



## An AGC Professional Development Program

---

# LEED<sup>®</sup> Green Marketing & Estimating for Contractors

April 22, 2008 • 8:00 am to 5:00 pm • Arlington, VA

Brought to you by AGC of America & AGC of Metropolitan Washington DC

***A full day program on LEED<sup>®</sup> the hottest topic in Construction Estimating today!***

### Have you ever wondered...

How do you win a Green Project?

- What are the differences in Preconstruction for a Green Project? (Delivery Method, Cost, Time, Resources)
- Once you've got it, how do you start up and manage it successfully?

### As a contractor you will gain:

A basic understanding of the LEED Rating System and what makes a building green.

- A different approach to marketing and selling for Green.
- Knowledge of what green building aspects may affect your cost and construction
- An analysis of different delivery methods for green projects.
- Certainty on your role as a contractor in the green building process
- Lessons Learned from a wide variety of green projects.

### Participants will:

- Evaluate and understand the current green climate in construction
- Comprehend the motivation behind green building
- Define green building selling and marketing strategies
- Identify LEED requirements
- Discuss the role of the subcontractor

### Agenda:

8:00 am – 8:30 am: Breakfast and registration  
8:30 am – 10:00 am: Intro to Green and Marketing & Selling  
10:15 am – 12:00 pm: Green Preconstruction: I  
12:00 pm – 1:30 pm: Lunch and *Guided tour of the Navy League Building –LEED Silver*  
1:30 pm – 3:00 pm: Green Preconstruction: II  
3:15 pm – 5:00 pm: Managing Green

### Program Location:

AGC of Metropolitan Washington DC  
2300 Wilson Boulevard, Floor 1  
Arlington, VA 22201

### Speakers:

Reed Thomas  
Senior Estimator  
R.J. Griffin & Company

JC Burton  
Principal  
WoodlineSolutions

### To register and more information:

To register, complete the attached registration form and return it to AGC.  
For more information visit [www.agc.org](http://www.agc.org)

### Registration Fees:

\$450.00 for AGC Members  
\$550.00 for Non-AGC Members  
Government Rates Available, contact  
Carrie Harper (703) 837-6316 for more  
information.

### Or Contact:

Carrie Harper, AGC of America, [harperc@agc.org](mailto:harperc@agc.org), (703) 837-5316  
Stephanie Mullins, AGC of America, [mullinss@agc.org](mailto:mullinss@agc.org), (703) 837-5387  
AGC of Metropolitan Washington DC, (703) 673-9340

---

You may request not to receive future fax advertisements from us. To do so, fax your fax number and company name to 703-837-5405, or call toll free 800-242-1767 with the same information. Our failure to comply with your request within 30 days is unlawful.

Please remove fax number: \_\_\_\_\_ Company Name: \_\_\_\_\_



**An AGC Professional Development Program**

---

# LEED<sup>®</sup> Green Marketing & Estimating for Contractors

April 22, 2008 • 8:00 am to 5:00 pm • Arlington, VA

Brought to by AGC of America & AGC of Metropolitan Washington DC

**Registration Form:** Registrations will be accepted on a first-come, first serve basis.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**PAYMENT INFORMATION (Payment must accompany registration to secure a seat in this class.)**

Registration Fees:

\$450.00 for AGC Members

\$550.00 for Non-AGC Members

\*Government Rates Available, contact Carrie Harper (703) 837-6316 for more information

**Registration fee includes all conference materials and handouts, continental breakfast and lunch.**

Check for \$ \_\_\_\_\_ made payable to AGC of America – MAIL ONLY

Charge my credit card as follows (circle one):    VISA    MasterCard    AmEx

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Name as it appears on the card \_\_\_\_\_

Signature \_\_\_\_\_

**Fax or mail this completed form with payment to:**

Stephanie Mullins • AGC of America • 2300 Wilson Blvd., Ste. 400 • Arlington, VA 22201 • Fax: (703) 837-5402