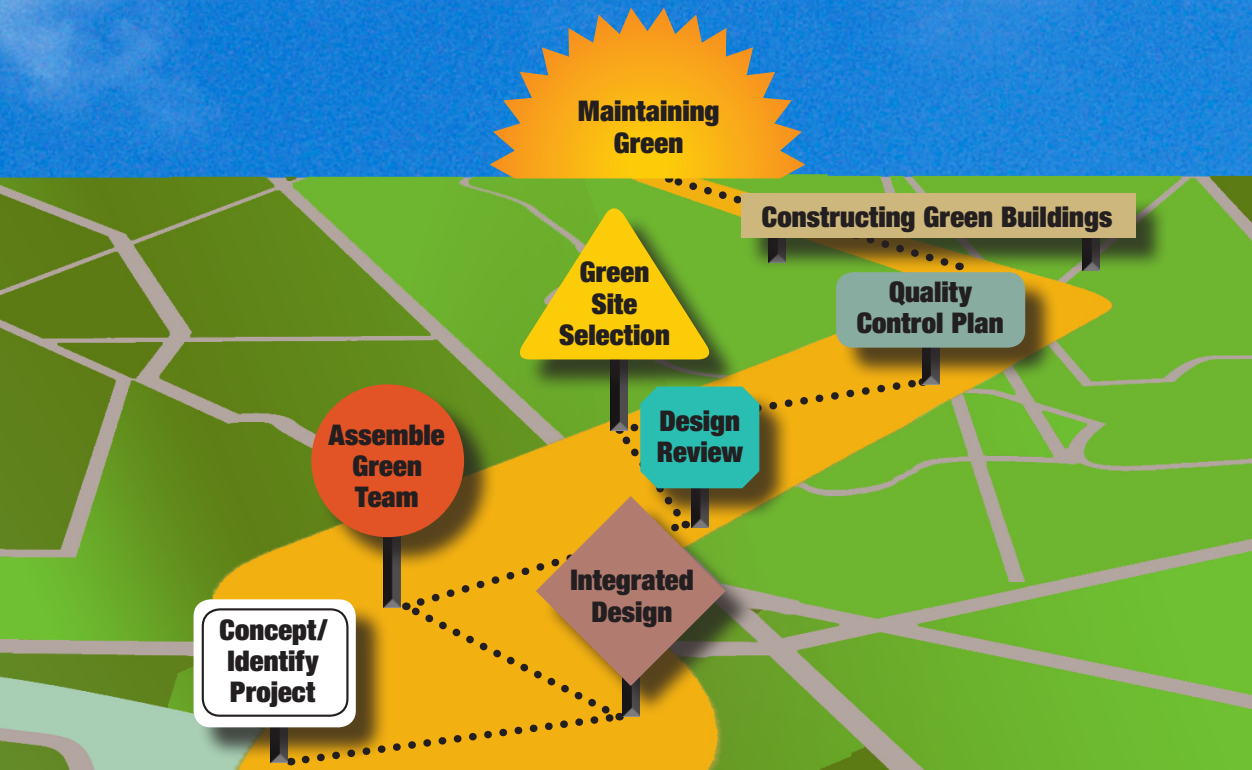


# GREENING YOUR ROADMAP TO SUCCEED IN A CHANGING LANDSCAPE

In today's economy, you can't afford NOT to go green!



**NeighborWorks® America Training Institute Symposium**

**NEW!**

Monday and  
Tuesday one-day green  
clinics – learn the latest about  
green building, green property  
management, financing,  
and business from  
experts in  
the field.

**Phoenix, Arizona**

**May 6, 2009**

**[www.nw.org/training](http://www.nw.org/training)**

**Symposium Cost: \$235** (includes materials, plenary session,  
workshops and keynote luncheon). Additional cost for clinics.

**SYMPOSIUM SUPPORTER**



**SUPPORTING PARTNER**



**NeighborWorks®  
Training  
Institute**





*Architect/Photographer: Mostue and Associates,  
Developer CNAHS/HRI*

**Join your colleagues and experience the best discussions and the latest ideas in green building, green property management, and green economy!**

**The following people will be particularly interested in this symposium and affiliated Monday and Tuesday day-long clinics:**

- » **Board Members**
- » **Executive Directors**
- » **Chief Operating Officers**
- » **Chief Financial Officers**
- » **Construction Managers**
- » **Government Officials**
- » **Project Managers**
- » **Rehab Specialists**
- » **Property Managers**
- » **Resident Managers**

**Join us in Phoenix, AZ, May 4th, 5th and 6th 2009!** Learn how greening your organization, green economic opportunities and cost-effective green building and property management methods are essential to surviving and thriving in the current economy. In-depth topical clinics on Monday and Tuesday lead into the Wednesday Symposium featuring leading experts and timely discussion of the latest ideas in green building. Get the tools you will need to succeed in this time of change.

Join green building and green economy experts as they provide you with tools for planning your organization's roadmap for making green core to all you currently do and for identifying pathways to new green economic possibilities. The symposium and clinics will offer attendees a clear path to understanding green principles and integrating those principles into the work they do – be it building, retrofitting, community improvement, or managing their businesses. In these tough times, green is not optional. Going green saves money through organization efficiencies and creates new business and economic opportunities. This symposium will also deliver metrics you can use to evaluate your successes. Explore how emerging policy provides business opportunities, learn from others' experience and receive practical guidance to use as you define your own roadmap. There is no better time to integrate green into your organization's strategic planning and reap the benefits of making green a core part of everything you do.

## SPECIAL ONE-DAY SYMPOSIUM-RELATED CLINICS:

### Monday Clinics

#### **CP270 CHARTING YOUR GREEN CERTIFICATION ROADMAP**

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Green building programs and standards are a great resource for greening your projects. Whether applying the programs' green principles to an individual project or to organizational construction and management processes, you will find programs provide the support and structure needed to achieve green standards on a consistent basis. Certification through green building programs provides risk management, independent verification and quality assurance. Choosing the right rating system(s) for your roadmap is critical and will be based on your green goals and desired outcomes. Join us as experts in leading green building programs, including LEED for Home, Enterprise Green Communities, NAHB Green and ENERGY STAR, outline the roadmap to certification. Participants attending the clinic will be able to integrate green building certification into their green roadmap as a tool towards sustainability. *(Repeated Tuesday)*

#### **CP271 IDENTIFYING FINANCIAL RESOURCES FOR YOUR GREEN ROADMAP**

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Where can you look for funding when your new green initiatives need new resources? This clinic will offer expert advice on using federal tax incentives for advanced energy conservation and renewable energy and on finding state conservation and renewable energy grants. Funding opportunities for green building and green business development from NeighborWorks®, Enterprise Community Partners, LISC and foundations will be presented and discussed. In addition we will evaluate new green funding options in existing federal and state programs such as *Mark to Market*.

#### **CP272 BUILDING A NONPROFIT BUSINESS AROUND DECONSTRUCTION AND BUILDING MATERIALS REUSE**

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Building materials reuse centers are a local community response to the challenge of construction and demolition debris. They can also help build the local economy. These centers receive donations of salvaged building materials and resell them at deeply discounted prices; they often also provide deconstruct services — an alternative to building demolition. Our United Villages and The Rebuilding Center, in Portland, Oregon, do exactly that, diverting 8 tons of building materials from the landfill every day and earning \$3 million in revenues that create local jobs and support the community. Learn from Assistant Director Chris Bekemeier how you could do the same in your own community. See the concept in action during a site visit to Stardust Building Supplies in Phoenix.

To register for the clinics or the other green courses, write the course number and tuition for each in the appropriate boxes on the registration page. Clinic tuition is \$240 each.

### Tuesday Clinics

#### **CP270B CHARTING YOUR GREEN CERTIFICATION ROADMAP**

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*(Repeated from Monday)*

#### **CP273 ENERGY MANAGEMENT PLANNING FOR YOUR MULTIFAMILY PORTFOLIO**

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If you're overwhelmed by rapidly changing energy and water costs in your existing rental portfolio and don't know where to start thinking about how to reduce costs, this one-day clinic is for you. The clinic will offer simple methods for effective utility information analysis, present many low-cost strategies for reducing consumption and costs, and provide templates for an energy planning process and energy management plan. At the end of the day you will leave with tools and confidence to gain control of your utility costs.

#### **CP274 HELPING HOMEOWNERS AND RESIDENTS TO MAINTAIN A GREEN AND HEALTHY HOME**

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If you are a homeownership counselor or work with residents of rental properties, this workshop will provide practical tools and easy-to-understand information for families on how to maintain a healthy living environment and how to apply green principles in their daily lives. Join us for a combination of discussion and exercises that will offer valuable methods for you to communicate to clients how to save energy, save water and address health hazards such as asthma-related triggers, mold and pests. The lessons learned from this workshop can help families and children live healthier lives, reduce their environmental impact and save money through reduced utility bills.

**Plus two free afternoon workshops on Monday and Tuesday:**

**Tap into the \$5 Billion Stimulus Package Energy Retrofit Funding for Weatherization, and Other DOE Programs**

**Green Materials and Methods**

**Also note these green-focused courses that can lead to a professional certificate:**

**Monday/Tuesday**

**CP240 Greening Housing Rehab**

**Thursday/Friday**

**CB260 Taking Green Action in Your Community**

**CP241 Residential Green Building**

**CP243 Building Healthy Homes**

**ML230 Greening Your Nonprofit Organization**

## LEARN FROM THE EXPERTS

Don't miss this opportunity to learn the keys to economic success for going green from urban and rural practitioners and experts from across the country.

### FEATURED SPEAKERS



**Gail Vittori** is CoDirector of the Center for Maximum Potential Building Systems, a non profit sustainable planning and design firm established in 1975, located in Austin, Texas. She is currently engaged with several municipal, state and federal initiatives and projects regarding sustainable development, design and materials strategies. Ms. Vittori was responsible for developing the original framework for the Austin Green Building Program.



**Bill Shutkin** is Chair in Sustainable Development and Director of the Initiative for Development and Sustainability at the Leeds School of Business at the University of Colorado Boulder. He's also a Partner of the Innovation Network for Communities and a Research Affiliate at MIT. An attorney, educator, writer and entrepreneur, his work explores an expansive terrain, from sustainability to social innovation, urban planning to economic development, green design to global warming. Bill has lectured and consulted around the world on the ideas and innovations guiding us to a prosperous future and is the author of the award-winning book, *The Land That Could Be: Environmentalism and Democracy in the Twenty-First Century*, and *A Republic of Trees: Field Notes on People, Place, and the Planet*. David Brower described Bill as "an environmental visionary creating solutions to today's problems with a passion that would make John Muir and Martin Luther King equally proud."



**Dana Bourland** is Senior Director of Green Communities for Enterprise Community Partners. She directs all aspects of Green Communities, including strategic planning and program development; planning and construction grants; technical assistance and training support; research and evaluation; and public policy advocacy.



Green Building Programs.

**Walker Wells**, AICP, is director of the Resource Efficiency and Sustainable Communities Program for Global Green USA. He is editor and co-author of the 2007 book *Blueprint for Greening Affordable Housing* and the 2006 publication *Creating Successful*

## Wednesday Symposium Agenda

### 8:30AM » WELCOME AND OPENING REMARKS

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*Eileen Fitzgerald, Chief Operating Officer, NeighborWorks® America*  
*Karl Bren, Moderator*

### 8:45AM » KEY NOTE

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*Gail Vittori, US Green Building Council*

Ms. Vittori firmly believes that affordable housing can't afford not to go green. Her keynote address will highlight how green building practices offer a path to economic and environmental sustainability for community development organizations, and how the U.S. Green Building Council is committed to making affordable housing affordably green.

### 9:15AM » FOLLOWING THE GREEN ROADMAP TO DELIVER VALUE AND ECONOMIC ADVANTAGE

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*Moderator: Tom Deyo, NeighborWorks® America*

*Panelists: Dana Bourland, Enterprise Foundation and Kelsey Mullen, USGBC*  
National green program leaders explain how setting green goals, using integrated design and selecting the right team can set you on the road to success.

### 10:30AM » REALIZING YOUR GREEN GOALS

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*Moderator: Dana Bourland, Enterprise Foundation*

*Panelists: Carlton Brown, Chief Operating Officer, Full Spectrum*  
*MaryAnn Shanley, Mercy Housing, Chicago and Betty Tamm, Umpqua CDC, Roseburg, OR*

Experienced practitioners tell all: How going green transformed their projects and their organizations and what it took to get there.

### 11:30AM » SYMPOSIUM LUNCHEON

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*Ken Wade, Chief Executive Officer, NeighborWorks® America*

*Featuring Luncheon Speaker: Bill Shutkin, Chair, Sustainable Development and Director, Initiative for Sustainable Development, Leeds School of Business, University of Colorado at Boulder*

### 1:00PM » FOCUSING ON ROADMAP PRINCIPLES

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Break out sessions include:

- » Assuring Economic Return: Aligning Standards, Goals, and Budgets
- » Leveraging Principles of Smart Growth for Green Gains
- » Getting the Right Result: Managing Contractors and Verifying Outcomes

### 2:45PM » ON THE ROADMAP TO SUCCESS

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*Moderator: Walker Wells, Global Green USA*

*Panelists: Jerry Anderson, Associate Deputy Assistant Director, U.S. Department of Housing and Urban Development, Office of Affordable Housing Preservation, Trisha Miller, Enterprise Green Communities and Jennifer Somers, Program Officer, Bay Area LIISC Green Connection Program*

Achieving success requires making the right calls around costs, tradeoffs, and economic benefits for developers and occupants of incorporating green initiatives. Learn how the Department of Housing and Urban Development and the Enterprise Foundation are looking at these issues and the data they are gathering for to evaluate costs and benefits.

### 4:00PM » ADJOURN

# Registration Form

## SYMPOSIUM

### Greening Your Roadmap to Succeed in a Changing Landscape

Wednesday, May 6, 2009  
Phoenix, AZ

**Pre-registration deadline:**  
April 13, 2009

**Onsite registration begins**  
May 3, 2009

**Symposium Fee: \$235**  
**Clinic Fee: \$240**  
**plus registration fee**

Register online at [www.nw.org/onlineereg](http://www.nw.org/onlineereg) or return this form and registration fee to:

NeighborWorks® America  
Training Division, Dept 167  
Washington, DC 20005-0167  
Or fax it to (202) 376-2168  
with credit card information

### ACCOMMODATION/HOTEL INFO

A number of sleeping rooms are available for participants on a first-come, first-serve basis at the special rate of \$169 single or \$189 double plus 12.27% city tax. Call the Sheraton Phoenix Downtown, the Hyatt Regency Phoenix, and the Wyndham Phoenix directly to make your reservation and be sure to mention you are attending the NeighborWorks® Training Institute.

For additional hotel accommodations, please visit us online at [www.nw.org/training](http://www.nw.org/training) and click on the NeighborWorks® Training Institute in Phoenix.

### REFUND/CANCELLATION POLICY

For the training institute refund/cancellation/substitution policy, visit [www.nw.org/training](http://www.nw.org/training).

Mr./Ms. \_\_\_\_\_  
Name Badge Preference \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (day) \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_

Check if you do NOT wish to receive e-mail from us regarding training institute events and programs.  
 Check if you have special needs addressed by the Americans with Disabilities Act. Please specify \_\_\_\_\_

Check if you have attended a NeighborWorks® Training Institute

### Which of the following best describes your organization?

Community-based development organization  Government agency  Financial institution  
 Faith-based organization  Tribal government or nonprofit

### How long have you been in your current position?

Less than 1 year or have not yet started in position  1-2 years  3-4 years  5 or more years

### Are you enrolled in the NeighborWorks® Professional Certificate Program? Yes No

If yes, which one? \_\_\_\_\_

### Which of the following best describes your race? Please choose all that apply.

American Indian or Alaska Native  Asian  Black or African-American  White  
 Hispanic or Latino  Native Hawaiian or Other Pacific Islander  Other \_\_\_\_\_

### COURSES REQUESTED (To see the full list of course offerings for the week, please visit [www.nw.org/training](http://www.nw.org/training).)

Use both course/clinic letters and numbers, and include the course/clinic tuition.

	Monday	Tuesday	Wednesday	Thursday	Friday	Tuition Total
Course Code	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	= \$ _____
Tuition	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

Nonrefundable/nontransferable/registration fee \$ **100.00**

Early-Bird Registration Discount  
(deduct \$50 if form is submitted by April 13) \$ \_\_\_\_\_

### Payment must accompany your registration form.

**Faxed registrations must include credit card information and authorized signature. See payment policy.**

**Total Balance Due \$ \_\_\_\_\_**

**Check if you qualify for the Southern New Hampshire University tuition rate. (Proof of program enrollment must accompany this form.)**

### PAYMENT INFORMATION

Check enclosed (payable to NeighborWorks® America). Check number \_\_\_\_\_

Visa  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Name as it appears on card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Fax registration with credit card information to: **(202) 376-2168**

### OR

Mail registration and payment to: NeighborWorks® Training Institute,  
Dept. 167 Washington, DC 20055-0167 (This is a P.O. Box and cannot receive Fed Ex shipments)

On occasion, NeighborWorks® Training Institute shares your name and address with other organizations that are involved in nonprofit management and community development so that they may send you information about other products and services that may be of interest to you. If you are not interested in having us share your name, address, telephone number, fax number and e-mail address with such organizations, please check the circle to the left of this disclosure statement. Rest assured that NeighborWorks® Training Institute honors your privacy and respects your wishes.

**For more information, please call (800) 438-5547 or (202) 220-2454, or e-mail [nti@nw.org](mailto:nti@nw.org).**



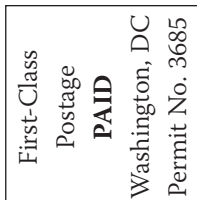


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## PARTNERS

Alliance for Healthy Homes  
Build It Green  
Enterprise Community Partners  
Environmental Protection Agency  
Smart Growth  
ENERGY STAR  
Global Green  
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Local Initiatives Support Corporation  
National Association of Homebuilders  
National Center for Healthy Housing  
National Housing Trust  
Resnet  
Scottsdale Green Building Program  
Southface  
Stewards for Affordable Housing  
US Green Building Council

**NeighborWorks®  
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[www.nw.org/training](http://www.nw.org/training)



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[www.nw.org/training](http://www.nw.org/training)  
E-mail: [NTI@nw.org](mailto:NTI@nw.org)

## NeighborWorks® America

NeighborWorks® America creates opportunities for people to improve their lives and strengthen their communities by providing access to homeownership and to safe and affordable rental housing. Since 1991, we have assisted nearly 1.2 million low- to moderate-income families with their housing needs. Much of our success is achieved through our support of the NeighborWorks® network more than 230 community development organizations working in more than 4,400 urban, suburban and rural communities in all 50 states, the District of Columbia and Puerto Rico. In the last five years, NeighborWorks® organizations have generated more than \$15 billion in reinvestment in these communities. NeighborWorks® America is the nation's leading trainer of community development and affordable housing professionals.

## NeighborWorks® Training Division



Since 1988, NeighborWorks® America's Training Division has provided intensive core and specialized education and training in community development through its NeighborWorks® Training Institute to more than 25,000 professionals, including practitioners, board members, policymakers, public officials, lenders, developers, consultants, nonprofit directors, community organizers, project managers, nonprofit staff, novice and well-seasoned professionals, rural and urban dwellers, leaders, activists, innovators, and achievers from every part of this country.