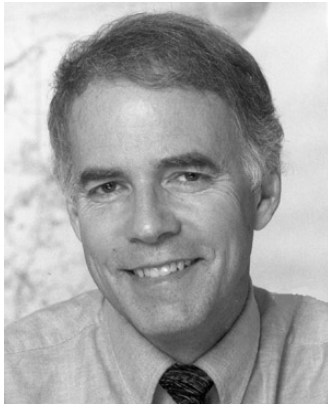




Florida's Third Annual Green Building Conference & Trade Show
May 2 - 4, 2006 | Gainesville, FL | www.GreenTrends.org

2006 Keynote Speakers



Reid Ewing, PhD, is Research Professor at the National Center for Smart Growth Research and Education at the University of Maryland, and an Associate Professor of Urban Studies and Planning.



Steven Winter, FAIA, is president of Steven Winter Associates, Inc. (SWA), served as Chairman for the U.S. Green Building Council for four years, and is the current Chair of the LEED for Homes Committee.

Overview

GreenTrends 2006 is Florida's Third Annual Green Building Conference & Trade Show. The conference serves as a forum for bringing together those businesses, government agencies, organizations, and individuals involved in greening the design, construction, and operation of Florida's built environment. This is your opportunity to keep up-to-date on the various green building and development related programs, projects, standards, incentives, resources, technologies, and new materials available statewide.

On Tuesday, preceding the main conference, there will be numerous workshops covering a range of green building and development issues. A tour of local green projects at the University of Florida and around the Gainesville area will be offered on Thursday afternoon, immediately following the conference.

Dates

Tuesday, May 2, 2006

- 8:00 AM – 4:30 PM | Pre-Conference Workshops
- 6:30 PM – 9:30 PM | Conference Welcome Reception

Wednesday, May 3, 2006

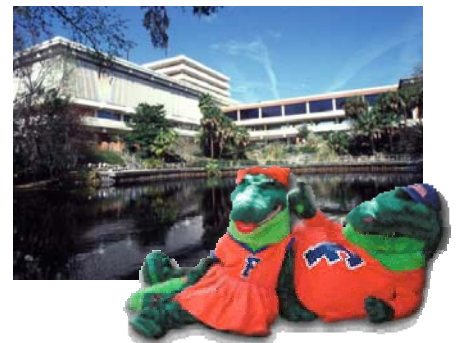
- 8:30 AM – 5:30 PM | Conference & Tradeshow Day 1
- 5:30 PM – 7:00 PM | Social Hour & Networking

Thursday, May 4, 2006

- 8:30 AM – 12:15 PM | Conference & Tradeshow Day 2
- 12:30 PM – 4:30 PM | Local Green Tour

Location

J. Wayne Reitz Union
University of Florida
Museum Road
P.O. Box 118505
Gainesville, FL 32611
Info Desk: 352-392-1649



For More Information and to Register Online, Please Visit:
www.greentrends.org/2006/home2006.htm



Conference Details

Best Development Practices, the American Planning Association's best selling book for three consecutive years from 1997 – 1999, focuses on master-planned community development in Florida. Written by Reid Ewing, the book offers recommendations and case studies on resource efficiency and natural area preservation in four major areas: land use, transportation, environment, and housing. What have we learned in the ten years since its publication? What are the pressing needs and potential solutions for Florida's master planned communities in the next decade? Join us in welcoming Reid Ewing as he leads us through a 10-year retrospective of his book and sets the stage for our Day 1 Conference Tracks.

The last decade has seen the emergence of **national and regional green design and construction standards**. In the coming decade these standards may be competing for builders' and homeowners' attention and allegiance. How will standards stake out their own niches in the marketplace (dark-green niche, light-green niche, etc.)? How will they meet the evolving needs in affordability, climate specific design, and governmental policy in the years to come? Join us in welcoming Steven Winter as he tackles these difficult questions and sets the stage for our Day 2 Conference Tracks.

Conference Tracks

Day 1: Best Development Practices

(1) Land Use, (2) Transportation, (3) Ecology/Environment, and (4) Housing

Day 2: Green Certification Standards & Incentives

(1) Homes, (2) Commercial Buildings, (3) Developments, and (4) Governmental Incentives

Sponsorship & Exhibitor Opportunities

Would you like to underwrite the conference or support specific aspects such as the keynote speakers or welcome reception? Would you like to showcase your green building products or services to the leaders in the green building movement in Florida? We invite you to become a Sponsor or Exhibitor at GreenTrends 2006. For more information on these unique opportunities and to register for your booth today, please visit our conference web site.

Sponsorship Application & Information: <http://www.greentrends.org/2006/sponsors.htm>

Exhibitor Application & Information: <http://www.greentrends.org/2006/exhibitors.htm>