

**** MEDIA ALERT ****

FOR IMMEDIATE RELEASE

“Beyond Building Green” Panel to be Featured at BuildBoston 2008

WHAT: Beyond Building Green

A cross-functional panel of industry executives -- construction manager, architect and engineer -- will discuss important issues and strategies. Participants include:

- **Lori Stewart Coletti CFM, Elaine Construction, Newton, MA**
- **Fred Kramer AIA, ADD Inc, Cambridge, MA**
- **Robert Persechini RDK Engineers, Boston, MA**

WHEN: Tuesday, November 18, 2008; 6:00-7:30 pm (EST)

WHERE: *BuildBoston 2008*
November 18-20, 2008
Seaport World Trade Center
Boston, MA

PANEL DETAILS:

You're committed to building green and you've received LEED certification... now what? How do you go beyond LEED certification? How do you justify the green building return of investment? How do you move LEED from being a trendy credential to the implementation of environmental best practices and building principles in every facet of your projects? This panel – representing architect, engineer, and construction manager – explores how to go beyond talking the LEED talk. We describe how to move toward truly implementing LEED principles – both big and small – from the concept and design phase through the project management and building phase, including maintenance and sustainability. Although there is a misconception that building green means spending more green, there are, in fact, many tangible, cost-effective process improvements inherent in green design that are often overlooked.

About Elaine Construction

With more than 60 years in business, Elaine Construction (www.elaine.com) is a Newton-based construction management firm providing a full range of services, including general contracting, construction management, preliminary project consulting, and design/build construction. Elaine has successfully provided these services to myriad industry leaders in the financial, healthcare, technology, institutional, retail, and real estate industries, with projects totaling over \$200 million over the last 5 years. Clients include Harvard, MIT, Fidelity, Liberty Mutual, and Sovereign Bank.

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