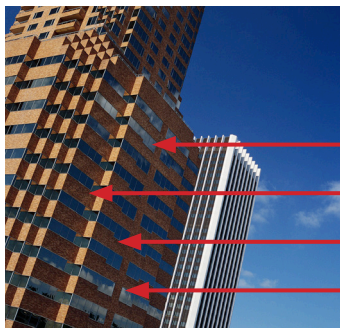


# GREEN LEASE REVOLUTION



WHERE'S THE MONEY?

GREEN FIT-OUT & WORKER PRODUCTIVITY

REAL WORLD BUILDING PERFORMANCE STANDARDS

REDUCE ENERGY USE 30% TO 50%

## Brought To You By

Corporate Realty, Design & Management Institute

Model Green Lease Task Force

IFMA Corporate Real Estate Council

## Platinum Sponsors

Philips Lighting

## 2011 Symposiums

Silicon Valley May 11

Toronto June 16

Minneapolis October 7

Other Cities To Be Selected Among:

Austin TBD

Chicago TBD

Dallas TBD

Denver TBD

Houston TBD

New York TBD

Philadelphia TBD

Seattle TBD

Tampa TBD

## 1/2 Day Program

**7:45 to 8:30am** Continental Breakfast & Registration

**8:30 am to Noon** Program

## Tickets

**\$129** At the Door

**\$109** Advance

**\$89** IFMA Member

## Educational Credits

**AIA:** 3 LUs (HSW, SD)

**BOMI:** 3 CPDs

**IFMA:** 3 CFM Points

**IIDA:** .3 CEU's

**GBCI:** 3 CE hours

**CLE:** Varies

**Real Estate CEUs:** Varies

## Acquire Knowledge You Can Put To Work Today

This program is packed with knowledge you can put to use the moment you return to the office.

- Number One Green Benefit That Tenants Forget in Lease Negotiations
- 4 Myths About Building Operating Expenses That Cost Both Landlords and Tenants Money
- 10 Essential Elements of Effective & Profitable Green Leases
- How To Cut Energy Use By 30 To 50% with Suitable Construction and Operating Standards
- 50 Items that Improve the Bottom Line of Landlords and Tenants

## Learn How the Model Green Lease is Changing Office Leasing Dynamics

Greening existing leases is now a straightforward task thanks to the work of the Model Green Lease Task Force. See how landlords and tenants benefit from the Model Green Lease in new and existing office buildings - works with key buildings rating systems; ASHRAE, Energy Star, Green Globes, and LEED. Learn how the Task Force addressed historic stumbling blocks – from the split financial incentive to IAQ, energy use, carbon credits, waste management, recycling, insurance, operating costs, annual environmental performance reports, building regulations, green cleaning specifications, and tenant improvements.

## Interact with Faculty Ready to Answer Your Tough Questions Now

See how some of the nation's top professionals – attorneys, brokers, landlords, tenants, consultants - navigate the green leasing mine field, and overcome the roadblocks and deal-killers. This lively interactive session is ideal for getting your questions answered. Faculty members for each symposium will be posted at [www.squarefootage.net](http://www.squarefootage.net)

## Leading the Symposium is Alan Whitson, RPA — Green Lease Pioneer

One of the nation's most knowledgeable, charismatic experts on high performance buildings and green leases, Whitson has been writing and speaking about green leases since 2004. Whitson is Chair of Model Green Lease Task Force, member of Practising Law Institute faculty, and lead instructor for the popular Turning Green into Gold® educational programs. Tap into his 40 million square feet of experience in asset management, corporate real estate, real estate development, and real estate brokerage. Whitson wrote the best sellers: 327 Questions to Ask before You Sign a Lease, 365 Questions to Ask About Green Buildings & Smart Moves Manual.

## Who Should Attend

**A&D Community** Architects, Designers, Engineers, Tenant Improvement Contractors

**Transaction Community** Accountants, Attorneys, Commercial Real Estate Brokers, Appraisers, Lenders

**Tenant Community** CFO, Corporate Real Estate Executives, Facilities Managers

**Ownership Community** Developers, Office Building Owners, Real Estate Investors, Bldg/Property Managers  
Asset Managers, Pension Fund Advisors, Investment Managers

## What Attendees Like Best about This Symposium

Over 85% of attendees rate this event "Excellent" or "Very Good."

- Program was more entertaining than I thought it would be for a fairly dry subject.
- The balanced point of view between landlord and tenant
- Speakers holistic knowledge of topic
- The content and intense nature of the first portion of the workshop and the fluid impromptu nature of the panel session. It was a great mix, the questions were excellent, and addressed very well.
- Examples were useful and interesting
- ...view that a "holistic" approach to costs which includes green practices, is on its way to becoming more the norm than the exception



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