



**ALBERTA
SUSTAINABLE
BUILDING
SYMPOSIUM**

Inspiring Innovation

**JUSTIFICATION
TOOLKIT**

September 20, 2017 | Edmonton, Alberta





2017 JUSTIFICATION TOOLKIT OUTLINE

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WELCOME LETTER

Dear Delegate,

[RE: 20th Annual Alberta Sustainable Building Symposium](#)

On behalf of the Alberta Chapter of the Canada Green Building Council (CaGBC®), thank you for taking this opportunity to consider attending the 20th Annual Alberta Sustainable Building Symposium. Hosted in Edmonton at University of Alberta's Lister Conference Centre, this event focuses on delivering valuable education, networking and learning opportunities to foster excellence throughout the green building community in Alberta.

I have no doubt that the dynamic program, speakers and sessions we have assembled for this event will further your professional and personal goals. Your attendance at this event will enable growth in our industry and will return value to both you and your organization.

We recognize that employers and organizations have limited training and professional development budgets, and have prepared this package to support your funding request to attend the event. In conjunction with the accompanying "Making the Case" letter template, we hope that you will find all of the required information within this toolkit to present your funding request to your employer or organization.

Thank you again for considering this professional development opportunity and we look forward to seeing you in Edmonton on September 20, 2017.

Sincerely,

Brandy Burdeniuk

Chair

Canada Green Building Council® – Alberta Chapter



THE ALBERTA CHAPTER – CAGBC®

The Canada Green Building Council

The Canada Green Building Council (CaGBC®) is Canada's only member-based organization that is dedicated to the advancement of sustainable green building across the country. The CaGBC® was formally founded as a not-for-profit in December 2002. It represents a coalition of public and private building industry leaders, who promote buildings and communities that are environmentally responsible, economically viable, and healthy places to live and work in.

The Alberta Chapter – CaGBC®

The Alberta Chapter, along with six other Chapters across Canada, play a vital role in the advancement and successful transformation of Canada's built environment. The CaGBC® is Canada's largest network of green building professionals, focusing on advocacy, development and deployment of green building education. The Alberta Chapter's work supports the CaGBC® mission to lead and accelerate the transformation to high-performing, healthy green buildings, homes and communities throughout Canada.

The Alberta Chapter of CaGBC® works specifically with Alberta's building industry, including architects, engineers, interior designers, construction firms, developers, building owners and operators, provincial and municipal governments to transform the built environment. These stakeholders work with the Alberta Chapter to develop the best practices and guidelines, create a voice for green building advocacy, and develop educational tools to support members in implementing sustainable design and construction practices.

Vision

A transformed built environment leading to a sustainable future.

Mission

Lead and accelerate the transformation to high-performing, healthy green buildings, homes and communities throughout Alberta.

The Council will work to:

- Change industry standards,
- Develop best design practices and guidelines,
- Advocate for green buildings, and
- Develop educational tools to support its members in implementing sustainable design and construction practices.



ABOUT ASBS

Alberta Sustainable Building Symposium

As an organization, the Alberta Chapter of CaGBC® delivers a number of services and resources to its membership base located throughout Alberta, including access to latest industry information, mentorship, volunteer opportunities, industry networking, and more.

A major cornerstone of the Chapter's professional development suite is the Alberta Sustainable Building Symposium (ASBS), planned and delivered annually. Widely regarded as the annual event for professional development and networking in Alberta's green building industry, the ASBS has been met with consistent success in its twenty-year history.

The ASBS is known as a well-respected forum for professional development and networking for those in the green building design and construction industry. The Alberta Chapter of CaGBC® emerged organically through the ASBS event, and the Chapter has since become a strong advocate for green change and the green building movement in Alberta.





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What Attendees Are Saying



"If you are in the construction world, you have to be at SBS"

"A must-attend event for building owners and operators, architects, engineers, planners, builders, green product suppliers, and planning and building policy makers."

"ASBS is the oldest Sustainability Conference in North America!"

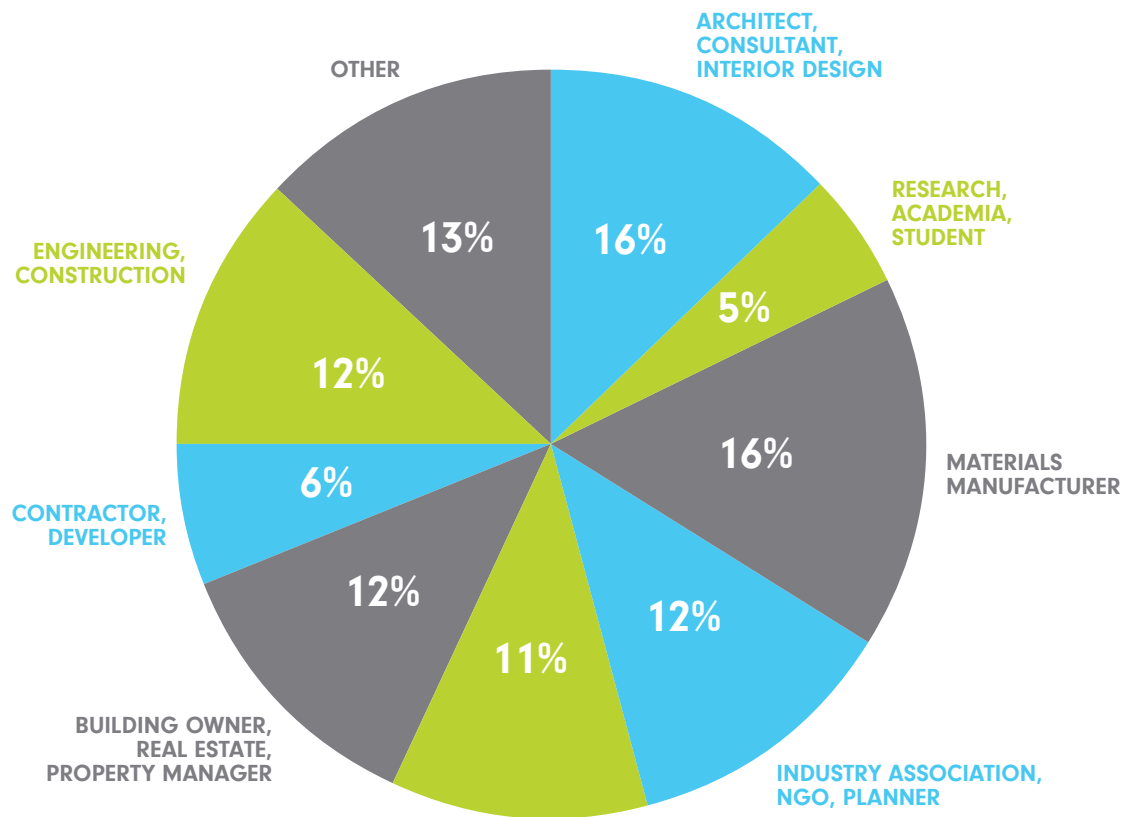
"One-day opportunity to network with clients, gain insight into future trends and celebrate local success"



ATTENDEE PROFILE

In total, there was over 200 attendees at the 2016 Alberta Sustainable Building Symposium (including sponsors, speakers, volunteers, exhibitors, and VIP guests).

Below is a snapshot of the conference attendees, their demographics and details on the composition of ASBS attendees.



PAST ATTENDEES

Point Environmental
 4 Elements Integrated Design Ltd.
 ABB Inc.
 Accu-Flo Meter Service Ltd.
 AECOM
 Alberta Agriculture and Forestry
 Altus Group Ltd.
 AMR Design Works Ltd
 Anthony Rodriguez Architect Ltd.
 Armtec LP
 Associated Engineering
 ATCO Pipelines and Liquids
 B&A
 Big Ass Solutions
 Brookfield Properties Corporation
 Buffalo Berry Teahouse
 C. L. Harradence Associates Inc.
 Calgary Police
 Canada Green Building Council
 Chandos Construction
 CIR Realty
 City of Calgary
 City of Edmonton
 City of Leduc
 City of Medicine Hat
 City of Red Deer
 City of St. Albert
 Clark Builders
 Cognidyn Engineering & Design
 DIALOG
 DIRTT Environmental Solutions
 Duke Evans Inc.
 Duxton Windows & Doors
 Eagle Lake Professional Landscape
 EcoAmmo
 Economic Development and Trade
 Edmonton Airports
 EMBE Consulting Engineers Inc.
 Enershield Industries
 ENMAX
 EPS AB Energy Canada Ltd
 Eric White
 Exp Services Inc.
 Flechas Architecture
 Footprint
 Glascurtain Inc.
 Government of Alberta
 Greg MacKenzie + Associates
 Hard Rock Developments
 IBI Group
 INdevelopments
 Integral Group
 Ion Irrigation
 Janos Dvorzsak Architect
 JWF Contracting
 Kasian Architecture
 Kinesik Engineered Products
 Lakeland College
 Ledcor Construction Limited
 Lenmak Exterior Innovations
 LiteZone Glass Inc.
 Manasc Isaac
 MD of Opportunity
 MINT Projects
 Mission Green Buildings
 Mitsubishi Electric Sales
 Canada Inc.
 MPE Engineering Ltd.
 NAIT
 Nason Contracting Group Inc.
 Partners Development Group
 PCL Construction
 Qualico Commercial
 Quantum Lighting, Inc.
 Read Jones Christoffersen Ltd.
 Red Deer County
 Revolve Engineering Inc.
 Rick Balbi Architect Ltd
 Rivio
 RWDI Inc.
 S2 Architecture
 SAIT
 Scheffer Andrew Ltd.
 SES Consulting
 Shunda Construction
 Siemens Canada Limited
 Skyfire Energy Inc.
 Smith + Andersen
 Stantec
 Stuart Olson
 The AME Consulting Group Ltd
 The Workun Garrick Partnership
 Town of Taber
 Transept Architecture Inc.
 University of Alberta
 University of Calgary
 West Campus Development Trust
 Williams Engineering Canada
 WSP Canada
 Zeidler BKDI Architects





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For more information about the 2017
event, please visit

www.asbs2017.ca or
www.cagbc.org/alberta

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