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The Professional Retail Store Maintenance Association introduces green counsel and plans for Mid-Year Conference

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The Professional Retail Store Maintenance National (PRSM) Conference in Orlando 2008 marked the introduction of the Green Council to the membership. As the PRSM organization continues to commit itself to growth, we find more and more talent, ambition, and commitment amongst members. Such is the case with this newly developed Green Council, which aims to combine the growing needs of retailers and vendors to respond to the nation's loud call to sustainable development and "green" building operations and maintenance.

During the general session, PRSM asked the member body to respond to a Green Council survey, in order to help the council focus on areas members would like to learn more. Here are some highlights:

- *More than 50% of the respondents were retailers, from mid or small box stores with greater than 1,000 stores with the majority of responses at a corporate director or manager level.
- *The five topics of highest interest are: retrofitting of existing stores; energy efficient lighting; waste management & recycling; eco-friendly products and services; and water conservation; and
- *About 63% of the respondents are following LEED certification standards as guidelines to initiating green initiative, although they may not be working to achieve LEED certification.

Already the Green Council is responding to these areas of interest. For example, while at PRSM 2008 a few council members along with PRSM president Mario Vega met with representatives of the USGBC, and also the EEI to discuss how PRSM could be more actively working with organizations on green initiatives to become the recognized voice of the retail facilities maintenance profession. PRSM is generating alliances with these types of groups in order to collaborate and stay abreast of developing opportunities in sustainable green building operations and facilities maintenance.

PRSM offer huge thanks to all for responding to the survey and for attending the sessions and to all who gave their very best to present the information in Orlando. Follow PRSM throughout the year as they bring you the "Green Issue" of PRSM magazine this summer, and exciting green and energy efficient educational sessions at the Mid-Year Conference, September 17-18 at the Sheraton Meadowlands in East Rutherford, N.J.

With energy and economy being the talk of North America within the retail world, learn from the best at the PRSM Mid-Year Conference.

Packed in this day and half conference will be some powerful educational sessions such as:

- *Managing in an ever-changing retail environment;
- *Energy management today;
- *Auditing your operations to identify cost savings;
- *Today's economic environment and its impact on the retail industry;
- *How to effectively problem solve while managing your priorities; and

*Green programs to fit in next year's plan and budget.

.A new interactive and fast pace session, 60 Ideas in 60 Minutes, will allow retail facilities maintenance ideas to be put on the table!

The keynote speaker, Harold Lloyd is a leading expert in the retail industry.

With more than 25 years of experience in retailing, Lloyd is one of the retail industry's most popular and innovative speakers. He strives to give audiences that "Push in the Right Direction" toward their goals and success. Lloyd provides practical solutions to the issues that retailers confront every day in their stores such as sales, customer service, management and time management.

Lloyd authored the time management book *It's About Time* and his most recent book, *Am I the Leader I Need to Be?* helps managers and leaders improve their leadership quotient and find their genuine leader.

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