



# Funding Green Buildings: A 1-Day Workshop

## Who should attend?

Schools, universities, nonprofit agencies & forprofit companies will all benefit by attending this program

**DATE/TIME:** Friday, January 22, 2010, 9:00am-4:00pm

(Please arrive at least 15 minutes prior to each day's program as the workshop will start promptly at 9:00am.)

**PLACE:**

TradeWinds Island Grand Beach Resort  
{35 minutes from the Tampa International Airport (TPA)}  
5500 Gulf Blvd., St. Pete Beach, FL 33706 (727) 367-6461, [www.justletgo.com](http://www.justletgo.com)  
Contact the hotel directly to reserve your hotel room(s).



**FEE:**

\$175 Per Person. Group Discounts for 3 or more.

**To register online go to: [www.fundinggreenbuildings.com](http://www.fundinggreenbuildings.com) and click "workshops."**

Fee includes gourmet lunch and a copy of the 150-page course manual, "Funding Green Buildings Toolkit 2010 Edition". Continuing Education Credits are available for the following: AIA, ASID, IDC, IDEC, IIDA (ASID Course # 6249, .06 CEUs)

**Note: Workshop materials are available in advance upon request at no additional charge.**

**CONTACTS:** Jan McAdams, Workshop Coordinator and Instructor • 702.407.7888 (tel) • 702.407.0017 (fax)  
[jan@fundinggreenbuildings.com](mailto:jan@fundinggreenbuildings.com) • [www.fundinggreenbuildings.com](http://www.fundinggreenbuildings.com)

## SPEAKER BACKGROUND:

Ms. McAdams is a UC Davis alumni with 35 years experience in the field of grantwriting and fundraising. Jan has assisted with fundraising for 26 nonprofit and forprofit green building projects (all LEED® Gold and LEED® Platinum) in the \$5 million-\$50 million range.



Since 2001, more than 1,800 green building enthusiasts have attended one or more of Jan's "Funding Green Buildings" seminars and/or customized in-service programs. Jan's commitment to securing funding for sustainable and PV-integrated buildings is reflected in her firm's newest publication, "The Funding Green Buildings Toolkit 2009 Edition."

### For more information contact:

Jan McAdams, Director  
Tel: 702.407.7888 | Fax: 702.407.0017  
[Jan@fundinggreenbuildings.com](mailto:Jan@fundinggreenbuildings.com)  
[www.fundinggreenbuildings.com](http://www.fundinggreenbuildings.com)



## TOPICS:

Key Factors in Securing a Project Planning Grant

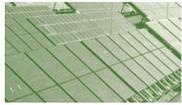
Creating Successful Capital Campaign Presentation Tools on a Budget (Many samples provided)

Identifying your Green Building Project's "Fundability Factors"

Selecting a "Project Champion" and How to Convince that Person to Lead the Fundraising "Charge"

Funding Resources for Green & Renewable Resource Projects Per the 2009 Economic Stimulus Bill

(continued on back)



# Friday, January 22, 2010 - St. Pete's Beach, Florida

## FUNDING GREEN BUILDINGS WORKSHOP AGENDA

**Presenter: Jan McAdams**

### Agenda

<b>8:30 am</b>	Registration & Refreshments
<b>9:00 am</b>	Introductions & Workshop Expectations
<b>9:15 am</b>	Green Building "Fundability Factors" Checklist (Includes a discussion on building a green team & samples of amazing funding solicitation tools on a budget)
<b>10:00 am</b>	10 Funding Agencies to Contact First
<b>10:30 am</b>	Step by Step Plan for Securing Major Funding for a Green Building Development or a Capital Campaign
<b>11:00 am</b>	Break
<b>11:15 am</b>	In Class Assignment: "Fill in the Blanks" Strategic Plan for Securing Project Funding
<b>12:00 pm</b>	Lunch and Guest Speaker, Michael Carlson, AIA, NCARB, LEED AP, Carlson Studio Architecture, Sarasota, Florida. Michael was the architect for the LEED Gold-Certified Twin Lakes Office Park.  Lunch is sponsored by Gene Hammond, Business Development Manager for MSpace Holdings LLC. The modular industry is retooling its factories to produce exceptional LEED® specified buildings. Jan and Gene are working together on several exciting green building projects. Gene Hammond can be reached by calling 727-412-4382 or via email, ghammond@mspaceholdings.com.
<b>1:00 pm</b>	Funding Green Buildings: Case Histories from Green Building Projects that Secured \$5 Million in 5 Months
<b>2:00 pm</b>	Break
<b>2:15 pm</b>	Alternative Funding Sources - The New Generation of Funding Opportunities for Green Buildings (To include: Green Tags, Renewable Energy Credits, and Energy Performance Contracting)
<b>3:00 pm</b>	Overview of Funding Resources Available Via the 2009 Stimulus Bill
<b>4:00 pm</b>	Workshop Closure, Certificates of Completion

### REGISTER NOW BY MAIL, PHONE, FAX, OR ONLINE!

Please make checks payable to Jan McAdams.

Mail to: Jan McAdams  
1350 E Flamingo Rd. #362  
Las Vegas, NV 89119

Phone: 702.407.7888

Fax: 702.407.0017  
(please fax this entire page)

Online: [www.fundinggreenbuildings.com](http://www.fundinggreenbuildings.com)

Contact: [jan@fundinggreenbuildings.com](mailto:jan@fundinggreenbuildings.com)

No refunds will be issued. Anyone who is pre-registered and is unable to attend will receive a copy of the manual & credit towards a future workshop.

Please provide a separate registration form for each attendee:

Name\* \_\_\_\_\_

Company \_\_\_\_\_

Street\*\* \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

CC Number \_\_\_\_\_ Exp \_\_\_\_\_

Type of Card Visa \_\_\_ MC \_\_\_ Amex \_\_\_ Security Code\*\*\* \_\_\_\_\_

\* Please provide attendee name and name as it appears on credit card if different.

\*\* Please provide the address where you receive your credit card statement.

\*\*\* Security code is 3-digit number on back of Visa or MC and 4-digit number on front of Amex.