



MEDIA ADVISORY
For Immediate Release

**BARUCH COLLEGE'S STEVEN L. NEWMAN REAL ESTATE INSTITUTE ADVANCES ENERGY ASSET
MANAGEMENT LEADERSHIP AT A KEY FORUM DURING NEW YORK ENERGY WEEK**

On June 25, energy and sustainability leaders in NYC will convene at The Newman Real Estate Institute to discuss integrated retrofits, energy financing solutions and performance assurance in the evolving built environment.

New York, NY, June 17, 2013 – On June 25, The Steven L. Newman Real Estate Institute, Baruch College, City University of New York, and Associated Renewable Inc., will co-host a collaborative, cross-functional panel discussion as an integral part of the inception of New York Energy Week (June 24 -June 28). Officially known as the *Energy Asset Management Forum*, the panel will feature insights from and discussions with renowned thought leaders from the private, public and not-for-profit sectors. These industry experts will convene at The Newman Real Estate Institute to identify issues and offer new thoughts and discussion covering integrated retrofits, sustainability reporting, evolving financing mechanisms and performance assurance methods that have spawned a revolution in New York City's built environment.

Heralded as "the dawn of a new age of innovation in energy" by NYC Mayor Michael Bloomberg, New York Energy Week is recognized as the first truly cross-sector platform that brings together leaders and decision-makers in the energy industry to facilitate collaboration, investment and long-term partnerships. Each day of Energy Week is marked by events held citywide that will foster interest in and awareness of energy-related issues. The Newman Real Estate Institute is a founding academic entity in this important NYC initiative.

The *Energy Asset Management Forum* will explore energy retrofit solutions and financing issues in the commercial real estate market, widening the scope of the discussion to include the overall built environment comprising retail, educational, government, multi-family, office and other facilities. A panel of industry experts will provide diverse insights on specific areas of focus, including: retrofitting existing buildings to enhance long-term value, financing energy efficiency improvements for a quicker payback, the purpose of sustainability reporting and transparency, creative energy solutions that enhance asset values, energy efficiency technologies that present a high rate of return with minimized risk to investors, and market trends driving the growth toward higher renewable energy integration in New York's built environment.

"We are proud to be in the forefront of this critical discussion on an issue that will present both enormous opportunities and challenges," notes Jack S. Nyman, Executive Director of the Newman Real Estate Institute of Baruch College. "We are truly in a new era, and leaders in every sector—corporate, nonprofit, government and academia—will need to be armed with the best information available for Advanced Energy Performance in order to thrive and to best serve their constituencies in this new environment."

"By focusing on energy and buildings as assets to be managed, rather than as cost centers to be cut, we can scale energy-efficient, high-performance buildings to unprecedented levels," declared Robert K. Watson, CEO and Chief Scientist of ECON Group, who is also widely known as the "Father of LEED." Mr. Watson will deliver the forum's keynote address.

In concurrence, President and Director of Associated Renewable Inc., Edwin Apaloo, explains, “Collectively, we can leverage our best practices and experience to construct a foundation on which, in years to come, others could build upon to further the evolution of standards and emerging technologies in this sector.”

Other renowned experts featured at the forum include **Kristin Barbato**, Deputy Commissioner & Chief Energy Management Officer – NYC Citywide Administrative Services (moderator of the panel discussion); **Michael Colgrove**, Director of the NYC Office – New York State Energy and Research Development Authority; **Erin Rae Hoffer**, Strategic Industry Relations – Autodesk, Inc. (Invited); **Lloyd Kass**, Director – “Build Smart New York” and Adjunct Professor – Columbia University; **Adam Lutz**, Real Estate Project Executive – Google Inc.; and **Thomas W. Smith**, Program Director – University of Wisconsin-Madison. Other panelists may be announced closer to the Forum date.

WHAT: The Energy Asset Management Forum – New York Energy Week

WHEN: Tuesday, June 25, 2013 from 10:00 a.m. – 12:00 p.m.

WHERE: Oak Room 203, Newman Hall, Baruch College – 137 East 22nd Street, New York, NY 10010

To learn more about New York Energy Week or to request an invitation to the Energy Asset Management Forum, please visit www.nyenergyweek.com/schedule and scroll down to “10 am - Energy Asset Management Forum. Then, click on “Request an Invitation.”

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[The Steven L. Newman Real Estate Institute](#) offers a wide range of educational and research opportunities to broadly address the needs of the real estate industry. Through professional education courses and workshops, the Institute trains current practitioners, as well as the next generation of real estate professionals, helping them succeed in, and contribute to, a dynamic and fast-evolving marketplace. As Executive Director of The Steven L. Newman Real Estate Institute, [Jack S. Nyman](#) leads strategic planning and partnering; guides education programs, research, publishing, and public events; and manages operations. Under his direction, the Institute leads the conversation on a wide range of issues, hosting timely and topical public events at which industry experts share their knowledge and advance thinking in a number of key areas, including sustainability, asset repositioning, energy efficiency, comparative market analysis, econometrics, property remediation, building retrofits, financing and public transportation. Individuals, companies, nonprofit organizations, and public agencies all benefit from the programs offered by the Institute.

[Associated Renewable Inc.](#) is an end-to-end full service energy consulting & carbon management company. We offer custom energy efficiency solutions, supply and implement renewable energy technologies, provide energy training and offer complete project financing options. We take on the challenges of energy engineering, procurement, construction, project management and maintenance. This helps our clients deploy their projects, cut energy costs, meet regulatory requirements, reduce their carbon footprint and achieve long term sustainability goals.

[New York Energy Week](#) is a “by the industry, for the industry” initiative launched to foster collaboration and investment in New York’s rapidly growing energy economy. Energy Solutions Forum, a NYC-based energy policy research and data company, founded the initiative based on the company’s broader vision to fuel industry investment through cross-sector data products and research designed for all sectors of the diverse, and often fragmented, energy industry.