

# 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

IFMA Corporate Real Estate Council

IFMA Silicon Valley

## 1/2 Day Symposium

Wednesday, May 11, 2011

NetApp  
Building 7  
1345 Crossman Drive  
Sunnyvale, CA 94089

**8:30 to 9:00 am:** Registration and Continental Breakfast

**9:00 am to 12:30 pm:** Program

## Educational Credits

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

**BOMI:** 3 CPDs

**IFMA:** 3 CFM Points

**IIDA:** .3 CEU's

**GBCI:** 3 CE hours

\*listed in course catalogue as Model Green Lease Seminar

**R.E. Brokers:** 3 CE hours

## Tickets

**\$69** At the Door

**\$59** Advance

**\$49** IFMA Professional Member

## Program Co-Hosts

Phillips  
Skyline Construction



Media Partner

THE Registry



Corporate Realty, Design & Management Institute@  
[squarefootage.net](http://squarefootage.net)



EDUCATION PROVIDER

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

**Attorney for Tenant:** Gregg Ankenman, Partner, Wendel Rosen Black & Dean LLP

**Attorney for Landlord:** Rick Mallory, Partner, Allen Matkins

**Interior Architect:** Richard N. Pollack, Principal, FAIA, FIIDA, POLLACK Architecture

**Interior Contractor:** David Hayes, CEO & President, Skyline Construction

**Leasing Agent:** Jay Philips, Senior VP, Cornish & Carey

**Tenant:** Anthony Ravitz, Green Team Leader, Real Estate & Workplace Services, Google Inc.

Other faculty members will be posted at [www.squarefootage.net](http://www.squarefootage.net)

## 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.

## 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.

Register Online @ [www.squarefootage.net](http://www.squarefootage.net) | 503-274-7162