

GREEN + DESIGN CONFERENCE AND EXPO 2008 ANNOUNCES FEATURED CONFERENCE SESSIONS

Alpharetta, GA, June 10, 2008 – The second annual Green + Design Conference and Expo that is taking place October 2-3, 2008 at the Georgia World Congress Center in Atlanta, Georgia, will again feature a comprehensive conference program highlighted by some of the design industry's leading authorities in sustainable design. The six conference tracks include: Commercial Green Design for Interiors, Retail Green Design, Residential Kitchen & Bath Green Design, Hospitality Green Design, Residential Multi-Dwelling Green Design, and Commercial Real Estate Development. Produced by Nielsen Business Media, Green + Design is the premier annual event for green design in the contract interiors, hospitality, retail and residential design industries.

Among this year's featured conference sessions are:

- **Greener Kitchens and Baths: Three Case Studies**

This session will examine the current state of green design through the lenses of kitchen and bath case studies in two LEED-certified homes and a zero-energy home. Find out what roles kitchens and bath play in these types of homes and the choices available to designers today. *Presented by:* Jillian Cooke, the president of DES-SYN, a national interior design firm that creates beautiful and sustainable design to the contract, hospitality, and residential design industries. *Co-presenter:* Patricia Gaylor, Interior Design, Owner.

- **Strategies for Developing a Green Library Session**

By building a green network, material specialists can have access to artists, manufacturers, researchers, and information providers who have within their reach the latest product intelligence. This session will showcase some of the newest green materials available, suggest strategies for ferreting the most innovative R&D and finding leading-edge sustainable material manufacturers, and provide tips for how to work with these companies to develop materials as of yet unimagined. *Presenter:* Kevin Foster O'Donnell, creative director for Scholeaf, Inc. Kevin has worked in the retail industry for more than fifteen years and has been changing the way customers experience food retail through key projects for Whole Foods Market, Wegmans, The Kroger Co., and many more.

- **In With the Green**

Get the latest trends in eco-friendly design and products from Robyn Griggs Lawrence, Editor-in-Chief of *Natural Home*. See what's in, what's out and what's sure to make an impact in the near future. This session will give you ideas and inspiration for your next green project.

- ***Green in Retail: Dollars and Sense***

This session will take a closer look at the creation of a new LEED-certified store concept for the iconic environmental and outdoor apparel retailer, from interior to exterior, topline to bottomline. *Presenters:* Ken Kacere, senior vice president of retail stores for L.L. Bean Inc., and the design team from Bergmeyer Associates Inc.

According to Show Director, Tim Fearney, "Once again, Green + Design will feature compelling content from industry experts who have actually implemented the principles of sustainability into their design projects. There is really no better opportunity for designers to learn the best practices in green design."

More information about the event can be found on the website:

www.greendesignexpo.com, or by contacting Cece Loft at cece.loft@nielsen.com.

ABOUT GREEN + DESIGN CONFERENCE AND EXPO

Green + Design Conference and Expo is presented by *Nielsen Business Media* and is sponsored by *DDI Magazine, Kitchen + Bath Business Magazine, Contract Magazine, Hospitality Design Magazine, Multi-Housing News, and Commercial Property News*. *Event sponsors include GlobalShop, HD Expo, K+BIS, and Multi-Housing World.*

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