

As a follow-up to last year's inspiring sustainability presentation, IFMA is proud to announce another best-in-class practitioner with a new perspective on green working environments.

**Alan Whitson, RPA**

President, Square Footage®

Wednesday, May 23 • Winnipeg Art Gallery  
Registration 12:30-1:00 & Presentation 1:00-3:30  
in the Muriel Richardson Auditorium  
Wine and Cheese 3:30-5:00 in the Eckhardt Hall


Register by e-mail to [info@ifmamb.org](mailto:info@ifmamb.org) or call 226-3900. Students \$30,  
Early Bird by May 1 \$50, Groups of 6 plus \$45, Standard \$60

No one separates fact from fiction better than Alan Whitson, who's known for his ability to tackle head-on the money issues affecting design and construction decisions. Here is a rare opportunity to tap into Alan Whitson's experience as an Asset Manager, Facility Manager, Construction Manager, Development Manager, Broker and Consultant. As manager of planning and construction for Bank of America's data processing facility he was responsible for 2,000 construction projects a year. Today, he is a member of BOMA International's Energy and Environment Committee.

**HAWORTH**  
change by design



**It's the Money**



*"Alan Whitson taught me more in two hours than I've learned in 3 1/2 to 5 years of research on my own."*

Richard Johnson, Senior VP,  
Matrix Development

*"You gave one of the best presentations on the benefits of building green that I've ever heard or read... your presentation expanded my knowledge considerably."*

Richard Cristiano, Harvard  
Business School Publishing

**Tap into a presenter with 40 million square feet of experience.**

Here's your chance to get to the real bottom line. In this fact-filled presentation, you will learn high performance building strategies that apply directly to low and mid-rise corporate, educational, healthcare, institutional, and multi-tenant buildings. This program gives you the answer to the two questions everybody is asking: Does green construction cost more? Are green buildings worth the money?

**Learn how to maximize your ROI by adding value faster than cost.**

- Learn how to pencil numbers for a high performance project from start to finish.
- See the good, the bad, and the ugly when it comes to site selection, building orientation and landscaping.
- What does a watt of electricity really cost the building owner – It's over \$6 per square foot and the ROI exceeds 500%!
- Discover building materials and systems that make money and how to avoid those that add costs faster than value.
- See how one project team spent \$291,000 more for the right product and saved over \$1.8 million!
- Learn all about capital cost recovery.
- Get the unbiased truth about LEED. Where it hits the mark, where it misses.



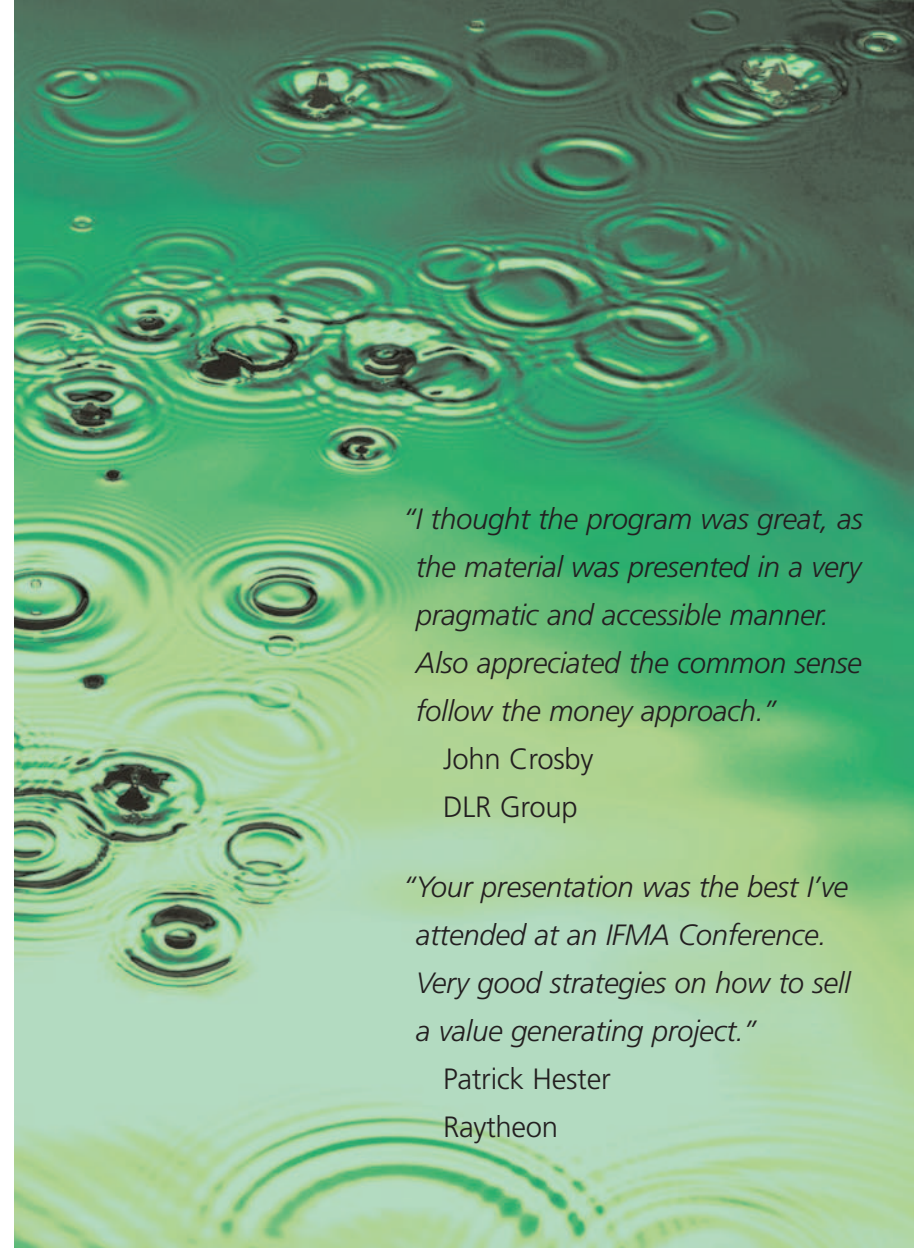
Alan Whitson, RPA  
President, Square Footage®

The scope of Whitson's 30+-year career gives him a keen insight into the needs of today's architectural, construction and real estate industries. His accomplishments include:

- reducing annual energy costs of a 144,000-square foot historical building by 23%;
- conducting the analysis that led to the sale of Bank of America's World Headquarters in San Francisco and Arco Plaza in Los Angeles. The result — almost a billion dollars to Bank of America's bottom line;
- 2,000 construction projects and 1,000 relocations a year, while at Bank of America, with project volume increases of 37% and delivery time reductions of 5% with no increase in staff.

---

Special thanks to our sponsors:

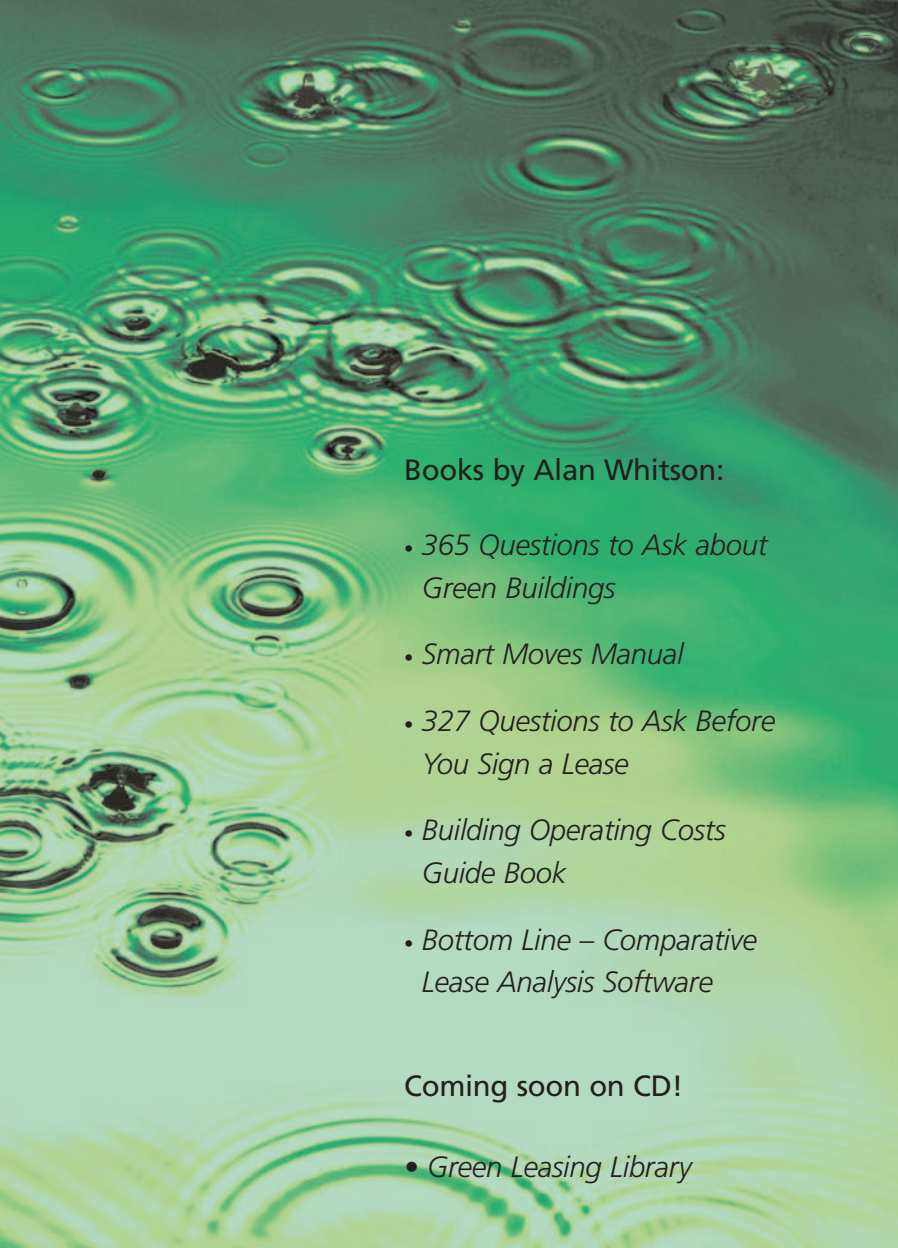


*"I thought the program was great, as the material was presented in a very pragmatic and accessible manner. Also appreciated the common sense follow the money approach."*

John Crosby  
DLR Group

*"Your presentation was the best I've attended at an IFMA Conference. Very good strategies on how to sell a value generating project."*

Patrick Hester  
Raytheon



**Books by Alan Whitson:**

- *365 Questions to Ask about Green Buildings*
- *Smart Moves Manual*
- *327 Questions to Ask Before You Sign a Lease*
- *Building Operating Costs Guide Book*
- *Bottom Line – Comparative Lease Analysis Software*

**Coming soon on CD!**

- *Green Leasing Library*

Whitson has held positions with: The Muller Company, Newport Beach; Bank of America; Storek & Storek Architecture, San Francisco; The Shorenstein Company, San Francisco; Environmental Design Engineering, Seattle, San Francisco and Honolulu.

He's a member of:

- BOMA International's Energy & Environment Committee
- Precursor organization to IFMA
- Healthcare Financial Managers Association (HFMA)
- The New Buildings Institute's Technical Review Committee
- The EEF-EPA Advisory Committee for Indoor Air Quality

A popular author and speaker, his column, Turning Green into Gold, appears regularly in OfficeInsight, a national online newsletter.

**Remember to register by email to [info@ifmamb.org](mailto:info@ifmamb.org) or call 226-3900.**