



# 2009 AOBA GREEN CONFERENCE

*Taking Sustainability  
to the Next Level*

SEPTEMBER 30, 2009



# AOBA

Apartment and Office  
Building Association  
of Metropolitan Washington

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## CONFERENCE PROGRAM

**8:30am:** *Registration, Continental Breakfast, Green Resource Center OPEN*

**9:00am:** *Welcome and Keynote Remarks (Congressional/Senate Room)*

- **Welcome:** John Ritz, AOBA President, and President, William C. Smith & Co.
- **Keynote Remarks:** Marc Gunther, Contributing Editor, Fortune magazine, will launch the day with remarks focused on *Sustainability: Lessons from America's Leading Companies*.

Marc writes about the impact of business on society, with a focus on issues of sustainability. In addition to his position at Fortune magazine, he writes for *greenbiz.com* and is the author of *Faith and Fortune: How Compassionate Capitalism is Transforming American Business*.

### CONCURRENT SESSIONS

**9:45am:** *Breakout A - Commercial (South American Room)*

**Beyond the Basics: "Shovel Ready" Ideas and Resources**

- **Facilitator:** Evan Tyroler, Engineering/Sustainability Specialist, Cassidy & Pinkard Colliers
- **Speaker:** Marc Fischer, Senior Vice President, Transwestern, will lead an interactive conversation for commercial real estate managers focused on maximizing savings through a variety of energy and water savings techniques that go beyond the "low-hanging fruit."

**9:45am:** *Breakout B - Residential (Federal Room "B")*

**Conserving our Resources: Sharing Multifamily Success Stories**

This session features local, multifamily case studies. We'll learn about the impact of replacing older appliances with Energy Star ones, the significant implications of a water conservation project, and environmental programs designed by Arlington County for apartment and condo residents.

- **Facilitator:** Casius Pealer, Manager for Affordable Housing, US Green Building Council
- **Speakers:**
  - Ari Reeves, Project Manager and Senior Research Analyst, D&R International
  - Eric Freitag, Director of Maintenance Operations, Scott Management, Inc.
  - Adam Segel-Moss, LEED AP, Green Building Outreach Coordinator, Fresh AIRE, Arlington County Dept. of Environmental Services

**10:30am:** *Coffee Break/ Resource Center OPEN*

## CONCURRENT SESSIONS

**10:45am:** *Breakout C - Commercial/ Residential (South American Room)*

### Analyzing Your Utility Bills: Getting Behind the Numbers on Gas, Electric and Water

We know your utility goals - use less, save more. Executives from your local utilities will review the billing process and outline green initiatives and incentives designed to help AOBA members.

- **Facilitator:** Don Tennant, Director of Building Services, Akridge
- **Speakers:**
  - Karen Lefkowitz, Director Customer Relations, Pepco
  - Michael Galligan, Manager of Billing, DC WASA
  - Doug Dreist, Supervisor, Partner Management, Washington Gas
  - Jennifer Mangus, Supervisor, Customer Service Operations, Dominion

**10:45am:** *Breakout D - Residential (Federal Room "B")*

### An EPA Primer: Working with Energy Star's NEW Multifamily Benchmarking Program

The EPA's Energy Star program is considered the "gold standard" for energy efficiency, and many local governments are mandating Energy Star labeling. This "how to" session is designed to bring multifamily members up-to-date with the EPA's new program geared to multifamily buildings, and to inspire participants to begin the critical benchmarking process.

- **Facilitator:** John Ritz, AOBA President and President, William C. Smith & Co.
- **Speakers:**
  - Deborah Cloutier, Principal, JDM Associates, LLC
  - Alyssa Quarforth, Program Manager, EPA Energy Star

**11:30am:** *Resource Center OPEN*

**Noon - 1:30pm:** *Luncheon and Panel Discussion (Congressional/Senate Room)*

### Staying Ahead of the Curve: A Conversation on Cap and Trade, Energy Mandates and Regional Sustainability Goals

With the environmental landscape changing rapidly, it's important to stay current. This session delves into the strategic implications of current goals and mandates, along

with a special update on green building initiatives at the GSA. A “Q and A” session will focus on how the property management industry will be impacted and can most effectively prepare for the future.

- **Facilitator: Thomas James**, Deputy Regional Commissioner - Property Development, Public Buildings Service - National Capital Region, General Services Administration
  - **Speakers:**
    - Jay Fisette**, Vice Chair, Arlington, VA County Board
    - Eileen Lee**, Vice President - Energy and Environmental Policy, National Multi Housing Council
- 

**1:00pm:** “Go Green for Good!” Lunch

**1:30 - 3:00pm:** Workshop

**An AOBA Energy Efficiency Education Program for Multifamily Managers** (*South American Room*)

This afternoon session for resident/site managers offers an opportunity to swap green challenges and successes, and to participate in a workshop geared to helping managers train their residents to undertake more energy efficient and environmentally friendly practices. In addition, a NEW webpage and handy web “widget,” designed specifically for AOBA multifamily member firms, will be launched.

- **Facilitators:**
  - Marie L. Tibor**, Director of Communications and Coordinator of Environmental Initiatives, AOBA
  - Frank Walter**, Senior Vice President, Environics Communications
- **Speaker: Wendy Reed**, Environmental Communications Consultant. Wendy was formerly Campaign Director for the EPA Energy Star’s “Change a Light, Change the World” campaign.

*Note: Session participants receive a green “goodie bag” that includes products from Procter & Gamble, Natural Home Magazine and O.N.E. all-natural beverages.*

## SPEAKER AND FACILITATOR BIOS

### **Deborah Cloutier**

*Principal, JDM Associates, LLC*

Deb has been providing consulting services in the areas of commercial real estate, energy management, and environmental sustainability for over 17 years. She has supported EPA's ENERGY STAR program since its inception in the early 90's and assisted EPA to recruit over 4 billion square feet of commercial real estate owners and managers into the program. Deb has extensive experience in designing, developing, and implementing marketing transformation programs. She assisted BOMA International in developing the BOMA Energy Efficiency Program (BEEP) and the US Green Building Council to develop a national, portfolio-wide sustainability program. She is currently working with the largest national owners and managers of investment-grade real estate to assist them in making strategic energy management a standard business practice. Deb is a co-author of the IREM publication entitled, "A Practical Guide to Energy Management and Enhancing the Bottom Line" and regularly contributes to several national industry publications.

Deb is a co-founder and principal of JDM Associates, an energy management and environmental consulting firm based in Falls Church, VA.

### **Douglas Dreist**

*Supervisor, Partner Management, Washington Gas*

As Supervisor of Partner Management for Washington Gas, Doug is responsible for managing the company's key customer service relationships, customer remittance payment processing and alternate billing options, such as Automatic Name Change, Summary Billing and ebilling.

Additionally, Doug is responsible for developing and administering contract terms with large commercial and government customers including all Interruptible dual fuel users. His experience within the utility industry includes various positions in business development, sales, non-utility and system design.

**P. Marc Fischer, CPM®, RPA, CCIM**

*Senior Vice President, Director, Management Services, Transwestern*

Marc is responsible for Transwestern's property management operation in Maryland. He and his team specialize in taking over failing properties for institutional owners and individual investors, strengthening property management and maintenance programs, improving tenant relations, and increasing value for the ownership entity.

Marc has spent his entire real estate career with Team Transwestern or its predecessor, The Carey Winston Company, starting as an assistant property manager, advancing to a property manager and senior property manager positions within the company, and being promoted to regional manager in 1999. Marc is an active member of the Institute of Real Estate Managers (IREM), serves as a Past President of BOMA Baltimore and is a former member of the international Board of Trustees of the BOMI Institute. The author of BOMA International's *Foundations of Real Estate Management* textbook, Marc holds a BBA in management and an MBA in management and organizational behavior, both from Loyola College in Maryland.

**Jay Fiset**

*Vice Chair, Arlington, VA County Board*

A resident of Arlington since 1983, Jay Fiset has been a member of the Arlington County Board since November 1997. He served as Chairman in 2001 and 2005.

Mr. Fiset has been a leader in expanding Arlington's e-government capabilities, and has worked diligently to refine and implement the vision of Arlington as an urban village. He promotes smart growth principles, such as the importance of linking land use and transportation, sound urban design and open spaces, and pedestrian safety. He is an avid environmentalist as well as a strong voice for human rights and regionalism. In late 2007, he received the 2007 Elizabeth and David Scull Public Service Award for "leadership and dedication to regionalism."

Mr. Fiset is the immediate past president of the Virginia Municipal League where he is spearheading the Go Green Virginia Initiative aimed at encouraging local governments to reduce energy usage and promote sustainability. A past-chair of the Metropolitan Washington Council of Governments Board of Directors, he is currently serving as chair on that organization's Climate, Energy and Environment Policy Committee and is a member of the Metropolitan Washington Air Quality Committee. He is also a member of the Northern Virginia Transportation Commission, and represents Arlington on the Greater Washington Initiative of the Board of Trade.

Mr. Fiset has a Master of Arts in Public and International Affairs from the University of Pittsburgh and received his BA from Bucknell University.

## Eric Freitag

*Director of Maintenance Operations, Scott Management, Inc.*

In his current position, Eric's portfolio consists of a variety of garden style and high-rise apartment communities in VA and MD. Eric has worked in the property management field for 17 years. Eric provides technical support and solutions, identifies and implements capital improvement projects, assists in budget planning and forecasting, bidding and managing projects. In addition, Eric is responsible for the overall production of the maintenance department, which includes working with the vendors and contractors, identifying and implementing policy and procedures, training, and development of Maintenance Supervisors and Technicians. Eric serves as Co-Chair for AOBA's Energy Managers Roundtable, and is a member of Operations Council for PMA.

## Marc Gunther

*Contributing Editor, Fortune magazine*

Marc Gunther writes about the impact of business on society, with a focus on issues of sustainability. He is a contributing editor at Fortune magazine, a columnist at *greenbiz.com*, and author of *Faith and Fortune: How Compassionate Capitalism is Transforming American Business* (Crown Business, 2004).

Before joining Fortune in 1996, Marc worked for more than 20 years for newspapers including the *Paterson (N.J.) News*, the *Hartford Courant*, the *Detroit News*, and the *Detroit Free Press*.

He is the author or co-author of three previous books: *Basepaths: From the Minor Leagues to the Majors and Beyond* (Scribners, 1984), *Monday Night Mayhem: The Inside Story of Monday Night Football* (William Morrow, 1988) with Bill Carter, and *The House that Roone Built: The Inside Story of ABC News* (Little Brown, 1994). *Monday Night Mayhem* became a movie starring John Turturro as Howard Cosell that was shown on TNT.

Marc has contributed to the *New York Times* and the *Washington Post*. He has appeared on NBC, ABC, PBS, CNN, and NPR. A graduate of Yale, he grew up in Croton-on-Hudson, New York, and now lives in Bethesda, MD.

### **Thomas E. James**

*Deputy Regional Commissioner - Property Development, Public Buildings Service - National Capital Region, General Services Administration*

Thomas James is the Deputy Regional Commissioner for Property Development at the General Services Administration in the National Capital Region (NCR). Thomas leads strategic planning efforts for NCR's \$4 billion dollar development and construction program. He also leads planning efforts for NCR's largest leases. GSA's environmental priorities play an important role in GSA's planning efforts. GSA's planning efforts are considered a success when projects presented to Congress are granted funding.

Thomas obtained a Bachelor of Science in Finance from the University of Virginia and a master's degree in Real Estate Investment and Appraisal from the University of Wisconsin in Madison.

A native of Hampton, VA, Thomas is on the Board of Directors for ACE Mentor Program, a non profit that strives to introduce high school students to careers in architecture, construction and engineering.

### **Eileen Lee**

*VP - Energy and Environmental Policy, National Multi Housing Council*

As Vice President for Energy and Environmental Policy at NMHC, Eileen Lee has responsibility for representing the interests of the multifamily industry before Congress and federal agencies. Prior to joining the Council, Eileen served as Staff Director of the Environment Subcommittee of the House Committee on Science. She holds Bachelor of Science and Masters of Science degrees from Villanova University and received a PhD in microbiology from The Catholic University of America.

### **Karen Lefkowitz**

*Director, Customer Relations, Pepco Holdings, Inc.*

Karen Lefkowitz is Director, Customer Relations for Pepco Holdings, Inc. (PHI), a regional energy holding company that provides utility service to more than 1.9 million customers. PHI is the parent company of Potomac Electric Power Company, an electric utility serving Washington, DC and suburban Maryland; Delmarva Power, an electric and gas utility serving Delaware and the Delmarva Peninsula; and Atlantic City Electric, an electric utility serving southern New Jersey.

Ms. Lefkowitz is responsible for the implementation of energy efficiency programs, the management of key accounts and overall customer satisfaction for all of PHI.

Ms. Lefkowitz started her career at Pepco as a computer programmer. Since then, she has advanced through numerous leadership positions including Manager, Control System Software, Manager, Control Systems Technology, and Director, Electric System Operations. Over her career at Pepco and PHI, she has represented the company in several PJM committees, the regional transmission organization that plays a vital role in the U. S. electric power system. Ms. Lefkowitz holds a BA from George Washington University and a MBA from Marymount University.

### **Jennifer Mangus**

*Supervisor, Customer Service Operations, Dominion*

Jennifer Mangus was named Dominion's Supervisor of Customer Service Operations in April 2008 and is responsible for Dominion's Business Service Center, Customer Service Projects and Norfolk Call Center Operations. She had served as Senior Business Performance Analyst from March 2004 to April 2008 and Supervisor from September 2001 to March 2004.

Prior to joining Dominion, Jennifer served as a Process Manager in Partnership Finance at Capital One, a leading financial institution, where she was responsible for the company's alternate channel marketing strategies. Prior to that, she was a Manager in Partnership Finance Sales team at Capital One. Jennifer holds a BS in Biology from the University of Mary Washington.

### **Casius Pealer**

*Manager for Affordable Housing, U.S. Green Building Council*

Casius Pealer is an architect and attorney, currently working as the Manager for Affordable Housing for the U.S. Green Building Council in Washington, DC. He previously worked as an Associate at the law firm, Reno & Cavanaugh, PLLC, and as the Assistant General Counsel for real estate and development at the District of Columbia Housing Authority (DCHA). In both these positions, Casius was responsible for structuring and negotiating mixed-finance transactions to create affordable mixed-income housing. He also represented DCHA on the DC Mayor's Green Building Advisory Council and supported DCHA's energy services corporation in implementing \$26 million of energy improvements across DCHA's 8,000 public housing units.

Casius serves on the American Institute of Architects (AIA) Housing Committee and has been published in the *ABA Journal of Affordable Housing and Community Development Law* as well as the *AIA Journal of Architecture and Architectural Record*. Casius holds a Masters in Architecture from Tulane University's School of Architecture and a J.D. from the University of Michigan Law School.

## **Alyssa Quarforth**

*Program Manager, Commercial Property Markets*

*ENERGY STAR®, Climate Protection Partnerships Division, US EPA*

Alyssa Quarforth is a Program Manager for the U.S. Environmental Protection Agency's ENERGY STAR program. She leads the federal government's outreach and coordination with leading industry associations and working groups in the commercial real estate and financial services market which include office, data centers, warehouses, banks, and insurance companies. She works with property owners and operators, and other financial stakeholders to identify the financial and environmental value of whole building energy efficiency and climate stewardship. She has also been an integral part of the development of Portfolio Manager (EPA's energy management tool) and EPA's national energy performance ratings.

Alyssa holds a Master of Environmental Management from Duke University and a BA from the University of Virginia.

## **Wendy Reed**

*Marketing Consultant*

Wendy Reed is an independent social marketing consultant and the former Campaign Director for the US Environmental Protection Agency's ENERGY STAR "Change a Light, Change the World" Campaign. Wendy founded the Change a Light campaign in 2000 as a traditional product marketing and media campaign and evolved it to become a powerful community-based social marketing campaign comprised of more than 1,000 participating national, regional and local organizations and 2 million individual Americans who have pledged to 'change a light.' The campaign to date is projected to prevent more than 4 billion pounds of greenhouse gas emissions and save Americans nearly \$300 million in energy costs.

Wendy now works with clients to help them inspire positive behavior change among businesses and individuals. She holds a BA in Communications from the University of Denver.

### **Ari Reeves**

*Project Manager and Senior Research Analyst, D&R International, Ltd.*

Ari Reeves is a project manager and senior research analyst at D&R International, Ltd., an energy-efficiency consulting firm headquartered in Silver Spring, MD. Since 2006 he has managed ENERGY STAR for Institutional Markets, a U.S. Department of Energy (DOE) effort to increase sales of ENERGY STAR qualified products in institutional markets, including multifamily housing, public and other affordable housing, government facilities, aging services facilities, and colleges and universities. Mr. Reeves also provides market research services to the ENERGY STAR program and DOE's appliance standards program.

### **John H. Ritz**

*President, William C. Smith & Co.*

John Ritz joined William C. Smith & Co. in 1974 serving in a limited capacity while completing an MA at George Washington University. Mr. Ritz assumed a permanent property management position in 1975. Assuming the position of Vice-President for property management in 1982, he continued until 1987 when he was named President and Chief Operating Officer. Mr. Ritz received an MBA in Real Estate & Finance from the American University in 1985.

A graduate of Villanova University, Mr. Ritz is President of AOBA, and a member of the Property Managers Association, Washington Board of Realtors and Community Association Institute. He received AOBA's distinguished Sidney Glassman Memorial Award in 2007.

### **Adam Segel-Moss**

*Green Building Coordinator, Fresh AIRE, Arlington County, VA*

Adam Segel-Moss serves as the Green Building Outreach Coordinator for Arlington County's climate action program Fresh AIRE (Arlington Initiative to Reduce Emissions). In this role, he is a liaison between the County and the community on green building issues. In addition, Adam has comprehensive green building and sustainability experience and has specialized in the application of the US Green Building Council's (USGBC's) LEED rating system for both new construction and existing buildings. Adam is currently working with Arlington County staff and the community to create a multi-family toolkit that will help reduce environmental impacts as well as operational expense.

## **Donald A. Tennant**

*Director, Building Services, Akridge*

As Director of Building Services at Akridge, Don Tennant is responsible for the service and maintenance at all buildings managed by Akridge. Tennant manages a staff of over 60 who work on-site to ensure that Clients receive superior service from porters, lobby attendants, concierges and engineers. He also is involved in development, construction, utilities/energy conservation and due diligence. Since joining Akridge in 1991, Tennant has supervised an extensive training program and superior preventative maintenance program.

Tennant has over 25 years of extensive experience in maintenance, training, construction, budgeting, and accounting. From 1971-1991, he was a U.S. Navy Commander. His prior military experience has proven invaluable to Akridge's building services department. He has been a designated Real Property Administrator since 1996. Involved in several professional organizations, he is Treasurer of the AOBA Alliance, Inc., and a Member of the Association of Building Operators.

Tennant has a Master of Public Administration from the University of Washington and a Bachelor of Science from Wisconsin State University.

## **Marie L. Tibor**

*Director of Communications and Coordinator, Environmental Initiatives*

With more than 25 years experience in media relations, communications and international marketing, Marie joined the AOBA staff in October of 2007. She works to enhance AOBA's brand among members, partners and the public as well as to coordinate the organization's environmental initiatives. Marie also serves as staff liaison to AOBA's Energy Managers Roundtable, established in the spring of 2008.

Before joining AOBA, Marie was Vice President-Communications for the Greater Washington Board of Trade, overseeing all communications, public relations and advertising for both the Board of Trade and the Greater Washington Initiative (GWI). She joined the GWI, the Board of Trade's economic development affiliate, in 1999 as marketing director. Previously, Marie was with the Washington, DC Convention and Visitors Association (now *Destination DC*), where she served as Vice President of Communications and Tourism. She began her career as a research analyst at the Travel Industry Association of America. She holds a BA in Journalism from the University of South Carolina.

## **Evan Tyroler**

*Engineering/Sustainability Specialist, Cassidy & Pinkard Colliers*

Evan Tyroler joined Cassidy & Pinkard Colliers as the Engineering/Sustainability Specialist in 2008. He has been an integral part in growing the sustainability and energy conservation efforts of the firm. Evan has supervised over 2.5 million square feet of LEED® projects in different stages of certification. Evan works closely with property managers and building engineers to ensure energy efficient measures are implemented across the entire portfolio of managed properties. Most notably Evan was involved with Edison Place, Pepco Holdings Inc. headquarters, the first LEED® for Existing Buildings: Operations & Maintenance in Washington DC, which achieved Gold certification in June 2009.

Evan earned a Bachelors in Finance with a minor in Real Estate and a Masters degree in Real Estate from the University of Florida. He is a LEED Accredited Professional (LEED® AP) and will be completing his Certified Commercial Investment Member (CCIM) designation this fall. In July 2009, he was recognized by *Real Estate Forum* Magazine as one of the 35 rising stars in commercial real estate and was recently selected to serve on DC's Sustainable Energy Utility Advisory Board.

## **Frank Walter**

*Senior Vice President, Environics Communications*

Frank J. Walter has more than 25 years of communications and marketing experience. In his current position at Environics Communications, a public relations agency in DC, he leads the sustainability and clean energy practice, working on a number of consumer nonprofit, environmental and energy-related communication campaigns. He is providing communications planning, materials development and support for AOBA's *Go Green for Good* program.

Some of Frank's past work includes MCI, *AmericaSpeaks*, the World Wildlife Fund and the Electric Drive Transportation Association. He is also an adjunct professor of environmental communications at Georgetown University in Washington.

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