



The Tri-Cities First Annual Green Building Gala

Hosted by the Holston Valley Green Building Coalition and Johnson City Green Drinks

Thursday, March 25th 2010

Levy Restaurants Banquet Room @ The Bristol Motor Speedway

5:30pm – 6:30pm Cocktail and Hors D’oeuvres Hour

6:30pm – 8:30pm Dinner and Program

Come join us for a fun, exciting evening of food, drinks, networking, local business booths and three expert guest speakers covering the topics of green building and sustainability.

Catering service provided by Levy Restaurants

Guest Speakers (bios for each speaker to follow)

Kim Shinn, Principle and Director of Sustainable Design, TLC Engineering

Anthony Flaccavento, Founder, Appalachian Sustainable Development

Ged Moody, University Sustainability Director, Appalachian State University

Limited Seating Available

Cost: \$30.00 per individual or \$50.00 per couple or \$25.00 for USGBC members, which includes event entry, hors d’oeuvres, one beverage of your choosing and sit-down dinner. A cash bar will be provided.

Sponsorship packages available! Including opportunities to give a five minute “commercial” presentation about your business to the event attendees. Please see below for further information.

To register for the event, sign up for a sponsorship package, or any other additional information, please contact Nick Safay at nsafay@peopleinc.net or 276-614-0901.

About the Evening

Welcome to the first ever Tri-Cities Green Building Gala! The Holston Valley Green Building Coalition and Johnson City Green Drinks present you an evening of networking and socializing in an atmosphere rich with the green building buzz.

First off, you may be wondering why we have chosen the Bristol Motor Speedway for a green event! Actually, the office building at the BMS where the event is being held is a green building! It has a very large geothermal heating and cooling system and has a passive solar orientation! The BMS itself has a great recycling program.

The event begins with a cocktail and hors d'oeuvres hour. Here, mix with others and make your way around the sponsor's tables and learn about the great local businesses that offer green building and sustainable design products and services. Attendees will receive a gift bag to collect all the great information available. A cash bar is provided, but please, enjoy your first beverage for free.

Next, you will be asked to take your seat for dinner. Here is the menu:

Italian Chopped Salad - Chicken, onions, bleu cheese, tomatoes, honey Dijon dressing
Skillet Seared Chicken - Portabella mushrooms, spinach, sherry wine
Risotto and Basil Ravioli with Broccoli, pine nuts, brown butter
Summer Squash and Zucchini with white wine butter sauce
Fresh Dinner rolls with butter
Apple Crostada - Cinnamon whipped cream, caramel glaze

Once everyone has finished their main course and enjoying dessert, our program will begin. An introduction will be provided by the evenings' emcee. After that, you will hear from our three guest speakers and five platinum sponsors. Our platinum sponsors will each give five minute commercial presentations about their organization. An award will be presented for "Green Innovator of the Year."

Speaker Topics

Ged Moody will kick things off with a presentation about sustainability in the work place and also right here in the southern Appalachians. Mr. Moody will discuss initiatives past, current and upcoming that are making a better quality of life for our environment and society.

Anthony Flaccavento, local sustainability guru and avid organic farmer, will provide great points about living in sync with locally produced products, buying more organic food and certified wood products for example, the pitfalls of measuring productivity with the Gross National Product (GDP), and realizing the bigger picture. Look for Mr. Flaccavento's great quote, "Lesson: Spend less time trying to change hearts and minds, in order to change behavior. Instead 'Act into a new way of thinking.'"

Kim Shinn will discuss the effects of green houses gases and climate change and how the clock is ticking on the need to cut carbon emissions. Mr. Shinn will also provide an update on USGBC and how the organization is having a positive effect combating climate change.

Speaker Bios

Kim Shinn

Kim Shinn is a registered professional mechanical engineer in fourteen states and a Principal with TLC Engineering for Architecture, as well as TLC's Director of Sustainable Design.

He is an AABC Consulting Group (ACG) Certified Commissioning Authority. Kim is a co-founder and Chairman Emeritus of the Middle Tennessee Chapter of the US Green Building Council (USGBC), was the first Chair of the USGBC Chapters' South East Region Council, a member of the national Chapter Steering Committee and just completed his three year term as the Southeast Regional Delegate to the national USGBC Board of Directors, Kim has also served on the Greenbuild (USGBC's national conference) Steering Committee.

He has been a USGBC LEED™ 2.0 Accredited Professional since May 2001, and has been actively involved in the design or commissioning of over eighty LEED registered and certified projects, including higher education, courthouse, hospital, laboratory LEED-NC and pilot projects for LEED Commercial Interiors, LEED Core and Shell, LEED for Homes (including the Gold certification of the home of Vice-President and Mrs. Al Gore, Jr.), and LEED for Neighborhood Developments. Kim has helped create the Green Guide for Health Care (GGHC) and is on the LEED committees to draft application guides for laboratories, healthcare and campus combined heat/cooling/ power systems.

Kim is a 1978 cum laude graduate of Texas Tech University with degrees in engineering physics and mechanical engineering. Kim is the author of several articles for and has been frequently quoted in the popular and trade press, including the Associated Press, *The Tennessean*, *PM Engineer*, *Healthcare Building Ideas*, *Consulting-Specifying Engineer*, *ASHRAE Journal*, *Environmental Building News*, and *Construction Today*.

When not trying to save the planet one green building at a time, Kim spends his time with his wife, Nan and their three uncommon housecats, as an oenophile, and competing in endurance athletic events as a Clydesdale Master (fancy way of saying Fat Old Guy).

Anthony Flaccavento

Anthony Flaccavento was a founding member of Appalachian Sustainable Development (ASD) and served as Executive Director from its inception in October 1995 to December 2009. Under his leadership the organization has helped to create an infrastructure of sustainability in both agriculture and forestry, in southwest VA and northeast TN. In sustainable agriculture, Anthony has been instrumental in creating an alternative means of income through the promotion of certified organic farming and establishing market opportunities for farmers, particularly tobacco growers. To this end, ASD helped form *Appalachian Harvest*, a production and marketing network involving approximately 65 farmers. In

the area of sustainable forestry, he helped establish a solar dry kiln and wood products primary processing center, *Sustainable Woods*, located in Castlewood, Virginia to promote ecological timber harvesting and “green building” in Virginia and Tennessee.

ASD and Anthony have received numerous awards, among these, the Ford Foundation Leadership for a Changing World Award, the Virginia Green Building Award, the designation as one of ten 2005 “non-profit” innovators by Amazon.com, and the selection as a National Food and Society Policy Fellow by the Thomas Jefferson Agriculture Institute.

Anthony holds a bachelors degree in Agriculture and Ecology from the University of Kentucky and a master’s degree in Rural Development from the University of Pittsburgh. He has several published articles and book chapters on subjects related to sustainability and local economies, and makes presentations around the country on these topics. He and his family raise three acres of certified organic produce on a farm just outside Abingdon.

Ged Moody

Ged Moody is the university sustainability director at Appalachian State University. He is responsible for coordinating the university’s progress toward the goal of being a world leader in sustainability.

Moody earned a master’s degree from Appalachian in appropriate technology in 2008. During 2009, he was entrepreneur-in-residence in Appalachian’s Walker College of Business where he taught entrepreneurship fulltime while working to promote green business activities for the university and the region. In addition, he has worked with non-profit and community-based efforts to develop and promote various sustainability and green initiatives in the High Country community.

A native of Blacksburg, Va., Moody spent 15 years in Charlotte working in the consulting, health care and information technology industries. More recently, he has helped local businesses with their sustainability efforts and worked to develop renewable energy projects.

Moody has a bachelor’s degree in economics and computer science from the University of South Carolina. He also studied management at the University of Alabama in Huntsville.

While a student at Appalachian, Moody was a member of the university’s Sustainability Council and UNC-Tomorrow’s Sustainability Committee. He also chaired Appalachian’s student-funded Renewable Energy Initiative.

Sponsorship

All sponsors will be noted by the emcee during the beginning thank you and introductions.

Platinum - \$1,500 – 5 Platinum Sponsors Limit

- 5 minute commercial presentation to audience.
- Sponsorship booth at Gala.
- Company name and logo on event platinum sponsor banner.
- Company literature on all dining tables.
- Only noted sponsors in PSA, press releases, etc.
- 6 complimentary tickets.
- For one year; company name, logo, contact info and paragraph description on website directory and company logo on website home page, and marketing materials for Gala program.

Gold – \$750 – 6 Gold Sponsors Limit

- Sponsorship booth at Gala.
- Company name and logo on gold sponsorship banner.
- Company literature distributed in registration packet.
- 4 complimentary tickets.
- For one year; company name, logo, contact info and one sentence description on directory page of website, company name and logo on marketing materials for Gala program.

Silver – \$250 – No Sponsorship Limit

- Company name on silver sponsorship banner.
- Company literature distributed in registration packet.
- 2 complimentary tickets.
- Company name, logo and contact info on website directory and name on marketing materials for Gala program.

Green – \$100 – No Sponsorship Limit

- Company name on green sponsorship banner.
- Company literature distributed in registration packet.
- Company name and contact info on website directory and name on marketing materials for Gala program.