

# Green building workshops

INDUSTRY PROFESSIONALS SERIES

September 18-22 2006

@ High Point Community Center  
6920 34th Ave. SW Seattle 98126

West Seattle's High Point neighborhood is a model of sustainable urban development, incorporating respect for the natural environment, current occupants and future generations. Learn how to capture the growing market for green homes through this week-long series of workshops tailored for residential architects, homebuilders, developers and real estate professionals.

| Sessions at a glance <i>(descriptions on page 2; click on cells below to register)</i> |  |   |   |   |
|--|--|---|---|---|
|  | Monday<br>Sept. 18 <sup>th</sup>               | Tuesday<br>Sept. 19 <sup>th</sup>   | Wednesday<br>Sept. 20 <sup>th</sup>   | Thursday<br>Sept. 21 <sup>st</sup>                  |
| 8:00am-10:00am   | The naked truth about green<br>\$20 early bird | Stormwater and landscapes at High Point<br><small>PLUS</small><br>Site tour of High Point's natural drainage system elements<br>\$30 early bird<br>Half day session | Thinking green: linking builder & consumer perceptions<br>\$20 early bird   | Grid-tied solar electric systems<br>\$20 early bird |
| 10:00am-noon   | Introduction to Built Green<br>\$10 early bird |   | Flexcar as an element of sustainable development <b>FREE</b>  | LEED for Homes<br>\$10 early bird                   |
|  |  |   |   |   |
|  | <b>Friday<br/>Sept. 22<sup>nd</sup></b>        | <b>8:00am-noon</b>  | <b>1:00pm-3:30pm/4:30pm</b>   |   |
|  | ENERGY STAR™ Homes Northwest Day               | House as a system<br>\$30 early bird<br>Half day session  | ENERGY STAR™ lighting design (ends @ 3:30) \$20 early bird includes lunch<br>Green homes sales boot camp (ends @ 4:30) \$20 early bird includes lunch |   |



Continental breakfast with registration at 7:30am daily

Prices above are valid for early-bird registration only (by September 10)

## Register Today

Click on the individual session above to register or

Click [here](#) to register for the entire series for \$140 (save \$20)

**Questions?** Contact Thor Peterson, Seattle Department of Planning and Development (206) 615-0731 or [thor.peterson@seattle.gov](mailto:thor.peterson@seattle.gov)

# Workshop descriptions

## Monday, September 18

### 8:00am-10:00am: The naked truth about green

For serious marketers of new homes only. Who's buying Green? What will they pay? Learn the Top Ten Green Hot Buttons. Discover the marketing advantages of using a green building rating system on a home, & how to make the most of ENERGY STAR®.

**Presenters:** Bruce Woodstrom, Partner, Fusionpartners, LLC; Bill Jacobs, Analytical One, & Aaron Adelstein, Director, Built Green

### 10:00am-noon: Introduction to Built Green

A two-hour introduction to the Master Builders Association of King & Snohomish Counties Built Green program answers questions such as: How do I certify a project? What does "green" mean? How does the program work? Why should I become a member? This course is a prerequisite for builders certifying homes using the Built Green system.

**Presenter:** Aaron Adelstein, Director, Built Green

## Tuesday, September 19

### 8:00am-noon: Stormwater & landscapes at High Point: soil, site design, & natural drainage systems

High Point represents a toolbox of on-site stormwater management & landscape design best practices applicable to any site or size of project. This morning will start with site & soil best practices for stormwater management, erosion control, & landscape success. Then we'll focus in on the High Point project with a focused introduction to natural drainage systems. The presentations will be followed by a tour of High Point's natural drainage system features.

**Presenters:** Peg Staeheli, Principal, SVR Design; David McDonald, Planner, Seattle Public Utilities

## Wednesday, September 20

### 8:00-10:00am: Thinking green: linking builder & consumer perceptions

A disconnect exists in today's market between what builders perceive homeowners wanting & what homeowners perceive builders accomplishing. Presentation & roundtable discussion will begin to create a common understanding, language & goals in thinking about green opportunities pertaining to issues such as health, cost, value added components & shared environmental values. The presenter's extensive experience working with a variety of stakeholders on green projects will help reveal how process can influence perceptions & create common ground.

**Presenter:** Brian Cloward, Associate, Miithun

### 10:00am-noon: Flexcar as sustainable development amenity

Flexcar, the largest & oldest car-sharing company in North America, boasts over 170 vehicles & 15,000 members in Seattle alone. Many apartment, condominium & multi-use developments choose to have a Flexcar on-site to attract residents & build community. Some developments have reduced parking &/or sold units without parking spaces at a discount, providing easy access to Flexcar instead. Learn more about Flexcar & how to create these partnerships.

**Presenter:** Toby Weymiller, Community Development Manager, Flexcar

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