



Crescent Energy is helping LEED the way to a sustainable future

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Long before An Inconvenient Truth won an Oscar for best documentary and Al Gore and the U.N.'s Intergovernmental Panel on Climate Change won the 2007 Nobel Peace Prize, and gasoline hit record highs, going green was not foremost in the hearts and minds of most Americans. What a difference a year makes and four dollars a gallon gasoline; now everyone wants to know how to jump on the sustainability band wagon, but is it too late?

No, it is never too late, according to Rohan de Freitas and Luis Segarra, founders of Crescent Energy a 100% minority-owned firm started in 2003. Rohan and Luis recognized that building sustainable projects would be the wave of the future for New York City's construction industry and they were right on target. Since the launch of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, the growth and interest in green building projects has skyrocketed. Owners are quickly realizing the ultimate cost savings in constructing environmentally conscious buildings with cost-effective design systems. With the knowledge that the building community would have to educate themselves quickly in LEED readiness, Crescent Energy hosted their first ever "Getting Contractors LEED Ready Workshop and Expo" on April 23rd of this year at Pier 60 in Manhattan.

Manhattan Borough president, Scott Stringer who gave the keynote speech at the Expo praised Crescent for their coordination of the event and for taking the initiative to spread sustainability know how throughout the construction industry by developing and hosting the Getting Contractors LEED Ready Workshop and Expo. The LEED Ready Workshop educated attendees on sustainability design principles and concepts and provided attendees with a detailed outline of contractor requirements. This was accomplished by providing the attendees with a detailed LEED project checklist, an illustration of a LEED Ready Contractor and the specific roles and responsibilities when undertaking a LEED project.

Crescent's objective was to pass along specific LEED readiness information and highlight leaders in the world of construction sustainability, such as, Hugh L. Carey Battery Park City Authority, Silverstein Properties and Tishman Construction, all LEEDership Award winners.

7 World Trade Center, a Silverstein property, has won numerous awards and is a shining example of environmental responsibility and energy efficiency.

The LEED Ready Workshop and Expo was a first step in getting contractors introduced to LEED requirements. It also provided a platform for construction industry professionals, manufacturers and suppliers of green products to come together. And what a first step it was, the LEED workshop overflowed with attendees to the point where additional seating had to be found and the Expo floor was full of many exhibitors featuring a variety of products and services. Flora Ramos, a workshop panelist from Tishman Construction, stated the following: "The Crescent team did a great job in

coordinating the workshop and Expo. I will be contacting many of the exhibitors to expand on the services they provide."

Stay tuned, with many more innovative and creative projects in the works, Crescent Energy will be known for "Bridging the Green Gap" and LEEDing the way, just as Crescent Consulting is known for "Bridging the Diversity Gap." Crescent Energy manages Energy and Green Building Programs for their clients so that they can maximize the full benefits these programs offer, as well as comply with Federal, State and City Energy and Green Build Initiatives. As New York City expands their sustainability program and partner with more community based organizations to coordinate and promote energy efficiency, there will be many ways in which all New Yorkers can get involved. As an example, The Manhattan Borough president has reinstated the Solid Waste Advisory Board (SWAB), which is a committee of local industry experts, who serve as an independent committee for the reduction, re-use and recycling of waste in Manhattan. Welcome to the world of green.

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