

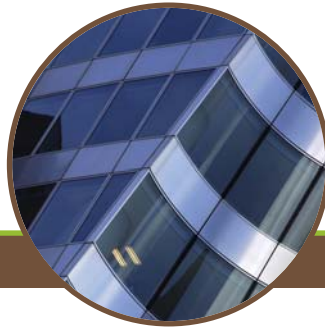
Full Program

Register online at www.naiop.org



Develop GREEN

Sustainable Solutions for Commercial Real Estate



March 12-13, 2008 • Renaissance Phoenix Glendale Hotel • Glendale, Arizona

• www.naiop.org •



The Forum for Commercial Real Estate



Develop GREEN

Sustainable Solutions for Commercial Real Estate

DevelopGREEN: Sustainable Solutions for Commercial Real Estate is specifically designed for the development industry and presents a program of information and education on the advantages of building sustainable projects, their public policy and environmental implications, the driving factors surrounding green projects and the latest “how-to” strategies needed to develop financially successful green projects as the trend of sustainable development becomes the industry standard.

In support of NAIOP’s green initiatives, carbon credits will be purchased to offset the DevelopGREEN Conference’s carbon footprint.

Who Will Attend DevelopGREEN?

DevelopGREEN will bring together industry professionals representing the many different sectors of commercial real estate seeking sustainable solutions and renewable resources, including:

- Office, industrial and mixed-use developers
- Owners
- Investors
- Architects
- Brokers
- Capital Sources
- And more!

Wednesday, March 12

7 a.m. – 6 p.m.
Registration

7 – 8:30 a.m.
Continental Breakfast

8:30 – 9:15 a.m.
Opening Keynote Session
Greening the Corporate Culture

Ray Anderson, founder and chairman, Interface

Ray Anderson experienced an epiphany when he first read Paul Hawken's *The Ecology of Commerce*, seeking inspiration for a speech on the company's environmental vision. Thirteen years later, Interface Inc. is approximately 40 percent to its target of "Mission Zero," the journey no one would have imagined for the company or the petroleum-intensive industry of carpet manufacturing that has been forever changed by Anderson's vision. Anderson is a highly sought-after speaker and advisor on various ecological issues, has served as co-chairman of the President's Council on Sustainable Development and was recently named one of *Time* magazine's Heroes of the Environment. Join Anderson as he shares his views and experience in "going green" and his vision of sustainability for the future.



9:30 – 11 a.m.
Green Building Valuation
Scott Muldavin, executive director, Green Building Consortium; **Theddi Wright Chappell**, CRE, MAI, FRICS, AAPI, managing director, Advisory Services, Pacific Security Capital

Join this discussion that will focus on the current status of sustainable property finance and investment and present the work of the Green Building Finance Consortium. Participants will gain a better understanding of how to approach accessing capital for sustainable projects, the current status of sustainable property capital markets and how to access and use the Green Building Finance Consortium to be more successful in raising capital for their projects.

The Carrot and the Stick: Green Development Incentives and Mandates
Moderator: **Chuck Carefoot**, vice president, Ryan Companies U.S. Inc.

Panelists: **Jerry Yudelson**, PE, MS, MBA, LEED AP, principal, Yudelson Associates; **Josh Feldmark**, executive director, Commission on the Environment and Sustainability, Howard County Maryland Government

What are jurisdictions across the country doing to encourage or force the development industry to embrace sustainable building practices? There are a variety of approaches, some more business friendly than others. This panel will include a national expert surveying trends across the country along with officials from municipalities that have recently implemented relevant green building legislation. Learn how you can take advantage of incentives and navigate the waters of local and state mandates.

What on Earth are Carbon Credits?
Panelists: **Rory Gopaul**, director of business development, Carbon Solutions Group; **Kevin James**, vice president, Carbon Markets, Climate Change Capital; **Dr. Malcolm Lewis**, president, CTG Energetics Inc.

Carbon emissions, carbon markets, carbon credits – what do they all mean for the real estate development industry? Currently states are taking steps to establish their own markets, banks are allocating billions of dollars in carbon funds and developers are working with carbon brokers to create carbon credits on their projects. This panel will present the basic concept of a carbon emissions trading market and define the role real estate development can play in the monetization of carbon credits on a carbon market. With federal carbon market legislation looming on the horizon, this panel will help you understand how local or federal carbon market legislation would affect your business and how your business could benefit.

11 a.m. – noon
Exhibit Hall Open

Continuing Education Credits

NAIOP will apply for Continuing Education Units for conference attendees. Bring your real estate broker's license number and record your name and license number each day of the conference.

NAIOP will apply for continuing education units toward renewal of real estate licenses in Arizona, California and Georgia. NAIOP will also apply for AIA Learning Units.



Robert Arron, Vulcan Inc.



Chuck Carefoot, Ryan Companies US Inc.



Theddi Wright Chappell, Pacific Security Capital



Dale Dekker, Dekker/Perich/Sabatini Ltd.



George Denise, Cushman & Wakefield



Edan Dionne, IBM Corporation



John Divall, Liberty Property Trust



David Eijadi, The Weidt Group

12:15 – 2 p.m.

Luncheon with Keynote Panel How Leading Multi-National Corporations Are Embracing Sustainability

Moderator: **Beth Studley**, vice president,
Holder Construction Company

Panelists: **Edan Dionne**, director of
corporate environmental affairs, IBM
Corporation; **Lois F. Grobert**, sustainability
program manager, Citi; **Nick Shufro**,
manager, Sustainable Business Solutions,
PricewaterhouseCoopers

Join representatives from three major
multi-national corporations (Citi, IBM and
PriceWaterhouseCoopers) who are leading
the green movement in the corporate arena
as they discuss how their companies have
adopted concise and fairly rigorous
guidelines and requirements for all current
and future space needs. Panelists will
address the growing needs and
expectations of corporate users in the
office space that they occupy, along with
their companies' individual efforts to
measurably decrease the impact of their
businesses on the environment.

2:15 – 3:45 p.m.

Greening Existing Buildings

Moderator: **Doug Gatlin**, director, LEED®
for Existing Buildings/Portfolio Initiatives,
U.S. Green Building Council

Panelists: **Grant French**, corporate
sustainability manager, Swinerton; **Scott
Kelley**, partner, Re:Vision; **Rick Weiblen**,
vice president, Development, Liberty
Property Trust

In the world of green building, existing
buildings are the "elephant in the room".
While new buildings enjoy the spotlight, they
represent only 2 percent of the entire
building stock. If green building is truly to

have a significant market and environmental
impact, we must address the remaining 98
percent of existing building inventory. Hear
real-world perspectives through project case
studies. Cost premium, payback and lessons
learned from these projects will be
presented during this informative session.

How to Prepare a LEED® Scorecard

David A. Eijadi, FAIA, LEED AP, principal,
The Weidt Group

Join LEED® expert David Eijadi as he
presents an in-depth look behind the
scenes of several of his firm's LEED-
accredited projects. This session will
explore how to best choose from the
available credit options to achieve
certification and present the benefits of
sequential and integrated decision making
when using the LEED Scorecard.

4 – 5 p.m. Roundtables

Some of the topics that will be discussed
during the Roundtable sessions include:

- Alternative Rating Systems -
Courtney France, France Sustainable
Solutions
- Commissioning - **Scott Kelly**, Re:Vision
- Greening of Tenant Improvements -
Brian Airth, Interior Office Solutions
- Hot Trends in Green Components and
Technology - **Brooke Bogart**, Ecological
Environments Inc.
- Industrial Strategies & Case Study –
John DiVall and **Rick Weiblen**, Liberty
Property Trust
- LEED® for Distribution Centers –
Ed Klimek, KSS Architects
- Mandated and Voluntary Green
Ordinances – **Bob Bunyan**, Robert
Bunyan & Associates

- The Carbon Market – **Rory Gopaul**,
Carbon Solutions Group
- The Economic Advantages of LEED® and
EnergyStar-Certified Buildings –
Dr. Norman Miller, University of
San Diego; **Jay Spivey**, CoStar
- Transit Oriented Development –
Tom Trischler, Trischler Associates
- Work Force Housing – **Joseph Weis**,
Weis Builders

5 – 6:30 p.m.

Networking Reception in Exhibit Hall

Thursday, March 13

7:30 – 8:30 a.m.

Continental Breakfast in Exhibit Hall

8:30 – 10 a.m.

The Triple Top Line

Tom Paladino, president, Paladino &
Company

As green building goes mainstream, market
leaders of the development community are
aligning their internal operations and capital
allocation strategies with green corporate
objectives. Tom Paladino will describe "The
Triple Top Line", a portfolio methodology
aimed at creating higher performing
buildings, happier tenants and an improved
bottom line. Through case examples,
Paladino will show how creative teams align
in a preferred direction, focusing on what
they can change and freeing them to explore
innovative ideas. Come be inspired and
integrate sustainability to your business!



Courtney
France,
France
Sustainable
Solutions



Grant French,
Swinerton



Doug Gatlin,
U.S. Green
Building Council



Peter Garver,
Corporate Office
Properties Trust



Rory Gopaul,
Carbon Solutions
Group



Jim Hartzfeld,
Interface
Americas Inc.



Dan Heinfeld,
LPA Inc.



Scott Kelley,
Re:Vision
Architecture



Ed Klimek,
KSS Architects

Greening Your Company: 10 Easy Steps

Moderator: **Dale Dekker**, principal,
Dekker\Perich\Sabatini Ltd.

Panelists: **Jim Hartzfeld**, managing director,
InterfaceRAISE
Americas Inc.; **Brenna S. Walraven**,
executive managing director, National
Property Management, USAA Real Estate
Company

This panel will present the business case for energy efficiency and environmental stewardship, and discuss key steps that your company can take to initiate successful implementation of a corporate sustainability strategy. We'll illustrate key trends and available resources in the market regarding energy and greening efforts to aid participants in greening their own companies.

The User and Investor: Do They Care?

Moderator: **Doug Lawrence**, managing director, JP
Morgan Real Estate; **Sally Wilson**, AIA,
LEED AP, global director of environmental
strategy, CB Richard Ellis; **George Denise**,
general manager, Client Solutions Group,
Cushman & Wakefield of California; **Tia
Heneghan**, PE, Director of Sustainable
Facilities Services, CTG Energetics Inc.

What does the market say about the need for industrial and office space to be green? Are there intangible benefits? Is there traction in the market? Hear from national leaders in the leasing and investment community as they outline the trend in thinking from the perspective of our customers.

10 – 10:45 a.m. Networking Break in Exhibit Hall

10:45 a.m. – 12:15 p.m. Sustainable Design as a Business Strategy

Robert Arron, senior director of real estate
marketing and leasing, Vulcan; **Michael
Scott**, principal, Callison

As a recognized global pioneer in sustainability, Seattle is home to the largest LEED-certified building portfolio in the world. In this session, Michael Scott of Callison and Robert Arron of Vulcan will present a case study on 2201 Westlake. This project is one of Seattle's first sustainable office/residential mixed-use developments that incorporates an innovative underfloor delivery of heating, cooling and ventilation between the office and residential towers to provide office workers with more control over the air and temperature in their individual spaces. The building's design will also feature more natural daylight than traditional buildings, low energy and water flow fixtures and the use of eco-friendly materials.

Green Building Certification Systems: To Certify or Not to Certify?

Moderator: **Dr. Norman Miller**, professor,
University of San Diego

Panelists: **Rick Myers**, president, Thomas &
Mack Development; Additional panelists
invited

One of the first challenges developers face when deciding whether or not to develop a green building is the cost of documentation and certification. Join this panel of developers and green development consultants as we discuss green building certification versus developing a green building without pursuing certification. The panelists will discuss the benefits and costs of green building certification and why it makes strategic and economic sense to use certification systems for buildings in some instances and why it is better to pursue non-certification in other instances.

What Does it Really Cost?

Moderator: **Stephane Wandel**, senior real
estate manager, Boeing Realty Services

Panelists: **Peter Garver**, vice president -
development services, Corporate Office
Properties Trust; **Dan Heinfeld**, president,
LPA Inc.; Additional panelists invited

This session focuses on the real costs of pursuing sustainable building. Panelists will share case studies on different products, present information on real costs and look at operational payback periods and savings. This highly informative session will provide valuable guidance to attendees on what they can really expect in cost payback when developing sustainable projects.



Doug
Lawrence,
JP Morgan Real
Estate



Dr. Malcolm
Lewis,
CTG Energetics
Inc.



Dr. Norman
Miller,
University of
San Diego



Scott
Muldavin,
Green Building
Consortium



Rick Myers,
Thomas & Mack
Development



Tom Paladino,
Paladino &
Company



Michael Scott,
Callison



Beth Studley,
Holder
Construction
Company



Brenna
Walraven,
USAA Real
Compan

12:30 – 2 p.m.

Closing Luncheon with Speaker SustainABILITY

Keynote **Chuck Sullivan**, managing director – North American Capital Deployment, ProLogis

ProLogis is taking a pragmatic approach to sustainability. They are looking for value within the green movement and beginning to find it. Chuck Sullivan, managing director, will give an overview of the company's current initiatives and discuss how the company has been able to recognize opportunities versus fads and has executed on those defined opportunities.



2:15 - 5 p.m.

Project Tours

Project tours of Phoenix's top green office developments are currently being planned.

Visit www.naiop.org for updated details.

Separate ticket required.

The U.S Green Building Council (USGBC) will offer a LEED® workshop on March 11 before the DevelopGREEN conference. Please check www.naiop.org for more information.

Access NAIOP's Sustainable Development Resources to prepare for DevelopGREEN!

NAIOP Recommends:

- *Developing Green: Strategies for Success*
- Case Studies for Implementing Successful Green Development Webinar CD
- Developing Green: Strategies for Success in Green Development Webinar CD
- *Going Green: Topics in Sustainable Development Real Estate Briefing*
- Exceptional Green Buildings, Volume 1 Case Study CD
- *Green Office Buildings*
- *Greenspec Directory*

To order, please visit the NAIOP Bookstore at www.naiop.org/bookstore and click on Green Development or call the NAIOP Publications Department at (800) 445-0443.

Sponsorship Opportunities

Promote your company to top development professionals at the forefront of the green building movement by joining NAIOP as a conference sponsor or exhibitor. Select the sponsorship opportunity that's right for you to deliver your message to this unique audience – join NAIOP as a **Platinum** or **Gold DevelopGREEN** sponsor for maximum recognition or select one or more of our **Creative Sponsorship** opportunities! Opportunities start at \$2,500! Please visit www.naiop.org for more details.

For more information on **DevelopGREEN sponsorship and exhibit opportunities**, please contact:

Christopher Ware: (800) 666-6780, ext. 127 or (703) 904-7100, ext. 127 • ware@naiop.org

Exhibit Opportunities

Exhibiting at **DevelopGREEN** is one of the best ways to network and reach your customers face-to-face. As an exhibitor, you'll meet your target audience during exclusive networking receptions, refreshment breaks and meal functions centered in the Exhibit Hall.

DevelopGREEN Booth Rates:

Booth Size	Member	Non-Member
10 x 10	\$3,000	\$3,500
10 x 20	\$5,000	\$6,000
20 x 20 Island	\$10,000	\$12,000

Exhibitor Benefits: Includes two full conference registrations.

Exhibitor Benefits: Includes three full conference registrations.

Exhibitor Benefits: Includes four full conference registrations

Exclusive Exhibit Hall Hours:

Wednesday, March 12

11 a.m. - noon: Exhibit Hall Opens/ Refreshment Break

5 - 6:30 p.m.: Networking Reception in Exhibit Hall

Thursday, March 13

7:30 - 8:30 a.m.: Continental Breakfast in Exhibit Hall

10 - 10:45 a.m.: Refreshment Break in Exhibit Hall

Visit www.naiop.org for complete Exhibit schedule and details.



Rick Weiblen,
Liberty Property
Trust



Sally Wilson,
CB Richard Ellis



Jerry
Yudelson,
Yudelson
Associates

Hotel and Travel

Renaissance Phoenix Glendale Hotel

9495 W. Coyotes Boulevard
Glendale, Ariz. 85305
Phone: (623) 937-3700
Fax: (623) 937-3703

Hotel Reservations

The Renaissance Phoenix Glendale Hotel is offering a special rate of **\$229** single/double, exclusive of taxes until **February 11, 2008**, or until the room block has been filled, whichever occurs first. **To book a room, call the toll-free reservation line** at (888) 236-2427 or call the hotel directly at (623) 937-3700. Identify yourself as part of the NAIOP room block and request the special NAIOP rate of **\$229** single/double, exclusive of taxes. To book reservations online, visit the Renaissance online at **www.marriott.com/phxgr** and enter your reservation dates and "DGSDGSA" when prompted for the Group Code. For more information, including hotel cancellation policy, please visit **www.naiop.org**.

Transportation

For air travel and driving directions, please visit:
www.naiop.org/conferences/DevelopGREEN08/travel.cfm

What To Pack

March temperatures in Phoenix range from an average high of 74 degrees to a low of 51 degrees. Attire for DevelopGREEN is business casual.

Cancellation Policy

All cancellations must be in writing. Cancellations of registrants received after **February 18, 2008**, will be charged a fee of \$100 per attendee. Cancellations received after **March 3, 2008**, will forfeit the registration fee. You may send a substitute in your place without a penalty. No refunds will be made for no-shows. Project tours are refundable until **February 18, 2008**. Special events are non-refundable. Cancellation notices should be sent to Allison Murphy (murphy@naiop.org) or faxed to (703) 904-7003.

DevelopGREEN Registration Form

(Please print or type information clearly)

- Check here and attach a written description if you need special assistance to fully participate.

Name _____

Nickname (for badge) _____

NAIOP Member Number _____

Title _____

Company _____

Address _____

City, State, Zip _____

Tel _____

Fax _____

E-mail _____

Emergency Contact _____

Tel _____

- Please contact me about sponsorship or exhibit opportunities.
 I do NOT want my name listed on the "Who's Coming" section of the Web site.

REGISTRATION FEES: (check appropriate fee)

- NAIOP Member \$595
 NAIOP Developing Leaders Member (*age 35 or less*) \$495
 Non-Member \$795
 Optional – Project Tours \$45; March 13, 2:15 - 5 p.m.

TOTAL PAYMENT DUE \$ _____

PAYMENT (Must Accompany Registration Form to be Registered)

- MasterCard VISA AmEx Check (Payable to NAIOP)

Credit Card Number _____

Expiration Date _____

Name on Credit Card and Billing Address _____

Name (please print) _____

Signature _____

Registration is not confirmed until payment is received.

**To support NAIOP's green initiatives, we encourage you to register online at www.naiop.org.*