



HalfMoon LLC
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Eau Claire, WI 54702-0268
www.halfmoonseminars.com



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5 REASONS... You Won't Want To Miss This Seminar!

1. You'll learn about the economics of green building and how to calculate costs and savings.
2. You'll explore energy efficiency, including efficient building envelopes and right size HVAC equipment.
3. You'll learn about water conservation and efficiency.
4. You'll learn about the economics of using renewable building materials.
5. You'll explore the costs and benefits of seeking green building certifications.



7.0 PDUs for Colorado Architects
7.0 AIA SD/HSW Learning Units
0.7 CSI HSW CEUs
7.0 Continuing Education Hours
for Engineers
(See inside for details)

Denver, CO
Thursday, March 18, 2010

Economics of Green Building

A practical, one-day seminar for architects, engineers, and contractors where you'll:

- ▶ **Examine** the basics of green building economics
- ▶ **Analyze** the costs and savings of energy efficient heating and cooling systems
- ▶ **Explore** methods of improving water conservation and efficiency, including rainwater harvesting and greywater reuse
- ▶ **Evaluate** the economics of installing recycled and salvaged building materials
- ▶ **Learn** how to make decisions on incorporating green building options



Seminar Agenda

Understanding the Basics of Green Building Economics *D. Neiger*

- ▶ Up front or first cost method
- ▶ Life cycle cost method
- ▶ Factoring in all applicable costs and savings
- ▶ Calculating cost and savings
- ▶ Case studies: evaluating the costs and savings on existing and proposed buildings

The Economics of Energy Efficiency *D. Neiger*

- ▶ Costs/savings of energy-efficient heating and cooling
 - Efficient building envelope
 - Right-sizing HVAC equipment
 - Economics of multi-stage and other HVAC options
- ▶ Costs/savings of efficient lighting systems
 - Daylighting
 - Energy-efficient lighting systems
- ▶ Modeling: software that will help you calculate your savings

Economics of Water Conservation and Efficiency *D. Neiger*

- ▶ Costs/savings of low-flow and no-flow plumbing fixtures
 - Calculating costs/savings for greywater reuse
- ▶ Rainwater harvesting
- ▶ Costs/savings from water efficient landscaping
- ▶ Case studies demonstrating costs and savings

Economics of Improvements in Indoor Environmental Quality *D. Neiger*

- ▶ Understanding the benefits and the methods of quantifying them
- ▶ Installation of recycled materials
- ▶ Installation of salvaged materials
- ▶ Economics of using renewable materials
- ▶ Costs/savings of improving indoor air quality

Getting the Biggest Bang for Your Buck: Making Decisions on Incorporating Green Options *D. Neiger*

- ▶ Finding green incentives and tax credits
- ▶ The costs and benefits of seeking green building certifications
- ▶ Working on a limited budget: finding the green options with the greatest return on investment

Ethical Issues in Green Building *L. Hutchings*

- ▶ "Greenwashing:" delivering real green features and avoiding elements that are green in name only
- ▶ Making the delivered product match the green promise
- ▶ Embracing green ideals in your business model

Seminar Faculty

David Neiger is a principal at Populus Sustainable Design Consulting, an energy efficiency and green building consulting firm in Boulder. Mr. Neiger holds a degree in Architecture from Pennsylvania State University and is also a RESNET certified Energy Rater, a LEED for Homes Accredited Professional, and a USGBC Green Rater. He has consulted with architects and builders on more than 150 projects throughout the Colorado front range and has consulted on several LEED projects in Colorado, including single-family, multi-family, and light commercial buildings. Mr. Neiger takes an active role in local and national green building organizations, having served as a subject matter expert to the U.S. Green Building Council (USGBC) in connection with its LEED for Homes™ program. He is currently acting as a technical advisor on the City of Boulder's Climate Action Plan Residential Technical Team. Mr. Neiger has presented nationally on high performance homes and above-code energy programs, and he has extensive experience training corporate sales teams and consulting with municipalities regarding green building, performance-based codes, home energy rating, and energy efficiency.

Laura Hutchings serves as president and general counsel at Populus Sustainable Design Consulting in Boulder. Prior to joining Populus, Ms. Hutchings practiced as an attorney in the Boulder office of an international law firm where she was a commercial litigator. She was a member of the firm's Sustainability Working Group and Renewable Energy Group, where she served the counseling, litigation, and alternative dispute resolution needs of clients in a variety of industries. In addition, Ms. Hutchings was an active member of the firm's Green Steering Committee, where she created and implemented corporate sustainability strategies that reduced the environmental impacts of the firm's operations and buildings. She graduated *magna cum laude* from Boston University School of Law in 2006 with an honors concentration in Civil Litigation and Alternative Dispute Resolution, and she graduated *summa cum laude* from the University of Pittsburgh in 2002 with a dual major in Anthropology and English Literature.



Visit our web site at
www.halfmoonseminars.com
 for information on other upcoming seminars.

Additional Information

▶ **Tuition:** \$259.00 for one, or \$239.00 each for 3 or more from the same company or firm registering at the same time. Please make check payable to **HalfMoon LLC**. Each registration includes one copy of *Economics of Green Building*. **Pre-registration is recommended.** Walk-in registrations will be accepted at the program if space is available.

▶ **Send Registrations to:** HMS, P.O. Box 268, Eau Claire, WI 54702-0268. You may also register via fax at 715-835-6066, over the phone at 715-835-5900, or online at www.halfmoonseminars.com. **We do not send confirmations.** You will be contacted if any scheduling changes occur.

▶ **Date:** Thursday, March 18, 2010

▶ **Location:** Doubletree Hotel Denver • (303)321-3333
 3203 Quebec Street
 Denver, CO 80207
(Call the Doubletree or HalfMoon LLC for directions.)

▶ **Schedule:**

Registration	8:00 - 8:30 a.m.
Morning Session	8:30 - 11:45 a.m.
Lunch	11:45 a.m. - 12:45 p.m. <i>(On your own)</i>
Afternoon Session	12:45 - 5:00 p.m.

▶ **Continuing Education Credit:** This program is designed to qualify for 7.0 HSW PDUs for Colorado architects. The State Board of Licensure for Architects, Professional Engineers and Professional Land Surveyors does not pre-approve continuing education activities, but it holds final authority over the PDUs claimed by its licensees. In accordance with Colorado architect continuing education rules, individuals seeking credit for attending this program must complete a written examination immediately following the instructional portion of the event. This program is registered with the American Institute of Architects Continuing Education System for 7.0 Sustainable Design HSW Learning Units for AIA members. It is also registered with the Construction Specifications Institute Construction Education Network for .7 HSW CEUs for CSI members. This program will meet the continuing education requirements for architects and engineers in most states of licensure. Please refer to specific state rules to determine eligibility, or contact HalfMoon LLC for assistance. *You may email inquiries to doug@halfmoonseminars.com or call HalfMoon at 715-835-5900.*

▶ **Cancellations:** If your schedule changes and you contact us at least 48 hours before the start of the seminar (CST), we will offer you a full tuition refund, minus a \$10.00 service charge for each registrant. If you contact us after that time, we will offer you a credit toward another seminar, or a credit toward the CD/manual package. *If you desire, you may send another person to take your place at the seminar.*

▶ **CD/Manual Package:** A full audio recording of this seminar is available for \$269.00, which includes shipping and handling. Allow five weeks from the seminar date for delivery. Please refer to specific state licensing rules or certification requirements to determine if this learning method is eligible for continuing education credit.

ECONOMICS OF GREEN BUILDING Thursday, March 18, 2010 — Denver, CO • Doubletree Hotel Denver, 3203 Quebec Street

1. **Yes, I will attend - Denver, CO - Thursday, March 18, 2010**
 \$259.00 for a single registrant or \$239.00 each for 3 or more
 from the same firm registering at the same time.
 (Manual Included)

No, I am not attending. Please send me:

CD/Manual Package - \$269.00

Price shown includes shipping and handling. Product will ship
 UPS; please include a physical address not PO Box.

2. **Please complete for each registrant:**

(Attach duplicate forms if necessary.)

Name: _____
 Position: _____
 Name: _____
 Position: _____
 Company/Firm: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone where we can reach you: (_____) _____ - _____

3. **I am making payment by:**

Check payable to HalfMoon LLC
 (____ Yes, I was pre-registered by phone or fax.)

MC VISA AmEx Discover

Card No: _____ Expires: _____

Cardholder Name: _____

Signature: _____

E-mail Address *(for credit card receipt and program changes only):* _____

4. **Detach entire panel and send via fax to**
715-835-6066 or by mail to
HMS, PO Box 268, Eau Claire, WI 54702-0268.

I need special accommodations. Please contact me.

Program #10052

Thank you