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## **Driven by Demand: Building Green from the User's Perspective**

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The demand for sustainable buildings by users has exploded, resulting in "green" rapidly becoming a must-have tenant amenity in today's market. In response, developers and owners are rapidly embracing sustainability as a "must" for new development and a consideration for tenant fit-ups and the rehabilitation of existing buildings.

\*What is behind this demand?

\*What aspects of sustainability are important to users?

\*How does it impact their choice of space and are they willing to pay for it?

Hear from senior executives, responsible for implementing their respective firm's sustainability decisions, as they discuss these and other questions on "demanding green" at NAIOP's "Driven by Demand," held Thursday, January 17th at Boston's Seaport Hotel.

Moderator Eric Sheffels, the president and chief investment officer of Leggat McCall Properties, will be joined by panelists including:

\*Sarah Abrams, president, Fidelity Real Estate Co., LLC;

\*Michael Heffran, director of facilities, Teradyne, Inc.;

\*Randall Knox III, Sr. director, Global Facilities Services, Adobe Systems Incorporated;

\*Keri Luly, Stewardship Coordinator, Allsteel, Inc.

Registration and a continental breakfast will begin at 7:15 a.m.; the program will run from 8:00 - 9:00 a.m. Cost is \$55.00 per NAIOP member, \$70.00 per employee of a NAIOP member firm, and \$85.00 per non-member, with an additional \$25 for registrations at the door.

The program sponsor is Sasaki Associates.

To register, visit [www.naiopma.org](http://www.naiopma.org) or call (781) 453-6900, ext. 4.

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