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**Architects Seek Presenters and Sponsors for East Coast Green Conference**

***Fall Conference in Atlantic City Will Focus On the Environment***

**TRENTON, N.J. (Jan. 22)** – The Committee on the Environment of the New Jersey chapter of the American Institute of Architects (AIA-NJ) is seeking speakers for its 2010 East Coast Green conference to be held at Bally’s Atlantic City Hotel & Casino in Atlantic City, N.J., in the fall. AIA-NJ is also seeking sponsors for the event.

Trenton-based AIA-NJ, which has about 2,000 members, is the state chapter of the national AIA, which helps architects serve the public’s needs and builds awareness of the role of architects and architecture in American society.

East Coast Green will be held on Sept. 16 and 17, 2010, in conjunction with AIA-NJ’s annual Design Day event on Sept. 16 at which award-winning projects will be selected in categories including residential, historic preservation and sustainable design.

The conference will be preceded on Sept. 15, 2010, by a full day of New Jersey LEED (Leadership in Energy and Environmental Design) workshops sponsored by the U.S. Green Building Council. A Green Building Expo featuring green building products and materials will also be held in conjunction with the conference.

The theme will be “Meeting the Architecture 2030 Goals.” Architecture 2030 is a U.S. based, non-traditional environmental advocacy group focused on protecting the global environment by using innovation and common sense to develop, and quickly implement, bold solutions to global warming.

The organization was founded in 2003 by Edward Mazria, who will be one of East Coast Green’s keynote speakers, in response to rapidly accelerating climate change.

Architecture 2030 and Mazria have been responsible for reshaping the debate surrounding climate change and global greenhouse gas emissions by focusing on the role of buildings. Data has demonstrated that buildings are responsible for almost half of all greenhouse gas emissions annually, with the percentage being even greater globally.

“The quality of the programming will make this one of the leading green building conferences of its kind,” said Jason Kliwinski, AIA, LEED AP, president of AIA-NJ and

conference chair. “The path to carbon neutrality is through the kind of cooperation and cross-disciplinary collaboration that will be promoted through this conference.”

East Coast Green is seeking presenters from the disciplines of architecture, interiors, planning, engineering, contracting, education, policy and legislation, energy analysis and other building-related professions who can speak on topics relevant to the track sessions, which include legislation, codes and metrics, planning, buildings and tectonics.

The other keynote speaker will be Bill Reed, an internationally recognized proponent and practitioner of sustainability, who is president of Integrative Design Collaborative, a consulting organization working to evolve green building design practices into an approach that is fully integrated with living systems.

Reed is also principal of the regenerative planning firm, Regensis, and the strategic environmental planning firm, Integrative Design. Ultimately, his objective is to improve the overall quality of the physical, social and spiritual life of our living places.

In addition to presenters, East Coast Green is also seeking sponsors. Sponsors will have the opportunity to increase their company’s visibility in the “greening” consumer markets, as well as to network with industry leaders and to present their products and applications to an audience of early adopters and industry leaders.

Those interested in being presenters must apply online by Jan. 29. Presenters will be notified by Feb. 26 and announced by March 26. Proposal guidelines, track descriptions and submittal instructions are available by following the speaker link at [www.aia-nj.org/ECG](http://www.aia-nj.org/ECG). For more information e-mail Kim Vierheilig, AIA, at [ECGspeakers@aia-nj.org](mailto:ECGspeakers@aia-nj.org).

For information on sponsorship, follow the sponsors link at the ECG Web site (above) or e-mail Jack Purvis, AIA, LEED AP, at [ECGsponsors@aia-nj.org](mailto:ECGsponsors@aia-nj.org).

Registration for the event opens in April 2010.

#### ***About AIA and AIA New Jersey***

The American Institute of Architects (AIA) is the professional organization that helps architects serve the public’s needs and builds awareness of the role of architects and architecture in American society. The organization, which was founded in 1857, recently celebrated its 150<sup>th</sup> anniversary. Headquartered in Washington, D.C., its 300 plus local chapters represent 86,000 licensed architects and associated professionals. AIA New Jersey, based in Trenton, is the local chapter of AIA. In 2000, it celebrated its 100th anniversary. AIA New Jersey has about 2,000 members in six regional sections. For more information, please visit [www.aia-nj.org](http://www.aia-nj.org).

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