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Event****Registration:**

To register, please visit
www.smps-stl.org or
call Cindy Bright at
314.241.8188.

Registration is FREE for
SMPS and USGBC mem-
bers. Non-member regis-
tration fee is \$20.
Registrations are due by
Monday, March 26th.

How to Market Green Design

Jerry Yudelson

**March 27, 2007****Time:****5:30pm - 7:30pm**

5:30pm - Networking | 6:15pm - Program

Location:

Missouri Botanical Garden's Monsanto Center

Jerry Yudelson is one of the leading green building consultants in the country and has been involved in marketing renewable energy systems, environmental remediation products and services, and green building design and consulting services for over 25 years. His mission is to "grow the business of green building," by making its clients more successful in the design, development, marketing, construction, and operation of green building projects and programs. His work has been motivated by a desire to accelerate market transformation to a greener future. He has spent his career staying on the leading edge of energy and environmental technologies, designs and products. He works closely with college and university leaders to grow sustainability programs on campus. He also works with private investors to assess market opportunities and develop market entry strategies for new green technologies.

Yudelson has worked as a management/marketing consultant for more than 200 state government, utilities, local governments, Fortune 500 companies, small businesses, engineering firms, and product manufacturers during the past 25 years. He holds an MBA with highest honors from the University of Oregon and has taught nearly 60 MBA-level courses in marketing, business planning, organizational development, and communications. A registered professional engineer, he holds degrees in civil and environmental engineering from Caltech and Harvard. He has been the marketing director for two mid-size engineering firms serving the design and construction industry and, in 2000, he co-founded one of the largest green building consulting groups in the country. He has been a management consultant to more than 75 CEOs of various-sized firms.