



Bass Fishing: My Six Degrees to Greenbuild

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Photo credit: Daniel Allen Photography

My first conference was the Bass Fishing Conference (probably not the formal name). I was in college and was supporting the Conferences division of Continuing Education. My boss told me a coworker met her husband at one of our conferences. At 18, I wasn't interested in a husband just yet but I did end up falling in love...with events.



Admittedly, events aren't for everyone. But, events are perfect for those of us who get energy from long days, networking, catching up with friends, and lots of parties and after parties. Tradeshow staffers fit this bill perfectly. While we may complain about our tough days, we secretly get a huge rush from staffing tradeshow booths.

For those of you coming to [Greenbuild 2012](#), whether you're [staffing a booth](#), walking the [expo floor](#), [attending sessions](#) or just want the swag, all I can say is: get ready for the rush.

With three halls, 1,000 exhibitors, and 30,000 Greenbuild attendees, that's a whole lot of energy! In two days, exhibitors will network with hundreds (or thousands!) of attendees. Companies on the expo floor represent the "who's who" of major players in the green building industry so you can't afford not to be there. And our team is making sure attendees know how to get to your booth with [new tools](#), including a mobile app and interactive wayfinders to guide attendees to exhibits and sessions, education programming and [important updates](#) on the NEW stages in each hall. Just writing this, I am already excited and feeling the energy!

I know, I know: enough about the work, tell us about the parties! For those of you who've been to Greenbuild, you're familiar with our opening party. We've listened to your feedback from previous years and agree that an opening party shouldn't happen the night before Greenbuild goes live (morning sessions and all), so we'll see you Wednesday night at [Happy Hour in the Hall: A Bay Area Bash](#). Join your colleagues in the expo to watch live local entertainment and experience all the great food and local beverages the Bay Area has to offer!

Greenbuild isn't just a conference, it's the perfect venue for global leaders, advocates, volunteers and supporters in the green industry to hit the expo floor and find out who's showcasing the most innovative products and technologies.

It's a time for us to come together and get that rush of catching up, making new friends, putting our party shoes on and remembering our passions.

I can't wait to see you @ Greenbuild.

Erin Sargent Knight
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 U.S. Green Building Council

Member employees, USGBC staff

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