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\$1,295 FOR THE 1ST OF 25 TO REGISTER BY
MARCH 4, 2011**

HC+O NEWS
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**CONTACT GIA BOSCH FOR DETAILS
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SUSTAINABLE HOSPITALS 2011

**Reduce Cost, Increase Revenue,
and Conserve Energy**

May 4th - 6th, 2011 • San Diego, CA

Tour La Maestra Community Health Center...the first LEED certified gold level community clinic in the nation!

DISTINGUISHED SPEAKING FACULTY INCLUDES:

**Victoria Navarro, Senior Project Manager
NORTHWESTERN MEMORIAL HOSPITAL, Chicago, IL**

**Aaron J. Shepard, Senior Project Manager
HARLEY ELLIS DEVEREAUX, Chicago, IL**

**Michael Soper, Product Marketing Manager
PHOENIX CONTROLS, Acton, MA**

**Eric Schwietzer, Mechanical Systems Manager
THE CHILDREN'S HOSPITAL, Aurora, Colorado**

**John Lombardi, Director of Facilities and Engineering
COOLEY DICKINSON HOSPITAL, Northampton, MA**

**Seema Wadhwa, Sustainability Engineer
INOVA HEALTH SYSTEMS, Falls Church, VA**

**John Turenne, Founder, President
SUSTAINABLE FOOD SYSTEMS**

**Bob Gance, RHSM, MBA, CHFM, Director of Facilities
President of CAHED
MEDICAL CENTER OF THE ROCKIES, Loveland, CO**

**Zara Marselian, CEO
LA MAESTRA COMMUNITY HEALTH CENTER, San Diego, CA**

**Mitch Birchfield, EVS Director and Hazardous Materials Manager
SEATTLE CHILDREN'S HOSPITAL, Seattle, WA**

**Joe Kuspan, Principal, AIA
ANSHEN+ALLEN, Columbus, OH**

**Tyler Krehlik, AIA, LEED AP
ANSHEN+ALLEN, San Francisco, CA**

KEY OBJECTIVES INCLUDE:

Cost Reduction- Understand how creating a sustainable hospital environment can help reduce operational costs while improving staff retention and enhancing the patient experience

LEED® Certification- Enhance your understanding of what it takes to become LEED® certified and evaluate the pro's and con's of updating a facility with green initiatives

Architecture & Design- Learn about the newest architecture and design trends and how their implementation can create payback for the facility, staff and community

WHAT WILL BE DISCUSSED:

- Cost reduction through the implementation of sustainable "green" strategies
- Creating a healthy environment for patients and employees
- Pro's and Con's between building a brand new green facility and updating your current structure with green initiatives
- Achieving Leadership in Energy and Environmental Design Standards
- Successful business models for the future
- Upgrading and retrofitting building features to make them more efficient and less harmful to the environment
- Leveraging purchasing power to introduce safer products into hospitals
- Creating a task force to prioritize safer and environmentally sustainable products and supplies
- Measuring/defining rewards of building a green facility
- Integrating sustainability into the company's vision, values, or core mission statement
- Setting goals that are specific, credible, measurable, and normalized for business changes

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The McGraw Hill Construction Healthcare Facilities Management Report *The McGraw Hill Construction* Sustainable Facilities Management Report



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