



Letter from
REBECCA L. FLORA



Dear friends and colleagues:

While I was finishing my whirlwind year as chair of the USGBC Board in 2008, USGBC CEO Rick Fedrizzi said, “I have an idea.” That idea led to my transition from the Green Building Alliance, where I led Pittsburgh’s green transformation, to a new life in Washington, D.C. With my two daughters nearly through college, the time was right for me to spread my wings and try something new.

Well, maybe not so new. As a former LEED Faculty member, founding LEED for Neighborhood Development core committee member, 2003 Greenbuild Host Committee chair, and USGBC Board member for seven years, joining the USGBC staff has felt like coming home. Adapting to D.C. will take time; however, since I started in January, we’ve wasted little time responding to the next generation of green building educational needs.

During the process that resulted in USGBC’s new strategic plan last year, it became apparent that USGBC has made the shift from start-up to enterprise, with the huge responsibilities that entails. Our audiences are broader and more diverse, with varying needs and interests. Our geographic boundaries are both community-based and global—and everything in between. Our organization model needed to shift too so we can maximize the opportunities before us, by delivering scale, speed and excellence in all we do.

USGBC has always been about education as a way to enable market transformation, so we’ve also reset how we can provide the same speed, scale and excellence as we put green building knowledge in your hands. Using W. Chan Kim and Renee Mauborgne’s “Blue Ocean Strategy” as a road map, the Education & Research department has re-envisioned what we need to “Eliminate - Reduce - Raise - Create” to best meet emerging audiences and existing market needs.

USGBC has been named the first Education Reviewer Body (ERB) by the Green Building Certification Institute (GBCI) to approve education for LEED credentialing maintenance. Thousands of LEED AP and LEED Green Associate candidates are hungry for knowledge but face a fragmented, confusing array of online courses and in-person classes. More than 120,000 LEED APs need education to maintain their hard-won credentials and stay at the forefront of their professions. GBCI’s ERB designation signifies that a USGBC-reviewed course’s content and structure deliver the highest learning experience.

We’ve taken our own educational offerings and organized them into a LEED Core Curriculum, setting out a logical learning path for experienced green building professionals and those just starting out. Our LEED Faculty members have advanced project experience and professional instructional training. We’re working to grow our roster in the U.S. and internationally and exploring ways to include college- and university-based faculty as well.

USGBC also provides access to top-notch courses for professionals looking beyond LEED to enrich their knowledge of green building theories, techniques and business trends. These courses are developed by our broad network of Education Partners that submit educational content for review under our ERB process before being accepted as part of USGBC’s educational offerings. Our partners have access to cross marketing and networking, educator seminars and discounted education services.

More is coming, driven by this simple truth: Data isn’t information. And information isn’t knowledge. Market transformation must be built on real knowledge and the ability to put that knowledge into practice. And that’s our goal: to be your best resource for the diverse, high-quality green building education on which that market transformation is built.

Rebecca L. Flora, LEED AP, AICP

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USGBC

THE SOURCE FOR LEED AND GREEN BUILDING EDUCATION

USGBC

is an approved continuing education provider for the following national professional organizations: **AIA, CSI, IDCEC, BOMI, CoreNet, AICP/APA and IFMA.** USGBC reports CEUs directly to **AIA** and **CSI.**

The green building marketplace is growing and changing every day. A new version of LEED has launched and is bringing the way we design, build, operate and maintain buildings to new levels of sustainability. The LEED professional credentials program, under the Green Building Certification Institute, has been expanded and upgraded in response to the evolving needs of green building professionals.

Amid all this change you need strong, diverse, tailored learning opportunities. You need to differentiate yourself in a competitive job market, through earning and maintaining LEED credentials and through professional development that gives you real-life, on-the-job skills. USGBC has the expertise and reputation you value to get you there.

Whether you are preparing for a LEED credentialing exam, looking to fulfill GBCI's Credentialing Maintenance Program requirements, or striving to become more effective at implementing LEED on the project site, USGBC is your source for LEED and green building education.

USGBC Knows LEED

USGBC, along with its thousands of members and volunteers, develops the LEED program.

We're a mission-driven nonprofit and the world's largest community of green building innovators and leaders. Our curriculum is developed through direct access to LEED project data, user feedback and industry research. USGBC's well-known and established LEED Faculty provides you with affordable, reliable, quality education when you need it, where you need it, and how you want to receive it.

USGBC's robust education offerings include:

 **Online courses available at your convenience**

 **Live webinars**

 **Instructor-led workshops**

 **Reference guides**

 **Study guides aligned with the new LEED credentialing exams**

 **Podcasts, articles, videos and more**



EXAM PREPARATION PATH

Find your path at www.usgbc.org/education

100 LEVEL

Green Building Basics & LEED

- Available in person or online anytime

200 LEVEL

LEED Core Concepts & Strategies

- Available as a full-day in-person workshop or online anytime



Find the courses that will improve your LEED projects: www.usgbc.org/education

LEED AP AND LEED GREEN ASSOCIATE EXAM PREP

PREPARE FOR AND MAINTAIN YOUR LEED CREDENTIALS WITH USGBC

For professionals preparing for GBCI's LEED Green Associate or LEED AP with specialty exams, USGBC has learning opportunities for whatever path you choose.

As a GBCI-approved Education

Reviewer Body, USGBC can also fulfill all your needs for credentialing maintenance. If you're a current LEED AP and you need to find courses that satisfy the credentialing maintenance requirements to add a specialty to your credential, USGBC courses and our network of Education Partners have what you need. And if you're not yet a LEED AP but you're on your way, be sure

to come back to USGBC to maintain your credential in the years to come.

Study and Reference Materials

In addition to top-of-the-line LEED Faculty-led workshops, online courses and Education Partner offerings, USGBC's learning paths include a robust collection of LEED reference guides and exam-specific study guides including sample exam questions. The latest reference guides are all available for purchase today (LEED for Neighborhood Development is currently under development), and the

study guides will be released on a rolling basis in alignment with the new exams.

Visit www.usgbc.org/store

LEED Green Associate Eligibility

GBCI requires experience on a LEED-registered project, employment in a sustainable field of work, or engagement in a green building education program as a prerequisite to sit for the LEED Green Associate exam. Attending a course offered by USGBC or our Education Partners satisfies this requirement. **Find courses at www.usgbc.org/education.**

LEED PROJECT IMPLEMENTATION

FIND EVEN GREATER SUCCESS IN YOUR NEXT PROJECT: LEARN THE LATEST BEST PRACTICES AND STRATEGIES

USGBC provides green building professionals with direct access to LEED project data and innovations. LEED reference guides are the user's manuals that will guide your next LEED project from registration through certification application. And USGBC's green building research database provides you access to hundreds of research publications that detail the

costs, benefits and attributes of the green buildings that are transforming the market.

USGBC's 300-level LEED implementation courses use real-life case examples, the most current LEED project data, and the experience and expertise of USGBC's LEED Faculty to help you continue to grow as a green building leader. The new 400-level courses, which will roll out in 2010, will

take it one step further, offering true mastery based on your craft or trade, the project types you work on, and the specific strategies and outcomes you are looking to perfect. And the network of Education Partners and USGBC's diverse selection of webinars take the learning opportunities beyond LEED and delve into a vast array of targeted green building topics.

300 LEVEL

LEED Implementation Process

- Select the course for your desired specialty



CREDENTIALING MAINTENANCE

- Any USGBC course, including those offered by our Education Partners, qualifies for credentialing maintenance credits

OTHER STUDY RESOURCES

LEED GREEN ASSOCIATE

- Green Building and LEED Core Concepts Guide, First Edition (e-book)
- LEED Green Associate study guide (with practice exam) AVAILABLE AUGUST 2009

LEED AP WITH SPECIALTY

- LEED 2009 reference guides
- Study guides (with practice exam) AVAILABLE FALL 2009

Visit www.usgbc.org/store