

USGBC Triangle Education Event: Green Marketing and Networking in 2009

Sep 10th, Raleigh Convention Center, 5:30 PM-8:30 PM

Our September Educational event focuses on the actions taken early in a project to make green design a priority and a green building a reality.

There are plenty of clear reasons to build sustainably: healthy buildings, reduced utility bills, energy independence, satisfied occupants, and environmental stewardship. However, in order to grow our industry and further our own work, we as green-collar professionals need to be able to relate these goals in client-specific ways, and to understand the green potential (and effectiveness) of our projects on a small- and large- scale.

Local green building professionals Evelyn Contre of Springleaf Strategies and Annie Lux of Centex Homes will be presenting together, sharing their own experience and discussing topics that are integral to effective green building marketing and execution:

- a general overview of sustainability marketing principles and audiences types,
- creating a green roadmap and set of priorities with owners and developers
- large-scale residential motivations and strategies
- case studies on effective commercial and residential green projects
- the high cost of green-washing.

Evelyn Contre is Managing Director of Springleaf Strategies, a consulting firm specializing in sustainability-focused marketing for companies serving the green building industry. Springleaf also works with municipalities and firms in the renewable energy and natural resource conservation sectors to help communicate their mission and vision to a broader audience. Clients include the City of Raleigh, HH Architecture, RainWater Solutions, and BridgePoint Construction Services.

Annie Lux is currently a marketing manager with Centex Homes, a sub-brand of the Pulte Group. She started with Centex in the market strategy group, identifying the market size for green homes. Her role has grown from market feasibility to consumer segmentation and creating tactical marketing plans. Most recently, she launched the national pilot of a green marketing campaign to support Centex's introduction of its Centex Energy Advantage building system.

Following the presentation will be a networking period with hors d'oeuvres and cash bar.

Attendance is limited, please RSVP [HERE](#).

Free for chapter members and \$15 for non-members.

Attendees at the LEED BD&C workshop at Sep 10th will also be admitted free. Register for the workshop [HERE](#).

(1) AIA CEU credit will be available for this event.

Please email Julia Janaro at education@triangleusgbc.org with any questions.