

Fear Factor

Demystifying Going Green

**Thursday, March 3, 2011
7:30 a.m. to 11:30 a.m.**

**Kyoto Grand Hotel
120 S. Los Angeles Street, Los Angeles, CA 90012**

**7:30 am - Registration/Continental Breakfast
8:00 am - 11:30 am - Welcome and Program**



PANEL 1 Going Green 101

While “going green” is a goal of many owners and managers, the massive amount of information on increasing efficiency and sustainability in office buildings is daunting. This seminar will sift through much of the clutter in the market and highlight what you need to know NOW. From the basics of “going green” to new technologies and energy benchmarking, our experts will simplify and direct owners and managers to the most effective methods, services and products. Also, you won’t want to miss the mini-trade show of BOMA Associate companies and local utilities that can bring you the best information there is to offer in their fields.

Check out this overview of the key components to greening your building, including obtaining corporate buy-in, energy efficiency and water management, waste management, indoor air quality and green cleaning.

*Mike Kent, US Pres., Mgmt. Svcs., Colliers International
Dennis Thurman, Sr. VP, Transwestern
Leo Divinsky, Asset Mgr., Worth the Real Estate
Sara Neff, Dir. of Sustainability, Kilroy Realty Corp.*

PANEL 2 New Technologies for Office Buildings

Diamond Partner
Universal Building Services of America

Platinum Partners
Able Services
ABM Industries, Inc.

Gold Partners
Advanced Restoration Specialists, Inc.
Duggan & Associates, Inc.
EMCOR Services Mesa Energy Systems
Har-Bro, Inc.
Lutron Lighting Controls
Pacific Building Care
Peerless Building Maintenance Company
Schindler Elevator Corporation

Learn what’s cutting edge for buildings including auto charging systems, photovoltaics, wireless technology and direct response technology.

*Ryan Grady, Pres., Charge Harbor
Edward Orrett, Sr. Acct. Exec., SPG Solar
Harry Sim, CEO, Cypress EnviroSystems
Joseph Wurzelbacher, Bus. Dir., Siemens Industry Inc.*

PANEL 3 Targeting Energy Efficiency: Energy Benchmarking and Retrocommissioning

Hear an update on AB 1103 (benchmarking) and how retrocommissioning can save your building thousands in operating costs.

*Anthony Liou, Dir., Partner Energy
Jerry Ingwalson, Energy and Resource
Mgr., Healthy Buildings*

**Sponsorship
Opportunity
Available**

For more information, please contact Desmond Brown at dbrown@bomagla.org



Fear Factor: Demystifying Going Green

\$95.00 BOMA/GLA Member • \$190.00 Non Member

At-the-Door Rate: Members: \$115.00, Non Members: \$210.00

\$12.00 Valet Parking, \$8.00 Self Parking

Pre-Registration Fee (Ends 2/25/2011) Payment must accompany registration form

Member Type *(Circle one)* Building Professional Associate

Name: _____ Title: _____

Company: _____

Address: _____ City/Zip: _____

Telephone: _____ Fax: _____ Email _____

Additional Guest Information: Please include each guest's name and company contact information.

1) Member: ____ Non-Member: ____	2) Member: ____ Non-Member: ____
Member Type <i>(Circle one)</i> : Building Professional Associate	Member Type <i>(Circle one)</i> : Building Professional Associate
Name: _____	Name: _____
Company: _____	Company: _____
Address: _____	Address: _____
Telephone: _____	Telephone: _____
Email _____	Email _____

Sponsorship Opportunities Available

Please make your selection(s) of sponsorships(s) below:

- ____ Event Sponsor – \$500.00
 - 1 ticket
 - 1 - 6 ft. Table (Optional)
 - Company logo on event signage
 - Verbal recognition

For further information regarding sponsorship, please contact Desmond Brown, Director of Development at 213.629.2662 ext. 102 or via email at dbrown@bomagla.org

Payment Method: **Credit Card** _____ *(Circle one)* Visa MasterCard AMEX Discover **Check** _____ *(payable to BOMA/GLA)*

Name on Card: _____

Credit Card Number/Type _____ Security Code _____ Exp. _____

Billing Zip Code: _____ Total Charge: _____

Signature of Card Holder _____

RESERVATIONS: Mail or FAX Registration Form to: BOMA/GLA,
 700 South Flower St., #1408, Los Angeles, CA 90017 **Tel: 213.629.2662 ext. 101, Fax: 213.624.1031**

Registration Deadline: All BOMA/GLA event pre-registrations will close 3 business days prior to the event. Only on-site registration will be available after pre-registration ends and will have an added \$20.00 fee. Payment must accompany registration form to be considered 'Registered.'

Cancellation Policy: Cancellations will be accepted up to 3 business days prior to the event in writing only. (Exceptions: Golf Tournaments, Clambake and TOBY Awards Gala – Refunds will not be given for these events.)

Please think green, Click here to register.

www.bomagla.org