Managing the Real and Perceived Risks in Energy Markets

April 27-29, 2005
Marriott Evergreen Conference Center
Stone Mountain Park, Georgia

Why choose sustainability?

Presented by:

Jeff Ross-Bain, PE, LEED
Smith Dalia Architects
Society

- Growing Awareness
- Media coverage
- Advertising
- Products
Science / Engineering / Architecture

- Publications
- Renewable Energy
- Building Science
- Climate change
- Federal Labs
- Industry
Facts (look around)

- Air pollution
- Water pollution
- Sprawl
- Waste
- Population growth
- China
- Increased energy use
- Melting glaciers
Governmental

- Kyoto Protocol
- Montreal Protocol
- Energy Star
- Energy Codes
- Government Initiatives
  - Million Solar Roofs
  - Energy Smart Schools
  - FEMP
- Local Incentives
Current Leaders in Sustainable Design

- USGBC (the LEED™ Rating System)
- Universities
- Government Buildings
- Military
- Owner / Occupier
Industry

- AIA
- USGBC
- ASHRAE
- AEE
- Manufacturers
- Utilities
- Advocacy groups
- Many, many others
Bottom Line Reasons

- Economic Sense
- Marketing
- Quality
- Lower Bills
- Increased Personnel Performance
- Building Value
- “Right” thing to do

LaFrance Lofts
Atlanta, GA
Questions?