



Letter from
KIMBERLY LEWIS



Dear Generation Green:

Sixteen years ago, the U.S. Green Building Council formed with one simple, enormous goal: transformation of the building industry. Our founders knew that our buildings are a critical piece of the global environmental, economic and human health challenges we face, and that to make the changes we need, we would have to completely transform the marketplace.

They also knew that change on such a scale would only come if the industry was part of the conversation, if every professional, every company and every sector within this diverse field had buy-in and ownership of this change. This is why, just over 10 years ago, when we launched the LEED green building rating system, we put industry consensus via our membership at the center.

But LEED is far from the only example of industry engagement in this vital mission. Because of the crucial importance of this industry-wide conversation, in 2004 we convened the first Greenbuild International Conference & Expo, and that year, we jumped head-first into the conferences and events industry. It quickly became clear to us that greening the hospitality industry was as fundamental a piece of our mission as was greening architecture, or construction, or engineering.

When you attend Greenbuild, you are not only growing your own knowledge and network; you're also supporting the transformation of the hospitality, conferences and events industry. Just this year, Greenbuild added three awards to its expansive collection: being named among Tradeshow Week's Top 200 shows, TreeHugger.com's Readers' Choice Award for Best Green Event, and Meeting Professionals International's RISE Award for Organizational Achievement. The tremendous greening measures that Greenbuild has implemented—and the remarkable way the Greenbuild community has embraced those measures—are doing for the hospitality industry what LEED has done for the buildings industry.

When you think about it, the conferences, events, trade shows, meetings and conventions that are hosted every year are a microcosm of the building industry. With each event, entire cities are built and then torn down year after year in convention centers across the country, bringing thousands upon thousands of people to these temporary mini-cities. The people who attend these events have to eat. They have to travel, sleep, hold meetings and get in a little recreation as well. It's essential that conference attendees' activities support their own health and comfort as well as the vitality of the local, national and global environment and economy.

Thank you for your commitment to transforming the building community as part of the USGBC community, and for being at the heart of transformational changes happening in the hospitality industry as part of the Greenbuild community. I look forward to seeing you in Chicago this November.

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

Kimberly Lewis

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



MARK YOUR CALENDARS

Join us Nov. 17-19 in **Chicago** for Greenbuild 2010—Generation Green: Redefining Our Future

www.GreenbuildExpo.org

GENERATION GREEN REDEFINING OUR FUTURE

YOU are Generation Green.

Join us in Redefining the Future!

This year, as Greenbuild returns to Chicago, our community is in the midst of a sea change. With your innovations, your passion, and the sheer size of your numbers, the green building movement is at the heart of a broader cultural transformation. Now is the time, and we are the ones who will be remembered as Generation Green, the people who truly redefined a future built on a foundation of environmental, economic and social prosperity.

Generation Green is not an age group. It's not about politics or personality, demographics or geography. It's all of us. And when we gather in Chicago this November, we'll share our energy and ideas in numbers never before seen.

And Chicago is the perfect place for us to take our next giant leap forward as a movement and as a generation. As one of the first cities to adopt LEED for public buildings and the city that is home to more LEED-certified buildings than any other, Chicago is truly committed to leadership as a "next-generation" city—the perfect place for us to celebrate being part of Generation Green.



Visit GreenbuildExpo.org to start planning your Greenbuild 2010 experience.

What's New This Year

Every year, Greenbuild is packed with timely, innovative education from throughout the industry, the world's largest green building expo floor, inspiring and unforgettable speakers, unmatched networking opportunities, and lots of special events, tours and recreational opportunities. This year is no different.

But Greenbuild is also about finding new ways to connect with your colleagues and with the information you need as you set forth redefining the future. So be sure to check out these new and notable features at Greenbuild 2010:

•**Greenbuild Knowledge Bar.** Get some face time with USGBC and GBCI staff and other leaders from throughout the industry with the Greenbuild Knowledge Bar, a new feature available through-

out the conference, giving you the opportunity to get your questions answered. A growing list and schedule of Knowledge Bar participants will be available at greenbuildexpo.org.

•**Green Jobs Summit.** The Green Jobs Summit is a half-day event convening stakeholders from the green jobs and green building industries. Hosted by USGBC in partnership with the Blue Green Alliance and the City of Chicago, the Green Jobs Summit will bring together trainers, funders, employers, policy-makers, advocates, community groups and job seekers for a conversation about green jobs in the green building industry.

•**Social Networking Lounge.** Greenbuild is about sharing information and ideas; it's about meeting people and having your voice heard; and it's about buzz, excitement and shared passion. Social media is about the same things. Get the most out of all the ways the changing media landscape can help you build your knowledge and claim your place among Generation Green. Visit the new Social Networking Lounge to see how the Greenbuild community is redefining the future not just of the built environment, but in cyberspace as well.

Back by Popular Demand

•**Greenbuild Salons.** Introduced at Greenbuild 2009, the Greenbuild Salons were a popular and groundbreaking new way to spread green building passion through new channels, exploring the intersections of art, technology and sustainability. Each salon provided an intimate, interactive conversation with cutting-edge speakers from all three areas. Be sure to join us at this year's salons and add a dose of culture to your Greenbuild experience.

•**Affordable Housing Summit.** These two days of targeted educational sessions, networking opportunities and interactive project charrettes will focus on innovative policy efforts, financing strategies and valuation, as well as proven design and construction techniques aimed at ensuring long-term affordability and improving living conditions for low-income families across the country.

Greenbuild 2010 Speakers

The Master Speakers and keynoters at the Opening and Closing Plenary sessions are among the highlights at Greenbuild every year. New speakers are regularly being announced, so stay tuned to **GreenbuildExpo.org** for news throughout the fall. Get Greenbuild news in your inbox by subscribing to the Greenbuild e-newsletter at **www.usgbc.org/subscriptions**.

Speakers that have been confirmed so far:

MASTER SPEAKERS

Arlene Blum

Founder and executive director of the Green Science Policy Institute

Geoffrey Canada

President and chief executive officer of the Harlem Children's Zone

Mitchell Joachim

Co-Founder at Terreform ONE and Terrefuge

Kevin and Hannah Salwen

Co-authors of "The Power of Half"

CLOSING PLENARY

Shaun Donovan

President Obama's U.S. Secretary for Housing and Urban Development

Paul Hawken

Pioneering environmentalist, entrepreneur and journalist

RESIDENTIAL SUMMIT

Henry Cisneros

Former Secretary of Housing and Urban Development.

Why Wait for November?

You can start sharing your excitement about Greenbuild and meet your fellow members of Generation Green now!

Check out the Generation Green video blog and submit your own videos: **www.greenbuildexpo.org/GenGreen**.



Join us on Facebook: RSVP and meet your fellow Greenbuild 2010 attendees today. Visit **www.facebook.com/USGreenBuildingCouncil** and find Greenbuild under the "Events" tab.



Add graphic buttons and banners to your blog or webpage: Visit **www.greenbuildexpo.org/outreach**.



Add #Greenbuild **Twitter** widgets to your blog or webpage: Visit **www.greenbuildexpo.org/Twitter**.

SEE WHAT'S NEW

Don't miss out on these new features at Greenbuild 2010:

- **Greenbuild Knowledge Bar**
- **Green Jobs Summit**
- **Social Networking Lounge**
- **Greenbuild Salons**
- **Affordable Housing Summit**

With the world's largest expo hall devoted to green building, Greenbuild 2010 is the place to go to **LEARN HOW GREEN CAN GROW YOUR BUSINESS.** This year's expo hall will feature more than 1,000 exhibiting companies showcasing the latest in innovative products and services.



GREENBUILD[®]
INTERNATIONAL CONFERENCE & EXPO
COME TO CHICAGO → NOVEMBER 17-19 2010