



*******NEWS RELEASE*******

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Growing and Green – Florida’s Future is a Choice

Sarasota, Fla. (March 22, 2005) - Green Trends 2005, the second annual Florida Green Building Conference and Trade Show, is taking place at the Chelsea Center in Sarasota, Fla. May 25-27, 2005. GreenTrends is a Florida focused conference and trade show for those interested in learning about the benefits of green building and sustainable development here in Florida.

The conference, organized by the non-profit Florida Green Building Coalition, Inc., is a forum for businesses, organizations, government agencies, and individuals interested or involved in providing Florida with a better built environment in which to live and work. The Theme for this years Conference is ***“Building a Green Florida Together”*** and will explore how we can all work together to better promote green building in our state and help resolve some of the confusion over all of the green building standards, guidelines, and incentive programs that are now available. Participants will have the opportunity to learn about the economic and environmental benefits of building green from a variety of experts in the field. The conference, which includes a trade show that is open to the public, will provide all the latest information on green building materials specifically designed for Florida's climate.

Bill Gregory, Director of Sustainable Strategies for the Floor Covering Division of Milliken & Company, will be the opening keynote speaker for the event. The title for his presentation is ***“Transitioning to a Green Future.”*** Drawing from first hand experiences, he addresses the challenges of achieving consensus in setting sustainable standards and implementing green practices. Allan F. Bedwell, Deputy Secretary Regulatory Programs and Energy for the Florida Department of Environmental Protection, will be the Awards Banquet keynote speaker. John Moran, Florida nature photographer, will also present his award winning presentation ***“Journal of Light: The Visual Diary of a Florida Nature Photographer.”***

A number of related events are being held in conjunction with GreenTrends 2005. On Wednesday May 25 there will be a free Rebuild America Workshop on ***“Greening Affordable Housing.”*** Also, tours of local green projects in the Sarasota area will take place on May 27, immediately following the conference. The Sarasota Efest and the First Annual Florida Green Building Open Golf Tournament are taking place on May 28 and May 29, providing participants with an informational and fun-filled weekend. Details on all these events are available on the GreenTrends 2005 website.

For more information on GreenTrends 2005 or to register to have GreenTrends held in your city visit www.GreenTrends.org.