak, Cascadia Region Green Building Council
joel@cascadiagbc.org
206-223-2028

PRESENTED BY



CASCADIA
REGION GREEN BUILDING COUNCIL



For more information, registration and sponsorship information, please visit www.cascadiagbc.org/green-broker.

"The Green Broker education course is an excellent in-depth tool for our industry. It's accessible, user-friendly and downright fascinating. This information can assist brokers in improving a client's efficiency and/or bottom line while also helping to 'green-up' our environment."

Sandra Hill, Grubb & Ellis
Associate