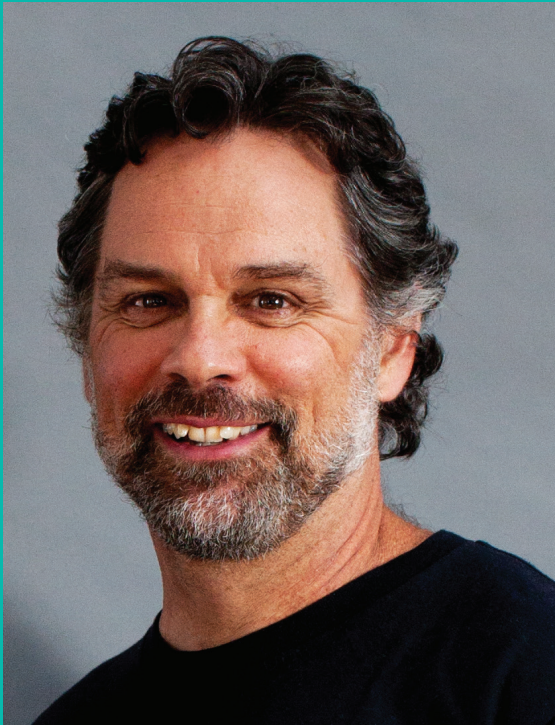


THE 2014 HANKIN DISTINGUISHED LECTURE SERIES



PETER YOST

VICE PRESIDENT OF
TECHNICAL SERVICES FOR
BUILDINGGREEN, INC.

TOPIC :

THE ART, THE SCIENCE, AND
THE BUSINESS OF SUSTAINABLE
RESIDENTIAL CONSTRUCTION

**WEDNESDAY -
NOVEMBER 12TH,
2014**

4:00 PM -
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BALLROOM C

LECTURE IS FREE
AND OPEN TO THE
PUBLIC

AN INFORMAL
RECEPTION WILL
FOLLOW

Peter Yost is the person you turn to if you want to truly understand how to green your home. He brings more than 25 years experience in building, researching, teaching, writing, and consulting on high-performance homes to his twin roles as director of residential services for BuildingGreen, and technical director for Taunton Press's GreenBuildingAdvisor.com. His expertise stretches from construction waste management and advanced framing to energy efficiency and building durability.

THE ART, THE SCIENCE, AND THE BUSINESS OF SUSTAINABLE RESIDENTIAL CONSTRUCTION

We keep asking more and more of our homes: use less energy, use less water, last longer, be safer, use fewer materials. It's a really tall order. I contend that there are three primary attributes that combine to make truly sustainable homes:

/ They must be beautiful.

/ They must be high performance; last a really long time.

/ They must be skillfully marketed (you can't build a sustainable home if you can't sell it).

This lecture will be driven by examples of homes and builders that get all three right, including the details that deliver.