

**Advanced Energy Performance  
Real Estate's New Energy Asset Management Paradigm**

A conference presented by

**The Steven L. Newman Real Estate Institute**  
Baruch College, CUNY

*and*

**The CIUS Building Performance Lab**

June 21, 2012  
8:30 a.m. – 5:00 p.m.

**The William and Anita Newman Conference Center**  
Room 750, 151 East 25<sup>th</sup> Street, New York, NY 10010

8:00 – 8:30 a.m.      **Registration & Refreshments**

8:30 – 8:40 a.m.      **Welcoming Remarks**

**Jack S. Nyman**, Director, The Steven L. Newman Real Estate Institute, Baruch College, CUNY

8:40 – 8:55 a.m.      **Keynote speaker**

**Sergej Mahnovski**, Director of Energy Policy, NYC Mayor's Office

8:55 – 9:10 a.m.      **Keynote speaker**

**Rob Watson**, Chairman, CEO and Chief Scientist, EcoTech International

9:10 – 10:30 a.m.      **Panel 1 – Integrated Retrofits**

*An integrated retrofit begins long before any physical work is undertaken. It starts with a deep understanding of the asset strategy for the property and an assessment of its position in the market and doesn't end when the contractors clear out, but rather is a continuous process to ensure long-term savings.*

Moderator: **Laurie Kerr**, Senior Policy Advisor, NYC Mayor's Office of Long-Term Planning and Sustainability

**Speakers**

**Scott Frank**, Partner, Jaros Baum & Bolles

**Jane Snowdon**, Senior Manager, Smarter Buildings Research, IBM

**Christopher Diamond**, Director, Engineering and Technical Analysis, New York City Energy Efficiency Corporation

**Q&A**

10:40 – 11:00 a.m.      **Break**

- 11:00 – 12:20 p.m. **Panel 2 – Performance Assurance**  
*Buildings rarely perform as advertised. At its root, performance assurance is a new O&M paradigm of getting what you paid for in your building's energy performance. This panel will explore emerging best practices in the field, including "commissioning for persistence."*
- Moderator: **Michael Bobker**, Director, CIUS Building Performance Lab, The City College of New York, CUNY
- Speakers**  
**Elizabeth Stein**, Attorney, Environmental Defense Fund  
**Jean Savitsky**, National Practice Lead, Energy and Sustainability Projects, Jones Lang LaSalle  
**Stephen Samouhos**, Partner, KGS Buildings
- Q&A**
- 12:30 – 1:00 p.m. **Lunch Break**
- 1:00 – 1:15 p.m. **Keynote Speaker: Real Estate Asset Management**  
**Thomas Smith**, Program Director, Dept. of Engineering Professional Development, University of Wisconsin-Madison
- 1:25 – 2:45 p.m. **Panel 3 – Energy Finance: Where We Are**  
*As new technologies and O&M paradigms emerge to transform the built environment, new financial models must be developed to match. In this panel, we'll discuss what integrated retrofits and performance assurance means for the financial side of the asset management picture.*
- Moderator: **George Braun**, Vice President, Spruce Juice City
- Speakers**  
**Greg Hale**, Senior Financial Policy Specialist, NRDC's Center for Market Innovation  
**Marshal Salant**, Global Head of Alternative Energy Finance, Citi  
**Wilfred Patrick**, Senior Engineer | Mechanical, ARUP  
**Charles Feit**, Chief Executive Officer, OnForce Solar
- Q&A**
- 2:45 – 2:55 p.m. **Break**
- 2:55 – 4:15 p.m. **Discussion Forums**
- Discussion Forum 1: How do you close the knowledge gap?**  
*In a world where the cost of energy is going ever upwards and state and local governments are instituting energy reduction laws and guidelines aimed at the commercial real estate sector, real estate professionals must work to keep up. This forum will examine perceived knowledge gaps and discuss ways of closing them through training, team building, and other forms of capacity-building.*
- Co-Facilitators**  
**Sonal Kemkar**, Senior Program Manager, Office of the Federal Environmental Executive, White House Council on Environmental Quality  
**Carl Vieth**, Director of Corporate Engineering, Dept. of Engineering Professional Development, University of Wisconsin-Madison

**Discussion Forum 2: How do you develop and train your green team?**

*Integrated retrofits that reap major energy and cost savings cannot be achieved without a whole-building team that speaks the same language and understands their unique role. In this forum, successful team-builders and managers will discuss the crucial steps they took, from recruitment to training to rewarding a job well done.*

**Co-Facilitators**

**John Shea**, CEO, NYC Department of Education, Division of School Facilities

**Maria Rivera**, Associate Director, Real Estate Education Programs, The Steven L. Newman Real Estate Institute

**Discussion Forum 3: How do you guide and implement the energy audit?**

*All energy audits are not created equal. In this forum we'll hear from experts who have learned how to get the most out of their audits as well as from auditors who have learned to listen to their client in new ways. Key steps include selecting a skilled auditor, guiding him or her to think strategically, collecting accurate and actionable data, analyzing results, and evaluating audits for reliability.*

**Co-Facilitators**

**David Pospisil**, Manager, Commercial & Industrial Energy Efficiency Programs, ConEd

**Christopher Cayten**, Managing Director, CodeGreen Solutions

**Discussion Forum 4: How do you overcome the split incentive?**

*In this forum participants will learn how energy-reduction projects can benefit both owner and tenant. Facilitators will examine disconnects between capital expenditure recovery, lease terms, and treatment of the operating expenses benefit, and suggest real-world methods for overcoming them.*

**Co-Facilitators**

**Paul Reale**, Special Consultant, PlaNYC Energy Aligned Clause

**Candace Damon**, Vice Chairman, HR&A

**Discussion Forum 5: What does the team need to know about performance contracts?**

*Participants will consider when a performance contract makes sense and how best to use it, what questions the property owner or manager should ask any ESCO before entering into a contract, tips for negotiations, and guidelines for assessing the proposed agreement. Experts will discuss language that can be helpful in introducing your team to a performance contract and guiding them through to its successful implementation.*

**Co-Facilitators**

**Kevin Settlemyre**, President, Sustainable IQ

**Dana Robbins Schneider**, Northeast Market Lead, Sustainability Services, Jones Lang LaSalle

4:25 – 4:55 p.m.

**Discussion Forum Presentations**

We will reconvene in the main room for a presentation of the main findings by co-facilitators.

4:55 – 5:00 p.m.

**Closing of the Conference**

**Jack S. Nyman**, Director, The Steven L. Newman Real Estate Institute, Baruch College, CUNY

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