

A Program of  
IFMA Healthcare  
Council  
and  
Corporate Realty,  
Design & Management  
Institute

This Workshop Available  
Upon Request

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Earn Education Credits

AIA: 3 LUs ( HSW , SD )

CHFM: .3 CEUs

IFMA: 3 CFM Points

USGBC Education Provider  
Program

TURNING  
GREEN  
INTO GOLD®



# Making Sense Out of SUSTAINABILITY in Healthcare 2009



## Building Your Roadmap to Sustainability & Energy Efficiency

### Uncover Who's Who and What it Means to You

Over a dozen organizations and coalitions are bombarding healthcare architects, engineers, and facilities professionals with information on sustainability and energy efficiency. In this fast paced seminar, find out who is behind many of these recently formed coalitions and partnerships. Discover the history, agenda, biases, and untold truths about the multitude of green building organizations. We'll separate fact from fiction and explain how they are affecting your job.

Get a primer on the various green rating systems and how to differentiate among them. See who's behind the third party building material certification programs. Learn how you can avoid the biggest mistakes being made today in specifying "environmentally friendly" products.

### Turn Ideas Into Tangible Results

Discover who's succeeded at implementing sustainable programs in U.S. healthcare. Learn what steps they took to convert ideas into results. See how they formed their teams. Understand how they kept their project goals on track. Identify the many pitfalls and how to avoid them. Get an insider's look at sorting out the issue of sustainability. Case histories and real life examples will give you valuable insights on sustainable materials, available technologies, and innovative energy solutions.

### Show Them The Money

In this seminar, you'll see how sustainability and energy efficiency is revitalizing financial performance. Find out how to convert sustainability into ROI and language that resonates with healthcare CFOs and administrators. Learn from Alan Whitson, RPA, acclaimed Turning Green into Gold® consultant, and a panel of experts at the forefront of sustainable healthcare. This is your opportunity to learn how to tap the financial power of sustainability and energy efficiency in these uncertain economic times.

### Who Should Attend

- Architects & Designers • Consulting & Mechanical Engineers
- Developers of Healthcare Facilities • Healthcare Facilities Managers & Engineers
- Hospital Plant Operation Managers • Hospital CEOs, Administrators & Directors

#### *What Attendees Say About Turning Green into Gold® Programs*

"Put lots of parts heard before into one cohesive context. Makes it all click together"

"Fast paced, entertaining, depth of content, good take-away material"

"Gets people from all parts of the industry in one room"

"Highly qualified speakers"

Corporate Realty, Design & Management Institute

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