

**CREW Atlanta Mission:** To elevate women to positions of power and influence in commercial real estate.

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June 26, 2009, Issue #60

## CREW Leads with LEED



As professional women actively engaged in the commercial real estate market, we have the opportunity to bring forth change; change that impacts the world in which we live. Building and operating a “green” building is more than just conserving resources. It is also about protecting the earth and improving quality of life. As active participants on the design, construction, management or building operation team for commercial facilities, we have influence over the potential environmental impact of buildings and the health of building occupants.

Through use of the U.S. Green Building Council’s LEED® (Leadership in Energy and Environmental Design) green building certification program, there exists an established platform from which to measure sustainable strategies for any project. LEED has multiple rating systems that address building design & construction, interior build-out and operation and maintenance of existing buildings.

The LEED program is a guide for sustainable development. Focus is balanced between reducing environmental impact, improving the health of building occupants, and lower operating costs. The USGBC promotes the “triple bottom line”, ultimately striking a balance between People, Planet and Profit.

The most recent version (LEED v3) integrates new innovations and market developments. More stringent standards have been adapted from which energy efficiency is measured, and credits have also been weighted according to their impact, with points gathered on a 100-point scale. In addition, up to 10 bonus points

are available for implementing strategies that are a priority in our region (i.e. water use reduction) and for executing innovative strategies or exceeding current requirements for specific credits.

When it comes to LEED, buildings are “certified” and people are “accredited”. While project certification provides proof of a high performing building, accreditation provides credentialing that lets others know that you understand what it means to build and operate green buildings. In addition to the myriad changes to the rating system, LEED v3 includes a new credentialing program that incorporates three levels of accreditation for demonstrating depth of knowledge in green building practices – LEED Green Associate, LEED Accredited Professional and LEED Fellow. Knowledge is power, and understanding development impact can only fuel our desire for change.

Whether we measure strategies with the ultimate goal of a LEED certification, or simply implement one “greening” practice into the design, construction or operation of our buildings, we are contributing to change! We have the power to make a better world for our children’s children.

### Author Information:

New CREW Member, Jenn Perdue is a LEED Accredited Professional and Director of Sustainability Services for the Southeast regional office of AHA Consulting Engineers, Inc. She is responsible for sustainability consulting and LEED project administration, as well as oversight of energy modeling execution, energy auditing and LEED commissioning activities. Contact Jenn at [perduej@aha-engineers.com](mailto:perduej@aha-engineers.com) or 770-992-8585.

## CREW Atlanta Thanks Our 2009 Sponsors:

### SUSTAINING:

The Coca-Cola Company  
Leapley Construction Group of Atlanta LLC  
LCG Real Estate Services Corp

### BENEFACTOR:

Parking Company of America

## Don’t Forget!

Lunch programs will **NOT** be hosted in June, July or August. Our next luncheon will be Sept. 3rd. **Sponsorships are still available for the events from Sept. - Dec.**

## Save the Date! ACE Members Only Event:

“Introduction to LEED Version 3.0”  
Fundamental changes to the LEED credentialing program.  
July 21, 2009 11:00 am to 1:45 pm;  
Lunch will be provided; \$45

## Membership Directories

CREW Membership Directories are available for purchase for \$15 each; contact [execdirector@crewatlanta.org](mailto:execdirector@crewatlanta.org) if interested. A free pdf version of the directory is available in the CREW Members Only section of the website.

## Be Bold! Be a Leader...

Take the next step toward a leadership experience of a lifetime. If interested in participating, contact Char Fortune, 770.552.2435, [char.fortune@grubb-ellis.com](mailto:char.fortune@grubb-ellis.com), who will make certain you are nominated by one of the alumni of Leadership CREW or the CREW Board.

## Win Your Entry Fee to the CREW National Convention!

CREW Atlanta will be entering all campaign donors into a drawing to win a complete entry fee to the 2009 CREW Network National Convention in Boston this Fall. Please contact CREW Atlanta’s Executive Director Karrie Westphal to make your contribution now: 404-471-1110 or [execdirector@crewatlanta.org](mailto:execdirector@crewatlanta.org).

## 2009 Capital Campaign Update: *Have you made your pledge yet?*

Thanks to the CREW Members listed below for personally pledging a donation to our 2009 Campaign! Our goal is to reach 100% member participation. If you would like to donate or have questions on our sponsorship opportunities, please contact either Heather Davis [hdavis@pmrg.com](mailto:hdavis@pmrg.com) 404-521-1000, Susana Chavez [schavez@pca-star.com](mailto:schavez@pca-star.com) 404-376-6862 or Laura Boone [lboone@turnerboone.com](mailto:lboone@turnerboone.com) 404-733-1060.

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