

MEDIA ADVISORY  
For Immediate Release

**BARUCH COLLEGE'S STEVEN L. NEWMAN REAL ESTATE INSTITUTE ADVANCES  
DISCUSSION ON THE IMPORTANCE OF CHANGE LEADERSHIP WITH REGARD TO  
ACCELERATING ENERGY EFFICIENCY IN THE BUILT ENVIRONMENT**

New York, NY, November 11, 2013 – On November 22, The Steven L. Newman Real Estate Institute, Baruch College, City University of New York, will host a collaborative conference on Change Leadership. The event 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 Baruch College 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 not just the City's but the world's built environment. The conference will explore via keynote addresses and two panels of experts the challenges in the overall built environment comprising retail, educational, government, multi-family, office and other facilities. Undergirding these revolutionary challenges are the fundamental problems associated with changing human behavior in work organizations. A normative model for implementing planned change will be provided.

The Greener, Greater Buildings Plan aims to accelerate energy efficiency improvement in the largest buildings in New York City (NYC). This suite of local laws requires the owners of large buildings to undertake annual benchmarking of energy and water consumption, apply the NYC Energy Conservation Code when upgrading buildings, conduct energy audits and retro-commissioning, implement lighting upgrades and install tenant sub-meters. These measures are to be implemented over time. Annual benchmarking commenced in 2011 and the first energy audit and retro-commissioning reports are to be submitted before the end of 2013. These laws should have by now encouraged real estate owners and tenants to review their approach to energy efficiency in order to maximize the business and reputational benefits that can be achieved. However, considering a change leadership approach may allow owners and tenants to recognize even more progress.

Change leadership involves creating vision and strategy, whereas change management includes planning and budgeting. Change leadership involves communicating and setting direction whereas change management includes organizing and staffing. Change leadership involves motivating action and aligning people, whereas change management includes controlling and problem solving. And change leadership involves creating systems to support growth, evolution, opportunities and hazard avoidance, whereas change management focuses on the running of existing systems.

Throughout this conference, we will be discussing how change leadership can help participants identify ways to solidify energy efficiency improvements in structures of all types.

"The importance of change leadership in the effort to accelerate the process of improving energy efficiency cannot be overstated," notes Jack S. Nyman, Executive Director of The Newman Real Estate Institute of Baruch College. "For example, via Change Leadership, personnel at numerous levels are actively involved in the work at hand and thus can feel a sense of ownership in the progress made."

Renowned experts featured at the conference include **Kristin Barbato**, Deputy Commissioner & Chief Energy Management Officer, NYC Citywide Administrative Services, **George J. Braun**, Vice President, Spruce Juice City, a Cauldwell Wingate Company, **Michael T. Colgrove**, Director of NYC Office, New York State Energy and Research Development Authority, **Patrick M. Crittenden**, International Visiting Scholar, The Steven L. Newman Real Estate Institute, Baruch College, CUNY, **Dale Desmarais**, Sales & Marketing Manager, AEGIS Energy Services, Inc., **John J. Gilbert III**, Chief Operating Officer, Rudin Management, **Richard E. Kopelman**, Professor of Management, Zicklin School of Business, Baruch College, CUNY, **Thomas Kovendi**, Former Director of Portfolio Operations for the Toronto Office Portfolio, The Cadillac Fairview Corporation, **Judith Kunoff**, Chief Architect, MTA NYC Transit, **Oliver Schaper**, Senior Sustainability Strategist, Gensler, and **Su-fern Tan**, Senior Project Manager, Arup. Other speakers may be announced closer to the Conference date.

**WHAT:** Change Leadership – Accelerating Energy Efficiency in the Built Environment

**WHEN:** Friday, November 22, 2013 from 8:00 a.m. – 12:00 p.m.

**WHERE:** The William & Anita Newman Conference Center, Room 750, 151 East 25th Street, New York, NY 10010

To register for the Change Leadership conference, please visit [www.baruch.cuny.edu/realestate](http://www.baruch.cuny.edu/realestate) Seating is limited.

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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 quickly 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.

[Baruch College](#) is a senior college in the City University of New York (CUNY) with a total enrollment of more than 17,000 students, who represent 160 countries and speak more than 100 languages. Ranked among the top 15% of U.S. colleges and the No. 3 public regional university, Baruch College is regularly recognized as among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students and community members from every corner of New York City and from around the world.

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