



# SAN DIEGO GREEN BUILDING COUNCIL *presents*

## The 2015 San Diego Green Building Conference & Expo



### The Value of Sustainability

September 22, 2015

@ SDG&E's Energy Innovation Center

Join local and national experts in exploring the impact of sustainable strategies on the triple bottom line in our personal, business and community lives.

#### People

Explore how sustainable strategies and green buildings impact productivity, creativity and human relationships. Learn how a human-centered approach can benefit your process and revenues.

**Keynote Speaker: Col. Mark "Puck" Mykleby**  
*Sustainability and a New U.S. Grand Strategy*  
@markmykleby



While serving as a special strategic assistant to the Chairman of the Joint Chiefs of Staff from 2009-2011, U.S. Marine Corps Col. Mark "Puck" Mykleby co-authored with Navy Captain Wayne Porter "A National Strategic Narrative" that calls for a new US Grand Strategy with sustainability as the central foundation for developing a more prosperous and secure nation. Now as the Co-Director of the Strategic Innovation Lab at Case Western Reserve University, Mykleby, along with his counterpart Patrick Doherty, has developed the implementation framework for the strategy called for in the "Narrative." This new grand strategy calls for private sector leadership to shift our national trajectory in a more positive direction by leveraging market demand for smart-growth housing, regenerative agriculture, and a productivity revolution in materials, manufacturing, and energy. Mykleby will discuss the national imperative behind this new national strategy and the role the private sector must play to direct America toward a more prosperous and secure future.

#### Planet

From water to fire, air to soil, learn how to work with nature's elements to design healthy and resilient buildings and communities.

#### Profit

Learn about best practices in design, engineering, and operations, requirements under the AB 758, 2020 ZNE Code, as well as how to increase your revenues and lower costs.

#### Tickets:

Please visit [www.usgbc-sd.org/events](http://www.usgbc-sd.org/events) to purchase your pass. The pass includes a continental breakfast, lunch, and access to networking event.

#### Get in Touch:

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(858) 357-3011 // [info@usgbc-sd.org](mailto:info@usgbc-sd.org)

#### Connect with Us:

-  [www.usgbc-sd.org](http://www.usgbc-sd.org)
-  @SD\_GBC #SDGBCE15
-  SDGreenBuildingCouncil
-  US Green Building Council - San Diego Chapter

# The 2015 San Diego Green Building Conference & Expo

## Event Schedule



8:30 - 9:00 am	<b>Check-In &amp; Continental Breakfast</b>
9:00 - 9:30 am <i>Cabrillo A, B, C</i>	<b>Conference Kick-Off</b> <b>The Value and Values of Good Governance</b> Doug Kot ( <i>San Diego Green Building Council President; DNV GL</i> )
9:30 - 9:45 am <i>Patio</i>	<b>Networking Break</b> Please join us in the <b>Patio</b> area for networking.
9:45 - 11:00 am	<b>Breakout Sessions (choose one)</b>
<i>Cabrillo A</i>	 <b>Building Zen: How Mindfulness, Sustainable Design, Straw Bale Building, and Collaborative Construction Can Create Environments for Healthy Living in the 21st Century</b> Ed Earl ( <i>Priority 1 Projects</i> ), Drew Hubbell ( <i>Hubbell &amp; Hubbell Architects</i> ), and Rebecca Tasker ( <i>Simple Construct</i> )
<i>Cabrillo B</i>	 <b>Urban Agriculture: Who, What, Where, Why, and ROI</b> Karen Contreras ( <i>Urban Plantations</i> ) and Jim Mumford ( <i>Good Earth Plant &amp; Flower Company</i> )
<i>Cabrillo C</i>	 <b>Energy Dashboards: Classification</b> Frank Shadpour and Joseph Kilcoyne ( <i>SC Engineers, Inc.</i> )
11:00 - 11:30 am <i>Mission A &amp; B, Patio</i>	<b>Networking Break &amp; Expo</b> Please join us in <b>Mission A</b> for the expo, <b>Mission B</b> for a chef demonstration, or the <b>Patio</b> area for networking.
11:30 am - 12:45 pm	<b>Breakout Sessions (choose one)</b>
<i>Cabrillo A</i>	 <b>Achieving Sustainability: Overcoming Opposition to Sustainable Projects</b> Cary Lowe, Barbara Filner, Michael Jenkins, and John Reaves ( <i>Land Use &amp; Environmental Mediation Group</i> )
<i>Cabrillo B</i>	 <b>Organic Landscaping: Growing Healthy Plants and Communities without Pesticides, Herbicides, and Synthetic Fertilizers</b> Ari Tenenbaum ( <i>Revolution Landscape</i> ) and Kristen Kuhn ( <i>San Diego Coastkeeper</i> )
<i>Cabrillo C</i>	 <b>Building Life Cycle: Balancing the Equation of Total Ownership Cost</b> Sean Hulén and Kyle Frandsen ( <i>Balfour Beatty Construction</i> )
12:45 - 1:30 pm <i>Mission A &amp; B, Patio</i>	<b>Lunch &amp; Expo</b> Please join us in <b>Mission A</b> for the expo, <b>Mission B</b> for a chef demonstration, or the <b>Patio</b> area for networking.
1:30 - 2:45 pm	<b>Breakout Sessions (choose one)</b>
<i>Cabrillo A</i>	 <b>The New Mechanics of Productivity: Boost Your Building's IAQ</b> Simon Turner ( <i>Healthy Buildings</i> )
<i>Cabrillo B</i>	 <b>Improving Resilience through Sustainable Design: Reconstruction of Transitional Housing at San Pasqual Academy</b> Kotaro Nakamura ( <i>Roesling Nakamura Terada Architects</i> ) and Pat Caughey ( <i>Wimmer Yamada and Caughey</i> )
<i>Cabrillo C</i>	 <b>Path to 2020 Zero Net Energy Code Compliance + California's Zero Net Energy Future: Possibilities, Policies and Programs to Achieve the State's ZNE Goals</b> Blake Herrschaft and Annie Koch ( <i>DNV GL</i> ) with Hanna Grene and Lindsey Hawes ( <i>Center for Sustainable Energy</i> )
2:45 - 3:15 pm <i>Mission A &amp; Patio</i>	<b>Networking Break &amp; Expo</b> Please join us in <b>Mission A</b> for the expo or the <b>Patio</b> area for networking.
3:15 - 4:15 pm	<b>Breakout Sessions (choose one)</b>
<i>Cabrillo A</i>	 <b>Reduction and Recycling at Special Events and Large Venues</b> Julie Sands Tyne ( <i>City of San Diego Environmental Services Dept.</i> )
<i>Cabrillo B</i>	 <b>H<sub>2</sub>Obligation</b> Caroline Kreiser and Ben Dalton ( <i>Miller Hull</i> )
<i>Cabrillo C</i>	 <b>Everyday Green: Smart Engineering is Not Just for "Green Buildings"</b> Calina Ferraro and Ransom Hamrick ( <i>Randall Lamb Associates</i> )
4:15 - 4:30 pm <i>Mission A &amp; Patio</i>	<b>Networking Break &amp; Expo</b> Please join us in <b>Mission A</b> for the expo or the <b>Patio</b> area for networking.
4:30 - 6:00 pm <i>Cabrillo A, B, C</i>	<b>Keynote Speaker</b> <b>Sustainability and a New U.S. Grand Strategy</b> Colonel Mark "Puck" Mykleby ( <i>New America, US Marine Corps</i> )
6:00 - 7:30 pm <i>Mission A &amp; Patio</i>	<b>Networking Reception &amp; Expo</b> Please join us in <b>Mission A</b> and the <b>Patio</b> area for networking.