

Panel Discussion:

SMPS

Society for Marketing
Professional Services
South Florida

Sustainability and Alternative Energy

Retrofitting
the built
environment

March 16, 2011

Hilton Fort Lauderdale Airport Hotel
1870 Griffin Road, Fort Lauderdale | 954-920-3300

This month's event is sponsored by:



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Contact (954) 585-4226 MacKenzie Ross-Fidler - Email: mfidler@balfourbeattyus.com

Sustainability and Alternative Energy

Wednesday, March 16, 2011

The New Construction Market is in the trough of the business cycle. For the next few years, the design and construction market will be largely involved in the renovation and upgrade of the Existing Building Market. The Federal Government, USGBC and others are focused on reducing energy consumption as a means to improve our national asset value, ROI for private building owners, and reduced dependence on environmentally sensitive sources. To affect this cultural change, the government is unveiling new legislation and utility companies are offering incentives to change the national energy consumption culture. Come learn about this market and how design and construction firms can bring this knowledge base to their clients who are renovating their existing inventory.



- **Brian Lomel, PE, LEED AP, Principal** — TLC - Moderator
- **John Scott, Director of Client Solutions** — Cushman and Wakefield
- **Joshua Heald, CEO** — Perenni Capital
- **Steve Kaufman, Director of Renewable Energy Services** — Kaufman Lynn
- **Chris MacDonald, Renewable Energy Div., Business Development Manager** — Hypower
- **John M. Cal, Assistant Vice President, Facilities Management** — FIU

11:30 – 1:30 pm | Hilton Fort Lauderdale Airport Hotel

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SMPS Members: \$35, Non-Members: \$45; Late Registration: \$60

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