

**TRACK NAME**

Guide to Greening a Business – Local First Arizona

SESSION NAME

Developing Products for the New Green Building Economy – LEED for Product Manufacturers

DATE + TIME + ROOM NUMBER

Saturday Sept. 6th – 3:00pm – 103A

SESSION DESCRIPTION

The LEED for Product Manufacturers program was developed by Green Ideas to guide product development teams, including sales and marketing professionals, in learning how their building products support , *or could support*, the objectives of the building owners pursuing LEED Certification.

Many manufacturers understand the basic environmental traits—Envirotraits—that sustainable design professionals are looking for, such as “recycled content”. Yet the specifics of what constitutes “recycled content,” for example and how it is quantified in the LEED rating systems can be elusive. This presentation provides an overview of the USGBC’s LEED Rating Systems as they apply to the building products industry. Attendees will leave with a foundation for understanding how the Envirotraits of their products are integral to LEED Certification, and how to develop, document, and market products that contribute to or comply with LEED goals.

PRESENTER(S)

Tara Haviland – Project Manager for Green Ideas

PRESENTER BIOGRAPHY(S)

Tara Haviland, a LEED Accredited Professional, is a Project Manager for Green Ideas Environmental Building Consultants and provides support for building owners, architects, engineers and contractors who aspire to build high performance, sustainable buildings. Her projects include the ASU Biodesign Institute, Phoenix Convention Center, Echelon Place, Mariposa Port of Entry and the Reid Park Zoo School. Tara is completing a Masters of Science in Environmental Technology Management at ASU Polytechnic Campus in Mesa. Her background has given her in-depth understanding of the regulations and organizations that have formed national and international environmental law and policy; toxicology; chemistry of hazardous and organic materials; land remediation; industrial hygiene; waste management; sustainable energy and innovative environmental technology. Tara is currently furthering Green Ideas service offerings for product manufacturers. The services include education, LEED documentation, product guidance, and a green building product database for use by the public on a subscription basis.

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