

LET JERRY YUDELSON ENLIVEN YOUR NEXT GREEN BUILDING PROGRAM



**YUDELSON
ASSOCIATES**



JERRY YUDELSON

PROLIFIC AUTHOR

Jerry is the most prolific author in the field of green building and green development, with eight books published through 2008 and two more on the way in 2009. His topics include European trends, sustainable retail development, green homes, the green building revolution, the business case for green building, marketing green building services and green developments.

KEYNOTE SPEAKER

Jerry has keynoted more than 30 green building and development conferences and is a proven draw among architects, engineers, builders, developers and others in the green building and green development marketplace.

TOPICAL AND RELEVANT

Each of Jerry's books and published articles advances the market transformation for green buildings and green development. In each talk, audiences get the most up-to-date information and perspectives, practical advice they can put to use in their own work.

ENGAGING AND WITTY

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

For more information, contact
Yudelson Associates, jerry@greenbuildconsult.com.

WHAT'S NEW FOR 2009?

JERRY HAS CRAFTED FOUR UNIQUE PRESENTATIONS FOR BUSINESS, PROFESSIONAL AND TRADE AUDIENCES *that will keep you informed about the important green building and green development trends and help you uncover opportunities you might have overlooked. Each of these talks can be customized for a particular audience.*

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

Based on more than a year's worth of on the ground research in Western Europe, Jerry profiles the leading European green building trends, with case studies, technology analyses and institutional innovations that we can put to use here.

↳ THE RACE TO ZERO CARBON BUILDING

Jerry's work in making the business case for green building leads to truly sustainable buildings and developments that are neutral or positive with respect to global warming. Jerry makes the case that every new building/development should be zero carbon. You'll learn how to make this case for your next project and the strategies for getting to zero carbon without breaking the budget.

↳ GETTING GREEN DONE - LESSONS FROM INTEGRATED DESIGN

Jerry's new book, *Green Building through Integrated Design*, is the first to profile most of the LEED Platinum projects in the U.S. Through interviews, case studies and new methods, Jerry shows you how the experts are "Getting Green Done" on conventional budgets. You'll learn new processes and procedures to "successorize" your next green building project.

↳ 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 make decisions to provide certified green projects for 100% of their work. This talk uses case studies, the latest research and good common sense to make the case.

WHAT THEY SAY ABOUT JERRY'S TALKS...



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“Jerry Yudelsohn delivered the keynote address at our Forums, superbly weaving wry humor with pointed insights in an overview and forecast of the industry that people were quoting repeatedly throughout the rest of the day.”

— **Mark Gundenas**

National Marketing Director

**Developing Green - The 2007 Swinerton Southern California
Green Building Forums**
Swinerton Builders, San Francisco

“Thank you for your most excellent keynote... Your clear, candid and seasoned perspective on green development was one of the highlights of our program this year.”

— **Raphael Bostic**,

Associate Director

University of Southern California Lusk Center for Real Estate
“Top 100” Conference Keynote, 2007

“Your talk did an excellent job of informing practicing planners about the emerging business case for green development.”

— **Laura Huntoon**,

Associate Professor of Planning

Lunch Presentation, 2007
University of Arizona, Tucson

“Thank you so much for your presentation. Your remarks were informative and inspiring and I heard many good comments from participants as well. We appreciate greatly your willingness to speak - it added a great deal to the quality of the program.”

— **Mary M. Lydon**

Executive Director

2008 Awards Program
ULI San Diego/Tijuana

“Thank you for helping us make our first Green Opportunities Conference a tremendous success. Your expertise provided our very diverse audience with a much greater understanding of the sustainable movement.”

— **Cynthia Buffington**

Executive Director

MCAA 2007 Green Opportunities Conference
Mechanical Contractors Association of America, Inc.

“The group truly enjoyed your style, presentation and content. You not only enlightened the group, but you convinced them of the importance and many of them said they are now going back to their organizations to follow up based on your presentation.”

— **Stan Ross**,

Chairman

USC Lusk School Annual Retreat, 2007
Carlsbad, CA

“Jerry Yudelsohn was our closing speaker for BuildPoint this year. His knowledge, insight, practical directives and humor captivated the audience. Many commented that Jerry was the best speaker at the event.”

— **Nancy Splaine**

BuildPoint Conference, 2008
Albuquerque, NM

“Your presentation on the Green Building Revolution provided our attendees with valuable information that I’m sure they will be able to use to better position themselves in our changing industry.”

— **Kathleen Magee**,

National Marketing Director

2008 Dealers Meeting
Automated Logic Corporation
Tucson, AZ

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JERRY'S PRESENTATIONS ARE IDEAL FOR:

ARCHITECTS AND ENGINEERS

BUILDERS AND CONTRACTORS

TOP EXECUTIVES/KEY MANAGERS

CORPORATE MEETINGS

FINANCE/REAL ESTATE PROFESSIONALS

REAL ESTATE DEVELOPERS

AIA/USGBC CHAPTERS

Since 2007, Jerry Yudelson has spoken all over the U.S. and Canada, as well as in Australia, the U.K., Germany and Dubai. He is a professional engineer who has trained more than 3,500 people in the LEED green building rating system. Since 2004, Jerry has chaired the U.S. Green Building Council's annual Greenbuild conference, the world's largest. In 2006, he was appointed a National Peer Professional by the federal General Services Administration. He also serves as Research Scholar for Real Estate Sustainability for the International Council of Shopping Centers.

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A NOTE FROM JERRY YUDELSON:

For more than ten years, I've been heavily immersed in sustainable design, green buildings, green products, green development and the resulting changes in the real estate, manufacturing, finance and construction industries. My presentations are crafted to be dynamic and interactive, topically relevant, and always customized to the issues that are most appropriate to each organization. The audience will walk away with many good ideas for understanding how to capitalize on the enormous market opportunities in the historic shift toward sustainable design, construction, finance, marketing and development.

↳ GREEN BUILDING BOOKS & RESOURCES

Jerry Yudelson is a prolific green building author. Each book presents case studies, anecdotes and concrete facts that offer inspiration and encouragement for any green building initiatives. Jerry's first three books virtually invented the field of green building marketing, and the next five continue to expand the reach of the green building message.

