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FOR IMMEDIATE RELEASE

**The 2010 Boulder County Green Building Conference -Ramping Up The Retrofit Industry  
Identifying the gap between our community GHG emission goals in the building sector and where we are now**

BOULDER, CO April 8, 2010 - The Boulder Green Building Guild ([www.BGBG.org](http://www.BGBG.org)) is working with Natural Capitalism Solutions and Jim Logan Architects to identify and clarify what it will take to close the gap between our community's building sector Green House Gas (GHG) emission goals and where we are now. "Buildings make up about half of Boulder's carbon footprint. Based on our calculations, to meet long-term community climate goals we'll need to retrofit roughly 200-300 homes a week. The scale of necessary retrofits in the commercial sector is similar. Daunting, but a huge business opportunity for green building professionals and BGBG members," states Jeff Hohensee, Vice President at Natural Capitalism Solutions.

Hohensee will present the results of the study on how many buildings will need to be retrofitted to meet our GHG emission goals at the **3<sup>rd</sup> Annual Boulder County Green Building Conference, scheduled for Monday April 26th** at the CU Boulder Campus. "We are thrilled to have Alice Madden, the Governor's Office Climate Change Coordinator as the keynote speaker", says Julie Herman, Executive Director of the Boulder Green Building Guild. "We've created this event to have meaningful discussions about how to ramp up faster and how to ensure that local building industry professionals are well positioned to take advantage of the dollars and programs coming our way. The Conference will specifically address the current barriers and opportunities green building professionals face and is designed to draw on the extensive expertise of our community to help translate ideas into action", explains Herman. The City and County are sponsoring this event and their staff will be participating, sharing important information about new programs and participate in discussions on new potential ideas and strategies.

The City of Boulder and Boulder County are working hard to address this challenge by ramping up programs that will support the retrofitting of our building stock but this new research indicates that the scale of what we will need to do to meet our GHG emission goals calls for more of a community wide commitment to make our buildings more efficient," says Herman. "The good news is that we can translate this challenge into win-win opportunities for everyone; we can help stimulate our local green economy, keep dollars circulating in the community that would have otherwise gone to utility bills, and address one of the most significant environmental crises of our times, global warming," adds Herman.

Commercial building owners, facilities managers, green building professionals, policy makers, building officials, and anyone who is planning a construction project should attend. Three tracks, commercial and residential green building and business development will feature sessions on relevant and timely topics such as financing, improving return on investments, indoor air quality and marketing. We are particularly excited about our ResourceSmart, a **One Stop Shop To Learn About Federal, State, and Local Programs, Incentives and Rebates**. Attendees can visit one-on-one with government representatives who will share what's coming and what businesses need to know in order to be competitive as the money flows in for retrofit projects.

Registration details and an agenda can be found at [www.bgbg.org](http://www.bgbg.org).

**About BGBG**

The Boulder Green Building Guild (BGBG) is an association of building professionals dedicated to promoting healthier, resource-efficient homes and workplaces. Since 2004 the non-profit organization has grown to over 500 members. They strive to advance the craft of green building; support members' environmentally responsible endeavors; provide effective volunteer opportunities; and be the focal point for communication on green building. Their vision is to empower people to build healthy, resource-efficient communities. For more information on membership, events and involvement go to [www.bgbg.org](http://www.bgbg.org)