



Takin' It to the Hole

Published on **21 Nov 2012**

Written by [Rick Fedrizzi](#) , [Rick Fedrizzi](#)

Posted in [Greenbuild](#)



As someone who used to watch a gutsy but undersized point guard named Kevin Johnson almost single-handedly take over an NBA basketball game with his take-charge style of play, it came as no surprise when for a few brief moments he completely took over the 2012 Leadership Luncheon.

As now mayor of Sacramento and the recipient of this year's Richard M. Daley Global Leadership Award, he seems bound and determined to make his city to green technology what L.A. is to movies. He's even got a name already picked out for the blossoming industry and the place he wants it to call home: the Emerald Valley.

And I wouldn't bet against him. After all, the guy's a tower of renewable energy all by himself.

I loved most, however, how Johnson detailed how the green movement is like basketball in three ways.

- One, just like basketball, the environmental movement is an ever-changing game and you never know what's going to happen next.
- Two, just like in the NBA, in the world of green if you don't pay attention you could get crushed.
- And three, more than anything else, each represents a license to be aggressive.

The guy they used to call "K.J." during his playing days, then led an impromptu cheer from all those in attendance that called to mind his former breakneck, drive-to-the-basket style of play (and, for that matter, his current brand of politics).

"Take it to the hole!" he shouted to us, followed by, "Go green!"

And, of course, when the response wasn't satisfactory, he repeated his cry, this time a little louder: "Take it to the hole! Go green!"

Then finally a third time, this time to a much more receptive and boisterous audience: "TAKE IT TO THE HOLE....GO GREEN!" By the end, we were all cheering. And for just that one moment, it like it was Game Seven of the NBA finals.

Like I said, don't bet against the guy.



Rick Fedrizzi

President, CEO & Founding Chairman





U.S. Green Building Council

Member employees, USGBC staff, USGBC board

0 comments

[Leave a comment](#)

Leave a comment

Don't have an account? [Create one](#)

You must be signed in to leave a comment.

Email

Password

SIGN IN