



You are invited to the First Annual
Built Green Conference
 November 22, 2002 8am – 5pm
 Embassy Suites, Lynnwood, WA

Built Green™ Homes and Communities: It's Smart Business!

The Built Green™ Program is an environmental building program of the Master Builders Association of King and Snohomish Counties. The Built Green™ program is supported by a network of architects, builders, subcontractors, suppliers, and real estate agents working together to provide quality homes that are cost-effective to own and help to protect the health of our families and our beautiful Pacific Northwest environment.

Who should Attend?	Why?
Realtors	<ul style="list-style-type: none"> ✦ Learn about a business opportunity in a growing market; energy and resource efficient, healthy homes ✦ Learn to convey your product value ✦ Earn 6.25 clock hours via Clover Park Technical College
Developers	<ul style="list-style-type: none"> ✦ Build communities buyers want to live in ✦ Learn about cost-saving innovative alternatives ✦ Earn a reputation as a progressive community developer
Builders/Remodelers	<ul style="list-style-type: none"> ✦ Marketing & recognition opportunities for green building projects ✦ Build homes that cost less to operate and sell faster ✦ Find a competitive edge
Mortgage Brokers	<ul style="list-style-type: none"> ✦ Built Green™ Homes are a good value – resource & energy efficient ✦ Fannie Mae Recognizes the program ✦ Green Homes retain their resale value
Municipalities	<ul style="list-style-type: none"> ✦ Discover a non-regulatory approach to solving environmental concerns in the built environment ✦ Promote resource conservation ✦ Promote safer, healthier buildings

Space is limited, register with Kelly Lykken at Master Builders Association 425-451-7920.

Cost to attend is only **\$85.00** for MBA Members and General Public.

\$10.00 off for Built Green™ members. There will be a **\$10 late fee** for on-site registration.

Please let us know if you wish to take advantage of the **Realtor clock hours!** There will be self-reporting AIA forms for **AIA Leaning Units** available as well, just let us know in advance. Certificates of completion will also be provided to attendees.

Registration: **E-Mail:** Klykken@mba-ks.com, include all of the following information
Fax: 425-646-5985 (visa, master card), complete the information below.

Name _____ Affiliation _____
 Phone: _____ Fax: _____ E-Mail: _____
 Address _____ City, State, Zip _____
 Credit Card: Visa/Master Card # _____ Exp. Date: _____

Or **mail** and write your check to MBA, PO Box 4187, Bellevue, WA 98009



Built Green™
Master Builders Association
of King and Snohomish Counties

Conference Highlights

Built Green™ Homes and Communities: It's Smart Business!

The full-day conference covers both the technical and marketing side of using the Built Green™ program. Exciting new developments and motivating keynotes fill the morning session. Afternoon workshops provide "how-to's" on using the program to enhance your building and marketing efforts.

Featured Speakers

John Kurowski, Kurowski Development – Nationally recognized leader in building green, John is the founding member of the highly successful Denver Home Builders Association's Built Green™ program and an award-winning builder. John was here two years ago at our program kickoff and is returning to talk about what green building is doing for him today.

Pattie Glenn, GreenSmart™ - This green marketing specialist with 14 years of multi-million dollar real estate experience and recipient of the EPA Energy Star 2000 Ally of the Year Award, Pattie will address how green building is selling homes.

Program Highlights

The latest Built Green™ news, including the debut of "Green Communities."

"Green Communities" is a development self-certification program intended to complement the homebuilder and multi-family checklists. You'll hear from local developers using the program who have committed in a big way to certifying their "green" developments.

"Built Greenä Sell Green & Profit" a special workshop offering training geared towards marketing professionals and designers to learn what kinds of green design features "sell" in the Northwest, what makes them green, and how to sell them.

The mechanics of using the various Built Green™ checklists along with case studies of local projects that have been built and certified using the program.

A special workshop for municipalities and public leaders to show how Built Green™ can help achieve environmental goals using a non-regulatory approach, and to enlist them in supporting the market-driven program in their jurisdiction.



Conference Sponsors

The Grand Sponsor, Whirlpool, is also a Built Green™ Industry Ally. Other event sponsors include Snohomish County, Dupont® Tyvek® Weatherization Systems, O'Brien & Company, Cedar Grove Composting, The Quadrant Corporation, Puget Sound Energy, Mithun Inc, Pin Foundations Inc., Buck & Gordon, City of Bellevue, and King County.

A product show will be part of the all-day event.