

Provider:	USGBC-Los Angeles			<b>GBCI CE HOUR APPROVALS</b>		
Conference:	Alternative Building Materials Conference & Expo					
Date:	May 11-12, 2012					
Session Number (User created)	Session Title:	GBCI Topic Category (Pick one only)	Session Description (100 words):	Learning Objectives (Minimum of three)	Approved GBCI CE Hours	Is session LEED-specific?
Friday 9	Understanding Marketing and sales for green homes	Stakeholder involvement in innovation	According to a McGraw Hill survey, the green share of new homes has skyrocketed from 2% in 2005 to 17% in 2011. Over the next 5 years, it is expected to double. As a green home builder, do you know how to tell your clients about the benefits of green homes? Using case studies and the Federal Trade Commission's "Guide for The Use of Environmental Marketing Claims" this panel addresses the importance of credible standards, good consumer messaging, and training for marketing and sales teams. We'll also discuss green appraising and how to gain fair market value for green homes.	Learn the new guidelines from the FTC on "The Use of Environmental Marketing Claims". Understand the key strategies of successful builders through case studies. Learn about the state of the industry relative to green appraising and gaining fair market value for green homes.	1.5	No
Friday 8	Zero Net Energy Homes	Project systems and Energy impacts	According to the California Energy Efficiency Strategic Plan, Zero Net Energy will be required for all new single and multi-family homes by 2020. Now is the time to adopt new building techniques that will achieve ZNE in your home designs in order to gain an edge over the competition. John Morton, Southern California Edison Program Manager for California Advanced Homes, will go through the design and analysis experience as detailed through the Green Home Builder's ABC Home project, a 1,700 square-foot, one-story demonstration home.	Understand the approach to ZNE through design and residential building techniques. Identify potential pitfalls and learn how to avoid them. Assess different resources and analysis methods, including applicable incentives.	1.5	No
Friday 2	Green Building, Irrigation & Policies: Sustainable Landscapes Demystified	Water Management	Designing sustainable landscapes is demystified by this expert panel of landscape designers, architects, and horticulturists who will share their knowledge of local resources and features such as plant selections, recycled water, and new irrigation technologies.	Learn how designing sust land effects installation and maintenance of these gardens. Learn how choosing appropriate plant material affects water use, local ecology and maintenance. Learn how proper irrigation device selection and installation contributes to healthier plants, lower maintenance, and increased watershed protection. Learn how installation contractors choose green building material, plants and irrigation	1.5	No
Friday 7	Ecological Restoration for Regeneration of Urban Nature in LA	Project Site Factors	Jessica Hall, Travis Longcore and Arlene Hopkins will present an overview of applied urban ecological restoration projects for urban environments. As the Friday session is intended for planning and design professionals, so will it emphasize professional issues and methods focused on a regenerative approach to urban land use using methods from ecological restoration to restore living natural systems.	Understand key strategies to conserve and/or restore natural systems within the community. Evaluate community-based situations and opportunities to advance place-based ecological restoration using professional planning and design skills. Evaluate gardening and landscaping decisions from the prism of place-based ecological restoration using professional planning and design skills. Value and advocate for science-based community-oriented adaptive responses to climate change challenges	1	No
Friday 4	Energy Upgrades, Lessons Learned	Project systems and Energy impacts	The rapidly emerging market for residential energy upgrades is currently the fastest growing segment of residential construction and remodeling. This panel, moderated by Holly Schroder the CEO of the Los Angeles / Ventura Building Industry Association, shall bring together a group of industry professionals to share their experiences as a result of being on the front line of the energy upgrade industry. The panelists shall talk about the success and roadblocks they have faced as a result of marketing, financing and implementing energy upgrades for homeowners and should be of interest to contractors, lenders and real estate professionals who wish to gain their piece of this rapidly expanding segment of the housing industry.	What legislative forces are driving the energy Upgrade Market in California? What financial incentives are making this a growth industry happen? What certified consultants are needed to comply with Energy Upgrade Standards? What technical, logistical and marketing knowledge is required to enter the energy upgrade segment of the building industry?	1	No
Friday 5	Developers Go Green	Stakeholder involvement in innovation	For the fifth straight year at AltBuild, the show shall return with its' highly popular "Developers Go Green" Panel Presentation. This year's panel shall focus on lessons learned by developers and marketing professionals who have seen success with their residential developments that have "gone green". The panelists shall share their insights on what they have learned and how they have successfully designed, developed and marketed successful "green" projects during this soft economy and shall review trends in residential developments that place a strong and successful emphasis on sustainable design and construction. Those in attendance will learn how to	If you are planning a sustainable development, how should you work with you design team on the front end of the project. What technical issues make developing a "green" project more challenging. How to you select the appropriate team of contractors, subcontractors and material vendors.	1.5	No
Friday 6	Regenerating Nature -- Ecological Restoration at Home and in the Neighborhood	Stakeholder involvement in innovation	Arlene Hopkins, an Architect and an Educator, will present "Rejuvenative Design: Restoring our Urban Ecological System in Public Places." She will present an overview of applied urban ecological restoration for urban environments through which you will gain and understanding and analytical tools to enhance your ecologic literacy and ability to conceptualize urban restoration initiatives. During the workshop period attendees will have an opportunity to conceptually plan a small project for their home or neighborhood.	Identify options to strategically conserve and/or restore natural systems within the community. Understand the concept of the "blue marble" planet. Analyze community-based situations and opportunities to advance place-based ecological restoration. Evaluate gardening and landscaping decisions from the prism of place-based ecological restoration. Respond to climate change challenges with hope and informed, science-based strategies	1.5	No
Friday 3	Rethinking the Home	Acquisition, installation and management of project materials	Designers and architects have now begun to investigate new and exciting ways to repurpose and innovate these unused containers to create housing, retail space, classrooms and even communities. Ecotech Design has recently developed a container housing system for both custom and affordable housing applications that competes with all available pre-fab systems currently available in construction cost, building performance and architectural design. Options include a small, off-the-grid package for applications in rural areas and undeveloped countries.	Learn about local residential applications for re-purposed containers, including brief survey. Obtain a better understanding of design and sustainability opportunities/drawbacks with re-purposed container use on issues such as: costs and transportation, planning/bldg. code and enforcement issues, political and public acceptance. Gain knowledge about affordable and disaster-relief container housing applications.	1.5	No

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Friday 1	Green Contractor's Conference: Basics, Integrated Project Delivery, Advanced Lighting Design, True Cost of Building Green	<i>Stakeholder involvement in innovation</i>	Attendees will hear from top industry executives and gain knowledge through education sessions such as LEED for GCs & Subs: How to Find Work, Integrated Project Delivery, the True Cost of Building Green, Intelligent Lighting Controls and much more. This conference is ideal for architects, general contractors, sub-contractors, engineers, LEED project managers, and aspiring green builders who want to network with construction industry professionals and connect with the latest technologies and trends.	What does going green really cost, and how does one "go Green" with a builder? Contractors & Subcontractors will examine their respective roles on LEED projects during the bidding process, design, construction, documentation and submittals. What information should be asked of Contractors and Subcontractors before beginning each of these phases; thus, eliminating expensive mistakes and saving everyone time and money.	3	No