

Greening the Heartland 2010

May 19 to 21 • featuring **Green by Design**

7th Annual Conference • **BRIDGING**



Call for Presenters

Submission Deadline: October 30, 2009

Conference Sponsors

Greening the Heartland 2010 featuring Green by Design is being presented by the Minnesota Chapter of the USGBC and Minnesota Green Communities.

Minnesota Chapter of the USGBC

Our mission is to positively transform the building processes, building industry and communities of our region, by drawing upon the experience of stakeholders in the built environment. In support of this, we will:

- **Promote** the design, construction, and operation of buildings and communities that are healthy places to live and work, environmentally responsible, and economically viable on a lifecycle basis.
- **Serve** our members and communities by promoting best practices in design and technology usage, advocating green building policies, and facilitating information exchange and education.
- **Encourage** the widespread acceptance and use of the LEED Green Building Rating System in collaboration with complementary tools and standards. Learn more at www.usgbcmn.org.

Minnesota Green Communities

Minnesota Green Communities is a collaboration of the Greater Minnesota Housing Fund, the Family Housing Fund, and Enterprise designed to foster the creation of affordable, healthier, and more energy efficient housing throughout Minnesota. Minnesota Green Communities seeks to ensure that all affordable housing built or rehabilitated in Minnesota is green. Additionally, the initiative aims to facilitate green retrofits on 10,000 units of existing affordable housing by 2015. Minnesota Green Communities is the largest green building program in Minnesota, with 497 units completed, 908 under construction, and another 1,645 under development. Learn more at www.mngreencommunities.org.

About Greening the Heartland 2010 featuring Green by Design

Greening the Heartland is an annual regional conference hosted by the local USGBC chapter. Green by Design is an annual statewide conference hosted by Minnesota Green Communities. The Minnesota Chapter of the USGBC and Minnesota Green Communities are joining forces in 2010 to present the 7th annual Greening the Heartland in Minneapolis.

This year's theme, **BRIDGING**, seeks to draw valuable connections between people, places, and ideas to help create a sustainable heartland region and beyond. Specifically, the conference seeks to link such ideas as sustainable development and environmental protection, green building and social justice, community planning and individual health, commercial and residential projects, LEED and the Green Communities criteria, and more. We are excited about this unique partnership and opportunity to "bridge" our two conferences and bring people together around green building and design from all across the region.

Conference Objective

Greening the Heartland 2010 seeks to provide key partners in all areas of the green building industry the opportunity to increase their knowledge base and network with others. Partners include residential and commercial developers, builders and contractors, architects, city and state planners and staff, elected officials, affordable housing leaders, environmental advocates, funders, historic preservationists, and real estate professionals.

Attendees will receive the tools needed to build and design sustainable structures and communities through outstanding training sessions, inspirational keynote speakers, educational exhibits and demonstrations, tours, and other networking activities. Our focus is to present tangible, real world information using case studies and proven methods.

We are particularly interested in proposals that:

1) Address the specific challenges of sustainable residential development, including rehabilitating and preserving existing buildings, resolving the unique requirements of multifamily and single family buildings, and working with multiple green building standards (i.e. LEED-H and the Green Communities Criteria). Topic examples include:

Building Evaluation and Diagnostics • Deconstruction or Reuse of Building Materials on Site • Safe Energy Efficiency Improvements in an Existing Structure • Assessing multifamily buildings and Developing a Scope of Work • Mold, Radon, and other Remediation • Ensuring Healthy Homes • Marketing Approaches for Residential Green Homes • Opportunities and Challenges Surrounding the Foreclosure Crisis • Labeling Standards for Sustainable Homes • Improving the Health of Low-income Residents

2) Provide technical, “how-to” green building sessions to help builders and developers successfully achieve green building goals. Examples include:

Implementing an Integrated Design Process • Construction Site Best Management Practices • Reducing Construction Waste • HVAC Design Tools and Construction Verification • Stormwater Management • Sourcing Green Materials • Existing Building Reuse • Industrial & Brownfield Redevelopment • Delivering the Message of Green (psychology/sociology of inspiring change) • Energy Modeling & Auditing • Innovative Construction Materials • Innovative Residential, School, Health Care, or Retail Development or Projects (based on Green Communities or LEED for Homes)

3) Present tools and strategies for policymakers to implement to achieve sustainability goals. Examples include:

Government Initiatives • Community Advocacy Opportunities • Sustainable Land Use Planning • Global Warming Policy Initiatives • Energy Efficiency Incentives • Collaboration Between Regional & Municipal Leaders and Developers • Protecting Water Resources • Removing Cost Barriers to Sustainability • Green Jobs Incentives • Mobility, Connectivity, & Public Transportation • Greening State & Municipal Operations • Regional Waste & Landfill Management • Stormwater Management • Sustainable Landscaping

4) Other proposals related to planning, building, designing, and implementing healthy, sustainable housing and communities are encouraged.

Your abstract must clearly present an *intermediate* or *advanced* level subject matter relating to one of the above topics. Connections to the overall conference theme of bridging are also encouraged in the proposal.

Submission Guidelines

Prospective presenters must complete the online application by **October 30, 2009**. The application can be accessed at www.plannersconference.com from October 1-30, 2009. Completed submissions will include:

- **Title**—a maximum of 64 characters and spaces will be allowed.
- **Description**—This should provide a clear and accurate summary of your proposed session. It should be a to-the-point summary and should avoid amplified language or claims. It will be limited to 200 words.
- **Learning Objectives**—At least four specific educational objectives for the program must be provided. Learning objectives should be written so that the learners know specifically what they should be able to do at the end of the session. The objectives should be: *Measurable* so that the learners can easily identify if they can or cannot do the action in the objective at the end. *Achievable* so that the learners can actually learn what it takes to meet the objective within the format, time frame and content. *Active* rather than passive. For assistance on writing learning objectives, see the American Institute of Architects guide at <http://www.aia.org/education/providers/AIAS076145>.
- If applicable, please identify where and when this has been presented, including if possible a contact person, email, and phone number for the conference.
- **Learning Level**—All presenters will need to identify the appropriate learning level of the session. Learning Levels are described in the USGBC learning levels.
- **Target Audience**—Identify the session's target audience(s) and profession(s) associated with each target audience from the list that will be provided online.
- **Presenter(s) contact information**—for each presenter please provide the contact and biographical information requested. Biographical information will be limited to 75 words.
- **Additional Files**—Additional supporting material, such as a session outline, may be emailed directly to rita@hkqi.com.

Submission Evaluation and Selection

Proposed sessions will be evaluated and selected on the following criteria:

- **Relevance to conference objectives**
- **Learning objectives**
- **Timeliness of topic**
- **Subject matter appeal**
- **Practical application**
- **Appropriate audience type and expertise level**
- **Speaker qualifications**—preference will be given to presentations by single or paired speakers

Program Selection Timeline

October 1, 2009	Proposal submission website opens
October 30, 2009	Submission deadline
November 2009	Proposed sessions reviewed
December 11, 2009	Proposers notified of their program status via email

Conference Policies

- Should a program be accepted, presenters must agree to submit any additional information requested, such as an outline or presentation slides, in the requested timeframe. This information will be used to seek continuing education units (CEUs) for various professions. Once a session is registered for CEUs, changes to presenters or content will be limited.
- Speakers or panelists may be limited in the number of sessions he or she may present.
- Conference organizers reserve the right to combine similar sessions, change titles and descriptions, or add speakers as necessary. Presenters will be notified if there are any changes and given the opportunity to modify the session accordingly.
- Sessions can be scheduled at any time during the conference and speakers must be available any of the days.
- Submissions promoting specific product brands, services, or technologies will not be considered.
- Proposals are received with the understanding that the speakers are providing their services pro bono. A reduced registration rate for the conference will be available for up to two speakers per session. As the conference presenters seek the best possible sessions, speakers with financial challenges to presenting are encouraged to contact conference organizers.

Have you seen a great presenter or presentation lately?

If so, tell us about it! If you know someone who would be interested in presenting at the conference, please forward this information.

Additional Information

For more information on submitting a proposal, please contact Rita Trapp, Greening the Heartland/Green by Design Education Subcommittee Chair at rita@hkgi.com or **612-252-7135**. Additional information about the conference can be found at www.greeningtheheartland.org.