

WEDNESDAY, SEPTEMBER 22ND AND THURSDAY, SEPTEMBER 23RD, 2004 • WYNDHAM BRISTOL PLACE • TORONTO, ONTARIO

# GREEN BUILDING OPPORTUNITIES SUMMIT

CAPITALIZE ON THE EMERGING SUSTAINABLE BUILDING MARKET REVOLUTION!

## FEATURED KEYNOTE ADDRESSES:



**Stefan Behnisch**  
Principal/Partner  
BEHNISCH, BEHNISCH  
& PARTNER, INC. (GER-  
MANY & CA)



**Gregory Kats**  
Principal  
CAPITAL E (DC)



**Dr. Raymond Cole,**  
Director,  
Environmental  
Research Group  
SCHOOL OF ARCHI-  
TECTURE, UNIVERSI-  
TY OF BC

DURING THIS ENGAGING, HIGH-ENERGY  
2-DAY SUMMIT YOU WILL:

**ACQUIRE** → insights into Green Building costs and financial benefits

**BUILD** → a business case for high performance buildings

**TAP** → into the residential healthy housing movement

**OBTAIN** → valuable insight into green procurement practices

**RECEIVE** → critical updates about the LEED™ programs

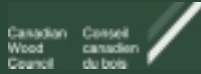
### HAVE YOU BEEN FOLLOWING THE REVOLUTION?

*"Red-Letter Day for a 'Green' Building; Innovations Praised at Company Headquarters"* **Washington Post** (April 24, 2004)

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**United Press International** (April 8, 2004)

*"Study Proves Green Buildings are Highly Cost Effective, by a Factor of 10 to 1"* **Press Release, USGBC** (October 17, 2003)

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# GREEN BUILDING OPPORTUNITIES SUMMIT

## CAPITALIZE ON THE EMERGING SUSTAINABLE BUILDING MARKET REVOLUTION

### **UNDERSTAND WHERE OPPORTUNITIES EXIST FOR SUSTAINABLE BUILDING IN CANADA, NORTH AMERICA AND THE WORLD**

With construction activity accounting for 12% of Canada's GDP – learn how you can obtain a larger slice of the pie. This program has been specifically designed for architects, builders, designers, developers, engineers, facility managers and planners. Learn how to capitalize on burgeoning green building opportunities and carve out a niche for your firm in a growing market!

### **YOUR CLIENTS WILL DEMAND HEALTHY BUILDINGS IN THE FUTURE – WILL YOU BE ABLE TO HELP THEM?**

Why is market demand for high performance buildings growing?

- Rising cost of high energy consumption
- Tighter bottom lines due to increasing operating and maintenance expenses
- Ballooning insurance and employee benefit costs due to mould and sick building syndrome

### **LEARN FROM INDUSTRY LEADERS WITH MILLIONS OF SQ. FT. OF COMPLETED GREEN DEVELOPMENT EXPERIENCE**

Through cases of actual projects, definitive studies & reports illustrating the economics of green buildings and interactive discussions with leading professionals – you will take vital information about this growing trend back to your firm. Develop your in-house expertise so that you can address client inquiries before they ask!

### **CASE STUDIES INCLUDE:**

- The Genzyme Center: 350,000 sq. ft. corporate headquarters seeking LEED™ Platinum
- The Currents: Mixed-use building in Ottawa with 43 condo units & 23,000 sq. ft. of commercial space
- The Robert Redford Building (NRDC Headquarters) in California achieving LEED™ Platinum certification with 15,000 sq.ft

### **DEVELOP NEW APPROACHES TO PROJECT MANAGEMENT THAT WILL GET YOUR PROJECTS DONE ON TIME AND ON BUDGET**

It has been shown that the integrated design process works and delivers a green building at the same or lower cost per square foot than conventional buildings. Understand how to implement this process on your next project by learning from a cross-section of industry leaders representing engineering consultants, architects, designers and developers.

### **ATTENTION BUILDING INDUSTRY SUPPLIERS AND VENDORS – CONNECT WITH CENTRES-OF-INFLUENCE FROM ACROSS CANADA AND NORTH AMERICA!**

Find out where your company fits in with future project proposals. Take advantage of this rare opportunity to interact with your clients and understand their needs. Use this low-cost market research opportunity to maximum effect and demonstrate your expertise.

### **DEVELOP A SHARED VISION FOR THE FUTURE – SPECIAL TEAM PRICING!**

We are so confident that this program will inspire your team to new levels of successful bids that we are offering special team pricing. Take this opportunity to send your entire team of senior professional staff to this well-timed program and create a shared implementation plan across your firm.

### **DON'T MISS THIS FIRST-EVER NATIONAL CANADIAN SUMMIT FOCUSED EXCLUSIVELY ON GREEN BUILDING!**

This is business-to-business executive education at its best! Take a minute to review this exciting agenda of topics and industry leading faculty.

**CALL, EMAIL OR FAX US IMMEDIATELY TO RESERVE YOUR PLACE.**

8:30 AM **OPENING REMARKS BY THE CHAIRPERSON**

8:40 AM **KEYNOTE ADDRESS: BUILDING IN THE 21ST CENTURY – CREATIVE ENVIRONMENTAL THINKING AND EXTRAORDINARY ARCHITECTURE**

*Learn how all architects can practice their trade responsibly and profitably within the context of sustainable and green building!*



Lessons gained through innovation on projects ranging from the Dutch Institute for Forestry and Nature Research to the Norddeutsche Landesbank and the Genzyme Corporation. How will global developments like the Hanover Principles, the Kyoto Protocol and the Global Compact impact the design, construction and building industries around the world?

- Promise of new methodologies and technological innovations
- What can we expect over the next 5 years in the green building industry?
- What will buildings look like? And how will they be designed?

**Stefan Behnisch**, *Principal/Partner*, BEHNISCH, BEHNISCH & PARTNER (Germany & CA)

9:40 AM **REFRESHMENT BREAK**

Take a moment to visit our supporters and learn about how their organizations are contributing to successful high performance buildings.

10:00 AM **COMMERCIAL BUILDING CASE STUDY: THE GENZYME CENTER – UNDERSTAND THE DECISION FACTORS THAT LED TO A NEW PARADIGM IN COMMERCIAL OFFICE BUILDING DESIGN & CONSTRUCTION**



The Genzyme Center, occupied in December 2003, could be one of the first large-scale commercial office buildings to receive the LEED™ Platinum rating if successful in their application. Learn first-hand what factors contributed to this commitment to green building.

- Influences that led Genzyme to commit to a green building
- What phases of the project produced the greatest challenges and how they tackled them
- How Genzyme, as a tenant, collaborated with the owner/developer, Lyme Properties
- Importance of the role of the Massachusetts Renewable Energy Trust
- Feedback from employees on the building post-occupancy
- How this project relates to Genzyme's business and overall environmental programs

*Help your potential clients understand the value proposition that green building can bring to a corporation based on Genzyme's experience!*

**Richard Mattila**, *Director, Environmental Affairs*  
GENZYME CORPORATION (MA)

11:00 AM **PANEL DISCUSSION: MARKET DEMAND AND SUPPLY ISSUES: A CRITICAL ANALYSIS OF THE OPPORTUNITIES AND CHALLENGES FOR GROWTH IN SUSTAINABLE BUILDING!**



Market demand for high-performance buildings is growing in Canada! This critical analysis of the market transformation associated with the growth in demand for healthy live/work environments will give you the information you need to understand where to focus your efforts.

- Impact of the introduction of rating systems, standards, tools and labeling schemes
- What are the 'big builders' currently doing about sustainable building?
- How are private and public sector building owners driving the market change?
- How are products, technologies and businesses positioning themselves during this market transformation?
- What programs, across Canada, are working to support green building projects?
- What can we learn from initial pilots, charettes and completed developments?

*A Rare Opportunity to Put Your Finger on the Pulse of the Marketplace – this session will give you a big picture analysis of what is transpiring in Canada for sustainable building.*

**Michael Singleton**, *Executive Director*, SUSTAINABLE BUILDINGS CANADA  
**Ian Jarvis**, *Chair*, CANADA GREEN BUILDING COUNCIL

**More to come!**

12:15 PM **LUNCHEON BREAK**

1:15 PM **KEYNOTE ADDRESS: GREEN BUILDING ECONOMICS – WORLD'S MOST DEFINITIVE STUDY ON THE COSTS & FINANCIAL BENEFITS YOU NEED TO KNOW ABOUT!**



Investments in green buildings pay for themselves 10 times over, according to a study authored by Gregory Kats for the California Sustainable Building Task Force in October 2003. This study is the most definitive cost-benefit analysis of green building ever conducted!

- Understand the scope of the report and sources of the empirical evidence
- Discover the ROI per square foot for a green building
- Learn about the impact of lower energy, waste and water costs, environmental and emissions costs, operational and maintenance costs and increased employee productivity and health
- Acquire insights into the best practices and benchmarks to use in your planning

*Acquire a crystal clear understanding of the business case for green building – get the tools you need to persuade your next client!*

**Gregory Kats**, *Principal*, CAPITAL E (DC)

2:30 PM **BENCHMARKING CANADA'S PROGRAMS WITH INTERNATIONAL GREEN BUILDING DEVELOPMENTS: WHAT CAN WE LEARN FROM GLOBAL PRACTICES?**



Governments, architects and developers internationally have taken differing approaches to meet demand and supply for green building. One of the rating systems that has achieved international progress is the Leadership in Energy and Environmental Design, LEED™. Understand how the future of this program will impact global sustainable building.

- How has early feedback been addressed by later versions of the LEED™ system?
- Adoption rates of green building rating systems internationally – what developments have the global community embraced?
- What can we learn from the results of pilot programs in the US and abroad?
- How does the GBC foresee LEED 3.0, LEED-EB, LEED-CI and LEED-Residential contributing to the growth of the industry?
- What is the expected impact on the global building industry?

*Take away insight into global best practices in green building that can help you benchmark your next project and achieve a higher standard of building!*

**Nigel Howard**, *VP*, LEED™ & INTERNATIONAL, US GREEN BUILDING COUNCIL (DC)

3:15 PM **REFRESHMENT BREAK**

3:30 PM **PRIVATE SECTOR MIXED-USE CASE-STUDY: OTTAWA'S MOST RECENT GREEN BUILDING ADDITION: 'THE CURRENTS' - HOW BEING GREEN CAN DIFFERENTIATE YOUR DEVELOPMENT**



The economics of residential building differ greatly from commercial and industrial. Understand the business case for residential green building from a real estate development company on the leading-edge of mixed-use green development.

- Reception of the condo market to 'healthy' housing
- Lease-up timeframes for commercial space
- Feedback from residential markets in Ottawa and Winnipeg
- What you should know before you get started on a residential green project

*Leave this session with an understanding of what motivates the private residential market and how to position your next building.*

**Jonathan Westeinde**, *Founder & Managing Partner*, WINDMILL DEVELOPMENT GROUP

4:30 PM **CRITICAL UPDATE: LEED™ CANADA AND THE CANADA GREEN BUILDING COUNCIL (CaGBC) – HOW WILL RECENT DEVELOPMENTS SUPPORT GREEN BUILDING IN CANADA?**



Hear directly from the Canada Green Building Council and understand the direction of the market from their perspective. What obstacles do they see to standardization in Canada?

- What opportunities are going to be available over the next 5 years?
- What are the differences between Canadian and US trends in Green Building and how is the CaGBC planning to respond?
- What are the plans for adaptation of other USGBC LEED™ products?
- How have LEED-BC and LEED Canada been modified to reflect Canadian circumstances?

*Understand how this important alliance of industry leaders plans to transform the building industry in Canada!*

**Alex Zimmerman**, *President*, CANADA GREEN BUILDING COUNCIL

5:15 PM **COMMENTS FROM THE CHAIR. DAY ONE ADJOURNS**

8:30 AM **OPENING COMMENTS FROM THE CHAIRPERSON****NORTH AMERICAN MUNICIPAL CASE STUDIES: WHAT CAN THE PROFESSIONAL BUILDING COMMUNITY LEARN FROM THE PRIORITIES OF LOCAL GOVERNMENTS?**

Real progress towards a sustainable built environment can be achieved from the bottom up. Learn how and WHY these two world-class North American cities are committed to green building!

8:45 AM **CHICAGO'S AMBITION TO BE THE GREENEST CITY IN AMERICA – HOW HAS THE PRIVATE SECTOR BEEN ENGAGED TO STIMULATE GREEN DEVELOPMENT?**

Learn how Chicago utilizes a strategy of pilot programs, policies, practices, and promotions in order to implement green technology and design on a citywide scale. The relationship between architects, developers, and policy makers will also be explored in this presentation.

- Which programs have produced desired results and why?
- Which ideas have not been successful and how has that been addressed?
- What is Chicago's vision of municipal responsibility in the future?
- How has governance impacted their successes and challenges?
- Understanding the social implications of minimizing the local ecological footprint of the built environment!

**Maria Jimenez**, *Commissioner of the Environment*, CITY OF CHICAGO (IL)

9:30 AM **PARTNERSHIPS IN PRACTICE – “BETTER BUILDINGS NEW CONSTRUCTION PROGRAM” – UNDERSTAND WHAT THEY ARE LOOKING FOR BEFORE YOUR NEXT PROPOSAL!**

Understand how your firm could realize huge gains in time, money and the satisfaction of your clients through this collaborative program – Municipal, federal and private partners committed to spurring green building projects in the City of Toronto. Take a first hand look at the Better Buildings New Construction Program (BBNCP).

- Step-by-step review of proposal submissions with an analysis of common weak and strong points
- Learn how your project could get speedy approval for federal building incentives by using the BBNCP process
- How will this contribute to the long-term development of green building in Toronto?
- What opportunities do you NEED to know about for the future?

**Nestor Uhera**, *P.Eng., Sr. Program Manager*  
*Industrial-Commercial-Institutional Programs*

BETTER BUILDINGS PARTNERSHIP, CITY OF TORONTO

**Michel Lamanque**, *Accounts Manager, CBIP*

*New Buildings Program*, NATURAL RESOURCES CANADA

10:45 AM **REFRESHMENT BREAK**11:15 AM **GREEN PROCUREMENT – TRENDS IN RESOURCE MANAGEMENT: GET THE LATEST INFORMATION ON INNOVATION!**

Join us for the Interactive Roundtable discussion on new technologies, recent product developments and labeling systems. Get real and practical information directly from the suppliers and learn how to analyze your process for retrieving pertinent products. This session will also compare and contrast new and existing labeling systems for Green Building products – ultimately saving you time when you need to find something in a hurry!

12:30 PM **LUNCHEON BREAK****EVENT SPONSORSHIP?**

THIS CONFERENCE IS AN EXCELLENT OPPORTUNITY TO DEMONSTRATE PRODUCTS AND NETWORK WITH KEY DECISION-MAKERS

FOR DETAILS CALL MIKE OSTERMAN AT (416) 944-9200 ext. 292

1:30 PM **KEYNOTE ADDRESS:****GREEN BUILDINGS – GREY OCCUPANTS: THE IMPORTANCE OF MATCHING TECHNICAL ADVANCES AND USER EXPECTATIONS FOR YOUR CLIENTS!**

Bending the plans to work for both the science of a green building and the design to achieve the highest level of occupancy satisfaction. How do you strike a balance between technical considerations of high-performance buildings and client requests?

- Design and science are not mutually exclusive: learn how to excel at both in your next project
- Who does what and when? Striking the balance on project management
- The RFP: Building end-user productivity and esthetics into the proposal

*Take away insight into where science & aesthetics meet – get the big picture on the future of sustainable architecture!*

**Dr. Raymond Cole**, *Director, Environmental Research Group*  
SCHOOL OF ARCHITECTURE, UNIVERSITY OF BRITISH COLUMBIA (BC)

2:30 PM **AN ENGINEER'S PERSPECTIVE: CASE STUDY ROBERT REDFORD BUILDING (NRDC HEADQUARTERS OFFICE BUILDING), SANTA MONICA, CA – IMPACT OF THE INTEGRATED PROJECT TEAM ON A BUILDING'S SUCCESS**

Using an integrated design approach is one of the most important factors in achieving significant success with high performance buildings. Hear first hand from a leading MEP Engineering firm how this approach contributed to the LEED™ Platinum rating on the Robert Redford Building (Natural Resources Defense Council Headquarters building) – one of the greenest buildings in North America.

- What lessons can be applied to future projects?
- How does integrated design impact the selection of the project team?
- Understand the impact of whole building analysis on the end design
- What are the costs and financial benefits for this approach?

*Employing an Integrated Design Process can help you build synergies between the roles in a building project – contributing to your project's success!*

**Rob Bolin**, *PE, Vice President, Sustainable Design*  
SYSKA HENNESSY GROUP (CA)

3:30 PM **REFRESHMENT BREAK**3:45 PM **PUBLIC/PRIVATE SECTOR COLLABORATION CASE STUDY: THE EMPIRICAL EVIDENCE ON THE OPPORTUNITIES IN HEALTHY HOUSING: LEADING A MARKET TRANSFORMATION**

Having an express mandate to engage in sustainable housing solutions, the overarching theme among all four business lines at CMHC is “healthy housing.” Learn directly from their leading experts in design, engineering and developing healthy housing.

- Case studies of developments with pre- and post- occupancy information
- The cost/benefit analysis – what do you need to consider when embarking on a project
- Lessons learned from engaging in public/private partnerships
- What works and what doesn't – leverage the experience of your colleagues

*With more than 10 years of developing sustainable buildings and communities across Canada, CMHC will equip you with the data and perspective you need to tap into the healthy housing market.*

**Mark Salerno**, *Corporate Representative*, CMHC

**Norm Connolly**, *Manager, Research and Info Transfer*, CMHC (BC)

4:45 PM **COMMENTS FROM THE CHAIR. DAY TWO ADJOURNS**

# DON'T MISS THIS MUST ATTEND EVENT:

## FEATURED CASE STUDIES:

**THE GENZYME CENTER:** Richard Mattila, Director, Environmental Affairs, GENZYME CORPORATION (MA)

**THE CURRENTS:** Jonathan Westeinde, Founder & President, WINDMILL DEVELOPMENT GROUP (ON)

**THE ROBERT REDFORD BUILDING (NRDC Headquarters):** Rob Bolin, PE, VP, SYSKA HENNESSY (CA)

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# STRATEGIC SPONSORSHIP PARTNERING

## KEY INDUSTRY SUPPLIERS AND VENDORS:

- Do you have a product or service that you think is perfect for the green building market in Canada?
- Have you been looking for an opportunity to position your company as a leader in high performance building?
- Do you need a credible, non-partisan platform to demonstrate why your product or service can help building professionals achieve excellence and attract new clients?

If you answered yes to any of the above questions – you cannot miss this opportunity to become a strategic partner of the GREEN BUILDING OPPORTUNITIES SUMMIT.

## NETWORK WITH PARTNERS, PRESIDENTS, VICE PRESIDENTS, PROJECT MANAGERS AND OTHER KEY DECISION MAKERS FROM THE FOLLOWING GROUPS:

- Architects
- Builders/Developers
- Designers
- Engineers
- Facility Managers
- Government Agencies
- Landscape Architects
- Planners

For more information contact Michael Osterman at (416) 944-9200 ext. 292  
or send an E-mail to: [osterman@strategyinstitute.com](mailto:osterman@strategyinstitute.com)

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# GREEN BUILDING OPPORTUNITIES SUMMIT

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REGISTRATION CAN BE FAXED TO (416) 944-0403 GST#R138790662

### CONFERENCE PRICING OPTIONS

PLEASE REGISTER ME FOR THE CONFERENCE AT THE RATE OF ..... \$1,395 (Plus 7% GST)

**REGISTRATION FEE:** The regular fee for the GREEN BUILDING OPPORTUNITIES SUMMIT is \$1,395 plus \$97.65 (7% GST) totaling \$1492.65. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company cheque, **VISA, MasterCard or American Express**. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

**CANCELLATIONS:** Cancellations must be received in writing by Wednesday, September 8th, 2004. You will be eligible for a prompt refund less a \$295.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**CONFERENCE VENUE:** Conveniently located just minutes from Pearson Airport, the Wyndham Bristol Place offers impeccable service and exquisite cuisine in luxurious surroundings. Join us at 950 Dixon Road or call (416) 675-9444 for room reservations at our Corporate Rate – Strategy Institute/Green Building Canada. We look forward to being your hosts.

**TEAM ATTENDANCE IS RECOMMENDED  
SEND 2 OR MORE DELEGATES AND SAVE**

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MULTIPLE ORDERS PLEASE PHOTOCOPY

To register call 416-944-8833 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)