

Seminar Series of
IFMA Healthcare Council
and
**Corporate Realty,
Design & Management
Institute**

Thursday, May 14
Riverhouse Hotel
& Conference Center
3075 N. Business 97
Bend, Oregon 97701

7:00 to 8:00 am: Registration
and Continental Breakfast
8:00 am to Noon: Program

Tickets: \$125

This seminar is part of OSHE
(Oregon Society for Healthcare
Engineering) Annual Meeting
& Education Conference.
Complete conference agenda
is available at www.oshe.us

To make room reservations
at Riverhouse Hotel, call
800-547-3928 and mention
you're with OSHE Conference

Earn Educational Credits:
AIA: 3 LUs (HSW, SD)
IFMA: 3 CFM Points
CHFM: .3 CEUs
IIDA: Pending
USGBC Education Provider Program

Special Sustainability Panel
Names of panelists will be
posted as confirmed at
www.squarefootage.net



Co-Hosts:
Georgia Pacific
Lutron
Philips Lighting
Sika Sarnafil

Brought to you by
ASHE

Corporate Realty, Design
& Management Institute

IFMA Healthcare Council

OSHE

Medical Construction & Design

Making Sense Out of SUSTAINABILITY in Healthcare 2009



Building Your Roadmap to Sustainability & Energy Efficiency

Uncover Who's Who and What it Means to You

Over a dozen organizations and coalitions are bombarding healthcare architects, engineers, and facilities professionals with information on sustainability and energy efficiency. In this fast paced seminar, find out who is behind many of these recently formed coalitions and partnerships. Discover the history, agenda, biases, and untold truths about the multitude of green building organizations. We'll separate fact from fiction and explain how they are affecting your job.

Get a primer on the various green rating systems and how to differentiate among them. See who's behind the third party building material certification programs. Learn how you can avoid the biggest mistakes being made today in specifying "environmentally friendly" products.

Turn Ideas Into Tangible Results

Discover who's succeeded at implementing sustainable programs in U.S. healthcare. Learn what steps they took to convert ideas into results. See how they formed their teams. Understand how they kept their project goals on track. Identify the many pitfalls and how to avoid them. Get an insider's look at sorting out the issue of sustainability. Case histories and real life examples will give you valuable insights on sustainable materials, available technologies, and innovative energy solutions.

Show Them The Money

In this seminar, you'll see how sustainability and energy efficiency is revitalizing financial performance. Find out how to convert sustainability into ROI and language that resonates with healthcare CFOs and administrators. Learn from Alan Whitson, RPA, acclaimed Turning Green into Gold® consultant, and a panel of experts at the forefront of sustainable healthcare. This is your opportunity to learn how to tap the financial power of sustainability and energy efficiency in these uncertain economic times.

Who Should Attend

- Architects & Designers • Consulting & Mechanical Engineers
- Developers of Healthcare Facilities • Healthcare Facilities Managers & Engineers
- Hospital Plant Operation Managers • Hospital CEOs, Administrators & Directors

What Attendees Say About Turning Green into Gold® Programs

"Put lots of parts heard before into one cohesive context. Makes it all click together"

"Fast paced, entertaining, depth of content, good take-away material"

"Gets people from all parts of the industry in one room"

"Highly qualified speakers"

Please call 503-274-7162 or register
online at www.squarefootage.net