
 The cornerstone of confidence™		July 2005
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<p>SEMINARS PinnacleOne Institute</p>	<p style="text-align: center;">Today's Energy Market...</p> <p style="text-align: center;">Who is Leading LEED™?</p> <p>The U.S. Green Building Council (USGBC) was founded 12 years ago with the ambitious goal of transforming the building industry by developing a national consensus on green building standards. Seven years later, USGBC introduced its Leadership in Energy and Environmental Design (LEED) rating system as a practical guideline to assist project owners and developers in achieving sustainability through a diverse menu of best practices.</p> <p>There are four levels of LEED certification currently available: Certified, Silver, Gold, and Platinum. While there are some mandatory prerequisites that must be met to achieve any level of certification, the overall rating system offers flexibility in providing many alternatives and tradeoff strategies to allow for owner preference.</p> <p>The LEED rating system guidelines provide the building industry with a consensus-based standard for developing high-performance, sustainable buildings, and a complete framework for assessing a building's performance in meeting sustainability goals. This effort is vital in a world of reduced energy resources and increasingly expensive energy costs. The future of the building industry has taken on an entirely new dimension that will greatly impact all of us.</p> <p style="text-align: center;">"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them. They make the impossible</p>	
<p>SERVICES Program & Project Management Dispute Avoidance & Resolution Energy Services</p>		<p>John Rees</p> <p>John Rees is a LEED™ Accredited Professional and Certified Energy Manager with over 17 years of industry experience working directly with public and private sector clients to assist them in making wise capital investments and lower operating cost through innovative approaches.</p>
<p>PinnacleOne is a national construction consulting firm that provides sound advice, strategic solutions and peace of mind to its clients. Its diverse, highly trained professionals guide its clients through every step of the design, construction and contract closeout process to help them achieve their goals, and at the same time, avoid and manage risk. PinnacleOne's unimpeachable objectivity, along with a proven approach to planning and attention</p>		<p>John currently serves as Director of PinnacleOne Energy Solutions in the Western United States, providing consulting services in the areas of energy conservation, commissioning, and LEED™ project certification.</p> <p>John Rees can be reached through PinnacleOne's Irvine, CA, office at (949) 854-5237.</p>

to detail, has earned the company a reputation as one of the finest consultants in the construction industry.

Headquartered in Phoenix, PinnacleOne regional operations are located in Irvine, Los Angeles, Sacramento, Williamsburg, New York and Hartford.

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happen." - *Dr. Robert Jarvik, 20th-century American heart surgeon*

This quote by Dr. Jarvik aptly describes the pioneering spirit and leadership demonstrated by founding members of the U.S. Green Building Council in their quest to improve the environment. So far, over 1,800 buildings comprising more than 260 million square feet have registered for LEED certification. Nearly 6,000 companies have joined the USGBC and there are more than 20,000 LEED Accredited Professionals worldwide who facilitate the certification process. It seems that nearly every week another city or state commits to improving the health of its communities by adopting LEED. USGBC's LEED program is now at the forefront of revolutionary changes occurring in the building industry and the growth potential for sustainable design is now being fully realized.

LEED Benefits

When building owners realize that making the commitment to LEED will result in higher productivity, better energy efficiency, and environmental benefits, the decision to build a sustainable building is easy - and reaping the benefits can be substantial. Envision an "intelligent" building that can automatically turn on and off the office lights and warm and cool the space to a pre-selected temperature setting when people enter and exit the building. Imagine the cost savings of conserving energy and increasing employee productivity with a comfortable and pleasing workspace.

LEED projects have reduced start-up costs as a result of a thorough commissioning process that functionally tests various energy consuming equipment and controls systems. Commissioning is a quality process that ensures the owner's design intent is carried out through the construction phase. The commissioning process culminates in functional testing of the building's plumbing, HVAC, and electrical systems to ensure they operate at their expected high-performance levels from day one. Therefore, start-up headaches are substantially reduced. The successful completion of a thorough commissioning process enables the eventual building occupants to immediately realize the benefits of working in a high-performance building.

Given the expanding market presence of green technologies and the economic benefits of recycling for owners and manufacturers alike, the first cost premium associated with LEED projects has dropped substantially over the last few years. In fact, the first cost for basic certification can actually be less costly than traditional construction methods in today's market. Premiums associated with Silver, Gold, and Platinum levels have relatively short pay-backs due to high-performance systems and associated energy savings. Over the entire life-cycle of the project, LEED projects will cost 30% to 50% less than traditional projects.

Some benefits for LEED certification are more difficult to measure. It's hard to put a price tag on clean drinking water, fresh air, uncontaminated soil, and diverse, healthy ecosystems. But no one can deny the price is going up everyday and we will all pay dearly if we don't protect our precious, limited resources.

Operating cost savings and design innovation go beyond building materials and equipment performance. Healthy employees with a better sense of well-being will produce more, call in sick less, enjoy their work and others around them more, and are less likely to quit. Although it is difficult to quantify such human productivity benefits, their positive effects are undeniable.

Besides employees, other building users, including students and customers, will perform better and be more satisfied as they experience state-of-the-art lighting and high performance HVAC systems in a green building environment. Better learning, greater retention, and higher test scores have long-term, life changing benefits. Customers who are more comfortable and satisfied in their environments will spend more time and do business more often in buildings that are environmentally friendly.

So Who is Leading LEED?

This is a good question to ask in light of today's fast changing environment with so many "players" now involved in the LEED certification process. Because of wide spread acceptance and adoption of the LEED program as the design standard within the building industry, there are many companies trying to influence the decision making process who, intentionally or not, are confusing the process more than helping it.

Equipment manufacturers, commodity suppliers, contractors, design engineers, and other service providers are jumping on the band wagon to tout their wares and services as the critical component necessary for the owner's success in obtaining certification. Unfortunately, their ultimate goal is to sell the owner a particular product or service, not to deliver sustainability and successful certification within budget and on-schedule. Their efforts usually result in higher cost, longer schedules, poor performance, and owner confusion.

Because the LEED rating system is relatively new and there is incredible growth potential in the green building economy, many companies are aggressively pursuing this market to get a foothold in the hopes of creating an edge over their competition. Their real motive is and always will be the same - bottom line profit, even if it's not in the owner's best interest.

There are plenty of companies and individuals with good intentions who represent products and services that can be very beneficial to the process of obtaining certification. However, these parties need to be held in check by a qualified owner's representative whose sole purpose is doing what is best for the owner. It makes no sense at all to let self-serving vendors and service providers with hidden agendas influence or control the certification process.

PinnacleOne provides its clients unbiased advice and guidance throughout the LEED certification process to make sure the project stays on track and meets client goals. As an independent consultant leading the process, owners can rest assured their interests are well protected.

The LEED Process

Developing LEED™ projects involves a multi-step approach that starts at the conceptual stage and continues all the way through to LEED certification. These steps include:

- Assisting the owner in establishing the project's sustainability goals in the very beginning via initial programming discussions that culminate in an "Eco-Charrette" exercise involving the design team and all affected stake holders

- | Establishing individual responsibilities and timelines for all project partners to ensure realization of the project's certification goal
- | Continuously communicating and facilitating the process to assist project partners in overcoming challenges and realizing their goals

What is the Future of Sustainable Buildings?

The demand for sustainable buildings is moving beyond the "concerned" building owner and into the mainstream of society. In addition to the LEED rating systems for commercial new construction, existing buildings, and commercial interior projects, LEED rating systems are being developed for core and shell projects, neighborhood developments, and even individual home standards.

LEED design and construction will be the norm for buildings of the future. Municipalities, states, and countries around the world are adopting the LEED rating system as a building standard. Officials in Chicago, California, Pennsylvania, Maryland, and New York City have decreed that all new municipal buildings will be built according to LEED guidelines. The new Seven World Trade Center under construction at New York's ground zero has incorporated the most sophisticated energy and environmental technology into its design. The U.S. Department of the Interior and the U.S. General Services Administration are among many others who have adopted sustainable design and LEED standards.

With buildings in the U.S. accounting for 36% of our total energy consumption and 30% of greenhouse gas emissions, and because of new awareness of the environmental impact of building construction and material selection, sustainable design is an idea whose time has finally arrived. The LEED rating system has been a positive catalyst to stimulate this renewed focus on sustainable building design.

PinnacleOne is committed to taking a leadership role to assist clients in realizing their goals for a sustainable environment that makes sense based on their goals and priorities. Working as a direct extension of our client's staff, our only goal

is their complete satisfaction.

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