

September **27&28** 2007



For Immediate Release
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**WOOD THAT TRANSFORMS
Building for LEED Certification: The Forest Stewardship Council
Presents Business Forum and Environmental Keynote at
IIDEX/NeoCon Canada 2007**

***-Understanding the Opportunity and Reality of using Responsibly Sourced
FSC-Certified Wood Products-***

Toronto, ON – In partnership with FSC, the Forest Stewardship Council and the Canadian Wood Council, IIDEX/NeoCon Canada will unveil one of the most innovative wood expositions and conference in Canada. In conjunction with the exposition and conference the second annual business forum "Build for LEED with FSC" will take place on Friday, September 28th 2007. Here, corporate executives, government decision makers and influential conservation leaders will join architects, designers, developers, and builders in a to explore the opportunity and reality of using responsibly sourced FSC-certified wood products. In addition to the forum the FSC will be sponsoring the IIDEX/NeoCon Canada Environmental keynote, *Challenge What We Know – and Learn from Nature*, presented by Joe Van Belleghem, Managing Partner, Developments and Consulting, Windmill Development Group Ltd.

Discussion Points at Forum will:

- Demonstrate that construction and design that utilizes FSC-certified wood products is achievable, environmentally and socially beneficial, and a great marketing tool.
- Show the benefits of lessening the footprint of the built environment.
- Explore the actions and experiences of the speakers and the audience.
- Discuss the realities of specifying and finding the right materials for residential construction from concept to final product. The EcoHome exhibit at IIDEX will be the case study.

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ENVIRONMENT KEYNOTE

Challenge What We Know – and Learn from Nature, Joe Van Belleghem, Managing Partner, Developments and Consulting, Windmill Development Group Ltd., Vancouver, BC

Friday September 28, 12:30 PM - 1:30 PM, Keynote Theatre, Free

In Natural Capitalism, environmentalists Paul Hawken, Amory Lovins and L. Hunter Lovins point out that the Industrial Revolution occurred when natural resources were abundant and labour was scarce – and that most businesses still operate according to that world view today, despite the planet's dwindling natural resources and burgeoning population. The authors argue that the next Industrial Revolution will be led by companies with a new business model that reflects these new realities. Windmill Development Group is one such company. The 15-acre Dockside Green mixed-use development in Victoria, BC, a joint project of Windmill and Vancity, is aiming for LEED Platinum certification through measures including biomass heat generation and water conservation. "Natural Capitalism was an enormous wakeup call for me," says Windmill's Joe Van Belleghem. "It made me appreciate the value of our natural capital and the tremendous opportunity we have to look to the environment for solutions in how we run or business or develop our buildings." In his IIDEX/NeoCon Canada keynote, he will explain how environmental techniques such as construction waste management and a natural systems approach to storm water management pay off economically.

The FSC Winds of Change Award Ceremony and Gala Dinner will take place immediately after the business forum on the evening of September 28th, 2007 in Heritage Court, Direct Energy Centre, Exhibition Place (Toronto, ON) adjacent to the IIDEX NeoCon tradeshow floor.

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This is an evening gala at which the Forest Stewardship Council (FSC) Canada will present the Winds of Change Award to a company that has changed the face of forestry and the market for certified products in Canada. A Volunteer recognition award will also be presented to an individual that has demonstrated an extraordinary commitment to the development and promotion of FSC certification.

THE DETAILS

Show Dates: September 27th and 28th, 2007

Show Location: The National Trade Centre at Exhibition Place in Toronto

Registration: Register free* for trade professionals online at: www.iidexneocon.com from until September 15, 2007. After September 15, admission to the exhibit hall is \$25.00. Please note that IIDEX/NeoCon Canada is not a consumer show.

For further information about IIDEX/NeoCon Canada 2007, please visit www.iidexneocon.com for complete show details.

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