



RealGreen Mid-Atlantic Conference and Expo 2010

Washington, DC

June 21-23, 2010

National Capital Region

Call for Session Proposals

Proposal Deadline: Sunday, November 15, 2009 (5 p.m. EST)

Visit www.usgbcncr.org for more information

The U.S. Green Building Council, National Capital Region Chapter presents an extraordinary opportunity for sustainability education through its RealGreen Mid-Atlantic Conference and Expo, to be held June 21-23, 2010, in Washington, DC. RealGreen 2010 will highlight sessions focusing on real progress and real solutions to environmental concerns that our industries face every day.

The RealGreen Programs Committee is accepting proposals for topics and presenters for the 2010 conference. Due to its location and commitment to regional sustainability topics and markets, competition for the limited time slots is anticipated to be keen. Independent reviewers will be looking for the best of the best among the abstracts before recommendations are given to the Program Committee for final selection.

How to Submit

All proposals must be submitted online by going to the following link:

[RealGreen Mid-Atlantic Conference and Expo 2010 Session Submission Site](#)

You may begin the submission process and return to your saved proposal any time up until the submission deadline. Faxed or mailed proposals will not be accepted

Schedule

10/20/09 Call for Session proposals is released October 20, 2009

11/15/09 Deadline to submit session proposals is November 15, 2009 (5 p.m. EST)

2/1/10 The review process will be completed and notification sent to all proposers on or before February 1, 2010.

Scoring System

All session proposals will be reviewed and scored by a team of outside reviewers, using a 20-point scale. These rankings will be used by the RealGreen Program Committee to select presenters and sessions for the final program.

Reviewers will score proposals on set criteria that include all of the following:

| <i>Value</i> | <i>Criteria</i> |
|----------------|---|
| 4 points | offer new and innovative content |
| 5 points | address issues unique to our region or that will have an impact on regional issues |
| Up to 6 points | diverse topics that address multiple program topics and attract diverse audiences (1.5 for every cross-over topic demonstrated beyond the minimum 3. |
| 3 points | topics that contribute to the diversity of the conference offerings in terms of level of session, presentation style, presenter experience, and/or professional perspective |
| 2 points | topic relevant experience of presenters |

You will be asked to describe how your presentation will reinforce the conference theme and how the topic addresses concerns for three or more of the listed topics.

Program Policies

The program committee strives to make the selection as fair as possible and to provide the most relevant content, and learning experiences through the educational program. The following program policies will apply:

- Members of any of the RealGreen Conference committees are allowed to submit abstracts for consideration, but will not be given any preference in the selection process. In addition, submitters are required to recuse themselves from any direct review of their submission(s), discussions of their submission(s) in committee, or vote for final selection of their submission to determine whether the submission will be included in the final program selection.
- No preference will be given to the USGBC NCR Board of Directors or people directly under their employ.
- If submission is accepted for the RealGreen Conference, presenters will have no more than 3 weeks to accept invitation or risk forfeiting offered opening.
- Content is expected to be original and not to have been presented at any other national or regional conference unless substantive changes have been made specifically for the RealGreen 2010 conference.
- No individual will be permitted to present more than once.
- Any individual can only be proposed as a presenter in a maximum of two submissions.
- No firm/institution/organization will be allowed to present more than twice.
- Accepted presenters who are not able to attend must notify RealGreen staff immediately. Replacement presenters may be suggested but must be approved by the program committee. The program committee reserves the right to modify or cancel any session based on a change in presenter.
- If a presenter's professional affiliation changes, RealGreen staff must be notified. The Program Committee reserves the right to change presenters based on change of professional affiliation.
- PowerPoint presentations will be uploaded onsite in Washington, DC one day prior to the presentation, and may be included in the conference proceedings.
- All presenters must register and pay to attend the conference. Presenters are awarded a \$100 discount off the full-conference registration price in appreciation of their contribution to the success of the RealGreen conference.

Immediately following the close of submission site, all proposed presenters will be sent an email, asking each person to affirm that they understand and will abide by the above policies.

Moderators are independently selected and are not confined by the above policies.

Definition of Theme

RealGreen Mid-Atlantic is an opportunity to participate in a practical and inclusive conversation and debate about what sustainability means in the Mid-Atlantic and about how to continue the region's shift to a greener built environment. Explore real solutions and real innovations that are impacting our professions, or soon will. The conversation will focus on the region's unique strength as a center of national and global importance in areas such as federal and local policy, higher education, green jobs, healthcare, and innovation in residential, commercial and governmental development and redevelopment.

During the submittal process, submitters will be asked to explain how the proposed session will reinforce the conference theme.

Suggested Presentation Topics

The Program Committee's goal is to select or develop sessions that are cross-disciplinary, bringing together diverse groups who rarely learn together. Although the conference program will not be presented in specific conventional tracks, the sessions will be selected based on their relevance to the seven core topics listed below. To promote diversity in session attendance and a greater cross germination of ideas, all presentations must also show that their submission is pertinent or directly related to a minimum of two additional topics on this list.

During the application process, you will be asked to indicate which of the following topics best describes your presentation and which two or more cross-over topics are reflected as well.

Commercial Topics

The Commercial real estate and development market has become a major player in making our region a leader in sustainable design and operations. It has also shown to be a benchmark for other markets in the development and implementation of economically sound energy policies and design innovations, as well as financing tools from tax laws to green leases. Speakers are encouraged to develop topical presentations as well as case studies, panel discussions, and workshops to make their points as well as to encourage diverse stakeholder participation. Suggested topics include, but are not limited to:

- Energy audits and ongoing energy reporting
- The role of renewable energy in today's commercial market
- The cost of going green and how it fits into the commercial economy
- The process of pursuing sustainable design in new construction and the retrofit of existing buildings
- Current trends in environmental design and finding the next "big things" in commercial development – defining standards of quality
- Pursuing innovative approaches to define future standards for green building practices
- Utilizing financial incentives such as tax incentives and rebates
- Encouraging tenants to follow the Green Building owner's lead to manage and maintain their leased space according to LEED EBO&M
- Developing effective green leases and financing plans

Potential Debate Topics:

- The value of green commercial buildings
- Balancing financial investment and risk with environmental concerns

Education Topics

Studies have long shown the positive values of sustainable design solutions in our educational facilities. Governments and private institutions have seen this as an opportunity to promote notions of environmental health and optimal learning environments with the added benefit of reducing operations costs as their budgets continue to shrink. As a result, these projects have become leading examples of innovative solutions and truly holistic efforts. We are seeking presentations and discussion panels that address the role of LEED for Schools and associated standards as tools in promoting better design and construction practices. Suggested topics include, but are not limited to:

- Implementation of LEED for Schools in both new construction and modernization projects
- Educational opportunities associated with the development of green schools
- Developing green building research opportunities at local universities
- The impact of sustainable strategies on the learning environment
- Characteristics and solutions unique to: early childcare facilities, K-12 facilities, and higher educational facilities
- Economic considerations in pursuing sustainable solutions and Financing options and innovations for green educational facilities
- Life-cycle and long-term operational considerations and the role they play in design and construction
- The USGBC's 50 for 50 Green Schools Caucus Initiative

Potential Debate Topics:

- Recycling existing buildings vs. new construction
- Appropriateness or accuracy of commonly accepted metrics on building and student performance in green schools

Existing Building Topics

LEED for Existing Buildings, Operations and Maintenance is the next frontier for the green building movement. Existing buildings represent over 95% of all buildings and are underrepresented in the green building movement. Speakers are suggested to explore the reasons why and offer real-world examples of tools to green their buildings. Please note that preference will be given to projects that in process or are completed. Suggested topics include, but are not limited to:

- LEED EBO&M – the good, the bad and the difficult
- Multi family residential and LEED EBO&M
- Measuring and verifying energy and water use in buildings what are the right metrics
- Implementing an energy conservation program and Energy Service Contracting (Real world implementation)
- Transitioning from LEED NC to EBO&M
- Sustainable Operations at the local and federal government level
- Effective processes for successful LEED EBO&M planning and implementation

Potential Debate Topics:

- Existing Buildings - renovate or replace
- Is LEED EBO&M effective? Can it be applied in all buildings?
- How can Government legislation help reduce building carbon footprints?

Governmental Topics

Governments at all levels (federal, state, and local) are leading by example by building public buildings to LEED standards and drive the market through their own projects as well as through the incentives and mandatory programs they establish for private development. Marketing

public programs is critical, as is the development of clear and forward thinking policies. Suggested topics include, but are not limited to:

- How to win government contracts
- Local, Regional and Federal trends in Green Building – Where are the successes and where are the failures
- Energy and carbon targets - 2012, 2020, 2030, 2050 and beyond
- New media tools: Facebook, Twitter, GovLoop, Web 2.0
- Defining the green goal - How to set your goals and achieve them!
- Governments driving energy efficiency in homes and businesses

Potential Debate Topics:

- Legal Ramifications of Green Building Requirements
- The impacts of Green Building policy on new and existing Government facilities

Healthcare Topics

To break down the barriers between sustainability and the regulated, controlled world of healthcare design, this conference seeks proposals that encourage dialog, present unique solutions and close the gap between design and operations. With healthcare costs soaring, reform hotly debated and Hospitals the second largest consumer of energy in the economy, reducing this sector's environmental footprint while reducing costs is a timely subject. We are seeking presentations and discussion panels that demonstrate broad appeal and represent hot topics from both sides of any issue. Suggested topics include, but are not limited to:

- Mechanical design strategies for co-generation, displacement ventilation, process water use and reduction
- Evidence based design and the research behind sustainable Healthcare
- Economic justifications for sustainable design and facility operations
- Exploration of Healthcare regulations and policies and design concepts complimentary with sustainable buildings and operations
- Sustainable renovation and long-term operations of existing facilities
- The regional forces that impact policies as well as economic considerations
- Do healthier health buildings produce healthier people?

Potential Debate Topics:

- Inherent conflicts and synergies between traditional Healthcare needs and sustainable solutions
- Vinyl and PVC – right or wrong?
- The level of regulatory oversight required in greening the industry

Policy Topics

The public sector has taken a leadership role in promoting sustainability, and government policies and regulations continue to be a primary driving force behind the market. While there is evidence that shows that Government incentives and mandates are generally having positive effects, some argue that they are unnecessary and burdensome, while others feel that more can be done through voluntary means. Speakers are suggested to explore the development and effectiveness of sustainability policies at the community, regional, state and federal levels with a specific focus on green building practices. Suggested topics include, but are not limited to:

- Energy policy and implementation: explore capacity issues, the role of Energy Star in current and future policies, Energy Independence Districts

- The development, implementation and enforcement of Green Building policy strategies – lessons learned
- The roles of Government and private industry in creating and training a green workforce and transforming existing business practices
- The role of intergovernmental partnerships such as between the Sustainable Communities Partnership and HUD/EPA/DOT
- Land use, water use, and pollution control policies
- The role of codes in promoting best green building practice
- Regional efforts to promote reduced vehicular use and the development of expanded mass transportation systems
- Overcoming regulatory barriers to green building
- Linking sustainable policies beyond the built environment
- Green building liability and legal issues

Potential Debate Topics:

- The pros and cons of regulating Greenhouse gases, how they are regulated and whether regulation is even required
- How critical is the need to promote energy independence and the development of renewable energy sources? What are the true implications of our decisions?
- What is the value of green building rating systems and the organizations that run them? What will their roles be in the future if they become mandatory and/or industry standard and it's no longer a competitive advantage for builders or a selling point for buyers?

Residential Topics

The greening of both new and existing residential construction is becoming a hot topic within the green building movement and is a very important factor in affecting climate change. We are looking for speakers who are specialists in the residential sustainability arena and who can share case study experiences on topics that will also encourage diverse participation. Suggested topics include, but are not limited to:

- Affordable, sustainable housing
- The use of energy models, blower door testing and commissioning in home design and construction
- Retrofitting existing homes for new sustainability measures – making the best balanced decisions
- Historic preservation and sustainability
- Low Impact Development (LID)
- Sustainable living – the changing paradigms of where and how we live
- Innovative home designs/construction such as passive design and straw bale construction, as well as the inclusion of renewable energy technologies
- The impact of regulatory influences on the green residential market, from codes to tax credits and rebates
- The role of real estate professionals in the green residential movement

Potential Debate Topics:

- Discussion of positives and negatives of the various green building programs available in this region
- Should the government step in to help the residential market 'go green'?
- Is it cost-effective to build and sell real green homes?

Appropriate Formats

All sessions are 90-minutes in length, including time for questions and answers. At least two presenters must be proposed in the abstract to be considered for the session. Submitters are welcome to recommend a moderator. However, these will be chosen by the program committee.

The program committee will be developing some sessions by invitation and reserves the right to develop these sessions using a combination of proposals that are not accepted in their entirety and/or invited presenters. Proposals for the entire 90-minute session must be comprehensive, complete, and deemed strong and diverse enough to attract a significant part of the RealGreen audience.

Suggested formats include “Ask the Experts,” panel discussions, interactive discussions, product demonstrations, roundtables, current issues, interactive workshops, special events, symposiums, demonstrations, experiential learning, or short lectures with audience participation during Q&A. The program committee is particularly interested in innovative presentations.

One session in each time frame will be reserved for a debate of important sustainability issues. Those submitting debate topics are asked to identify potential presenters for the counter viewpoint.

Contact Information

For assistance with questions regarding the Call for Session Proposals, please email Lesly Mroczkowski at kath.williams.associates@gmail.com or call Kath Williams, at 406-586-3175 (Mountain Standard Time)

For technical support with the online submission process, call 217-398-1792 (Central Standard Time) or email support@abstractsonline.com

Chapter Membership

For information on joining the USGBC-National Region Chapter visit www.usgbcncr.org