

**Green Building Symposium, Part 2  
Greater Houston Partnership  
October 25, 2007**

**Remarks  
Jeff Moseley  
President and CEO  
The Greater Houston Partnership**

**“Introduction and Welcome”**

On behalf of the Greater Houston Partnership, I would like to welcome you to our second Green Building Symposium of 2007. I hope you find it informative and – given the importance of the issue to this region – motivating as well.

Mayor, it’s so fitting that we meet to share best practices about green buildings next to the jewel of downtown – our soon-to-be-completed Discovery Green park.

In 2005, the Partnership developed a 10-year strategic plan designed to make Houston a magnet for jobs and investment. A central component of this effort is to pursue “quality of place” initiatives that enhance our life and lifestyles – and help us attract top talent.

Today’s event reinforces our commitment to those objectives.

Environmentally sensitive green buildings reduce energy and water consumption...cut utility infrastructure expenditures...and provide safer, more comfortable working conditions. That, in turn, translates to lower operating costs, higher property values, greater productivity, and enhanced profits.

In other words, green buildings are better for our environment, better for our companies, and better for our employees – all of which makes us better and more competitive in the economic development marketplace.

Those benefits aside, green buildings are smart business, too. And while I know today’s focus is existing buildings, I think it’s important to reinforce the general economic potential of “going green.”

According to McGraw-Hill, the value of green building construction starts is expected to surpass \$12 billion this year. Green building construction is predicted to represent 5 to 10 percent of the non-residential market in 2010 – a market variously estimated at anywhere between \$10.2 billion and \$20.5 billion. And green buildings have potentially higher net operating incomes and appraised values.

The Partnership has recognizes these advantages – not just in our strategic plan, but also in our operations.

We have established a Green Building Committee that consists of architects, developers, engineers, City of Houston building experts, and financial professionals. They focus on increasing the development of environmentally sensitive buildings in the region, and

generally fostering a climate that makes the concept of “green” a permanent part of our culture. In doing so, they are helping to ensure that we can maximize the economic, savings, and quality-of-life benefits of green building.

The significance of this issue is further reflected by the fact that we’ve been joined today by a number of elected officials from throughout the region. I’d like to take a moment to recognize them...

- Senator Rodney Ellis
- Mayor Bill White
- Mayor of Sugar Land, David Wallace

Senator Ellis can you please join me on stage.

Senator Ellis is currently serving in his sixth term in the Texas Senate from Houston. He is a friend of the Partnership, a friend of green building and LEED certified schools and a friend of mine.

I spoke earlier about the Partnership’s strategic plan and its focus on quality-of-place initiatives. But that plan also calls on us to do something else: Be a vocal advocate of public policies that will establish our region as one of the top five U.S. destinations for business.

With this symposium, on this issue, we are doing that. Green building has an important role to play in our future ability to generate investment and create, attract, and retain high-paying jobs. We are privileged to contribute to the policy dialogue here today.

Thank you very much. And now I would like to introduce Bob, president of Nicholas Earth Printing LLC. In a previous life, most of you know Bob as the Anchor of Channel 2 News where he served with distinction for 26 years. Bob is chairman of the Partnership’s Quality of Life Advisory Committee and an important contributor to our efforts to make Greater Houston an even greater place to live and work.