

GREEN HOME TRENDS THAT WORK

April 13, 2011
United Way

Early Registration:
\$45 members
\$65 non-members

At the
door:
\$70



FEATURING:

SCOTT FRANKEL
FRANKEL BUILDING CO.

“HOW GREEN IS CHANGING YOU”

AMANDA TULLOS
GREEN BUILDING SERVICES

“PUSHING THE ENVELOPE:
THE LIVING BUILDING
CHALLENGE”

United Way Center
60 Waugh Drive, Houston
713-685-2300
8 a.m. to noon
Light breakfast and lunch provided



Register at
www.usgbctexasgulfcoast.org
on April 13 on the Calendar

*Event is eligible for USGBC CEUs
(completed forms provided for reporting will be given at event.)*

*Early Registration: \$45 members/\$65
non-members. At the door: \$70 for general public*

Plenary Speaker: Scott Frankel

Creating market demand: Why LEED, Why Now? ”

Building a LEED home in today’s market is crucial and extremely possible. Scott Frankel and his team at Frankel Building Group have made a commitment to building all of their homes to the USGBC’s LEED for Homes (LEED-H) standard. Learn about the reasons for this intense personal decision and why Scott, his brother Kevin and his father Jim remain steadfast in their approach regardless of market conditions, competitor’s specifications, the lending environment, or realtor and appraiser endorsement. When many suppliers, engineers, building designers, and other key people in their industry were skeptical, they still made the change to LEED-H. Green is not a “fad” or a “gimmick” to Scott and his team. They challenge the use of the word “green” and believe too many use the term too loosely. By using the LEED-H standards, their homes have a measured adherence to strict building practices. “In a state where a builder is not required to have a license, it is imperative to have a knowledgeable third party involved in your project,” he says. Hear an inspiring and uplifting commentary about why all clients should demand that their homes be built to LEED-H standards of the USGBC.



Opening Keynote

*Pushing the envelope: The
Living Building Challenge*



Amanda Tullos
AIA, LEED® AP BD+C, ID+C,
*Green Building
Services*

The Living Building Challenge is a philosophy, advocacy tool and certification program that promotes the most advanced measurement of sustainability in the built environment possible today. It can be applied to development at all scales, from buildings - both new construction and renovation, to infrastructure, landscapes and neighborhoods. Living Building Challenge is comprised of seven performance areas: Site, Water, Energy, Health, Materials, Equity and Beauty. These are subdivided into a total of twenty Imperatives, each of which focuses on a specific sphere of influence.

9 a.m.

Green Homes Foundation: The Basics

Everyday the community hears more about green features being added as standard items to the new home. In this primer, you will learn what the basics for green homes are today. Through those with practical knowledge on what green home living is and where its going, you will walk away with tips and information to better understand how the Texas Gulf Coast is making the transition to sustainability.

Speakers: Erik Fowler, Greenwood King Properties
Steve Stelzer, City of Houston

10 a.m.

The Case for Green Homes

The case for green homes can be made for everyone. Whether you are building high-end custom or affordable middle-class neighborhoods, green building principles and practices are becoming mainstream. Learn the trends for green homes, how the demand for those homes is increasing and how you can apply it to your business.

Speakers: Sergio Grado, Grado Structures & Homes
Michael Strong, GreenHaus Builders

11 a.m.

Green Resources and Job Skills

To build the green home marketplace, the industry needs job. In this final session, two people who are working each day to build the green workforce will discuss how the marketplace is changing through the use of green technologies and how those technologies are changing.

Speakers: Clayton Farmer, Bluegill Energy Mgm
Jeff Kaplan, New Living

Call USGBC-Texas Gulf Coast office at
281-506-3867 for more information.