

USGBC-Illinois Chapter RGBA report, 6/21/11, Submitted by Pam Garetto

## 1. Speakers Bureau

Training for Speakers Bureau participants has been scheduled:

- June 22nd – NIU Hoffman Estates, 5555 Trillium Boulevard, Hoffman Estates, IL 60192, 5:30 – 7:00 PM
- June 29th – CDM; 125 S Wacker Dr. #600; Chicago; 5:30 – 7:00 PM

Contact Pam Jackson to sign up for the training: [pjackson@usgbc-illinois.org](mailto:pjackson@usgbc-illinois.org)

Training for Chapter members who want to serve as Content Experts will be scheduled for July. Contact Pam Jackson to sign up for this training.

Program description, page 2.

## 2. No new information from national RGBA staff.

## 3. Wrap-up of Chapter/RGB booth staffing, year to date, signup sheet includes name and email:

- 4/9/11 (Saturday) - Historic Chicago Bungalow and Green Home Expo at the Merchandise Mart; staffed by Scott Hansen, Paul Gillen, and Pam Garetto; large attendance, good traffic at the booth; most conversations about existing homes; 21 names on signup sheet: Builders - 5, Homeowners - 11, Other - 5 (see special requests); *special notation*: New Construction - 3 builders, 1 homeowner; Remodeling - 3 builders, 5 homeowners. *Special requests*: Interested in being an education provider; request speaker, need LEED-H experience; request speaker; want to co-op education seminars
- 4/10/11 (Sunday) - Skokie Spring Greening; *Sarah Coulter has this info*
- 4/16/11 (Saturday) - Green Metropolis Fair; *Sarah*
- 4/19/11 (Tuesday) - DuPage County (employees) Earth Celebration, county bldg. auditorium, Wheaton; staffed by Madhoolica Dear, Lori McCall Vierow, and Pam Garetto; fair amount of traffic, general conversations, many knew LEED, few knew USGBC; no names on signup sheet
- 4/20/11 (Wednesday) - Green MLS presented by Sarah to NIHB, arranged by Brandon Weiss at White Eagle Golf Club, Naperville; good response to Sarah's presentation, very little booth traffic; no names on signup sheet
- 5/1/11 (Saturday) - Naperville Green Earth Fair, McDonald Farm/Conservation Foundation, outside; staffed by Joe Konopacki, Don Plass, and Pam Garetto; had fair amount of traffic and good conversations in spite of very windy conditions, however attendance did not meet expectations and many people left early due to wind; conversations on new and existing homes; 13 names on signup sheet: Builders - 1; Homeowners - 7 (some people did not indicate one or the other); *special notation*: New Construction - 2 builder/homeowner not specified; Remodeling - 2 homeowners. *Special requests*: home tours
- 5/13/11 (Friday) - not on original schedule - Blunk home tour in Batavia preceded by Passive House presentation at Interiors for Business, Batavia; 4 names on signup sheet, all in industry
- 5/21/11 (Saturday) - Oak Park Earth Fest; *Sarah*
- 6/11/11 (Saturday) - Aurora Green Fest, Prisco Center; staffed by Catherine Allen, Brandon Weiss, and Pam Garetto; good traffic, enthusiastic crowd, most conversations about existing homes; 14 names on signup sheet: Builders - 0, Homeowners - 9, Other - 3 } energy auditor, Chapter member, green program director for a non-profit; *special notation*: New Construction - 0; Remodeling - 1. *Special request*: need an energy audit ( in Aurora; I contacted Joe Konopacki)
- Pam Jackson will be putting all information into a report. I've included stats and color commentary here for anyone who wants the info now.

## 4. Spoke with reps at LG Hausys(.com) booth at NeoCon and they are interested in sponsoring RGB event(s).

## USGBC-Illinois Chapter Residential Green Building (RGB) Advocacy Team/Speakers Bureau

The RGB Advocacy Team/ Speakers Bureau is made up of volunteers who *are members of the Chapter and members of the Residential Green Building Committee (RGBC)*. As a volunteer in this program, you will be representing USGBC-Illinois Chapter, and will receive training and presentation materials to make your participation easier and ensure consistent messaging in Chapter engagements. The quality of your conversations and presentations maintains the credibility of the Chapter and RGBC, and you by association, as being at the forefront in transforming the region's built environment to become ecologically sustainable, healthy, and energy efficient.

You can choose the type and level of involvement you prefer:

1. Booth staffing (A, below) is required before any other level of involvement -
  - A. green fair, homeowner expo, etc.; teamed with a mentor to learn messaging
  - B. trade shows; after you have teamed with a mentor and know messaging
2. Speaker assignments are given after a training session, and usually include PowerPoint slides -
  - A. general, e.g., Green Homes 101
  - B. content expert, e.g., LEED for Homes, REGREEN, etc.; approved as solo speaker
  - C. media; respond to media requests for interviews /information; pre-approval by staff required

All Power Point presentations are prepared for you by the Residential Green Building Advocate (RGBA) and contain USGBC and Chapter slides, including general green homes information. The RGBA can customize presentations to include content specific to your audience, and your input is welcomed in that process.

Participation can be staffing a booth, giving a presentation, answering media requests, providing content, or all four. You are expected to participate in a minimum of two events in a twelve-month period.

Please indicate your interest in participating: your preference, if any, for booth staffing or speaking, and any preference of geographical area. Also, it's very valuable for us to know your area of expertise, even if you don't care to actively participate in Advocacy, in case we need a content expert when creating presentations.

Current schedule and RGBA to contact:

April 9, Historic Chicago Bungalow and Green Home Expo, Merchandise Mart, 10AM-4PM; Pam

April 10, Skokie Spring Greening, Niles North High School, 10AM-4PM; Sarah

April 16, Green Metropolis Fair, Irish American Heritage Center, 10AM-4PM; Pam

April 19, DuPage County (employees) Earth Celebration Event, Wheaton, 11AM-2PM; Pam

April 20, Green MLS, Naperville, 9:30-11:00AM; Sarah

May 1, Naperville Green Earth Fair, McDonald Farm, 12:30-5PM; Pam

May 21, Oak Park Earth Fest, Oak Park Public Works Center, 201 South Blvd., 10AM-3PM; Sarah

June 11, Aurora Green Fest, 10AM-3PM, Prisco Center, 150 W. Illinois Ave., Aurora; Pam

Please contact Sarah Coulter, sarahcoulter@atproperties or Pam Garetto, pam.garetto@vireodesign.com as indicated for each event, or contact either with general questions.