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## **Keynote Speakers at Build Boston: Murry of McGraw-Hill Const., Mazria of Architecture 2030 and Kamen of DEKA and FIRST**

October 27, 2009 - Spotlights

Three prolific and highly regarded thought leaders set the stage for the 25th anniversary of Build Boston. Embodying this year's focus on energy, innovation and business, keynote speakers Robert Murray, Edward Mazria, AIA, and Dean Kamen step forward to address the awesome potential of design and innovation to shape the future.

The economy and the climate are changing, and the building industry has more opportunities than ever. Come. Evolve.

New economy.

Wednesday, November 18th

Murray, chief economist and vice-president of economic affairs at McGraw-Hill Construction.

The new economy requires us to stay one step ahead. Successful careers and businesses are built on the ability to identify key sources of income and opportunity. Take the time to strategize and target growth markets fueled with information provided by the building industry's leading analyst of trends: Murray, McGraw-Hill Construction's chief economist and vice-president of economic affairs. The author of the annual Construction Outlook and coordinator of McGraw-Hill's 5-year forecast, Murray delivers a timely and essential Build Boston keynote address.

New climate.

Thursday, November 19th

Mazria, architect and founder of Architecture 2030.

Climate change is real and imminent - and this environmental concern is making waves in the building industry. Architect Mazria, author of The Passive Solar Energy Book and founder of Architecture 2030, is leading the call for change with the 2030 Challenge, a measured strategy to dramatically reduce global greenhouse gas emissions. Perhaps our most significant opportunity as a creative community, climate change calls for an evolution in thought, in design and in construction. Afterwards, investigate the companies achieving carbonneutral and zero-net-energy buildings at our Build Boston Energy Pavilion on the tradeshow floor and learn something new in one of dozens of energy-focused workshops. Join forces to make this new climate a better climate.

New thinking.

Friday, November 20th

Kamen, inventor and founder of DEKA and FIRST.

Turning these economic and climate challenges into opportunities requires creativity and fearlessness. Kamen, whose company DEKA Research and Development recently celebrated its 25th year of developing ground-breaking technologies, delivers a Build Boston keynote address

focusing on how design, science and technology can unite for revolutionary change and how inspiring the next generation provides the greatest return of all. Find out from the inventor of the Segway and founder of FIRST how to open ourselves wide to new ideas.

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