



B

is for Benchmarking



**CLIMATE
WEEK
NYC**

AGENDA 9.24.2015

Twitter Hashtag #CWNYC

WiFi Access Information

SSID: NYCBAR-AN or NYCBAR-GN

Password: abcnycenter

6:30pm–6:40pm

The Brain Trust of Benchmarking Welcome and Intro

Michael Mahoney, V. P. and Assistant General Counsel, Chief EHS Compliance Counsel, Pfizer Inc.; Chair, Environmental Law Committee, NYC Bar Association

Nancy Anderson, Executive Director, the Sallan Foundation

6:40pm–8:30pm

Building Energy Benchmarking: Acting On the Results

Moderator: Stuart Brodsky, NYU Schack Institute of Real Estate

Speakers:

Laurie Kerr, Urban Green Council

Constantine Kontakosta, NYU Center for Urban Science and Progress

Cliff Majersik, Institute for Market Transformation

Jeff Perlman, Bright Power

8:30pm — **It's a wrap.**



Building Energy Benchmarking: Acting On the Results



Michael G. Mahoney joined **Pfizer** in 1988. He is currently Vice President and Assistant General Counsel and Pfizer's Chief Environment, Health, and Safety (EHS) Compliance Counsel. He is responsible for EHS compliance oversight and support to Pfizer operations globally. Michael is a member of Pfizer's Environmental Sustainability Steering Council and, in that role, provides strategic advice on the program's direction and objectives.

He was responsible for launching Pfizer's Energy and Climate Change Program in 2000 and has continued to be involved in its development. He is the current Chair of the Environmental Law Committee of the NYC Bar Association. He also served two terms as chair of PhRMA's Air Work Group and successfully led PhRMA's legal challenge of USEPA's rules for the control of hazardous air pollutants from pharmaceutical manufacturing operations. Michael earned his J.D. from Fordham University. He also has an M.S. in environmental engineering and a B.S. in biology, both from Manhattan College.



Nancy E. Anderson, Executive Director of **the Sallan Foundation**, is a life-long New Yorker. After obtaining both her B.A. and Ph.D. from New York University, she served as an environmental advisor in City government for two decades. During that time, she wrote the Community Right-to-Know law, co-authored the recycling law, and helped prevent the sale of the City's water supply.

Since opening the doors of Sallan in 2005, she has worked to advance useful knowledge for greener cities. Making high performance building New York's "new normal" and seeking sustainable solutions to urban energy needs are among the Foundation's key campaigns. She writes a bi-monthly "Torchlight" column for the Sallan website and commissions guest op-ed columns and original research. In addition, Dr. Anderson organizes conferences and she lectures on subjects key to the Foundation's mission.

The Brain Trust of Benchmarking Bios:



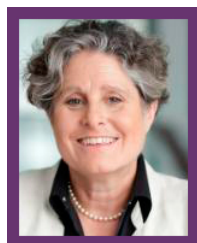
Moderator **Stuart Brodsky** is the Director, Center for the Sustainable Built Environment and Clinical Assistant Professor, **The Schack Institute of Real Estate, New York University**. Previously, he has held leadership positions in sustainability at GE Capital Real Estate and the US EPA.

At NYU, Professor Brodsky leads an effort to integrate sustainability into the course work across the curricula of master degree program in finance, development, and construction management. As Director of the Center for the Sustainable Built Environment, Brodsky is coordinating strategic development, and establishes and executes the agenda for research and conferences and student outreach. The center's current work is focused on evaluating the progress of disclosure programs, a study on the adoption of sustainability practices for applicability to adoption of practices in resilience.

As a senior member for GE Capital Real Estate's Global Sustainability Team, Brodsky led the execution of public policy and design and integration of sustainable practices for GE's \$80 billion investment portfolio. His design of tactical programs, which were recognized by the CEO for their tangible financial benefits, led to global launch without a traditional pilot phase. Brodsky led the EPA's launch and management of the ENERGY STAR program for commercial real estate from 1999 to 2008. He oversaw the adoption of ENERGY STAR portfolio manager as the standard for rating and tracking the energy performance of commercial buildings, established partnerships with owners, managers, and investors in over 7 billion square feet of commercial space. Brodsky led in the development of The BOMA Energy Efficiency Program (BEEP), NAREIT's Leader in the Light

Award, the AH&LA's Good Earthkeeping Award, and the Building Upgrade Value Calculator.

Brodsky holds a Master of Environmental Design from Yale School of Architecture and a Bachelor of Arts in English from Hobart College. Brodsky was the first federal employee and first non-member recipient of the BOMA Chairman's Award, recipient of the ULI Chairman's letter of appreciation, and honorary fellow of the Institute of Green Professionals (defunct).



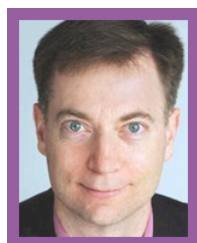
Laurie Kerr, AIA, LEED AP is the **Director of Policy for the Urban Green Council** and a leader in green building and urban sustainability policy.

She was responsible for developing New York City's signature green building and energy efficiency policies — including its benchmarking ordinance — and for mainstreaming those strategies in other cities as the Founding Director of the **City Energy Project**.



Constantine E. Kontokosta is the **NYU Center for Urban Science and Progress (CUSP) Deputy Director for Academics**, an Assistant Professor of Urban Informatics at CUSP and the School of Engineering, and Head of the **Quantified Community Research Lab**. He is also the Founding Director of the **NYU Center for the Sustainable Built Environment**. He holds a Ph.D. and M.S. in Urban Planning, specializing in urban economics, from Columbia University, a M.S. in Real Estate Finance from New York University, and a B.S.E. in Civil Engineering Systems from the University of Pennsylvania. He is a licensed Professional

Engineer, a member of the American Institute of Certified Planners, a USGBC LEED Accredited Professional, and has been elected a Fellow of the RICS. He has been named a Fulbright Senior Specialist in the field of Urban Planning and has won awards for Teaching Excellence and Outstanding Service at NYU.



Cliff Majersik is the executive director of the **Institute for Market Transformation (IMT)**, a nonprofit organization in Washington, DC, that promotes energy efficiency in buildings. Working with leaders in the public and private sectors, Majersik oversees IMT's principal activities in the areas of building performance policy (including building energy benchmarking, retrocommissioning, and audit policies and programs), energy codes, energy efficiency finance, and commercial real estate engagement. He also leads IMT's outreach to multiple stakeholder groups, including policymakers, financial

services, and utilities. You can follow Cliff on Twitter at [@IMTCliff](#).



Jeffrey Perlman is the President and Founder of **Bright Power**. He spends his days solving the most challenging energy problems facing building owners today. An experienced energy auditor, energy analyst and solar-energy-system designer, Jeff is as happy in a boiler room or on a rooftop as he is in a corporate boardroom. In addition to his work at Bright Power, Jeff is adjunct faculty at NYU and the City University of New York (CUNY) and serves on the board of the New Alternatives Fund, a mutual fund that invests in renewable energy. Prior to founding Bright Power, Jeff worked with Greg Kats at Capital E, with whom he

co-authored "The Costs and Financial Benefits of Green Buildings," a ground-breaking report that used economic cost/benefit analysis to show that building healthy, energy-efficient, and environmentally responsible buildings makes economic sense.

Jeff is a Certified Energy Manager (CEM), LEED AP, and a BPI Multifamily Building Analyst. He has a degree in Applied Physics from Yale University.