

Energy Action Day!

*"Protect Your Green
While Greening Your Bottom Line"*

March 10, 2009 New York Hilton 8 am - 1:30 pm



Special Morning Briefing Session
and Q&A with
NYC Mayor Michael Bloomberg

Created for you by BOMA/NY's Energy/Sustainability Committee
Sponsored by: ABM Facility Services Inc., Con Edison Steam Business Development,
EnergyWatch Inc., ThyssenKrupp Elevator Corporation



Morning seminars: retro-commissioning, overcoming financial barriers to energy efficiency, greening cost/benefit analyses, LEED tips for new and existing buildings, getting the best price for renewable energy and much more



Event Schedule

8:00—8:30 AM

Registration and Continental Breakfast

8:30—8:35 AM

Welcome, Paul Magda, Co-Chair, BOMANY Energy/Sustainability Committee

8:35—9:30 AM

Briefing Session and Q&A with New York's Mayor Michael Bloomberg



New York City Mayor Michael R. Bloomberg

With the unveiling of PlaNYC2030, Mayor Michael R. Bloomberg (named by *Time Magazine* as one of the five best big city mayors in America), declared the City's vision of becoming the greenest city in America. At Energy Action Day, he'll discuss how New York City's real estate community can provide the leadership necessary to achieve the ambitious targets of PlaNYC2030, and address how energy efficiency investments not only reduce operating costs, but improve the environment and increase the competitiveness of the City's real estate market.

9:35—10:20 AM

Module One: First Steps Towards Efficiency



The First Steps Towards Energy Efficiency:

Moderator: Catherine Luthin, President, Luthin Associates

- How benchmarking and retro-commissioning can be used as a foundation for energy projects
- Case studies of successful LEED projects in New York City
- A strategy to overcome financial barriers to energy efficiency in commercial buildings

Benchmarking: Natale DiDonato, Senior Associate, Luthin Associates

- What is benchmarking?
- Instructions on using Portfolio Manager
- The impact energy projects have on your rating

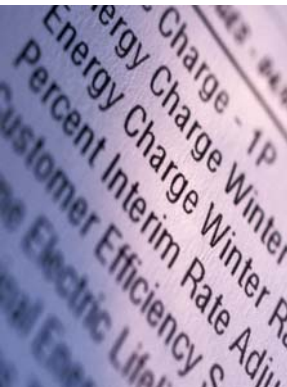


LEED for New Buildings: Brian Schwagerl, Vice President of Real Estate and Facilities Planning, Hearst Corporation

- Case Study for Hearst Tower
- Application process; discussion of point system and tips for achieving easy points
- Cost/Benefit

Retro-commissioning: Richard Angerame, President, Utility Programs and Metering II

- What is building oversight management / why it works
- Measuring, quantifying and verifying actual energy management results
- Requirements in the LEED process
- Understanding the Cost/Benefit of utility monitoring and system performance



Strategies for Addressing Lease-Related Barriers to Efficiency:

Sean Patrick Neill, Principal, Cycle-7

- Typical barriers to efficiency in commercial leasing
- Financial impacts on owner and tenant
- Recommended lease adjustments; options for vendor-financing that satisfy lease terms

Event Schedule



LEED for Existing Buildings: Bill Costello, Principal, ES Partners

- Case study of Random House
- Building the Team
- First steps to review whether a building may qualify
- Tips for achieving easy points and lessons learned

10:20—10:35 AM

Break, Review Exhibits

10:40—11:25 AM

Module Two - Managing the Costs of Green



Introductory Remarks: "Benefits of and Considerations in Purchasing Renewable Energy Credits" Moderator, Jay Raphaelson, President, EnergyWatch Inc.

Renewable Energy Credit Supply & Demand for 2009 Tim Lezgun, Business Development, Community Energy, Inc.

- Supply and demand curves for Renewable Energy Products from the perspective of one of the leading green power marketers
- Price differential between local and national wind products



Structuring Your REC Purchase to Limit Costs: Key Considerations Keena Hammond, Executive Managing Director, EnergyWatch Inc.

- How to combine timing, pricing methods and corporate directives to secure more advantageous pricing
- How to secure added value when purchasing Renewable Energy Products



Carbon Legislation Policy at the NY State and National Level: The Impact on Your Long Term Planning for Renewables and RECs

John Mucci, Vice President, Engineering and Planning, Con Edison

- Developing carbon legislation policy on both NY State and national levels
- How legislation will impact long-term planning for real estate groups purchasing Renewable Energy Products

11:25-11:30 AM

11:30– noon

Wrap-up by David F. Bomke, Exec. Dir., NY Energy Consumers Council Inc. Review Exhibits, Luncheon Reception

11:35 AM—1:30 PM

Luncheon and Keynote Address by PA NY & NJ Exec Dir. Christopher Ward



A public servant who has spent his career focusing on the environmental, construction and transportation needs of the City of New York and the greater New York area, Christopher O. Ward currently serves the Port Authority as Executive Director, and as President of its wholly-owned entities.

He will discuss how the Port Authority's Capital Plan and vision for the metropolitan region will affect congestion, and address sustainability issues. A brief Q&A will follow Mr. Ward's remarks.

Registration Form

Tuesday, March 10, 2009 • New York Hilton Hotel

Seminar Program 8 AM— 11:35 • Exhibition 8 AM—11:35 AM

Cocktails, Luncheon and Keynote Address 11:35 AM —1:30 PM

| | | | |
|--------------|---------------------------------------|-----------------------|---------------|
| Cost: | Luncheon (only) | BOMA/NY Member | \$ 150 |
| | | Non-Members | \$ 200 |
| | EAD & Luncheon (combo) | BOMA/NY Member | \$ 210 |
| | | Non-Members | \$ 280 |

EDUCATION CREDITS:
Approval is pending for up to 7 PDH credits for professional engineers and 7 HSW credits for architects, at no cost to participants.

To register, please fill out the form below—completely—and mail, fax or e-mail to BOMA/NY at: Suite 2201, Eleven Penn Plaza, NY, NY 10001, Fax: (212) 268-7441, E-Fax: 646-706-0503, sylvester@bomany.com

CHECK ONE ONLY

PAYMENT MUST BE MADE IN ADVANCE

BOMA/NY Member

I will attend the Luncheon I will attend EAD & the Luncheon

Non-Members

I will attend the Luncheon I will attend EAD & the Luncheon

TOTAL COST: _____

Name _____ Title _____

Firm _____

Street Address _____

City _____ State _____ Zip Code _____

Tel _____ Fax _____ E-mail _____

My check for \$_____ is enclosed Or

Charge my credit card AMEX VISA MasterCard Exp. Date _____

Card # _____ Signature _____ Sec Code _____

If more than one member of your firm wants to attend, make additional copies of this form and follow the procedures above. Cancellations will be honored until NOON on Friday, March 6, 2009. After then, all reservations will be billed.

For more information, contact Sylvester Giustino, Director of Legislative Affairs, BOMA/NY, Suite 2201, Eleven Penn Plaza, New York, NY 10001 ■ Tel: 212-239-3662 Fax: 212-268-7441, E-Fax 646-706-0503 or sylvester@bomany.com





Deadline: March 6, 2009

Energy Action Day!

*“Protect Your Green
While Greening Your Bottom Line”*

March 10, 2009

**Exhibition And Sponsorship
Opportunities**

EXHIBITOR FEES AND BENEFITS

COST: \$850 for BOMA/NY Members, \$1,500 for Non-Members; Fee covers an Exhibit Table (30” x 6”) for the entire conference

SPONSOR FEES AND BENEFITS

COST: Flat fee: \$2,500

Benefits:

- ▶ An Exhibit Table (30” X 6’) for the entire conference (a \$850 - \$1,500 value)
- ▶ FREE conference and luncheon registration for two (a \$420 - \$560 value)
- ▶ Pre-event recognition on www.bomany.org; listing as valued sponsor on membership-wide blast e-mails
- ▶ Event recognition during the opening, middle and closing program remarks
- ▶ Event recognition in the opening and closing PowerPoint presentation
- ▶ Event recognition in a special sponsor listing within the program materials

SIGN ME UP!

PAYMENT MUST BE MADE IN ADVANCE

My firm will be an **Exhibitor**

Member (\$850) Non-Member (\$1,500)

My firm will step up to be a **Sponsor**

Flat fee (\$2,500)

Name _____ Title _____

Firm _____

Street Address _____

City _____ State _____ Zip Code _____

Tel _____ Fax _____ E-mail _____

My check for \$ _____ is enclosed Or

Charge my credit card AMEX VISA MasterCard Exp. Date _____

Card # _____ Signature _____ Sec Code _____

Please complete this form and return to Sylvester Giustino, Director of Legislative Affairs, BOMA/NY, Suite 2201, Eleven Penn Plaza, New York, NY 10001 Tel: 212-239-3662 Fax: 212-268-7441, E-Fax: 646-706-0503 or sylvester@bomany.com

