

INVITE JERRY YUDELSON TO ENLIVEN YOUR NEXT GREEN BUILDING EVENT IN 2011!



**KEYNOTE
SPEAKER**



**GREEN BUILDING
SUSTAINABLE DEVELOPMENT
SUSTAINABILITY PRACTICES
WATER CRISIS
ZERO CARBON DESIGN**

JERRY YUDELSON

PROLIFIC AUTHOR

Jerry is the most prolific author in the field of green building and green development, with 12 books published through 2010. His topics include European green building trends, sustainable retail development, urban water crises, green homes, the green building revolution, the business case for green building, marketing green building services and sustainable urban development.

KEYNOTE SPEAKER

Jerry has keynoted more than 50 green building and development conferences since 2007 and is a proven draw among architects, engineers, builders, developers, corporate meeting planners and others in the green building and sustainable solutions marketplace.

TOPICAL AND RELEVANT

All Jerry's writings aim to spur transformation toward green buildings and sustainable cities. In each talk, audiences get the most up-to-date information and knowledgeable perspectives, practical advice they can put to use immediately in their own work.

ENGAGING AND MOTIVATING

Jerry is a strong advocate for transforming our cities into more environmentally sustainable urban places, with far fewer adverse impacts on the natural world. Jerry's wit, insight and warmth touch audiences and moves them to action.

For more information, contact
Jerry Yudelson
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WHAT'S NEW FOR 2011?

JERRY HAS CRAFTED FIVE UNIQUE KEYNOTE PRESENTATIONS FOR BUSINESS, PROFESSIONAL AND TRADE AUDIENCES

that will keep you informed about the important green building and sustainable development trends and help you uncover opportunities you might have overlooked. Each talk is customized for the particular audience. Let Jerry know your specific requirements.

↘ WHY ARE THEY GREENER THAN WE ARE? EUROPEAN GREEN BUILDING TRENDS

Based on three years of on-the-ground research in Europe, Jerry profiles leading European green building trends, with case studies, technology analyses and institutional innovations that we can put to use here.

↘ GREENING EXISTING BUILDINGS

Learn why green retrofits are the hottest green building trend and how building owners and facility executives are using the LEED for Existing Buildings standard to upgrade and rebrand older properties.

↘ THE PATH TO ZERO NET ENERGY BUILDINGS

Jerry shows how the business case for green building can lead to truly sustainable buildings and developments with positive impacts on global warming. You'll learn how to make this case for your next project and about proven strategies for getting to zero carbon without breaking the project budget.

↘ BLUE IS THE NEW GREEN - PREVENTING URBAN WATER CRISES

Jerry's latest book, *Dry Run: Preventing the Next Urban Water Crisis*, showcases how green building design and water reuse strategies can reduce water consumption and prevent recurrent water crises. He also speaks about new business opportunities in the water technology sector.

↘ THE BUSINESS CASE FOR GREEN DEVELOPMENT

Designed for the skeptical business audience, Jerry shows how commercial, retail, hospitality and mixed-use developers are using the business case for green development to provide certified green projects for 100% of their work. Jerry's scope is worldwide, and his presentations are research-based.

WHAT THEY SAY ABOUT JERRY'S KEYNOTE PRESENTATIONS . . .



KEYNOTE SPEAKER



“Jerry offers an engaging and business-savvy overview of the state of green building across the globe. He lays out a compelling business case for not only building green but also for greening existing buildings.”

—*Frank Pope*
Major aerospace/defense firm
Washington DC

“Jerry has become a valuable resource to our members. Green building, energy efficient buildings and corporate sustainability planning are increasingly important to our members and Jerry’s expertise in these areas has helped them plan their strategies to seize new opportunities in selling ‘green.’”

—*Ed Orlet*
National Association of Electrical Distributors

“Our first learning event was a huge success! It is never easy engaging a new market. But your presentation was enough to sell the event out!”

—*Program Sponsor*
CoreNet Global
Ft. Worth, TX

“The feedback for your session was fantastic and I quoted you in my closing remarks.”

—*Romilly Madew*
CEO, Green Building Council of Australia
Green Cities 2010 Conference

“It was a truly inspiring experience. The feedback from our client companies has been phenomenal.”

—*Enterprise Ireland Green Building Initiative*
Dublin, Ireland
July 2010

“Jerry’s enthusiasm and knowledge of the green building industry inspired many of our 2010 Expo attendees to incorporate green building strategies into their local projects, leading some to pursue LEED-EBOM certification! His case studies helped attendees realize that pursuing ‘green’ is feasible.”

—*Michael Berning*
Principal, Heapy Engineering, Inc.
Dayton, OH

“Jerry Yudelson provided training in 2009 for 50 of our project managers in the LEED-EBOM rating system. His course was customized for our needs and was very well received by our people. We found Jerry to be well prepared, thoroughly professional and quite understanding of our unique needs as developers of high-end residential communities.”

—*Susie Maglich*
Design Manager, AvalonBay Communities, Inc.
Alexandria, VA

“Jerry gave a terrific talk here at WHY. His topic focused upon information for non-profits about ways they can begin to take important steps toward greening their buildings and conserving energy. Jerry was humorous, insightful and thoughtful. He shared important information in an easy way and helped the audience understand that there are simple steps they can take that do not involve complicated actions.”

—*Maggi Leyden*
WHYY
Philadelphia

“Jerry Yudelson fit the scope of our Green to Business (aka G2B) day-long seminar perfectly. His focus on sustainability as it relates to business professionals gave him the credibility that we had hoped for with this project. Jerry made the details leading up to our event very easy and followed through on every aspect of his agreement with our organization. I would highly recommend Jerry for future speaking engagements.”

—*Mary Anne Drewek*
Woodward Radio
Appleton, WI

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