

REGISTER TODAY

A SUSTAINABLE FUTURE FOR REAL ESTATE DEVELOPMENT

Wednesday October 22, 2008

8:00 AM – 1:15 PM

Hotel DeAnza

233 W. Santa Clara Street, San Jose, California

418.286.1000

Registration Fee: \$85

Registration fee includes seminar materials, continental breakfast, roundtable discussion/luncheon

Hosts:

URS

BERLINER • COHEN

URS Corporation, a worldwide engineering, construction and technical services firm, and Berliner Cohen, a leading San Jose law firm, are pleased to bring together sustainability experts in the real estate development environment in this timely program.

The program will focus on the benefits of incorporating sustainability into real estate development and will cover the full process from development and planning to site selection, design and construction.

TO REGISTER

Email registration: martha.casey@berliner.com to register for the seminar. Include attendee name(s), company, and contact information. Follow the "Payment of Registration Fee" instructions below.

Telephone registration: Please call 408.938.2449, and leave attendee name(s), company, and contact information. Follow the "Payment of Registration Fee" instructions below.

Payment of Registration Fee: \$85 per person

Following your email or telephone registration, please remit your check (payable to Berliner Cohen) for \$85 per person to:

M. Casey
Berliner Cohen
Ten Almaden Blvd., 11th Floor
San Jose, CA 95113

Registration deadline: Registration and payment are due on or before 5:00 PM, Friday, October 17, 2008. Space is limited, so please register early.

PROGRAM

8:00 AM: Registration and continental breakfast

8:30 AM – 12:15 PM:

Session 1: Planning and Permitting

“The Economy of the Industry” – *Marta Borsanyi, The Concord Group*

“Regulatory Environment for Sustainable Residential and Commercial Development” – *Linda J. Lezotte, Berliner Cohen*

“Sustainable Land Use Planning – The SACOG Blueprint” – *Martin Tuttle, Former Executive Director, Sacramento Area Council of Governments*

Session 2: Design

“Green Building in San Francisco” – *Mark Palmer, City of San Francisco, Department of the Environment*

“Implementing Sustainability into Your Building Project” – *Tom Sweet, URS Corporation, Program Manager for the City of San Francisco Green Building Contract*

“Sustainability in San Jose” – *Michelle Stahlhut, City of San Jose Planning Department*

Session 3: Construction

“LEED in the Trenches: What's Working and What's Not” – *Lynn N. Simon, Simon & Associates, Inc.*

“In Real Time – A Case Study for Sustainability Success” – *Kirstie Moore, Sonoma Mountain Village*

“Making the Business Case for Sustainability” – *Grant French, Swinerton Builders*

12:15 PM – 1:15 PM: Roundtable luncheon with presenters, Q&A

1:30 PM: Seminar concludes

PRESENTERS

Marta Borsanyi, *Principal and Founder, The Concord Group*; over 35 years of real estate development, marketing and financial experience; led market and financial analyses for residential, retail, hospitality, gaming and commercial clients nationwide; specific areas of focus include master-planned communities, highest and best programming on large mixed-use projects and festive retail development.

Grant French, *Corporate Sustainability Manager, Swinerton Builders*; provides data and intelligence to the company to support the successful pursuit and execution of Green and LEED projects; provides input in the RFQ and Proposal Process for Green/LEED Projects; serves as a Green resource throughout project delivery; initiates and manages internal sustainability programs, including job-specific and LEED Accreditation Green Training Programs.

Linda J. LeZotte, *Of Counsel, Berliner Cohen*; practices in the areas of land use, environmental and municipal law and corporate development; San Jose City Council member for eight years leading the green building policy discussion; San Jose Planning Commissioner for six years; serves on the Cities Association Green Building Collaborative and the Advisory Board of Sustainable Silicon Valley; Chair of the Joint Venture Silicon Valley Sustainable Buildings Initiative; practiced for three decades in the areas of corporate, partnership and estate planning law prior to public service.

Kirstie Moore, *Sustainability Manager, Sonoma Mountain Village*; Ms. Moore joined Codding Enterprises in 2007 as Sustainability Project Manager after a successful career in the West Coast Development Industry. Ms Moore is responsible for assisting the company's transition into deeply sustainable development projects and the implementation of high performance procedures and best management practices. Ms Moore is also an accomplished public speaker and presenter and shares the responsibility with The Chief Sustainability Officer for the Statewide presentation of The Sonoma Mountain Village One Planet Community that will be the Flagship of Codding's future Development Division.

Mark Palmer, *Municipal Green Building Coordinator, San Francisco Department of the Environment*; chairs San Francisco's Resource Efficient Building Task Force; develops policies and building codes to improve the environmental performance of City buildings; directs a green building training program for city design professionals; oversees multiple projects in design and construction to ensure compliance with the City's LEED® Silver standard.

Lynn N. Simon, *President, Simon & Associates, Inc.*; consults on LEED certified projects (including some of the earliest projects to achieve LEED certification in California); green building pioneer and leading authority in the industry; Boards of Directors of building industry organizations (including AIA San Francisco Chapter Board, U.S. Green Building Council Board), served on U.S. Green Building Council's Governance Committee, currently Chair of the Curriculum Committee; LEED faculty member; LEED Accredited Professional.

Michelle Stahlhut, *Green Building Planner, City of San Jose Planning Department*; leading the Department of Planning, Building, and Code Enforcement's effort to development a green building policy for private sector development; member of the American Institute of Certified Planners; LEED Accredited Professional; Certified Green Building Professional.

Tom Sweet, *URS Corporation Program Manager, City of San Francisco Green Building Contract*; 24 years experience in civil and environmental engineering; focuses on utility infrastructure evaluation and design, with an emphasis on integrating sustainable features into reuse of existing facilities; sustainable design services projects include the University of California, San Francisco Public Utilities Commission, San Francisco Department of Public Works, Port of San Francisco.

Martin Tuttle, *URS Corporation*; recently joined URS after three years with New Faze Development as vice president for developing and maintaining strategic growth plan and overseeing project approval for all developments; previously served as Executive Director for SACOG; honored by the Sacramento Business Journal as one of the region's 20 most influential people; managed Solano Transportation Authority; served for 13 years as top aide to former California Assembly Majority Leader Tom Hannigan.