

The 2011 TRANSFORMATIONAL LECTURE SERIES aims to inspire all building industry professionals and the general public to embrace their roles in creating a sustainable built environment now, as well as ensuring that sustainability becomes integral to all development in the future.

EUGENE, OR | 10.11.11

BEND, OR | 10.12.11

KLAMATH FALLS, OR | 10.13.11

PRESENTED BY



For more upcoming lectures or to register, please visit <http://www.cascadiagbc.org/education/transformational-lecture-series>.

**SPONSORSHIP**

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Contact Katy Garlington at [katy@living-future.org](mailto:katy@living-future.org).

Photo courtesy of Gary Ryan



**INSPIRE. MOTIVATE. TRANSFORM.**

## TRANSFORMATIONAL LECTURE SERIES

### THE BUSINESS CASE FOR GREEN

**Yancy Wright: Director, Sellen Sustainability**



Speaking from the perspective of a native Oregonian aware of the economic challenges facing the region Yancy plans to share his experience with changing construction business practices around sustainable initiatives that improve the bottom line. It will begin with his personal story growing up logging in the Oregon forests with his father and how Yancy's perspective evolved to see beyond the trees and value them as so much more than just a timber product. He will share the results of several years working in a role he created to focus on sustainability and the journey of initiating cultural change within Sellen construction, a company of 600 people that is now ranked as the largest and greenest general contractor in the state of Washington. Working more recently as a sustainability consultant with great clients like Seattle Children's Hospital, University of Washington, and the Bill and Melinda Gates Foundation he will reflect on their evolution to adopt sustainable best management practices and share lessons learned on over 35 LEED projects. Yancy holds a masters degree in architecture, has worked in the commercial construction industry for 9 years and is extremely passionate about finding innovative solutions to design & build sustainably for less money.

**10.11.11 – Eugene, OR – Cozmic Pizza, 199 W 8<sup>th</sup> Avenue**

**10.12.11 – Bend, OR – The Oxford Hotel, 10 NW Minnesota Avenue**

**10.13.00 – Klamath Falls, OR – OIT, 3201 Campus Drive  
DOW Center for Health Professions, Room E237**

Doors open at 5:00; lecture from 5:30–6:30.

**COST**

This event is free and open to the public, but RSVPs are required.

**RSVP REQUIRED  
REGISTER FOR EUGENE**

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**RSVP REQUIRED  
REGISTER FOR BEND**

<http://tls2011yrbend.eventbrite.com/>

**RSVP REQUIRED  
REGISTER FOR KLAMATH FALLS**

<http://tls2011ywklamathfalls.eventbrite.com/>