

**The CFMA Los Angeles Chapter presents...**

Special Guest Speaker

**Jerry Yudelson, PE, LEED AP**

Green Buildings



Jerry heads the consulting practice of Yudelson Associates, Tucson, Arizona, dedicated to "growing the business of green building." A unique combination of professional engineer and professional marketer, Jerry Yudelson is a former board member of the U.S. Green Building Council and serves as a LEED® national faculty member.

Since 2001, he has trained more than 3,000 people in the U.S. LEED green building rating system. Currently, Jerry serves as the Chair of the USGBC's 2008 *Greenbuild* international green building conference and expo, the world's largest, to be held in Boston in November. Jerry is the author of seven books on green buildings, including Choosing Green: The Home Buyer's Guide to Good Green Homes (New Society, 2008, in press), Marketing Green Building Services (Architectural Press, 2007), Green Building: A to Z (New Society, 2007), The Green Building Revolution (Island Press, 2007) and Developing Green: Strategies for Success (NAIOP, 2006).

He is a senior editor for the website, [www.igreenbuild.com](http://www.igreenbuild.com). Jerry's consulting career has included marketing and management consulting to more than 200 companies, including both public and private enterprises. He holds engineering degrees from Caltech and Harvard University and an MBA (with highest honors) from the University of Oregon.

**DETAILS**

**When:** Friday, April 25th, 2008

**Where:** Westin Hotel Pasadena  
191 North Los Robles Ave.  
Pasadena, CA 91101

**AGENDA**

11:30 a.m.—12:00 p.m.  
Registration and Networking

12:00 p.m.— Luncheon

12:30 p.m.—1:30 p.m.  
Program

**WHO SHOULD ATTEND**

General Contractors, Sub-Contractors, Construction Managers, CFOs, Controllers, etc.

**PLEASE RSVP**

**Contact Maribel Cantoran by:**

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**REGISTRATION FORM**

**Name:** \_\_\_\_\_  
**Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Guest(s) Name(s):** \_\_\_\_\_  
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**PAYMENT**

**Advance Payment: \$30**

**At the Door Payment: \$40**

\* Includes self-parking validation