

# ZERO-NET ENERGY (ZONE) BUILDING DESIGN



## SEMINAR



## JERRY YUDELSON

PE, MS, MBA, LEED® FELLOW

### PROLIFIC AUTHOR

Jerry is the most prolific author in the field of green building and sustainable development, with 12 books published on topics including 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. His next book, in process, deals with the actual energy performance of the world's greenest buildings.

### EXPERIENCED PRESENTER AND SEMINAR LEADER

Jerry has keynoted more than 50 green building and development conferences since 2007, along with dozens of webinars and seminars. He 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 and presentations aim to spur transformation toward zero-energy green buildings and sustainable cities. In each presentation, audiences get the most up-to-date information and knowledgeable perspectives, practical advice they can put to use immediately in their own work.

### ENGAGING, KNOWLEDGEABLE AND MOTIVATING

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

*For further information and to discuss dates and fees, please contact Jerry Yudelson at Yudelson Associates*

Jerry Yudelson

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## A GROUND-BREAKING AND PATH-FINDING SEMINAR FROM JERRY YUDELSON!

*Bring this new and exciting seminar to your architecture, engineering, construction or facility management group. Designed for working professionals looking to take the next step in Green Building. This half-day presentation can be combined with an opening or closing lunch keynote by Jerry Yudelson, to reach a larger audience. Ready for delivery anywhere in North America in the Fall or Winter of 2011/2012.*

### ▾ WHAT IS (AND IS NOT) NET-ZERO

- Defining a net-zero energy building
  - Net-zero and green building certifications and designations
  - Net-zero vs. carbon-neutral definitions
- Understanding different types of net-zero buildings
  - Constraints on achieving net zero, by project type/size
  - Embracing net-zero philosophy in design practice
- The Business Case for Net Zero Energy Buildings
  - Business Case Elements for Green Buildings
  - Benefits to Various Types of Owners

### ▾ BENEFITING FROM THE EXPERIENCES OF OTHERS: CASE STUDIES AND GOAL-SETTING

- Three comparable zero-net-energy case studies
- Choosing a net-zero definition for your project
- Setting specific, measurable goals
- Developing the business case for specific projects
- Importance of Behavior in getting to Net Zero
- LEED and Living Building Challenge Rating Systems

### ▾ DOING THE GROUNDWORK FOR YOUR NET-ZERO PROJECT

- Assembling the building team
- Selecting the right site
- Understanding the business case for the project
- Adopting a whole-building integrated design approach
- Conducting an early-stage design charrette
- Developing an energy model/using simulation software
- Carrying the project to completion
- Measurement and verification of results