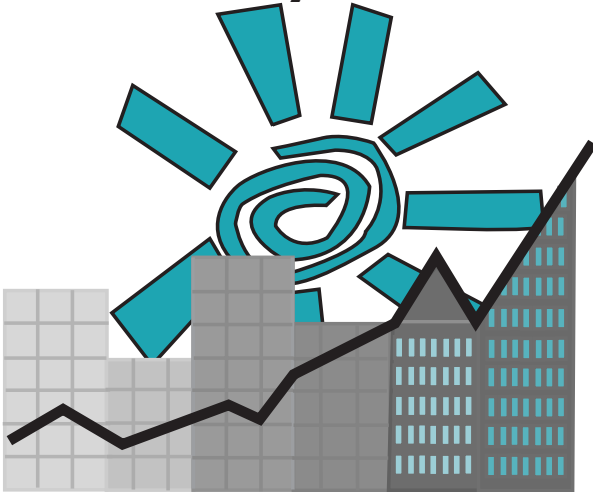


INVITATION TO ATTEND



The Mid-Atlantic Sustainability Conference



Energy, Buildings, & the Bottom Line

**Rutgers University
Newark, New Jersey**

June 26-29, 2002

Combining the best of
NESEA's Building Energy Conference
and the New Jersey Sustainable
Business Conference



The Mid-Atlantic Sustainability Conference

AN EVENT NOT TO BE MISSED!

Join us for a timely conference that offers practical solutions to some of the major challenges facing individual businesses and America as a whole. Learn about how buildings can be more energy-efficient and less costly to operate; how businesses and other organizations can reduce their environmental impacts and economic costs; and how the mid-Atlantic region can make a necessary and dramatic transition towards cleaner, more secure energy sources. You can ponder the big issues facing our nation and also hear useful ideas you can quickly incorporate into your business or professional activities.

For 18 years, the Northeast Sustainable Energy Association has held its popular Building Energy Conference. In the year 2000, many New Jersey groups organized the well-attended New Jersey Sustainable Business Conference. Now, more than a dozen organizations have banded together to combine these two events into the Mid-Atlantic Sustainability Conference. To learn about the participating organizations, see p. 20.

Sponsors

The Mid-Atlantic Sustainability Conference is made possible by the generous financial support of our sponsors.

Platinum Sponsor



Silver Sponsor

US Department of Energy



Bronze Sponsors



National Grid



New Jersey Sustainability
Greenhouse Action Plan

Sponsors

- Cytec Industries Inc.
- Evergreen Solar
- Interface Flooring Systems
- PowerLight Corporation
- Solar Design Associates
- Solar Works Inc.

If your company or organization would like to be a conference sponsor, please contact Karina Lutz at klutz@nesea.org or 413-774-6051.

Conference at a Glance

The Mid-Atlantic Sustainability Conference includes two main conference days (Thursday and Friday) surrounded by two days of additional special workshops (Wednesday and Saturday). The conference and workshops will leave you with the necessary contacts and information to make a difference in your business or organization—and in your professional career. Don't miss this unique opportunity!

- Listen to timely presentations from more than 100 industry and government leaders.
- Learn new, practical skills that you can use today.
- Meet the people who will be shaping the fast-moving field of sustainability.
- See products, services, and materials on display from more than 60 companies and agencies.
- Network with hundreds of environmental professionals.
- Learn how others are saving their companies money while reducing energy use and protecting the environment.
- Get up-to-date information and hands-on experience with new technologies.
- Find out about the most important trends in environmental business, energy, buildings, and land-use planning.

Conference at a Glance

Wednesday	Thursday	Friday	Saturday
Pre-Conference Workshops	Registration open	Registration open	Post-Conference Workshops
	Opening Plenary	Sessions	
	Sessions		
	Lunch: Tours, Trade Show open, Lunchtime meetings and talks		
	Sessions	Sessions	
	Trade Show Reception		

Questions?

Call 413-774-6051 or visit the Mid-Atlantic Sustainability Conference pages at www.nesea.org



Conference Highlights

Six Conference Tracks

Conference sessions will focus on six subject areas:

- Clean Energy Technologies
- Commercial, Institutional, and University Facilities
- High-Performance Schools
- Livable Communities
- Procurement and the New Sustainable Economy
- Residential Construction

Unmatched Networking Opportunities

Over lunch, at breaks, and at an evening reception, you can meet the people you want to and need to meet. ***Your registration fee includes lunch, refreshment breaks, and the Thursday evening reception.***

Trade Show

More than 60 businesses and organizations will display their products and materials in a dynamic trade show in Rutgers University's Robeson Center. There will be a reception with refreshments in the trade show area for all conference registrants on Thursday evening from 5:30PM–8PM.

Film and Video Festival

Some of the best sustainability videos and short films will run continuously. We'll even have popcorn!

Lunchtime Presentations and Meetings

The Mid-Atlantic Sustainability Conference will feature interesting lunchtime presentations. In addition, various groups will hold meetings.

Tours

You can elect to join lunchtime tours of interesting sites within walking distance of the conference headquarters. The tours are included in the conference fee.

Ride and Drives

Come see the latest clean cars on the market and have a chance to take test rides.

“Both the Sustainable Business Conference and NESEA's Building Energy Conference were great events to attend in past years. It's going to be fantastic to have them combined into one larger conference.”

— Don Wheeler, President, New Jersey
Higher Education Partnership for Sustainability

Featured Speakers

Keynote

New Jersey **GOVERNOR JAMES E. MCGREEVEY** has been invited to deliver the conference keynote address.



Opening Plenary

TIMOTHY S. CAREY is President and CEO of the Hugh L. Carey Battery Park City Authority, a 92-acre planned community building the nation's first "green" residential high rise. He is also a board member of NYSERDA. He has over 25 years experience at the local, county, state, and federal levels of government, including service as Chairman and Executive Director of New York State Consumer Protection Board. He was Director of Legislative and Intergovernmental Affairs under Governor Pataki, a member of the Westchester County Legislature, and on President George H. W. Bush's Welfare Simplification and Coordination Advisory Committee.



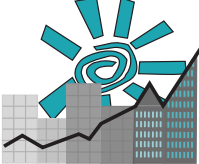
JEANNE M. FOX has been one of the mid-Atlantic region's environmental leaders, tackling a wide range of environmental issues in various leadership positions over the past two decades. She is currently President of the New Jersey Board of Public Utilities. From 1994 to 2001, she was Regional Administrator of the US Environmental Protection Agency for New Jersey, New York, Puerto Rico and the Virgin Islands. Before that, she was Deputy Commissioner of the New Jersey Department of Environmental Protection & Energy, chair of the New Jersey Wastewater Treatment Trust, and held several positions at the Board of Public Utilities.

Friday Lunchtime Plenary



SUSAN BASS LEVIN was sworn in as New Jersey's Commissioner of the Department of Community Affairs earlier this year. That department is a broad-based organization that provides programs and services dealing with housing matters, local government finance, fire safety, child care, women's issues, disabled persons, low-income energy conservation, local police services, local government management, affordable housing, urban neighborhoods, and many other issues. Levin served as mayor of Cherry Hill, a 70,000-person suburb from 1988 to January 2002. She received a J.D. with Honors from George Washington Law School in 1975.

For biographical information about some of the other well-known speakers at the conference, visit www.nesea.org.



Conference Tracks

Clean Energy

What is the potential for the Mid-Atlantic region to shift away from conventional energy sources and get much more of its electricity from cleaner technologies? Sessions will assess the overall potential for renewable energy development, for distributed generation, and for the marketing of green electricity. They will also examine specific promising technologies, including wind, biomass, fuel cells, and solar. Find out how individual product developers, electricity providers, policymakers, and environmental advocates can help develop and promote environmentally friendly energy sources. The track will include both introductory and more advanced sessions.

Commercial and Institutional Facilities

Energy efficient, long-lasting, and healthy buildings are quickly becoming the norm. This track will show how to design, renovate, and maintain commercial and institutional buildings to achieve impressive results. Sessions will use real case studies and hands-on techniques to demonstrate design and engineering opportunities as well as showcasing new technologies. The track will also examine the processes by which buildings are designed, developed, and built, and how to improve those processes to result in better buildings.

High-Performance Schools

The theme of this track is “creating the best learning environment.” High-performance schools create a healthy and productive atmosphere that nurtures the learning process. This track will cover all of the elements that make up high-performance schools including planning, designing, operating, and educating in these buildings. Sessions will be geared toward school administrators and educators as well as their design professionals. Sessions will cover such topics as healthy school environments, daylit schools, innovative HVAC systems for schools, and the resources and technical support available for high-performance schools.



“In order to meet the challenges of tomorrow, we must educate ourselves today and understand that sustainable design is the only real cost-effective, healthy, efficient way to build. The Mid Atlantic Sustainability Conference will provide a forum for manufacturers, design professional, owners, and users to come together and learn from one another.”

— Jason Kliwinski, The Prisco Group

Conference Tracks

Livable Communities

How can we make communities more attractive and enjoyable for residents, while reducing environmental damage and preserving valuable open space and natural habitats? This track will look at the policies, developments, and planning practices that can make communities more livable. Sessions will focus on topics such as new center development, urban redevelopment, sustainable transportation, constructed wetlands, and ways to use community planning to improve public health.



Procurement and the New Sustainable Economy

Join us to find out how companies are beginning to integrate sustainability into everyday business practice—improving the environment, and their own position in the marketplace—all the while improving their economic “bottom line.” This track will discuss concrete steps an organization can take to recognize all of these benefits, including environmentally preferable purchasing, asset management (of things formerly treated as wastes), recycling of non-traditional materials such as food waste and electronics, product design for the environment, buying to avoid toxic items, and use of sustainability metrics for improving resource productivity, eco-efficiency, and energy use throughout the product lifecycle.

Residential Buildings

From affordable housing to condominiums, from new construction to rehabilitation, housing technology has changed. Much of this technology has taken 10 to 50 years (or more) to become standard practice in the construction industry. This track will educate builders, developers, and owners of existing homes and apartment buildings about simple technologies that increase comfort, durability, health, safety, affordability, and resource efficiency. Additionally, potential homebuyers are encouraged to attend these sessions to see what the market can offer in housing, and to ask for higher performance housing when purchasing their homes.



“With the energy of a multitude of ethnic groups, several universities, and a blending of new attractions such as the NJ Performing Arts Center and older architectural gems such as the Newark Museum’s Ballantine House, Newark offers a vibrant setting for the Mid-Atlantic Sustainability Conference.”

— Christine Bruncati, Chris Benedict RA



Thursday Sessions

Please note that additional speakers will be added to some sessions.
Please check our website, www.nesea.org, for details.

**Commercial, Institutional,
& University Facilities**

Residential Construction

High-Performance Schools

8:30–10:00 Opening Plenary

10:30–12:00

LEED INTRODUCTORY WORKSHOP, OVERVIEW AND APPLICATIONS

Jason Kliwinski,
The Prisco Group
Alan Traugott,
Flack & Kutz Consulting Engineers

FINANCING HIGH PERFORMANCE NEW HOUSING

Rick Gerardi,
NYSERDA
Jim Ragan,
Bank of New York

AN OVERVIEW OF HIGH- PERFORMANCE SCHOOLS AND THEIR BENEFITS

Jeffrey Brown,
Global Learning, Inc., chair
Deane Evans,
NJ Institute of Technology

12:00–2:00

Lunch: Trade Show Open, Tours, Small Group Meetings, Lunchtime Talks, Demonstration Vehicle Ride and Drives

2:00–3:30

ADAPTIVE REUSE OF EXISTING FACILITIES

David Gibson,
D.F. Gibson Architects

BUILDING BETTER HOMES FOR LESS

William Zoeller,
Steven Winter Associates, Inc.,
chair

RESOURCES AND TECHNICAL ASSISTANCE FOR HIGH-PERFORMANCE SCHOOLS

Athena Sarafides,
NJ DEP, chair
Deane Evans,
NJ Institute of Technology
Mark Lohbauer,
NJ Economic Development
Authority
William Marston,
MMA Integrated Architecture +
Design Consulting
Michael Winka,
NJ DEP

CREATING DAYLIT SCHOOLS

Muscoe Martin,
Susan Maxman & Partners,
Architects, chair
Bruce Coldham,
Coldham Architects
William Reed,
Natural Logic

4:00–5:30

CREATING HEALTHY INDOOR ENVIRONMENTS

Jeff Cotton,
Interface Flooring Systems
Jason Kliwinski,
The Prisco Group

ZERO ENERGY HOMES PROGRAM

Robb Aldrich,
Steven Winter Associates, Inc.,
chair
Donald Bradley,
Solar Strategies Development
Corp.
Glenn Strahs,
US Department of Energy

HEALTHY SCHOOL ENVIRONMENTS

Joseph Ponessa,
Rutgers Cooperative Extension,
chair

Clean Energy Technologies

Procurement and the
New Sustainable Economy

Livable Communities

8:30–10.00 Opening Plenary

10:30–12:00

INTRODUCTION TO CLEAN ENERGY TECHNOLOGIES

Athena Sarafides,
NJ Department of Environmental Protection, chair
Jim Torpey,
First Energy Technologies

DISTRIBUTED ENERGY FOR IMPROVED RELIABILITY AND QUALITY

Lew Milford,
Clean Energy Group
Joel Gordes,
Environmental Energy Solutions
Bill Sullivan,
NJ Department of Environmental Protection

TOWARD A SUSTAINABLE ECONOMY

Kevin Lyons,
Rutgers Integrated Administration System
Jim Milway,
The Purchasing Department
Joseph Verga,
Verizon

NEW CENTER DEVELOPMENT: CASE STUDIES

Bob Melvin,
Washington Township, chair
Neal Payton,
Torti Gallas & Partners, CHK Architects
Rob Steuteville,
New Urban News

12:00–2:00 Lunch: Trade Show Open, Tours, Small Group Meetings, Lunchtime Talks, Demonstration Vehicle Ride and Drives

2:00–3:30

THE MID-ATLANTIC'S RENEWABLE POTENTIAL

Joseph Carpenter,
NJ Department of Environmental Protection, chair
Michael Brower,
True Wind Solutions
Rick Handley,
Northeast Regional Biomass Project

PHOTOVOLTAICS IN BUILDINGS

Mary Pelletier,
NESEA, chair
Steven Strong,
Solar Design Associates

ASSET RECOVERY AND DEMANUFACTURING

Lori Nanton,
NJ Institute of Technology, chair
Ed Grenchus,
IBM Asset Recovery Center
Lauren Roman,
Industrial Recycling Services

URBAN REDEVELOPMENT

Jerome Blue,
Battery Park City Authority
Neal Payton,
Torti Gallas & Partners, CHK Architects
Karen Torian,
Housing Authority of the City of Newark

4:00–5:30

STATE EFFORTS TO PROMOTE RENEWABLE ENERGY: A PROGRESS REPORT

Lew Milford,
Clean Energy Group, chair
Eva Gardow,
New Jersey Clean Energy Program
Jeffrey Peterson,
NYSERDA

CORPORATE SUSTAINABILITY CASE STUDIES

Jeff Cotton,
Interface Flooring Systems, chair
Cassandra Kling,
Evergreen Services, Corp.

DESIGN FOR ENVIRONMENT AND NEW ECO-PRODUCTS

Reggie Caudill,
NJ Institute of Technology, chair
Subir K. Dey,
NJ Institute of Technology
Ketan Limaye,
Concurrent Technologies Corp.
David Thompson,
Panasonic

SUSTAINABLE TRANSPORTATION

Bill Beetle,
NJ Department of Transportation, chair
Janine Bauer,
Tri-State Transportation Campaign
Thom Kleiner,
Orangeburg, NY

Friday Sessions

	Commercial, Institutional, & University Facilities	Residential Construction	High-Performance Schools
8:30–10:00	MASTER PLANNING FOR SUSTAINABLE FACILITIES AND CAMPUSES Eduardo Del Valle , Kean University, chair, Regina Bleck , Rutgers University Gary Saulson , PNC Bank	CONSUMERS MAKING THE WRONG DECISIONS FOR THEIR HOMES F.L. Andrew Padian	INNOVATIVE HVAC SYSTEMS IN SCHOOLS Lynn Stiles , Stockton State College, chair Michael Sherber , Sherber & Associates
10:30–12:00	INTEGRATING SUSTAINABLE DESIGN IN YOUR PROJECTS Cassandra Kling , Evergreen Services, Corp. Muscoe Martin , Susan Maxman & Partners Architects	AFFORDABLE SUSTAINABLE HOUSING IN NEWARK Max Benjamin , JP Affordable Housing Joseph Lstiburek , Building Science Corp.	RENEWABLE ENERGY SYSTEMS IN SCHOOLS Lyle Rawlings , Advance Solar Products, chair Christopher Cook , E3 Energy Services, Inc. Leigh Seddon , Solar Works Inc.
12:00–2:00	Lunch: Trade Show Open, Tours, Small Group Meetings, Lunchtime Talks, Demonstration Vehicle Ride and Drives		
2:00–3:30	ENERGY AND GREENHOUSE GAS REDUCTION Michael Winka , NJ Department of Environmental Protection, chair Edward Borer , Princeton University Donald A. Brown , PA Consortium of Interdisciplinary Environmental Policy Joseph Sullivan , The College of New Jersey AWARD-WINNING BUILDINGS Mary Pelletier , NESEA, chair Elmer B. Burger II , LDA-L.D. Astorino Companies Muscoe Martin , Susan Maxman & Partners Architects	HEALTHY HOMES: MATERIALS IN RESIDENTIAL CONSTRUCTION Paul Novack , Environmental Construction Outfitters of NY Wayne Tusa , Environmental Loss and Control, Inc.	CASE STUDIES OF HIGH-PERFORMANCE SCHOOLS Jason Kliwinski , The Prisco Group, chair Larry Schoff , US DOE Energy Smart Schools
4:00–5:30	GRAND TOUR OF EUROPEAN GREEN BUILDINGS Bruce Coldham , Coldham Architects IMPORTANCE OF BUILDING COMMISSIONING AND LIFE-CYCLE COST ANALYSIS Scott Chrisner , Chrisner Group	HIGH PERFORMANCE/ AFFORDABLE HOUSING ROUNDTABLE Cassandra Kling , Evergreen Services, chair Chris Benedict , Chris Benedict, RA Christine Bruncati , Chris Benedict, RA Darren Port , New Jersey Green Homes Program	USING SUSTAINABLE ACTIONS AS A TEACHING TOOL Chris Mason , NESEA, chair Merrilee Harrigan , Alliance to Save Energy Paul Stoller , Atelier Ten

Clean Energy Technologies

Procurement and the Sustainable Economy

Livable Communities

8:30–10.00

DEVELOPING A LARGE SOLAR PROJECT: CASE STUDIES

Thomas Leyden, PowerLight Corporation
Leigh Seddon, Solar Works Inc.

DIVERTING FOOD RESIDUALS FROM YOUR WASTE STREAM

Priscilla Hayes, NJ Solid Waste Policy Group
Joseph Hayes, Woodhue Ltd.

SUSTAINABLE SITE PLANNING

Michael Skelly, Sr., Eco Living Fellowship, chair
Ann Brady, The Regional Planning Partnership

SUSTAINABILITY METRICS

Reggie Caudill, NJ Institute of Technology, chair
Clinton Andrews, Rutgers Univ.
Earl Beaver, Bridges to Sustainability
David Dickinson, NJ Institute of Technology

10:30–12:00

SUSTAINABLY GROWN AND HARVESTED BIOMASS

Edward Lempicki, Chief Forester of New Jersey, chair
Louis Bravakis, Novus Energy
Mark Vodak, Rutgers University

FINDING AND BUYING LESS TOXIC ALTERNATIVES

Alicia Culver, INFORM, Inc.
Laura Truettner, INFORM, Inc.

POLICY CHANGES TO ADVANCE LIVABLE COMMUNITIES

Susan Bass Levin, NJ Department of Community Affairs, chair
Martin Bierbaum, NJ Office of the Governor
Barbara Lawrence, New Jersey Future

INTEGRATING WIND TURBINES INTO THE LANDSCAPE

Maryann Daniel, US DOE Regional Office, chair
Phil Dougherty, Wind Powering America

USING A WASTE AUDIT TO PLAN WASTE MINIMIZATION

Tom Constantino, PSEG, chair
Michael Buono, Environmental Services Management Group
Aletha Spang, Recycling Unlimited

12:00–2:00

Lunch: Trade Show Open, Tours, Small Group Meetings, Lunchtime Talks, Demonstration Vehicle Ride and Drives

2:00–3:30

HOW TO BUILD A THRIVING MARKET FOR GREEN ELECTRICITY

Michael Winka, NJ DEP, chair
Pam Frank, Partners for Environmental Quality
Dave Gillespie, NJ Transit
John Halley, Community Energy
John Holtz, Green Mountain Energy
Anne Marie McShea, Green-e Mid Atlantic

ENVIRONMENTAL PROCUREMENT AND CONTRACTING—PRACTICAL TEAMBUILDING AND OVERCOMING OBSTACLES

Priscilla Hayes, NJ Solid Waste Policy Group, chair
Clint Andrews, Rutgers University
Thomas Bryant, Rutgers Business School
Kevin Lyons, Rutgers Integrated Administration System
Peter Smouse, Rutgers University

HEALTHY COMMUNITIES, HEALTHY PEOPLE

Kathy Bird, NJ Department of Community Affairs, chair
Reid Ewing, Voorhees Transportation Center
Elizabeth Humphrey, Smart Growth America
M. Katherine Kraft, The Robert Wood Johnson Foundation

SOLAR FOR CITIES

Gregory Kiss, Kiss and Cathcart, Architects, chair
Don Bradley, Solar Strategies
Tom Thompson, 1st Rochdale's Green Apple Renewable Energy Program

4:00–5:30

FUEL CELLS IN STATIONARY USES AND TRANSPORTATION

Robert Brown, Fuel Cell Energy
Subhash Chandra, Connecticut Clean Energy Fund
Chris Haun, H-Power

CORPORATE POLICY CHANGES AND INCENTIVE DEVELOPMENT

Scott Avelino, KPMG Global Sustainability Services
Eric Israel, KPMG Global Sustainability Services
Mary Beth Koza, Bristol Myers Squibb
Ken Kraly, L'Oreal USA

ROUNDTABLE: LIVABLE COMMUNITIES WRAP-UP

Matt Polski, NJ Department of Environmental Protection



The Mid-Atlantic Sustainability Conference and Trade Show

The Mid-Atlantic Sustainability Conference will offer vendors a world-class opportunity to promote their sustainable goods and services. Vendors in this trade show will benefit from a dynamic conference atmosphere where participants are in the process of seeking out sustainable options. This year's attendees will include corporate managers and procurement agents, education professionals, architects, engineers, builders, planners, and government representatives.

Vendors will receive specialized attention from registration through set-up and breakdown. The trade show will be managed by the Sustainable Energy Association of New Jersey, the Rutgers University Center for Entrepreneurial Management, and the New Jersey Commerce and Economic Growth Commission. Staff from these organizations will facilitate all aspects of your conference experience and will ensure quality networking and business development opportunities.

Exhibitors will be able to set up either Wednesday afternoon (June 26th) or Thursday morning (June 27th). The trade show will open at noon on Thursday and close at 4 PM Friday. There will be a Thursday early evening reception for all conference attendees in the trade show area. An 8-foot by 10-foot exhibit space with table costs just \$650 and includes one two-day conference registration. There is a \$50 discount for members of any of the participating organizations, bringing the cost down to \$600.

For more information or to sign up for the trade show, please contact

Cassandra Kling

Sustainable Energy Association of New Jersey

Phone: 609-333-8832

Email: Evergreenbuild@aol.com

“I exhibit at many trade shows but NESEA-organized conferences always deliver the specific audience I need to reach.”

— Troy Glasner,
Thermotech Windows, Ottawa, Ontario



Workshops

The Mid-Atlantic Sustainability Conference's half and full-day workshops allow you to focus on a subject in depth and to interact more fully with presenters and fellow participants. **You must register for each workshop separately.** Full-day workshops cost \$100 for members of participating organizations and \$120 for others, including lunch. Workshops that do not have at least 10 registrants by Friday, June 14th will be cancelled and refunds will be made. Additional information is available on the NESEA website. All full-day workshops run 9:00 am–4:00 pm. Half-day workshops run at the times and prices indicated.



Pre-Conference Workshops: Wednesday, June 26

Building-Integrated Photovoltaics (Full day)

Presenter: Steven Strong, President, Solar Design Associates

This workshop provides a highly visual introduction to PV in buildings activity with a description of component and systems development using the built examples from Europe, Japan, and the US as case studies. The workshop will present a comprehensive overview of the latest building integrated technologies with examples of Solar Design Associate's impressive list of completed projects will be featured. Over the past two decades, Steven has delivered over 100 workshops on photovoltaics to professional and lay audiences in the US and abroad.

Energy Star Homes: Efficient and Effective Residential Design and Construction (Full day)

Presenter: Bruce Harley, Conservation Services Group

As a system, building structures, mechanical systems, occupants, and immediate environments interact dynamically. This course provides an introduction to building science, a base on which we build a straightforward approach to residential design and construction. The emphasis is on practical, real-world solutions which have been proven in the field, and on cost-effective approaches to building moderately to highly efficient homes. Attendees will receive a copy of the *Energy Star Field Guide to Residential New Construction* (second edition), included free with workshop registration.

Introduction to Adding Business Value: Financial Management for EH&S Professionals (Half day, 9 am-12 noon; \$50; no discounts)

Presenter: Steve Rice, Environmental Opportunities, Inc.

This is a pragmatic, no-nonsense workshop that gets to the heart of the core business finance concepts, issues, and management methods that EH&S professionals need. This workshop is designed for Environmental Health and Safety (EH&S) managers, fast-track professionals, program managers, and business leaders wishing to obtain a basic and practical understanding of how to integrate EH&S organizations and practices into business units and operations, without spending the time and expense for a full MBA program. New business skills and knowledge are essential for professionals in any field to succeed in today's new business environment.



The Mid-Atlantic Sustainability Conference and Trade Show

LEED™ Training Workshop (Full day)

The US Green Building Council (USGBC) is providing a LEED (Leadership for Energy and Environmental Design) Training Workshop. USGBC developed the LEED Green Building Rating System and offers the only official training on the rating system. Although this workshop is being held in conjunction with the Mid-Atlantic Sustainability Conference, **you must register for this workshop through the USGBC.** Please visit their website at www.usgbc.org for complete registration information. The training will include an introduction to the USGBC; an overview of green design and LEED; LEED criteria technical review; LEED processes and design resources; and leveraging LEED into practice.

The Natural Step Framework for Sustainable Business, Architecture, and Communities (Full day)

Presenter: Terry Gips, President, Alliance for Sustainability

This upbeat, interactive, and multi-media seminar will present a powerful new approach to sustainability from Sweden, which was brought to the US by Paul Hawken and Peter Senge. It is designed to create a win-win-win for people, the planet, and profits. It is being used by cities, states, academic and religious institutions, architectural firms, hospitals, and businesses such as Nike and Home Depot to save money, improve performance, and become more environmentally and socially responsible. It will be lead by Terry Gips, a leading ecologist, economist, author, President of the Alliance for Sustainability, and head of a Minneapolis-based environmental consulting firm.



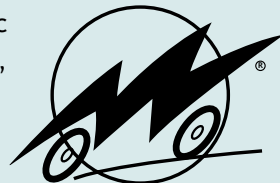
Wind Innovations and New Development (Half day, 10 am–3:30, \$25; no discounts)

This workshop will host nationally recognized experts on wind energy development. The workshop will provide an overview of wind power

technology, Mid-Atlantic wind resources, incentives, sustainable economic development opportunities, large and small wind project development, and next steps for Mid-Atlantic wind energy stakeholders. The end of the day will be an inter-active discussion on wind energy development and how to make wind a more dynamic energy source for our region. A special wind technologies expo will be part of the day's events. This workshop is specifically designed to lend guidance to industry, advocates, policymakers, consumers, lawyers, and officials on promoting wind power development. We are offering this workshop for a special reduced rate of \$25, including lunch.

Visit the Tour de Sol: The Great American Green Transportation Festival

Coming May 12–18, 2002 to the Mid-Atlantic Region with stops in Baltimore, Washington, Annapolis, Philadelphia, Trenton, and New York. For information on this free festival, visit www.nesea.org.



Post-Conference Workshops: Saturday, June 29

Great Swamp Field Trip (8:30 am–1:30 pm; \$50; no discounts)

The 7,500+ acre Great Swamp, located less than 30 miles from Newark, NJ., contains hiking trails, habitat for migratory birds, and environmental education programming. Wear your hiking boots and bring your binoculars for this five-hour field trip to explore the wonders of the Great Swamp. The excursion will include: walking the boardwalks at the Great Swamp National Wildlife Refuge Observation Center, a presentation and guided tour of the Raptor Trust; a Naturalist introduction at the Somerset County Environmental Education Center; and time to explore the Center's hiking trails and exhibits. The registration fee includes roundtrip bus transportation from Newark and lunch. **Bus departs at 8:30 AM** from the Rutgers Newark Campus and **returns at 1:30 PM**. Field trip is subject to cancellation due to severe weather.

Greening an Existing Facility (Full day)

Presenters: Terry Brennan, Camroden Associates: Andrew Padian, Steven Winter Associates

This workshop will help participants assess priorities for greening a larger building. It will also explore ways to pay for upgrades and renovations. Areas of detail will include stack effect, central systems, driving forces, moisture/mold/mildew mitigation, HVAC systems, envelope, and potential systems upgrade. This workshop will involve a full audit of a Newark building as well as classroom instruction on all the aforementioned topics.

Passive Solar Design: Theory and Practice (Full day)

Presenter: John Ringel, Jersey Devil Design/Build

Passive solar design is straight-forward and based on common-sense notions everyone can understand and harness to brighten, heat, and cool their living spaces. This workshop will cover the basics of solar angles, direct gain systems, heat loss and insulation considerations, materials, methods, and lots of examples to explore the theory and practice of passive solar design. The course will be taught using examples from solar projects that John has worked on during the past 25 years.

PV 101 (Full day)

Presenter: Lyle Rawlings, Advance Solar Products

This workshop will provide a good overall overview of PV technology. It could have been called “everything you wanted to know about photovoltaics but were afraid to ask.” Grid-tied and stand-alone PV systems will be covered as well as battery and inverter technologies.



“Twelve billion dollars of new school construction is in the planning process in New Jersey alone. Other Mid-Atlantic states are following suit with billions of dollars of school construction. The momentum toward building high-performance schools is evident in the various state agencies. This conference is a must for school officials and their design professionals.”

— Cassandra Kling,
Sustainable Energy Association of New Jersey



Setting and Accommodations

Setting

The Mid-Atlantic Sustainability Conference will take place on the Newark campus of Rutgers University.

Conference attendees will have the option to sample Newark's varied cultural attractions ranging from an open-air concert at the architecturally dramatic New Jersey Performance Arts Center to a New Jersey Bears baseball game. Information about special events available to conference participants is available at the conference website, www.nesea.org.

The Rutgers Campus is easy to reach by car. Amtrak trains stop in Newark, a mile from the campus. Manhattan is just a 15 minute train ride away by New Jersey Transit. Newark International Airport is three miles away.



Hotels

We have arranged with two hotels for special conference rates. You must mention the Mid-Atlantic Sustainability Conference to qualify for these reduced rates.

Robert Treat Hotel, 50 Park Place, Newark

Conference rate: single \$95, double \$110

Cut-off date: May 26, 2002. **Phone # for reservations:** 800-843-0156

The Robert Treat Hotel is in easy walking distance of the conference site at Rutgers University in Newark and is the closest hotel to the conference. This elegant, refurbished hotel has been a Newark landmark since 1916. It has 170 rooms. Complimentary shuttle service to Newark International Airport. Free parking for hotel guests. Newark Penn Station is three blocks away. For more information, see www.rthotel.com.

Hilton Newark Gateway, Gateway Center, Raymond Boulevard, Newark

Conference rate: single \$129, double \$129

Cut-off date: May 26, 2002. **Phone # for reservations:** 973-622-5000.



The Hilton Newark Gateway in the heart of Newark's business district caters to business travelers and includes a complete business center. It is directly connected to Newark's Penn Station and is less than one mile from the conference site. It has 253 rooms. Paid parking is available. Complimentary shuttle service to Newark International Airport. For more information, see www.hilton.com.

About Newark

Newark, New Jersey's largest city, is in the early stages of an urban renaissance. Anchored on its rich multicultural history, supported by its five universities and colleges in the downtown area, and accelerated by the recent construction of the NJ Performing Arts Center and Bears and Eagles Stadium, Newark is showing many signs of renewed hope. Dramatically reduced crime rates and great strategic location are lifting real estate prices and spurring new construction. The IronBound section, with its lively Latin restaurants and street life, lies just across the tracks from Penn Station and the downtown business district. Transportation access is great, with Newark International Airport, Amtrak and NJ Transit services, and Interstate highways running right into the core. Newark is within sight of Manhattan, and only a 15-minute train ride away.

About Rutgers University in Newark

Rutgers is the State University of New Jersey and a member of the prestigious group of top research universities in America. Rutgers' Newark campus, which is hosting the Mid-Atlantic Sustainability Conference, has been repeatedly selected as the most ethnically diverse university in the USA. A thriving central city campus with more than 10,000 students, Rutgers-Newark is two blocks from the downtown business district and the New Jersey Performing Arts Center. It is the primary campus for Rutgers' professional programs in Business, Law, and Nursing, as well as the Institute of Jazz Studies and the Cornwall Center for Metropolitan Studies. Rutgers Business School, with more than 3,000 students across all three degree levels, has thriving programs in all major business fields, as well as specialties in supply chain management, pharmaceutical management, business ethics, e-commerce, entrepreneurship, and business and the arts. It hosts the headquarters for the statewide Small Business Development Centers.





Map of Rutgers University & Newark, NJ

The Mid-Atlantic Sust

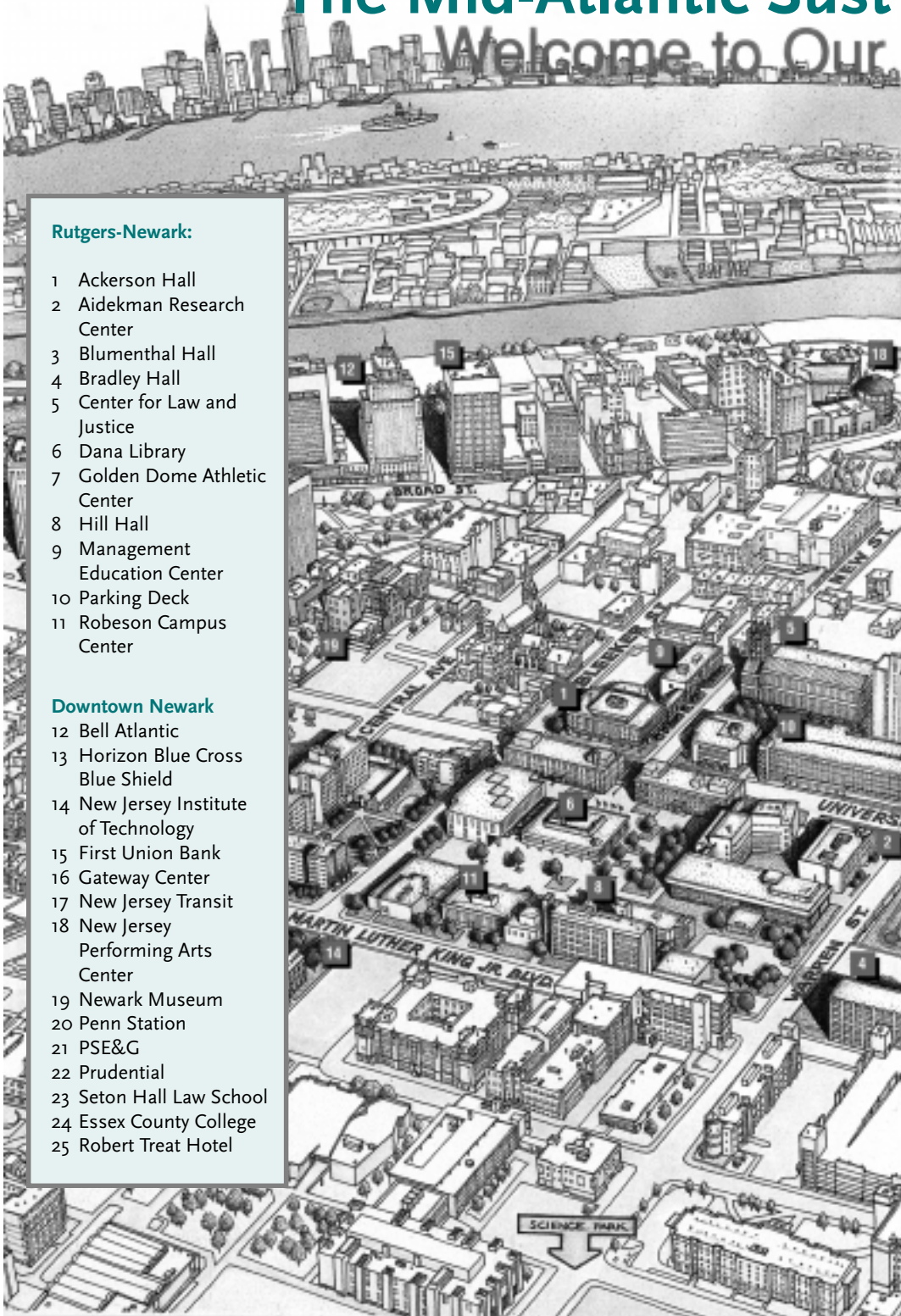
Welcome to Our

Rutgers-Newark:

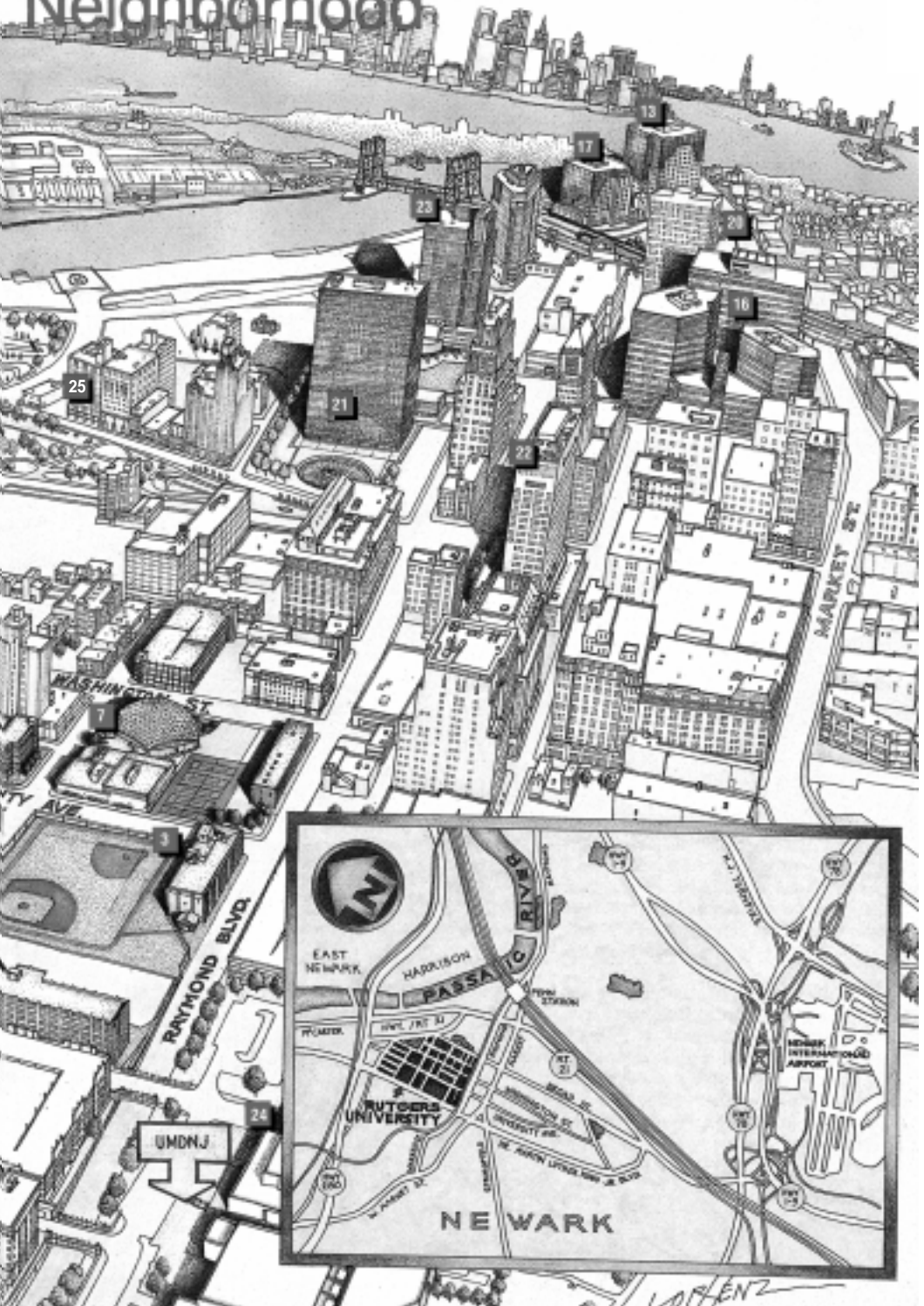
- 1 Ackerson Hall
- 2 Aidekman Research Center
- 3 Blumenthal Hall
- 4 Bradley Hall
- 5 Center for Law and Justice
- 6 Dana Library
- 7 Golden Dome Athletic Center
- 8 Hill Hall
- 9 Management Education Center
- 10 Parking Deck
- 11 Robeson Campus Center

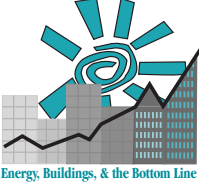
Downtown Newark

- 12 Bell Atlantic
- 13 Horizon Blue Cross Blue Shield
- 14 New Jersey Institute of Technology
- 15 First Union Bank
- 16 Gateway Center
- 17 New Jersey Transit
- 18 New Jersey Performing Arts Center
- 19 Newark Museum
- 20 Penn Station
- 21 PSE&G
- 22 Prudential
- 23 Seton Hall Law School
- 24 Essex County College
- 25 Robert Treat Hotel



Sustainability Conference Neighborhood





Participating Organizations

Participating Organizations

This conference has been planned and organized by many organizations. Participation by such a wide-ranging and impressive group has allowed us to put on a rich variety of conference sessions, workshops, and other events.

Commerce and Industry Association
of New Jersey
Cytex Industries Inc.
Eco Living Fellowship
Environmental Business Association
of New Jersey
Evergreen Services, Corp.
Global Learning, Inc.
Interface Flooring Systems
Multi-Lifecycle Engineering Research
Center—New Jersey Institute of
Technology
New Jersey Agricultural Experiment Station
New Jersey Board of Public Utilities
New Jersey Business and Industry
Association
New Jersey Clean Energy Program
New Jersey Commerce and Economic
Growth Commission
New Jersey Corporation for Advanced
Technology
New Jersey Department of Community
Affairs

New Jersey Department of Environmental
Protection
New Jersey Green Homes Office
New Jersey Higher Education Partnership
for Sustainability
New Jersey Solid Waste Policy Group
New Jersey Sustainable Business Alliance
New Jersey Sustainable State Institute
Northeast Sustainable Energy Association
Partners for Environmental Quality,
Inc.—A Faith Coalition
The Prisco Group
Rutgers, The State University of NJ
Rutgers Business School
Rutgers Center for Entrepreneurial
Management
Rutgers Center for Supply Chain
Management
Cook College
Edward J. Boustein School of Planning
and Public Policy
Steven Winter Associates
Sustainable Energy Association of NJ
World Resources Institute

About NESEA

The Northeast Sustainable Energy Association (NESEA) is serving as lead organizer of the conference. NESEA is the nation's leading regional membership organization focused on promoting the understanding, development, and adoption of energy conservation and non-polluting, renewable energy technologies. The organization works to bring clean electricity, green transportation, and healthy, efficient buildings into everyday use in order to improve the environment, protect human health, and nurture local economies. For more than a quarter century, NESEA has facilitated and enhanced a network of professionals, practitioners, and other citizens in pursuit of responsible energy use. Its programs and activities focus on the northeastern United States (from Washington, DC to Maine).

To learn more about NESEA or find out about the benefits of being a NESEA member, visit www.nesea.org or call 413-774-6051.

SEA-NJ

The Sustainable Energy Association of New Jersey is NESEA's New Jersey chapter. It promotes sustainable energy practices and policies. To learn more about SEA-NJ or to become a member, call 609-333-8832 or e-mail evergreenbuild@aol.com.

Planning Committee

Conference Chairs

Thomas A. Bryant

Entrepreneurial Management Programs,
Rutgers Business School

Cassandra Kling

Evergreen Services, Corp.

Track Chairs

Clean Energy Technologies

Warren Leon

NESEA

Michael Winka

New Jersey Department of Environmental
Protection

Commercial/Institutional Facilities

Jason Kliwinski

The Prisco Group

David Weisman

First Energy Technologies

Donald Wheeler

New Jersey Higher Education Partnership
for Sustainability

High-Performance Schools

Cassandra Kling

Evergreen Services, Corp.

Livable Communities

Marianne Leone

New Jersey Department of Community
Affairs

Michael Skelly, Sr.

Eco Living Fellowship

Procurement and the New Sustainable Economy

Thomas A. Bryant

Rutgers Business School

Reggie Caudill

Multi-Lifecycle Engineering Research Center
New Jersey Institute of Technology

Priscilla Hayes

New Jersey Solid Waste Policy Group

Residential Construction

F.L. Andrew Padian

Steven Winter Associates

Additional Committee Members

Clinton Andrews

Rhea Weinberg Brekke

Jeffrey Brown

Jeff Cotton

Eva Gardow

Drew Gillett

Cameron Johnson

Ray Merrell

John Nettleton

William Newburry

Darren Port

Matt Polski

James Quigley

Lyle Rawlings

Lori Nanton

Athena Sarafides

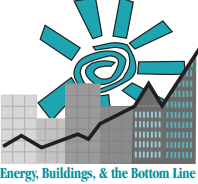
NESEA Conference Organizers

Jonathan Tauer

Jack Kraichnan

“Newark is a great downtown and reviving neighborhood that’s very accessible by public transit. Great restaurants and entertainment. You’ll miss the fun if you miss this conference, and you’ll miss a true urban rebirth.”

— Andrew Padian, Steven Winter Associates



To Register

Four Easy Ways to Register!

1. **Phone:** Call 413 -774-6051 and register by credit card.
2. **Mail:** Send the registration form on the opposite page to NESEA, 50 Miles Street, Suite 3, Greenfield, MA 01301-3212.
3. **Fax:** Fax the completed form to NESEA at 413-774-6053.
4. **Web:** Visit the NESEA website at www.nesea.org and submit the registration form.

Early Registration

Registrations must be postmarked by **May 31** to qualify for the early registration discount.

Refund Policy

Refunds must be requested via fax, email, or in writing no later than June 19, 2002. After this date no refunds will be made. A \$50 handling fee will be charged.

Registration includes

- Conference admission
- All luncheons and breaks.
- Lunchtime tours
- Thursday night reception

You must register for workshops and bus tour separately; they are not included in conference registration.

Accreditation

AIA credits: Conference sessions and workshops will qualify for personal learning units from the American Institute of Architects. Forms will be available on site.

Volunteer Opportunities

If you are interested in a work exchange scholarship at the Mid-Atlantic Sustainability Conference, contact Jack Kraichnan at 413-774-6051 ext.19 or email: jkraichnan@nesea.org. Volunteers are required to work a few hours for each day that they wish to attend the conference. Volunteering is a great way to attend this event but space is limited so please contact Jack today if you are interested.

Member Discounts

Members of any of the Mid-Atlantic Sustainability Conference's participating organizations are entitled to discounts on the registration fees for the conference and workshops. Just indicate which organization you belong to on the registration form on the facing page.

NESEA Membership

If you are not a member of any of the organizations, consider joining the Northeast Sustainable Energy Association (NESEA). By joining now, you qualify for the member discounts. Basic individual membership costs \$35. For information about membership benefits and other membership categories, visit the NESEA website at www.nesea.org.

Questions?

Please contact the NESEA office at 413-774-6051 or nesea@nesea.org

Mid-Atlantic Sustainability Conference

Please print clearly and return this form by fax or mail. Early registrations must arrive via fax or email or be **postmarked by 5/31/02**. To register additional attendees, please copy this form and submit one form per registrant. **Contact NESEA at (413) 774-6051** with any other inquiries.

Name _____

Organization _____

Street _____

City/State/Zip _____

Phone _____ I would like to receive confirmation by email only.

Email _____

The Mid-Atlantic Sustainability Conference



Energy, Buildings, & the Bottom Line

MAIL OR FAX THIS FORM

NESEA
Mid-Atlantic Conference
 50 Miles Street, Suite 3
 Greenfield, MA 01301-3212
 Fax: (413) 774-6053

CONFERENCE COSTS

	Early Reg.	Regular (after 5/31)	Student Rate
<input type="checkbox"/> Thursday Only	<input type="checkbox"/> \$145	<input type="checkbox"/> \$180	<input type="checkbox"/> \$90
<input type="checkbox"/> Friday Only	<input type="checkbox"/> \$145	<input type="checkbox"/> \$180	<input type="checkbox"/> \$90
<input type="checkbox"/> Two-Day	<input type="checkbox"/> \$270	<input type="checkbox"/> \$320	<input type="checkbox"/> \$160
Subtotal \$ _____			

WORKSHOPS/BUS TOUR

\$120 Wednesday Full Day	\$50
<input type="checkbox"/> Building-Integrated Photovoltaics	<input type="checkbox"/> Adding Business Value Workshop
<input type="checkbox"/> Energy Star Homes	<input type="checkbox"/> Great Swamp Field Trip
<input type="checkbox"/> The Natural Step	
	\$25
	<input type="checkbox"/> Wind Innovations
\$120 Saturday Full Day	
<input type="checkbox"/> Greening an Existing Building	
<input type="checkbox"/> Passive Solar Design	
<input type="checkbox"/> PV 101	
Workshop/Tour Subtotal \$ _____	

NESEA MEMBERSHIP

<input type="checkbox"/> \$25 Student/Senior	<input type="checkbox"/> \$45 Chapter	<input type="checkbox"/> \$150 Business
<input type="checkbox"/> \$35 Individual	<input type="checkbox"/> \$75 Professional	<input type="checkbox"/> \$500 Corporate
Membership Subtotal \$ _____		

MEMBER DISCOUNTS

Members of any participating organization are eligible for discounts. Indicate the organization to which you belong _____

<input type="checkbox"/> \$20 One-Day Attendee	<input type="checkbox"/> \$20 Wed., Full-Day Workshop
<input type="checkbox"/> \$35 Two-Day Attendee	<input type="checkbox"/> \$20 Sat., Full-Day Workshop

Membership Discounts \$ _____

TOTAL COST \$ _____

Subtotals - Discounts

CREDIT CARD INFORMATION

NAME _____

CARD # _____

SIGNATURE _____ EXP. DATE _____

SURVEY INFORMATION

Please indicate the category that best applies to you:

- Architect
- Business Manager
- Developer/Builder
- Educator
- Educational Administrator
- Engineer
- Environmental Advocate
- Facility Owner/Manager
- Government Agency Rep.
- Planner
- Product Development/Marketer
- Purchasing Agent
- Student
- Trade Professional
- Utility Rep.
- Other _____

Please indicate your main area of interest:

- Clean Energy Technologies
- Commercial/Institutional/University Facilities
- High-Performance Schools
- Livable Communities
- Procurement & New Economy
- Residential Construction
- Other _____

PAYMENT

Please indicate type of payment:

- Check Enclosed
- Purchase Order
- Visa MasterCard

Please make checks payable to NESEA. To charge your registration payment, supply name (as it appears on card), card number, and exp. date.

S P O N S O R S

**New Jersey Clean Energy
Program**

**US Department of Energy
National Grid**

**New Jersey Sustainable
Greenhouse Gas Action Plan
Cytec Industries Inc.**

Evergreen Solar

Interface Flooring Systems

PowerLight Corporation

Solar Design Associates

Solar Works Inc.



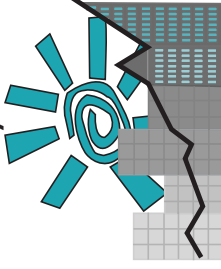
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We have made every effort to send only one brochure per person. However, if you receive more than one copy, please share them with friends and colleagues. Thank you.

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**The Mid-Atlantic
Sustainability Conference**



Energy, Buildings, & the Bottom Line

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Energy Association
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