

Memphis Regional Chapter

2010 Board of Directors Election Nominee Application

Submitted by: Matt Coulter
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Membership Category: local chapter member
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Board member requirements include attendance of a minimum of 6 of the 12 monthly board meetings, being a chapter member, and signing the attached conflict of interest policy acknowledgement.

a. Why do you wish to serve on the USGBC Memphis Regional Chapter Board?

Sustainable design is an interest that I am passionate about and an area of expertise I've developed in my career. This board is the best place for me to share my knowledge and skills with others through education and advocacy.

b. Please provide a summary of your professional qualifications, knowledge and experience that is of the greatest relevance to the Chapter. Also indicate the degree to which you have senior management and executive level experience.

I have been a LEED Accredited Professional since 2004. I am a licensed mechanical engineer in the State of TN. I've worked on multiple LEED projects of different type and level of certification. I have experience in high performance building design, energy modeling, and LEED NC documentation. Recently I have spoken to the TN Society of Professional Engineers about LEED V3 on behalf of the chapter. During last year's E-Week I was a speaker on sustainable design at the University of Memphis. My senior management experience is limited to serving on the USGBC-MEM board for the past 2 years and working as a project manager at my previous firm and to a limited degree at my current employer.

c. The USGBC and Chapters are committed to strengthening membership diversity. What resources could you bring to bear (e.g. demonstrated expertise, leadership positions and willingness) to help further Chapter participation from high priority sectors including: real estate, energy/utility, finance/insurance, residential, corporate and product manufacturing? You can also address other sectors you think require greater involvement in the Chapter.

. I have first hand knowledge of the design and documentation that goes into LEED projects and the range of benefits that result in the more integrated and thoughtful planning that goes into them. Professionally I am involved in projects for clients from a range of sectors who are willing listeners to new ideas that will benefit their pocket books, their occupants' health, and the environment. I have also managed multiple projects at an MEP firm and am adept in pushing a project forward while juggling a multitude of issues. This is experience that will be helpful in any future board planning endeavor I may be involved in.

- d. One of the most important functions of the Board members is fundraising and other activities to support priority needs of the Chapter. This may take many forms, including direct sponsorships; helping secure funding or otherwise opening doors from corporate, governmental and charitable sources; seeking third-party sponsors; recruiting important new members; in-kind support; etc. Please explain your ability and willingness to participate in resource development.

I recently participated in chapter day at Greenbuild in Phoenix and attended the breakout session titled "Putting the FUN back in Fund Development." This session was an inspiring one that had chapters large and small conversing and naming the different ways in which their chapters seek sponsors and donors. In 2010 we need to ask for donations from ourselves, friends, families, employers, and community businesses. We need to do so with repetition and compelling stories and arguments. My personal donation for 2010 will be in the neighborhood of \$100-200 dollars and I will personally reward any board member who brings in \$10k in sponsorships with \$100 toward dinner, or something like that and have fundraising be a year-long challenge to the board. We all need to be the basis for fund development, especially if we are to pursue grant applications which will ask if our board members are donors.

- e. Describe what expertise, experience and resources you would bring to any of the following priority activities: membership growth, sponsorship, and education programs.

I've spoken on sustainable design, LEED V3, and LEED in general to TSPE, U of Memphis engineering undergrads, and Memphis high school students. Sharing my knowledge of sustainable and energy efficient design is my interest and my expertise.

- f. Describe your experience from other organizations with successful Chapter programs.

I have served a supporting role for the Memphis EGB and the Omaha USGBC chapter and its advocacy committee. I have served on the USGBC MEM board for the past 2 years in support of programs, education, and advocacy efforts.

- g. Leadership positions (volunteer or professional staff) with non-profit governance.

I've been on the USGBC-MEM board for the last two years as Vice Chair and in an at large position.

- h. Please identify any affiliations, memberships and accreditations that may be pertinent for Chapter leadership.

I am an associate member of ASHRAE and a LEED Accredited Professional.

- i. What do you see as the greatest impediments to the acceleration of green building demand, delivery, and accessibility for the region?

Inertia and the status quo are the biggest impediments outside of our board and the design community of Memphis. Lack of time is the biggest impediment of the board from accomplishing our goals. The people we do have could accomplish anything if we only worked on the USGBC MEM.

- j. What are some immediate changes the Memphis Regional Chapter could make to increase effectiveness?

We are in the process of adopting a new email and membership management tool and this must happen immediately to make communication a consistent and valuable part of membership. A second piece of communication that must be overhauled is our website. It needs to be redesigned to be more consistent with national color and messages and be easily updatable by board members. A third item is an all membership meeting that showcases committees available to members to join. This would ideally come once the new board and committee chairs are in place and have generated ideas for their work plans for the year.

Please submit forms by (NOVEMBER 30TH 2009) to (REGINA HUNT at regina@cscmemphis.com or MATT COULTER at mcoulter@allenhoshall.com If you have any questions please feel free to call Regina at 901-461-2239