



# Unlocking Hidden Energy Savings

**This Workshop Available Upon Request**

To View Contact:  
Glenn Fischer  
503-274-7162  
gfischer@squarefootage.net

#### **Earn Educational Credits**

AIA: 2.5 LU's (HSW)  
NCQLP: 2 LU's  
BOMI: 2.5 CPD Points  
USGBC Education Provider Program

**It is no secret that electricity rates are rising. Forecasts prepared by some of the nation's leading experts indicate rates will increase in some metropolitan areas by as much as 90%. The average increase for the top 19 markets in the United States is 35%.**

Please join us for an exclusive forum that will share with you these forecasts and what you can do to rein-in energy costs in your buildings. Come prepared and alert, as you will learn how to quickly get to the financial bottom line. Whether you are constructing a new building, planning a retrofit or responsible for day to day operations – this fast paced educational program will explain in non-technical terms how you can unlock those hidden energy savings and create profits.

The content of this fact-filled program is specifically tailored for office, retail, education, healthcare, warehouse, and institutional buildings. But don't expect a dry, boring lecture. This interactive session is your golden opportunity to:

- Learn the five-step process that can turn your building's lighting into a cash machine.
- Discover how much saving a watt is worth to a building owner – It's over \$6 per square foot and the ROI exceeds 500%.
- Understand the economics of sustainable lighting practices and how to explain them to a CFO. You'll also learn the one word that kills most recommendations.
- See how changing a single light bulb can make you over \$40. Also knowing when to replace your lamps can save money too.
- If you think the latest lighting control technology can't fit into your project's budget – see how the right technology can actually add dollars to your budget.
- Explore how to put daylight to work in your building.
- Learn the latest on how to access rebate money and incentives for your projects.

**Guest Speaker:** B. Alan Whitson, RPA, nationally renowned speaker, author, and columnist. His experience covers over 40 million square feet of projects in the roles of Broker, Asset Manager, Facility Manager, Construction Manager, Development Manager, and Consultant. Whitson is a member of BOMA International's Energy & Environment Committee. In addition to over 90 articles, Whitson is the author of several books on corporate real estate.

#### **Who Should Attend this Seminar:**

- Architects
- Building Owners and Property Managers
- Design/Build Principals
- Developers
- Electrical Engineers
- Energy Managers
- Facilities Managers
- Lighting Designers and Consultants

A Program of  
Corporate Realty, Design &  
Management Institute

[www.squarefootage.net](http://www.squarefootage.net)