



NOVEMBER 5, 2009

Welcome to the MAEDC Monthly E-Newsletter!

2009 Mid-America Competitiveness Conference
December 6-8, 2009
Intercontinental Hotel, Chicago

We've added a "Green" session - Monday, December 7th - 10:45 to 11:45 a.m.!

Green in Black & White: Why Sustainable Buildings Matter Everywhere

Presenter: Geoffrey Kasselmann, SIOR, LEED AP, President, Op2mize

Nearly everything "green" has hit a tipping point, both in the commercial real estate realm and beyond. Your community and your job are inevitably impacted by this new reality. You can LEED, follow, or get out of the way. In this session, you will learn about the ever-expanding impact of green and how to harness the vast array of green resources and opportunities to best position your community for economic development awareness and success!

About Geoff: Geoff is President of Op2mize, a real estate technology services firm built on the premise of "sustainable intelligence". Geoff is a LEED AP, an SIOR, a Cisco Registered Partner, a Citrix Silver Solutions Advisor, and a DQI Trailblazer. During his 22-year career, Geoff has completed over \$1 billion in transactions and received numerous industry awards, including "Largest Dollar Volume Transaction, Industrial" Award from SIOR-Chicago, the Illinois Real Estate Journal's "2008 Excellence Award", and the prestigious CommercialForum Leasing-Industrial "Gold Award" (Broker of the Year) from the Chicago Association of Realtors. Geoff is active on LinkedIn and Twitter (@kgems) and is a past president of AIRE and SIOR-Chicago.