

Join Our Mailing List!

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Upcoming Classes

Join GBI

Joining is easy - [just visit our website](#). A yearly membership is only \$50 for an individual or \$75 for a family of two - an outstanding value! Members not only receive discounts on all classes but also gain access to a network of leading thinkers and practitioners working to make the built environment enhance the natural environment.



Changing of the Guard

by: Board President Stan Sersen

On Friday, September 24th, we concluded our fourth class at the Nationals Stadium with a wonderful class on the importance of saving water with our resident expert, Paul Bassett of Water Savers, LLC. We also celebrated the time that our outgoing Executive Director, David Woolley-Wilson has spent with us and in the guidance that he has given us over the past few years. We then celebrated the "changing of the guard" as Dave turned over responsibilities to our new Executive Director, Heather Szymanski.

We look forward to continuing the momentum that Dave had established by creating more strong alliances and partnerships with businesses and environmental groups alike to promote building a more sustainable future and living healthier lives.

Through a recent application process, I am pleased to announce that we are expanding our Board of Directors and in the next issue of the newsletter, we will be publishing the four additional candidates that will allow us to round out our board to thirteen members through that range across a host of specialties.

In the months to come, we will be finalizing our programming schedule for the next six months and hope that you can join us in both participating in our programs and in volunteering to help promote the networking and outreaching portions of our organization. Right now we need some additional help on the Education and Membership Committees.

As you'll see in the notifications in this newsletter, please mark your calendar for our annual fundraising Gala to be held this year on Friday, December 3, 2010. We're making some changes to the format as to provide a fun evening for all. We look forward to seeing all of our friends and supporters during this year's Gala event which promises to be an evening of fun entertainment and partying.

UPCOMING CLASSES

October 13, 7:00pm
Clean and Renewable Energy
Germantown, MD
For more information and [to register click here](#)

October 28,
Green Remodeling
Silver Spring, MD
For more information and [to register click here](#)

GBI
Welcomes its
Newest Member!



Rommel Engineering and Construction, a full service electrical contractor.

Offering, new construction, tenant refits, PV solar, Daylight Harvesting, Energy audits, Energy efficient lighting refits, generators.

Office
301-912-5740

Growing Your Business through LoveLocal Maryland

The Green Building Institute is pleased to announce its affiliation with the LoveLocal Maryland initiative designed to improve small businesses competitiveness and promote sustainable practices in Maryland. www.lovelocalmaryland.com, sponsored by 9 statewide business and trade organizations, provides powerful web based sales and marketing tools, which can help drive sales to its business users.

The site is designed for both business-to-business and business-to-consumer commerce. The technology is based on Microsoft Word so a business can easily and quickly create and then update a website by themselves. If a business already has a website, it can link to it and use the many of the tools.

Sales and Marketing Tools

To promote sales, the site provides:

- Coupon and announcement builders, which are easy and fast to use. Businesses can react quickly to inventory levels, events and quick fads. The coupons and announcements can be shared with customers by posting them on the website or by sending out email blasts. In turn, customers can share them through their social networking sites
- Integrated social networking to over 40 sites
- Contact manager allowing targeted, customized groups of customers for email blasts so that not everyone has to receive the same message. Each subscriber can enter 500 free contacts (more available) with unlimited emailing frequency.
- Email scheduler so an email campaign can be planned 15 minutes or even 2 months in advance
- Easy to create product and service descriptions plus the ability to attach pdfs of printed marketing brochures, price lists, menus and flyers. The customer can get a very specific view of the range of products and services.
- Maps, directions and listings of business hours ensure that the customer knows where the business is, when they are open and how to get there.
- Enhanced SEO (search engine optimization) including title tags, navigator text and integrated links to social networking sites.

Maryland Green

The Maryland Green component of LoveLocal Maryland allows a business to voluntarily complete a survey on the kinds of measures they have undertaken in energy efficiency, waste reduction and water management. Businesses are reminded that sustainable practices in these areas translate into reduction of operating costs.

The viewing public can see the specific measures that a business has reported it has adopted and the reasons for a particular measure's importance. Consumers and businesses looking for suppliers, in the future, will be able to search for companies who participate in the Maryland Green program. Also, any organization affiliated with LoveLocal Maryland, can get a compilation report of the kinds of sustainable practices that their members have put into practice.

And if this isn't enough GBI will host some workshops on how to use this effective web tool to help your business go green, and make some green.

Pricing

All the tools are designed to improve business and to especially assist start-up companies compete. While the annual price of \$118 is still a bargain, for members of the Green Building Institute, the cost is only \$98/year (27 cents a day) and a one time \$19 set up. Of that \$98, the Institute will receive a \$20 donation on your behalf so you will also receive a tax deductible contribution statement from the Institute as a 501c3 non-profit. Email Andrew today to get your GBI Registration Code to ensure that you get the special discounted rate and help the institute at the same time.

For more information, you can contact:

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