

**TRACK NAME**

Green Building in the Desert - USGBC

SESSION NAME

Ready, Set, & Sell Green

DATE + TIME + ROOM NUMBER

Friday September 5th – 2:00pm – 102B

SESSION DESCRIPTION

Attendees will gain valuable knowledge and techniques they can use to help clients maximize financial opportunities for their businesses. We will illustrate how a value-based approach to building approach to building construction can achieve positive, predictable results for real estate portfolios. Attendees will learn how to use the LEED Green Building Rating System for accelerate depreciation and payback periods, increase ROI and tax advantages of potential tax incentives.

PRESENTOR(s)

Charlie Popeck – Principal at Green Ideas

PRESENTOR BIOGRAPHY (s)

Charlie Popeck is a recognized authority and leader in the field of green building. As President and founding Principal of Green Ideas, Charlie is sought after as an expert in the LEED, the Green Building Rating System developed by the U.S. Green Building Council (USGBC). He is responsible for business development, marketing, educational programs and operations. Charlie has worked on a wide range of commercial and residential projects and has expertise in green building products, applications and installation techniques. His construction experience as a carpenter includes residential and commercial framing, concrete formwork and finish work. He has been a licensed California General Contractor and has held senior management level positions for general contractors, manufacturers and architectural firms. His passion for the green building industry, along with his construction management and tradesman background uniquely qualifies him as one of the most versatile green building consultants in the country.

CONTINUING EDUCATION CREDIT (CEU)

N/A