



To Green or Not to Green--

The financial constraints of the Great Recession have made green and sustainable construction more challenging than ever. Join us for a look at some of the key factors that influence the decision to build green in Philadelphia. Learn about financing options, incentives and opportunities that will add to the bottom line, as well as how to navigate the "new normal" in the appraisal process. Discussion will continue over drinks at McFadden's!

**Wednesday, January 18 from 2:00 – 5:00 p.m.
Building 101 at The Navy Yard, 4747 S. Broad Street, Suite 301
5:00 – 6:30 Networking Happy Hour at McFadden's**

- 2:00 – 2:10 Greetings and Opening Remarks
- 2:10 – 2:30 **James F. Kenney**, Philadelphia City Councilman and Chair, Committee of the Environment (invited)
- 2:30 – 3:15 **Kevin Gillen**, Ph.D. and Vice President, Econsult Corporation and **Brian Uher**, Director, Amicus Consulting Services
"The Green Economics of Residential Development in Philadelphia." Discussion will include current general economic conditions, case studies comparing new construction to retrofit as well as how the ROI changes if they are built "green." Green features that contribute positively to ROI will also be identified.
- 3:15 – 3:30 Q & A for Gillen and Uher
- 3:30 – 3:45 Break
- 3:45 – 4:45 Panel: Incentives, Appraisals and Financing of Green Homes
Moderator: **Janet Milkman**, Executive Director, Delaware Valley Green Building Council.
Panelists: **Wesley Astheimer**, Executive Vice President, Chief Loan Officer, Valley Green Bank; **Roger Clark**, Manager, Sustainable Development Fund, The Reinvestment Fund; **Leah Erickson**, Executive Director, The Appraisal Network, Inc.; **Eva Gladstein**, Executive Director, Zoning Code Commission; **James Maransky**, Principal, The EnVision Group
- 4:45 – 5:00 Q & A for Panelists
- 5:00 – 6:30 Networking Happy Hour at McFadden's at the Ballpark (included in registration fee)

**\$50 for BIA and DVGBC members in advance;
\$65 for non-members; \$10 surcharge on-site**

Company Name _____

Attendee(s) Name(s) _____

Address _____

Phone _____ Fax _____ Email _____

To pay by credit card: Fax to 215-701-0642

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To pay by check: make check payable to BIA of Philadelphia and mail with completed registration form to: 268 Westwind Way, Dresher, PA 19025. Questions? Please call 215.BIA.PHIL (242.7445)