

## Designing Green Every Day – “It’s not just about LEED”

The USGBC LEED® certification process is a great tool and yardstick for implementing sustainable building design.

However, many of our clients and perhaps some design firms are not yet ready to embrace and adopt the rigorous process and its associated costs. How do we, the “early adopters” of LEED®, get owners and design firms on board? How can one architect, engineer, contractor or owner make a difference?

This program is intended to help design professionals, owners, and the contractors implement and adopt practices that will have a positive impact on facilitating this transformation of our industry. This program will offer management, marketing and technical strategies to incorporate sustainable design into everything we do. By designing green every day, we can have a positive impact on the environment; generate more revenue for our firms, and save money for our clients.