

# PRESS RELEASE

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### **ICREW NJ Hosts Adam J. Zellner, President of Greener by Design LLC at June Meeting**

**Woodbridge, New Jersey**– On June 11, the New Jersey Chapter of Industrial Commercial Real Estate Women, Inc. (ICREW NJ) hosted keynote speaker Adam Zellner, President of Greener by Design LLC. Zellner's presentation described his environmental asset management and renewable energy company and how he can help New Jersey.

He began with a brief background on himself and the company. Mr. Zellner is the former Policy Director for the State of New Jersey. In that position, he oversaw policy development for Governor Jon S. Corzine and co-authored the State's Energy Master Plan. He spoke about energy efficiency, available money and where it is, and the regulations that will drive the future. Greener by Design LLC is a turnkey full-service Environmental Asset Management and Energy Investment Company. Mr Zellner has degrees in economic finance from Rowan and Temple Universities. Adam's presentation was high energy and he is totally committed to the survival of the environment and resources.

Mr. Zellner begs the question, "What does going green mean?" He told us what his definition of green is: global warming; energy costs; foreign commitments; updating and upgrading our current infrastructure; and the grid. He explained how we are wasting energy all the time. One example was to stop and listen to the buzz of all the lights in the hotel that are on and running constantly. If we look around, we see there are no solar panels in view and very limited sources of renewable energy in NJ. NJ is in a state of great change, and mandates for energy are very real.

The audience was electrified by his words. One of 3 questions Zellner spoke of was: "Where are we when it comes to energy?" The supply, demand and transmission of energy are critical to understanding where we are going. He said "New Jersey is a nuclear state, and that 54% of our power comes from some of the oldest nuclear plants in the country." These plants are stressed and it takes approximately 10 years and \$10,000,000 to build new ones if you can get approval.

He asked how many people leave something plugged in at home. The demand for energy is increasing due to appliances, cell phones, electronics chargers and TVs. He said, "Plasma TV's never turn off and use constant energy." The demand is on a curve going straight up and off the chart and our supply is old and lacks energy efficiency. We will face severe energy challenges and failures if we do not address these issues. In the meantime, we are wasting valuable time, money and resources.

Mr. Zellner spoke of how the government is proposing \$ 50,000,000.00 toward the grid and all its interconnections--just to fix the wires. The money proposed will not even cover the cost to fix the oldest wires in NY, NJ & CA. That brings the second question—"What are we doing?"

He explained that we need to control light energy by 2025. We are going to turn the coal plants off and the natural gas plants on. We need to look at the building codes, standards and LEED accreditation moving forward. The great debate will be who gets the money, who gets retrofitted, who gets the energy credits and who is going to be forced to do it just because.

The final question was, "Where are we going?" This is where the money will be made. We are beginning to see renewable portfolio energy requirements. These requirements will create a need for companies to comply and go green which will cause everyone to go green. Companies will have no choice other than to invest towards green energy.

He continued with how economic forces will control the carbon markets which will push everyone forward. The world is decoupling and energy savings have to be funded over time. He gave an example of how accurate our electric bills are and with proper guidance we can control the usage by understanding the demand. If you use a \$100 of demand and invest \$80 in retro fitting, your new demand can be \$50.00.

His final thoughts: "Now is the time to embrace sustainable energy." There are currently some 200 million plus buildings in the continental United States; the majority of which are over 10 years of age and are now being looked at through the prism of looming increased energy and operating costs. The operational functions of these structures and the traditional types of investments planned must change in order to achieve the current and future mandates and costs on carbon reduction, energy consumption and green house gas emissions. Without a long term, coordinated investment strategy to upgrade these sites, the process can be extremely costly. His company helps clients to look at their need, regulatory requirements, current operations and all of the finance tools available to present a comprehensive strategy to accomplish multiple goals while improving the bottom line

ICREW Members will meet again on September 9, 2000 for the Prospective Member Breakfast meeting at the Woodbridge Hilton. 8:30 AM.

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ICREW, Inc. is the New Jersey organization for women involved in all aspects of commercial and industrial real estate. Members represent fields as diversified as accountants, architects, appraisers, asset/property managers, attorneys consultants, developers, lenders, leasing and sales brokers, mortgage bankers/brokers, marketing specialists, market and investment analysts, corporate real estate representatives and title/escrow officers. For more information contact ICREW at 732-842-5070, via email [icrewnj@crewnetwork.org](mailto:icrewnj@crewnetwork.org), or visit their website at [www.icrewnj.org](http://www.icrewnj.org).