



*******PRESS RELEASE*******

FOR IMMEDIATE RELEASE

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STATEWIDE CONFERENCE ON GREEN BUILDING ANNOUNCED

JUPITER, Fla. (March 26, 2004) - GreenTrends 2004, a Florida focused statewide Green Building Conference and Trade Show being held this year on May 3-5, 2004 at the Florida Atlantic University campus in Jupiter, Florida has been announced by the Florida Green Building Coalition, Inc (FGBC). The theme for this year's event is "**Green Building Enters the Mainstream**," reflecting the rapid growth and adoption of green building and sustainable development standards by major developers and building contractors from across the state of Florida. These standards recognize environmental stewardship and allow consumers and government agencies to rely on certified green projects to assure there is no "greenwashing." The Conference will serve as a forum to bring together those businesses, organizations, professions and individuals who are involved with or interested in learning about green building and sustainable development in Florida. It will provide participants with an opportunity to keep up-to-date on the various green building related programs, projects, standards, incentives, resources, technologies, and new materials that are currently available.

Full and half-day Pre-Conference workshops are being held on Monday, May 3, 2004 and include sessions on: (1) **Checklist for Sustainable Development** offered by the Florida Solar Energy Center; (2) **Preserving Wildlife Habitat in Residential Developments** offered by the University of Florida – Energy Extension Service; (3) **GreenSmart® Pro 101- Marketing & Sales Course** offered by GreenSmart Realty, LLC; and (4) **Florida Yards and Neighborhoods Course** offered by the Florida Yards and Neighborhood Program. All of these workshops have CEU credits available.

The main Conference, held on Tuesday and Wednesday, May 4 & 5, 2004, will feature plenary sessions on a variety of green building related topics. The morning sessions on Tuesday will include: ***The New Green Building Trend in Florida*** presented by Paul Bertram, President of PRBDesign in Orlando; ***The Green Lodging Standard*** by Michael Ohlsen, Florida Department of Environmental Protection; ***The WaterStar Program*** by Kathleen Ruppert with the Florida Energy Extension Office; and the Keynote Address ***Green Building Products: Beyond Recycled Content*** presented by Alex Wilson, President of BuildingGreen, Inc. and Executive Editor of Environmental Building News.

Tuesday afternoon sessions will include: ***Green Development in Florida – The Developer’s Perspective***, which will feature presentations on (1) *Verandah – FGBC’s First Certified Green Development* by Cynthia Caterham, The Bonita Bay Group, (2) *Developing Green at Lakewood Ranch* by Bob Sisum, SMR Communities, and (3) *New Urbanism – The Abacoa Development* by Nader Salour, Abacoa Development.; and ***Greening Local Government in Florida***, which will feature presentation on (1) *FGBC Green Municipal Standard for Cities and Counties* by Eric Martin, Florida Solar Energy Center, (2) *The Process of Greening Sarasota County* by Susan Scott, Sarasota County Government and (3) *Green Practices in the City of Gainesville – Pegeen Hanrahan*, Gainesville City Council.

Wednesday morning will feature sessions on: ***Greening Commercial Buildings***, with presentation on (1) *How to Excel in Greening Commercial Buildings* by Dr. Charles Kibert, University of Florida, (2) *Green Commercial Building Case Studies* by Elmer Burger, ASTORINO, (3) *Building Green Schools* by Eric Althouse, Florida Department of Education, and (4) *FGBC’s New Green Commercial Building Standard* by Paul Shahriari, Greenlight Strategies; and ***Residential Green Building Certification***, with presentation on (1) *National Green Home Trends* by Alex Wilson, BuildingGreen, Inc., (2) *WCI Communities Green Home Strategy at Evergrene* by Jim Adams, WCI Communities, and (3) *Helping Custom and Production Builders with Certification & Marketing* by Jennifer Languell, Trifecta Construction Solutions.

Two tours will be available during Wednesday afternoon. Karen Childress of WCI Communities will lead a tour of the Evergrene Development & Green Model Home, and Ed Maietta of Florida Atlantic University's Center for Urban and Environmental Solutions will lead a tour of the Abacoa Development. Display booths of innovative green building products and services will be available in the Exhibit areas for attendees to visit during the Conference.

GreenTrends is organized by the Florida Green Building Coalition, Inc., Florida's leading green building organization. For detail information and to register for GreenTrends 2004, visit our website at: www.GreenTrends.org. For more information on the Florida Green Building Coalition, Inc. go to: www.FloridaGreenBuilding.org.

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