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## Facility Fusion Pre-Conference

# WE + Sustainability = Your Competitive Advantage

### March 19<sup>th</sup>, 2018

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Join the Workplace Evolutionaries WE & the Sustainability Community at one of the world's largest sustainable buildings, theMart, as we heed the "call to action" and dive into the 3rd industrial revolution, its impacts on the built environment, and why we are the one's we've been waiting for!



theMART is the world's largest commercial building, wholesale design center. One of Chicago's premier international business locations, it attained LEED Gold status in 2013. Encompassing 4.2 million gross square feet, theMART spans two city blocks and rises 25 stories, and is visited by an average of 25,000 people each business day; in total, nearly 10 million people visit theMART each year.

Located atop the Grand Stair on the 2nd floor, Marshall's Landing is theMART's center of gravity for gathering, socializing, eating, drinking, noshing, caffeinating and working. We will have an opportunity to learn more about theMart and participate in a brief tour as part of the day's events.



During World Workplace 2017, [Jeremy Rifkin](#), an American economic and social theorist, writer, public speaker, political advisor, and activist gave a compelling keynote on the 3<sup>rd</sup> Industrial Revolution, its impact on the built environment and our unique role. He challenged us to take action which resonated deeply with both the Workplace Evolutionaries and the Sustainability Community. Together we have rallied to create an unforgettable session designed to expose "what's possible" and create a roadmap for bringing this competitive advantage to our organizations.

Our global thought leaders promise to open your minds to the latest thinking in technology, IoT, data analytics, environmental psychology, well-being, energy and utilities management, and much more. We have sought out leading-edge case studies with key insights and learnings. To end the day, you will be guided through a powerful exercise designed to help you create your own, "unique action plans."

This session is for everyone involved in the built environment that hears this call and wants to engage in a meaningful discussion and play a role in leading this important initiative. This includes Facility Managers, Corporate Real Estate Executives, Workplace Strategists, Data Scientists, Technology and Sustainability Experts, Architects and Designers, and Change Leaders. You won't want to miss this!

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### Conference Sponsors



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**Date:** March 19<sup>th</sup> 2018

**Time:** 8:30am – 6:30pm

**Location:**

[The Merchandise Mart](#)

222 Merchandise Mart Plaza  
Chicago, IL 60654

**Register:** [FacilityFusion.IFMA.org](http://FacilityFusion.IFMA.org)

**Pricing:**

| Options  | Member | Non-Member |
|--|--------|------------|
| WE + ESUS Pre-conference<br>(for Facility Fusion Full Event attendees) | \$100  | \$150      |
| WE + ESUS Pre-Conference only  | \$200  | \$250      |

### Agenda, March 19<sup>th</sup>:

|                |   |
|----------------|---|
| <b>8:30am</b>  | <p><b>Welcome, Introductions and Embracing the "Call to Action"</b></p> <p><b>Presenters:</b><br/> <a href="#">Bill O'Neill</a>, IFMA Chairman of the Board, Univ. of Minnesota<br/> <a href="#">Kate North</a>, Global Chair, WE and Managing Director, Workplace Innovation, Colliers International<br/> <a href="#">Dean Stanberry</a>, ESUS Community Chair and Director of FM Services, AbraxasFM<br/> <a href="#">Glenn Dirks</a>, Workplace Strategist, Dirks Consulting   WE Customer Enablement</p>  |
| <b>9:30am</b>  | <p><b>EXPLORING "WHAT'S POSSIBLE": Case Studies of Successful Sustainable Projects</b></p> <p><b>Moderator:</b> <a href="#">Christopher H. Cayten</a>, Principal, CodeGreen Solutions</p> <p><b>Presenters:</b><br/>           – THE MERCHANDISE MART – <a href="#">Mark Bettin</a>, Vice President, Engineering/Sustainability, Merchandise Mart Properties, Inc.<br/>           – METHOD SOAP – <a href="#">Karl Heitman</a>, Founder &amp; President, Heitman Architects Inc.<br/>           – COOK COUNTY – <a href="#">Dr. Ann Kalayil</a>, Bureau Chief, Cook County, Bureau of Asset Management<br/>           – THE EDGE – <a href="#">Jan-Hein Lakeman</a>, Executive Managing Director USA, OVG Real Estate</p> |
| <b>11:30am</b> | <b>Lunch Break</b>  |
| <b>12:30pm</b> | <p><b>MAKING IT HAPPEN: Leveraging Technology</b><br/>Exploring the Latest Technologies: What's here? What's coming? Why it matters?</p> <p><b>Moderator:</b> <a href="#">Dean Stanberry</a>, ESUS Community Chair and Director of FM Services, AbraxasFM</p> <p><b>Panelists:</b><br/> <a href="#">Chris Zlocki</a>, Head of Innovation, Colliers International<br/> <a href="#">Sonny Garg</a>, Energy Solutions Lead, Uptake<br/> <a href="#">Ruairi Barnwell</a>, Principal, DLR Group</p>  |
| <b>1:30pm</b>  | <p><b>MAKING IT HAPPEN: The Impact on Human Performance</b><br/>The truth about density and utilization; Sustainability as a way to attract talent; The connection to well-being and the new ROI; Psychological and behavioral implications.</p> <p><b>Moderator:</b> <a href="#">Kate North</a>, Global Chair, WE and Managing Director, Workplace Innovation, Colliers International</p> <p><b>Panelists:</b><br/> <a href="#">Shona O'Dea</a>, Senior Associate, DLR Group<br/> <a href="#">Kate Lister</a>, President, Global Workplace Analytics<br/> <a href="#">Dr. Sally Augustin</a>, Principal, Design With Science<br/> <a href="#">Ellen Keable</a>, Principal, Jacobs</p>                                    |
| <b>2:30pm</b>  | <p><b>MAKING IT HAPPEN: Managing Energy</b><br/>The new energy landscape: tools, resources and solutions to optimize energy performance and drive value in your organization.</p> <p><b>Moderator:</b> <a href="#">Christopher H. Cayten</a>, Principal, CodeGreen Solutions</p> <p><b>Panelists:</b><br/> <a href="#">Cindy Zhu</a>, Building Technologies Office Fellow, U.S. Department of Energy<br/> <a href="#">Craig Haglund</a>, Program Manager, ENERGY STAR, U.S. EPA<br/> <a href="#">Amy Jewel</a>, Chicago Advisor, City Energy Project</p>  |
| <b>3:30pm</b>  | <b>Break</b>  |
| <b>3:45pm</b>  | <p><b>MAKING IT HAPPEN: Taking Action – Prioritizing your Sustainability Goals</b></p> <p><b>Facilitator:</b> <a href="#">Shona O'Dea</a>, Senior Associate, DLR Group</p>  |
| <b>5:00pm</b>  | <b>Wrap up</b>  |
| <b>5:15pm</b>  | <b>Tour &amp; Social Hour:</b> Tour of the theMart's sustainable features. Sign-up on-site. Limited availability.   |

### Join Workplace Evolutionaries

**WE Member Only Benefits:**

- Monthly WE:binars
- Discounts on WE Research Papers & Books
- Discounts on Friends of WE special events
- Invitations to all WE Events, Tours and Pre- Conferences

**Easy to Join!**

- WE Website – [WE.IFMA.org](http://WE.IFMA.org) and click on "JOIN"
- Call IFMA membership at 713-623-4362