

## 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 11 books published through 2009 and two more on the way in 2010. His topics include European trends, sustainable retail development, water crisis, 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 50 green building and development conferences and is a proven draw among architects, engineers, builders, developers, corporate meeting planners and others in the green building and 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 strong advocate for transforming our cities into more environmentally sustainable urban places, with far fewer adverse impacts on the natural world. Jerry's wit and warmth touches audiences and moves them to action.

For more information, contact  
Yudelson Associates, [jerry@greenbuildconsult.com](mailto:jerry@greenbuildconsult.com).

### WHAT'S NEW FOR 2010?

JERRY HAS CRAFTED FIVE 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 two years of on-the-ground research in Germany, 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 are using LEED for Existing Buildings to upgrade and rebrand older properties.

#### ↳ THE RACE TO ZERO NET ENERGY BUILDINGS

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

#### ↳ BLUE IS THE NEW GREEN - PREVENTING URBAN WATER CRISES

Jerry's forthcoming 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.

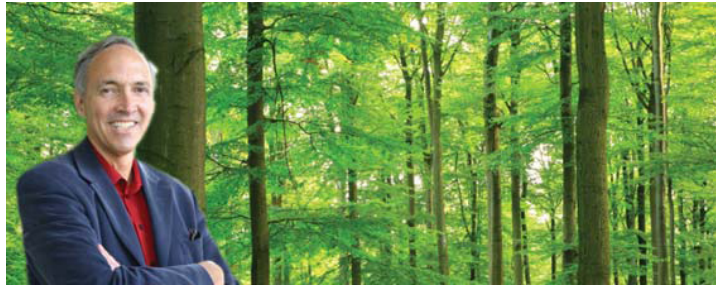
#### ↳ THE BUSINESS CASE FOR GREEN DEVELOPMENT

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.

## WHAT THEY SAY ABOUT JERRY'S TALKS . . .



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“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 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! Your words were insightful/provocative and you clearly illustrated the differing view our continents have toward green design.”

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

“Jerry Yudelson 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

“The 2008 Workshop ‘Branding and Positioning Your Green Building Offering’ was a tremendous success. Mr. Yudelson’s in-depth knowledge of the development of green buildings and its market was evident by the vast information he provided to the audience. His engaging manner made for an entertaining and fast-paced presentation. The audience responded well with questions and concerns, which were all answered in an extremely informative manner through multiple examples and cases.”

—*Laurel Arndt*  
Coordinator, Planning and Design Academy  
Arizona State University College of Design

“Jerry Yudelson provided training in 2009 for about 50 of our project managers in the LEED 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.

“Jerry gave a terrific talk here at WHYY in January 2009. His topic focused upon information for non-profits in ways they can begin to take important steps toward greening their building, 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 to 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, WI

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