



Letter from
KIMBERLY LEWIS



I've always loved autumn—the colors, the cooler air, football, the beginning of the holiday season... But since 2002, autumn has meant something else to the green building community, and I'm thrilled that it's that time of year again: time for me to invite you to join us in Phoenix for the U.S. Green Building Council's 2009 Greenbuild International Conference and Expo.

Many of you have been with us at Greenbuild for several years, and you know how tremendous and exciting its growth has been. We started Greenbuild with slightly more than 4,000 attendees in Austin, Texas, in November 2002. Last year, we had almost 30,000 people with us in Boston: more than 600% growth in just six years! This is proof that you are part of the community that is truly revolutionizing the way we see things, the community that will make our future better for everyone.

You can see this shift reflected in our Greenbuild theme this year: "Main Street Green: Connect to the Conversation." Last year, we were focused on "Revolutionary Green"—the innovations, the changes in the public's consciousness, the revolution that we needed to win in order to make the next big leap in our goal of market transformation. This year, we've made so much progress as a community that we are ready to step it up: Green building and a larger green agenda can and must come home to all people, where they live, Main Street America and main streets across the globe. That means in every small town and big city, everywhere around the world, people can and must be connected to the important conversations we are having about building economic, environmental and social sustainability into the very fabric of our communities.

And this year's program is certain to ratchet that conversation up a few notches. I couldn't be more excited about this year's keynote speaker. Former Vice President Al Gore's pioneering work in politics, on the lecture circuit and in film has been a major force in bringing climate change to the forefront of global consciousness. Add to that a remarkable list of world-renowned master speakers, more than 150 educational sessions, and special events such as the Greenbuild Residential Summit and the World Green Building Council International Congress, and you are certain to leave Greenbuild ready to tackle humankind's biggest challenges right in your neighborhood.

Greenbuild is many things to many people: It's a chance to network, to meet new clients and customers, to learn from your colleagues as well as your competition. It's the year's biggest collection of professional development and educational opportunities for professionals at all stages of their careers. And it's a blast! This year, you'll see a lot of big changes at Greenbuild that reflect the dramatic growth of this industry, from the largest expo floor yet to an Opening Keynote & Celebration that features a concert by nine-time Grammy winner Sheryl Crow. But you'll also see that a lot has stayed the same. Greenbuild is still all about the green building community—it's about the inspiring stories, innovative ideas and boundless energy we share every year at Greenbuild. I look forward to seeing you there!

A handwritten signature in cursive script that reads "Kimberly Lewis".

Kimberly Lewis

Vice President, Conferences & Events
U.S. Green Building Council

FORMER VICE PRESIDENT **AL GORE** TO KEYNOTE GREENBUILD PHOENIX



Nobel Laureate, best-selling author, and the subject of an Oscar-winning documentary, the Honorable **Al Gore** will address thousands of Greenbuild attendees at Chase Field, home of the Arizona Diamondbacks, as part of the Greenbuild Opening Keynote & Celebration on the night of **Wednesday, November 11**. Featuring an opening plenary address by USGBC President, CEO and Founding Chair Rick Fedrizzi and a closing concert with nine-time Grammy winner Sheryl Crow, the new event combines the opening plenary presentation and the annual closing gala into one conference-wide celebration open to all full conference attendees.

CONNECT TO THE CONVERSATION

Greenbuild is the place to be for anyone involved in the green building movement. Almost **30,000 ATTENDEES IN 2008** make it the biggest gathering of green building professionals and businesses in the world.

6 REASONS TO ATTEND GREENBUILD 2009

1 THE ECONOMY

From Main Street to Wall Street, families and businesses alike are looking for ways to live and do business in a more economically sustainable way. Green building offers many opportunities for driving an economic recovery—from family budgets to the global marketplace. Green building is a vibrant part of our economy, expected to contribute \$554 billion to the U.S. GDP from 2009-2013. Professionals and businesses alike need to be actively engaged now to grab their place in this new green economy. Greenbuild connects you to the conversations you need to drive your own green economic recovery:

- **Forums for networking** with potential new customers, clients, employers and partners.
- The first-ever **Greenbuild job fair**.
- **Top-notch education from USGBC** to help you grow as a green building professional, build the knowledge you need to earn your LEED professional credentials, and earn credit toward LEED credentialing maintenance.

2 THE LOCATION

The American Southwest is a unique region with unique environmental and social challenges and opportunities, and Phoenix is full of examples of green building leadership and innovation. The Phoenix metropolitan area is one the nation's fastest-growing, a city that represents the kind of place more and more Americans are calling home. As a Greenbuild attendee, you can see the best Phoenix has to offer by joining us on a number of green building tours.

Arizona is also a state rich in stunning natural surroundings and famous for its warm weather in November. With unique family programming for significant others and children, you can make your trip to Greenbuild a family vacation.

3 THE PROGRAMMING

The diverse slate of speakers and presenters offering educational sessions at Greenbuild 2009 have found some very creative ways to address the theme “Main Street Green: Connect to the Conversation.” The more than 150 sessions at Greenbuild will help you learn how to connect with potential customers and clients and have the conversations that will turn into business. And you can find the sessions most relevant to your market sector at www.greenbuildexpo.org/market-sector.

In addition to the educational sessions, you will enjoy hearing from an impressive group of inspiring master speakers and keynote guests. This year’s keynote is **The Honorable Al Gore**, former U.S. Vice President.

4 THE EXPO FLOOR

The world’s largest expo hall devoted to green building is bigger than ever this year: more than 1,800 exhibit booths from more than 1,000 exhibitors. Full-conference attendees and single-day attendees have unlimited access to the floor. Special rates are also available if you only want to visit the expo. And conference attendees’ paying guests can also visit the exhibit floor. Learn more at www.greenbuildexpo.org/expo.

5 THE SPECIAL EVENTS

The expo floor, the opening and closing plenary events, the educational sessions—Greenbuild really is about bringing together all the diverse and essential pieces of the green building movement. But in addition, Greenbuild offers several special events with a targeted focus:

- **The Greenbuild 2009 Residential Summit** is a multi-day summit featuring educational tracks specifically focused on the green residential market. This year’s opening general session, “Greening Our New Housing Stock: A Discussion Across Multiple Sectors,” will feature KB Home CEO Jeff Mezger, Bensonwood Homes company steward Tedd Benson, UDR, Inc. President & CEO Thomas Toomey, and “Renovation Nation” host Steve Thomas. Learn more at www.greenbuildexpo.org/residential-summit.

- **The World Green Building Council International Congress** will allow you to interact with international experts in sustainable development who will showcase projects from both developed and developing countries focusing on disaster recovery, existing building retrofits, neighborhood development and policy. Learn more at www.greenbuildexpo.org/international-congress.

- You can catch a few movies with the **Greenbuild Film Festival** and a special IMAX presentation of “Grand Canyon Adventure: River at Risk.”

- Participate in intimate, interactive conversations with cutting-edge speakers discussing the intersection of art, technology and sustainability at the **Greenbuild Salons**, Greenbuild’s own version of the Actor’s Studio. Learn more at www.greenbuildexpo.org/greenbuild-salons.

- Noted environmental activist and nine-time Grammy winner **Sheryl Crow** will cap off the Opening Keynote & Celebration and kick off Greenbuild with lots of fun and great music.



GREEN BUILDING

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6 THE BUZZ

Every year, Greenbuild is the place to be for anyone and everyone involved in the green building movement. The number of people at Greenbuild grows every year—almost 30,000 in 2008—and attendees are part of the biggest gathering of green building professionals and businesses in the world. From students to seasoned pros, everyone who attends Greenbuild leaves with a renewed sense of purpose, new ideas and excitement.



Learn more about Greenbuild and register today at www.greenbuildexpo.org