



Yudelson to Keynote Green Building Conferences Worldwide

Green building consultant Jerry Yudelson keynotes conferences in Doha, Abu Dhabi, Budapest and Singapore.

Tucson, AZ (Vocus) May 4, 2010 -- Green building industry thought leader Jerry Yudelson will keynote the Leadership in Green Buildings series in Singapore and the Green Building Middle East Summit in Abu Dhabi, United Arab Emirates, later this month. The green building consultant will speak in Singapore on May 20th and Abu Dhabi on May 24th, addressing green building business and performance issues with his presentation, "If It Doesn't Perform, It's Not Green."

In April, Yudelson keynoted the second [Build Green CEE](#) (Central and Eastern Europe) conference in Budapest, Hungary, and the first Doha Green and Sustainability Summit in Doha, State of Qatar. More than 200 delegates attended both conferences. In Doha, the focus was as much on sustainability management as on green building. In Budapest, organizers from green building councils representing 10 countries in the region met to celebrate the advances in green building and to lay the groundwork for future cooperation.

According to the Abu Dhabi conference organizers, the [Green Building Middle East Summit 2010](#) will bring together leading sustainability professionals and stakeholders to discuss, debate and share best practice on design, construction and the built environment for the Gulf region. Conference speakers will represent regional green building councils, property management, design and consulting companies.

"Now that the business case for green buildings has become well established, the next major focus of the green building movement will be to improve the performance of green-rated and green-labeled buildings," explains Jerry Yudelson, the principal of Tucson-based green building consultancy, Yudelson Associates. "High-level rated green buildings need to improve their actual performance." With existing buildings, it's easy to evaluate how much energy and water they use. "New buildings should be held to the same performance standard as existing buildings," he added.

Jerry will also keynote the annual awards banquet of the North Florida chapter of the U.S. Green Building Council in Jacksonville, Florida, on May 13th, an event expected to draw more than 200 people.

Yudelson says that research for his most recent book, [Greening Existing Buildings](#), showed him that green building measures could reduce the energy and water use of existing buildings by 40 percent or more below today's averages. If the business benefits of green building and the potential for major reductions in carbon dioxide emissions from buildings are to be realized, he said, we have to demand superior performance from all labeled and rated green buildings.

About Yudelson Associates

Yudelson Associates is a leading international firm in sustainability consulting and green building certification services. The founder, Jerry Yudelson, is widely acknowledged as one of the nation's leading green building and



sustainability consultants. He is the author of 12 green building books, including the forthcoming ['Dry Run: Preventing the Next Urban Water Crisis'](#) (New Society Publishers, 2010). He served for two years as Research Scholar for Retail Real Estate Sustainability for the International Council of Shopping Centers, a 70,000-member international trade organization. He is a frequent green building speaker at industry and professional conferences and chaired the U.S. green building industry's largest annual show, Greenbuild, for the past six years, from 2004 through 2009.

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