



Rob Watson



Sergej Mahnovski

STEVEN L. NEWMAN REAL ESTATE INSTITUTE WELCOMES TWO ENERGY INDUSTRY LEADERS AS KEYNOTE SPEAKERS AT JUNE 21 CONFERENCE

NEW YORK, NY-June 12, 2012 – New York City’s Director of Energy Policy **Sergej Mahnovski** will be the first of two keynote speakers on Thursday, June 21, 2012, to launch the first annual conference on [Advanced Energy Performance](#) sponsored by the [Steven L. Newman Real Estate Institute](#) of [Baruch College](#), and co-hosted by the [CUNY Institute for Urban Systems Building Performance Lab](#).

To kick off the day-long event, which will be held at The William and Anita Newman Conference Center at Baruch College, Mr. Mahnovski will be followed by **Rob Watson**, chairman, CEO, and chief scientist of EcoTech International, who has been named the “Founding Father of LEED.”

According to **Jack S. Nyman**, NREI Director and host of the event, “The Advanced Energy Performance conference is designed to establish the benefits of upper-level management’s strategic involvement in energy-related decisions. The real estate industry needs a new, integrated management framework – a broader picture – that demonstrates the impact of energy not just on the bottom line but across overall operations.”

Among dozens of practicable topics to be covered: integrated retrofits, performance assurance, energy finance, developing and training a green team, implementing an energy audit, the split incentive, and performance contracts – in short, what is needed to reduce operating costs in an uncertain real estate market and get ahead of anticipated tightening of environmental regulation.

Conference funding reflects wide industry interest in Advanced Energy Performance, Energy Asset Management, and NREI's leadership in sustainability training. Lead sponsors include Jones Lang LaSalle, Vornado Realty Trust, Cauldwell Wingate, Component Assembly Systems, and Con Edison.

The conference has been accepted for AIA, BOMI International, and GBCI continuing education units. It may also be acceptable for ASHRAE continuing education units (ACEs) toward renewal of one or more ASHRAE certification programs.

Go to <http://aepconference.com/> for more information.

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[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. [The Steven L. Newman Real Estate Institute](#) offers education and research opportunities to address the needs of the real estate industry. Through professional education courses and workshops, the Institute trains current practitioners and the next generation of real estate professionals, helping them succeed in, and contribute to, an evolving marketplace. As Director of the Steven L. Newman Real Estate Institute, [Jack Nyman](#) leads strategic planning and partnering; guides education programs, research, publishing, and public events; and manages operations. Under his direction, the Institute hosts dynamic public events for industry experts to share their knowledge and advance thinking in the field. Individuals, companies, nonprofit organizations, and public agencies all benefit from the programs offered by the Institute.

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