Kilowatts to Cash

Capturing federal stimulus funds, state incentives, tax benefits, and valuation gains

A workshop for NYC property owners who want to cut energy costs, get ahead of the compliance curve, and come out ahead

A Sustainability Shoptalk Event presented by
THE STEVEN L. NEWMAN REAL ESTATE INSTITUTE
A Leader in Sustainability Education
Baruch College, CUNY

The William and Anita Newman Conference Center, Room 750
June 5, 2009

The Steven L. Newman Real Estate Institute
Baruch College, CUNY


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Kilowatts to Ca$h

A Sustainability Shoptalk Series Event
Sponsored by
The Steven L. Newman Real Estate Institute
Baruch College, CUNY

June 5, 2009
8:30 a.m. – 11:30 a.m.

8:30 – 8:45 a.m.  Registration & Refreshments

8:45 – 8:50 a.m.  Welcome
Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute

8:50 – 9:20 a.m.  Panel: Compliance
NYC’s Greener Greater Building Plan
Bridgett Neely, Vice President
Energy Efficiency and Renewable Energy
NYC Economic Development Corporation

Greater Green Buildings Legislative Proposals
Kenneth M. Block, Esq.
Tannenbaum, Helpern, Syracuse & Hirschtritt LLP

Compliance Pays
Nancy Anderson, PhD, Executive Director
The Sallan Foundation

9:20 – 9:40 a.m.  Panel Q&A
Moderated by Nancy Anderson, PhD, Executive Director
The Sallan Foundation

9:40 – 9:50 a.m.  Break

9:50 – 10:40 a.m.  Panel: Challenges, Opportunities, Experience
ET Is the New IT
Ronald H. Bowman, Jr., Executive Vice President
Tishman Technologies Corporation
State Incentives for Saving Energy – NYSERDA Programs

Michael T. Colgrove, Director
Energy Programs
NYSERDA

Leveraging Con Edison Energy Programs
Dave Pospisil, Manager
Energy Efficiency Group
Con Edison

Math not Myth
Nicholas D’Alessandro, Manager
Tax, Construction Tax Planning
KPMG

Optimizing Sustainable Resources
Geraldine Walsh, Vice President
Grubb & Ellis

10:45 – 11:10 a.m. Panel Q&A

Moderated by Ashok Gupta, Air and Energy Program Director and Senior Energy Economist
Natural Resources Defense Council (NRDC)

11:10 – 11:25 a.m. Reflections & Outlook

Ashok Gupta, Air and Energy Program Director and Senior Energy Economist
Natural Resources Defense Council (NRDC)

11:25 – 11:30 a.m. Closing Remarks

Jack S. Nyman, Director
The Steven L. Newman Real Estate Institute

The William and Anita Newman Conference Center
Room 750
The William and Anita Newman Library
151 East 25th Street
New York, NY 10010
Speakers’ Bios

Kilowatts to Ca$h
The Steven L. Newman Real Estate Institute
Baruch College, CUNY
June 5, 2009

Nancy E. Anderson, PhD, Executive Director
The Sallan Foundation

Nancy E. Anderson, Executive Director of the Sallan Foundation, is a life-long New Yorker. After obtaining both her BA and PhD from New York University, she served as an environmental advisor in City government for two decades. During that time she wrote the Community Right-to-Know law, co-authored the recycling law, and helped prevent the sale of the City’s water supply.


Kenneth M. Block, Esq., Partner
Tannenbaum Helpern Syracuse & Hirschtritt LLP

Kenneth M. Block is a partner of Tannenbaum Helpern Syracuse & Hirschtritt LLP, a New York City law firm, where he specializes in real estate and construction. He has been involved in issues relating to the built environment for more than 30 years, representing design and construction professionals, developers, property owners, and lenders. He has also worked with numerous industry and professional associations on issues relating to the indoor environment, building systems, and sustainable design and construction.

Mr. Block speaks and writes extensively on real estate and construction matters and co-authors a quarterly column for the New York Law Journal on Construction Law. He is a member of the Association of the Bar of the City of New York, the Real Estate Board of New York, and the U.S. Green Building Council, for which he serves as general counsel of the New York Chapter. He was selected for inclusion in 2008 Super Lawyers.
Ronald H. Bowman, Jr., Executive Vice President
Tishman Technologies

As Executive Vice President of Tishman Technologies, Ronald H. Bowman is responsible for its operations. He serves as a strategic consultant on subjects that include, but are not limited to, data center strategy, site location, life span assessment, total cost of ownership, and single points of failure. He has more than two decades of experience in the management, leasing, consultation, construction, and operation of mission-critical data centers and related infrastructure projects.

Mr. Bowman has served as a project manager on trading floor and data center installations in some of the world’s most competitive markets, including New York, London, Tokyo, Frankfurt, Paris, and Shanghai. He has managed 50 trading floor and 100 data center installations for such companies as Morgan Stanley, Goldman Sachs, E-Speed, Cantor Fitzgerald, DLJ, Mitsubishi, Charles Schwab.

A recognized industry leader, Mr. Bowman has been widely interviewed in leading business publications, and on TV and radio news shows. He has spoken at many industry events and received many industry awards. He is the author of Business Continuity Planning for Data Centers and Systems: A Strategic Implementation Guide and The Green Guide to Power: Thinking Outside the Grid.

Michael T. Colgrove, Director of Energy Programs – NYC Office
New York State Energy Research & Development Authority (NYSERDA)

As Director of Energy Programs in NYSERDA’s New York City office, Michael T. Colgrove works to make NYSERDA’s energy efficiency programs effectively meet the energy needs of New York City and Westchester County. The NYC office offers energy-management expertise for new construction and existing buildings, for residential, commercial, industrial, and institutional building stocks. Mr. Colgrove previously served as a Senior Project Manager with NYSERDA’s Residential Energy Affordability Program, working on the Multifamily Performance Program.

Prior to his work with NYSERDA, he spent nearly 6 years working with low-income multifamily programs throughout New York City. His work included implementing a program to encourage the installation of electricity reduction measures, developing environmental education programs for inner-city youth, and providing building energy assessments with the Weatherization Assistance Program.

Mr. Colgrove is a graduate of the New York Institute of Technology’s Energy Management masters program. He earned his Bachelor of Science degree in Environmental Science at the University of Alaska - Fairbanks.

Nicholas D’Alessandro, Manager, Tax, Construction Planning
KPMG

Nicholas D’Alessandro is a manager in the Fixed Asset Services practice within KPMG’s Accounting Methods and Credit Services Group. His primary areas of activity are construction tax planning studies, the Energy Policy Act of 2005, and carbon footprints. He has over 14 years of experience performing cost-recovery studies for
more than 1,000 facilities, including retail, distribution, warehousing, office space, hospitality, residential, and manufacturing property types.

Mr. D’Alessandro has performed purchase price allocations on existing facilities to maximize cost recovery by accelerating depreciation. Studies involved creating a detailed reproduction cost for all components of construction, assigning original useful lives and remaining economic lives to all components, adjusting for depreciation, relatively allocating the depreciable basis to these components, and producing a final depreciation analysis. He has also performed land and building appraisals of over 300 properties for purchase price allocation and property tax abatement purposes, and reviewed drawings, project specifications, and cost records for federal cost recovery studies.

Ashok Gupta, Air and Energy Program Director and Senior Energy Economist
Natural Resources Defense Council (NRDC)

Ashok Gupta’s work spans global warming policies, electric utility regulation, energy efficiency, renewable energy, sustainable building design, and reduction of dependence on petroleum. He is NRDC’s representative on the NYC Mayor’s Sustainability Advisory Board and Energy Policy Task Force, and he serves on the NYS Governor’s Renewable Energy Task Force, the MTA Commission on Sustainability, the Kansas Energy and Environmental Policy Advisory Group. He also serves on the boards of the Coalition for Environmentally Responsible Economies, U.S. Green Building Council - New York, Clean Air-Cool Planet, Alliance for Clean Energy New York, Citizen’s Union Foundation, Riverside South Planning Corporation, Renewable Energy Long Island, and the Low Impact Hydropower Institute. He previously served on the boards of the Hudson River Foundation, the Northeast Energy Efficiency Partnerships, and Earth Pledge.

Mr. Gupta received the U.S. Green Building Council’s 2007 Leadership Award for Advocacy, the Environmental Steward Award from Solar One in 2006, the Environmental Professional of the Year Award from the Association of Energy Engineers in 2003, and the Environmental Advocates’ 2001 Advocate Award for leadership in support of clean air and energy.

He holds a bachelor's degree in physics and math from Georgetown University and a master's degree in economics from American University.

Bridgett Neely, Vice President, Energy Efficiency and Renewable Energy
New York City Economic Development Corporation (NYCEDC)

As Vice President of Energy Efficiency and Renewable Energy at NYCEDC, Bridgett Neely serves in its Energy Policy Department, which is the main advisor on energy issues to the Mayor and the rest of City government. She promotes the private-sector energy efficiency and renewable energy initiatives defined in PlaNYC 2030, the City’s long-term sustainability plan.

Ms. Neely coordinates efforts with local utilities and the New York State Energy Research & Development Authority to implement energy efficiency and renewable energy programs tailored to NYC residents and businesses; serves as a liaison with industry stakeholders including energy service companies, the real estate industry,
renewable developers, and utilities; develops marketing, outreach, and educational materials to advance PlaNYC goals; and develops energy-efficiency and renewable energy policies in coordination with the Mayor’s Office of Long-Term Planning and Sustainability.

Before joining the City, Ms. Neely spent 10 years advising market participants in the U.S. and international energy sector – including regulators, governments, utilities, international power producers, and industry – on issues related to energy market design, including deregulation efforts, procurement, asset M&A, and other strategic issues. She spent 5 years working for London Economics International as a Managing Consultant. She was previously with Roland Berger Strategy Consultants and Cambridge Energy Research Associates.

She holds a Master of International Affairs from Columbia University's School of International and Public Affairs and a BA from Tufts University.

**David R. Pospisil, CEM, Account Executive/HVAC/BAS Specialist**  
**Consolidated Edison Company of New York**

An Account Executive and HVAC/BAS Specialist in the Energy Efficiency group of Con Edison, David R. Pospisil is a sales and marketing professional in the field of critical energy infrastructure and energy efficiency. He has worked in a variety of business development, sales management, marketing, and external affairs positions, for Johnson Controls, Public Service Enterprise Group, Pennsylvania Power & Light, and the Trane Company. His major focus has been on clients with critical energy needs in the fields of commercial real estate, healthcare, and data center operations.

Mr. Pospisil is a Certified Energy Manager and an active member of the Association of Energy Engineers, the New York Building Congress, the Manhattan Chamber of Commerce Green Design & Construction committee, and the Sustainability Committee of the American Society of Heating, Refrigeration & Air Conditioning Engineers. He is also active in the US Green Building Council – NJ Chapter; he co-chaired its Communications Committee and founded and chaired its Speakers Bureau Committee. He was a board member of USGBC NJ during 2007-2008 and was recently appointed to the chapter’s advisory board.

**Geraldine Walsh, Vice President and Regional Director of Operations**  
**Grubb & Ellis**

As Regional Director of Operations at Grubb & Ellis, Geraldine Walsh oversees management services for 40-million square feet of commercial real estate in the northeast region. She leads her firm’s Major Building Council, a resource for the growing portfolio of properties larger than 500,000 square feet. She develops training programs for implementation of green standards in her firm’s property management portfolio, to help clients reduce their energy costs.

Prior to joining Grubb & Ellis, Ms. Walsh opened and managed the Hearst Tower, NYC’s first LEED Gold Certified building. During the construction process, she managed 375 Hudson Street, a 1-million-square-foot Class A property in downtown Manhattan. She began her career at Tishman Speyer as an Assistant Property Manager at 10 Rockefeller Plaza and at 1230 Avenue of the Americas. She then
joined Hines Interests Limited Partnership as an Assistant Property Manager, to manage Morgan Stanley’s headquarters in Times Square at 1585 Broadway.

A member of BOMA, she serves on its Energy & Sustainability Committee. She participates in the Sustainable Building Council for the Urban Land Institute of New York and is a member of the U.S. Green Building Council, the NY chapter of CoreNet Global, and the Real Estate Board of New York.

Ms. Walsh holds a Master of Science in Education from Hofstra University, and a Bachelor of Science in Business Management from Baruch College, CUNY.