

**Thursday, November 12, 2009**

**"Integrating Sustainability Into Your Business"**

Truitt & White Conference Room, 1817 2nd St., Berkeley, CA

Dinner: 6:00 p.m. Meeting: 6:30- 8:00 p.m.

\$20 for food (reservations and payment required by 11/10/09)

**Topic: Integrating Sustainability Into Your Business**

Three experienced green builders will talk about how sustainability has improved their businesses, enabling them to get more work and make more money. This should be of special interest in today's market, when every job counts, and having an edge in the market is a necessity. We will also predict some of the upcoming trends in green building over the next five to ten years.

**Presented by:**

**Chris Avant, Canyon Construction**

**Paul Gerrard, Pipeline Plumbing**

**Michael McCutcheon, McCutcheon Construction**

**Chris Avant** -Chris and Canyon have been leaders in green building for many years, leading the way with sustainable practices that inspire the entire industry. For example, they almost single-handedly raised the awareness of the benefits high-volume fly ash concrete before most of us had heard about it. Chris will speak about how green building has been a key to differentiating Canyon from the pack.

**Paul Gerrard** - Paul and Pipeline Plumbing has used green plumbing techniques to offer their customers the sustainable practices they desire. Paul is expert in water efficient fixtures, water-born heating, and related topics such as energy efficiency and indoor air quality, all of which are affected by your choices in mechanical and plumbing systems.

**Michael McCutcheon** - Michael and McCutcheon stumbled onto green building over a decade ago, driven by client demand. By diving into one green project after another (before it was a household word), Michael and his company have become recognized as leaders in the local sustainable building movement. Currently a Board member of Build It Green, Michael has volunteered, spoken, and written widely in the service of promoting green, which has also greatly helped his own business.

To reserve a spot and dinner: Please send a check for \$20 (per person) no later than November 10th to Paul Gerrard, 1480 Dwight Way, Berkeley, CA 94702 with your dinner selection.

Dinner is \$20 per person and Includes: An Indian Buffet from Mehak Indian Cuisine to be served with soda, wine, and beer. There will be both meat

and vegetarian dishes available.

# Of Tickets \_\_\_\_\_ x \$20= \_\_\_\_\_ TOTAL AMOUNT

**Please call Kristi McDaniels, Office Manager Pipeline Plumbing, with any questions at (510) 540-0837.**