



Jack S. Nyman, Director of the Steven L. Newman Real Estate Institute

## BARUCH COLLEGE'S STEVEN L. NEWMAN REAL ESTATE INSTITUTE CREATES FIRST CERTIFICATE PROGRAM FOCUSING ON ENERGY ASSET MANAGEMENT

**Institute Director Jack S. Nyman announces the new venture during the first annual  
Advanced Energy Performance Conference at Baruch College/CUNY**

NEW YORK, NY-June 25, 2012 – [The Steven L. Newman Real Estate Institute \[NREI\]](#) of [Baruch College](#) today announced the launch this fall of the first online certificate program designed to teach how to maximize the energy efficiency, from an individual business scale to an entire commercial real estate portfolio and achieve much higher profitability. The series of courses is targeted to owners, senior-level real estate executives, and managers who have grappled with sustainability and are ready for the next step in asset management.

This program will “redefine the way real estate professionals engage in both energy management and asset management,” explained **Jack S. Nyman**, NREI director, speaking as he convened an inaugural annual real estate asset management conference held on June 21 in Baruch College’s William and Anita Newman Conference Center. “Our plan is to reach out to industry leaders in policy, real estate, design,

engineering, law, finance, energy services, government, education, and the private sector – and get everyone on board.”

[NREI's Advanced Energy Performance Certificate Program](#) will offer three New York State-accredited interactive courses, a total of 45 hours of training, for students to achieve – the program's tag line – “Leadership in Energy Asset Management.” AEP's courses are “Energy Technologies and Real Estate Strategy,” “Energy Project Finance,” and “Energy Performance Assurance.”

The courses will cover technology; portfolio strategy; finance; organizational, property, and project management; legal and regulatory awareness – and how they all come together as energy asset management. Mr. Nyman and **Michael Bobker**, director of the CIUS Building Performance Lab, are the program's key instructors. A certificate will be issued after completing the courses.

NREI, along with the CUNY Institute for Urban Systems' Building Performance Lab (BPL), will provide the Advanced Energy Performance Certificate Program curriculum in an online format. The certificate program will teach managers and operators to work closely with tenants to achieve optimal savings.

“Finally, there will be readily-available, well-priced training for owners with multiple properties and their key managers,” said Mr. Nyman. “This is the path toward a high-performance built environment. It is about integration and innovation in ways that will revolutionize corporate strategy across the board for real estate organizations.”

The Advanced Energy Management Certificate Program came to life as the result of a two-year-long study grant from the U.S. Department of Energy and the New York State Energy Research and Development Authority, popularly called NYSERDA. Related research revealed that top-level real estate professionals have been ignored as the industry pushed to get sustainability measures in place operationally.

“Unless we start to work on a greater scale and with the owners of large commercial-building portfolios, we will never see meaningful energy savings or progress in sustainability; nor will we be able to protect the environment on a global level,” said Mr. Nyman.

The June 21st Advanced Energy Performance conference hosted by NREI, brought together a large contingent of real estate executives, government officials, lawyers, design professionals, and academics to hear 25 speakers. A summary report from that conference will be available through NREI.

Keynoting the conference, **Sergej Mahnovski**, Mayor's Office Director of Energy Policy said: “New York City is rapidly becoming the national knowledge center for energy efficiency. By working with property owners and building managers, we are developing solutions that really work, and that will form the basis of an emerging sector of the information economy.”

**Rob Watson**, chief scientist and founder of EcoTech International, and a global leader in the green building movement, also keynoted. Speaking about the need for a new facility management paradigm, he argued, “We need to look at buildings as business enablers, rather than as cost centers. The axiom about real estate value ought to be ‘Location, Location, Building’.”

People who want to know more about NREI's new [certificate program](#) can call Sara Hilska Taylor at 646.660.6950, visit [www.aepcertificate.org](http://www.aepcertificate.org), or connect via [@NREInstitute](https://www.facebook.com/NREInstitute) or [facebook.com/NREInstitute](https://www.facebook.com/NREInstitute).

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[Baruch College](#) is a senior college in the [City University of New York](#) (CUNY) with a total enrollment of more than 17,000 students, who represent 160 countries and speak more than 100 languages. Ranked among the top 15% of U.S. colleges and the No. 3 public regional university, Baruch College is regularly recognized as among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students and community members from every corner of New York City and from around the world. [The Steven L. Newman Real Estate Institute](#) offers education and research opportunities to address the needs of the real estate industry. Through professional education courses and workshops, the Institute trains current practitioners and the next generation of real estate professionals, helping them succeed in, and contribute to, an evolving marketplace. As Director of the Steven L. Newman Real Estate Institute, [Jack S. Nyman](#) leads strategic planning and partnering; guides education programs, research, publishing, and public events; and manages operations. Under his direction, the Institute hosts dynamic public events for industry experts to share their knowledge and advance thinking in the field. Individuals, companies, nonprofit organizations, and public agencies all benefit from the programs offered by the Institute.

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