

# INVITE JERRY YUDELSON TO ENLIVEN YOUR 2012 CONFERENCE OR EVENT!



**KEYNOTE  
SPEAKER**



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

**“... HUMOROUS, ENGAGING, INSIGHTFUL, THOUGHTFUL ...”**

## JERRY YUDELSON

### PROLIFIC AUTHOR

Jerry is the most prolific author in the field of green building and green development, with 12 books published through 2011. His topics include European green building trends, sustainable urban development, urban water crises, and green homes.

### KEYNOTE SPEAKER

Jerry has keynoted nearly 100 green building and sustainable 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 move them to action.

*For more information, contact*

Jerry Yudelson  
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## WHAT'S NEW FOR 2012?

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

### ↳ IF IT DOESN'T PERFORM, IT CAN'T BE GREEN!

Jerry's forthcoming book, *The World's Greenest Buildings* (Fall 2012), will showcase the actual energy performance of 50 LEED Platinum or equivalent green buildings from around the world. Get a sneak preview of both how they perform and successful strategies for achieving high level outcomes in green design, energy performance and architectural quality.

### ↳ 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.

### ↳ 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.

### ↳ 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.

### ↳ 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.

## 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 Conference

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

—*Enterprise Ireland Green Building Initiative*  
Dublin, Ireland

“Jerry’s enthusiasm and knowledge of the green building industry inspired many of our 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 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 lunch talk. His topic focused upon information for nonprofits 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/PBS  
Philadelphia, PA

“Jerry Yudelson’s opening keynote fit the scope of our Green to Business 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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