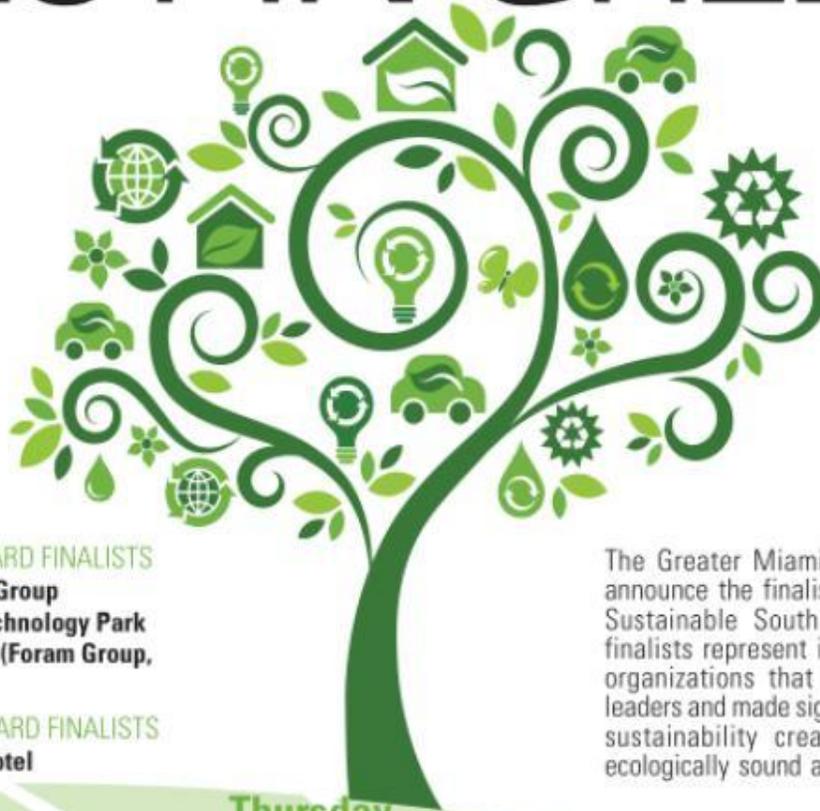


# 2011 SUSTAINABLE SOUTH FLORIDA AWARDS

# BEST IN GREEN



#### GREEN BUILDING AWARD FINALISTS

**Carlisle Development Group**  
**UM Life Science & Technology Park**  
**The 600 Brickell Team (Foram Group, RTKL, Perkins + Will)**

#### GREEN BUSINESS AWARD FINALISTS

**Clifton South Beach Hotel**  
**DecoBike**  
**TRANE**

#### GREEN EDUCATION & OUTREACH AWARD FINALISTS

**Miami-Dade County Office of Sustainability**  
**Miami River Commission**  
**Youth Lead Miami**

#### GREEN PRACTICES AWARD FINALISTS

**Citizen's Independent Transportation Trust**  
**The Palms Hotel & Spa**  
**Zoo Miami**

#### VISIONARY AWARD FINALISTS

**Ralph Avallone**  
 Green Energy Council  
**Michael Gongora**  
 Miami Beach Commissioner  
**Greg Hamra**  
 Everblue Training Institute

The Greater Miami Chamber is proud to announce the finalists for the third annual Sustainable South Florida Awards. The finalists represent individuals, groups and organizations that have been exemplary leaders and made significant contributions to sustainability creating a world that is ecologically sound and economically viable.

**Thursday**  
**November**

**17**

**11:30 a.m. Registration**  
**12:00-1:30 p.m. Program**  
**Jungle Island**  
 1111 Parrot Jungle Trail, Miami  
 Treetop Ballroom

**Advanced Registration**  
 \$55 member | \$65 nonmember  
**On-site: \$75 per person**

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**Kelly Saks, 305-577-5462**  
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**South Florida Awards**



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Green Visionary: GREG HAMRA, Environmental Sustainability Educator

**1) Why should you be considered a model for sustainability / green practices? Please list and describe initiatives.**

Formally recognizing **Greg Hamra** as a **Green Visionary** will fuel his mission to create more change agents, bolstering our collective movement toward a more sustainable South Florida.

As an environmental/behavioral change agent, Greg recognizes that making informed decisions and taking impactful actions require *education*. Through his volunteer efforts and work with Everblue.edu, hundreds of South Florida residents have gained the knowledge necessary to be more effective change agents in our community. Greg Hamra's all-encompassing approach focuses on broad-cross sections of our society:

- Local government employees: Directors of public works, urban planners, building and code enforcement officials, environmental sustainability departments, architects, engineers and more.
- Business leaders: business owners and captains of industry
- Key influencers: school teachers and environmental advocacy groups
- Grassroots: students, neighbors, ordinary citizens

As a beacon for green, Greg truly walks the talk in his personal and professional life. This authenticity brings credibility and inspiration to his message motivating people to take action.

**Student testimonials demonstrate Greg’s impact:**

*"In twenty plus years of Airline O&M experience, and in my second career of Facilities Maintenance and Operations, I have met two people that I truly believe are passionate about what they do. One works for the DSS (Defense Security Services) and the other works for Everblue. I was moved by the commitment and the overall passion you put into teaching and leading by example. Everblue is fortunate and I am sure very proud to have you on the front lines for them."*

⇒ - James Sprinkle, Director of Energy and Auxiliary Services - University of Miami

*"Thanks to you! The delivery of the content for the test preparation was superb. However, the awareness you created in some of us regarding the disconnect between our current habits and the impact to our world and environment, created a more profound and lasting impact. Your real life personal stories shared with us will certainly modify some behaviors for good."*

⇒ Francisco Velasco, HVAC Specialist, [DETEC](#), - Tijuana, Mexico

**2) How have you demonstrated leadership, vision, foresight, and persistence?**

Greg has strategically targeted his influence to effect change from the top-down and from the bottom-up, with a goal is to create change agents who will make responsible, informed decisions. Greg realizes that change must come from both directions and that everyone has different motivations for their actions. Hence, his messages are refined to match different audiences with varied concerns.

**Top down**

- **Government:** Realizing that our municipal leaders play an important role in shaping our communities, Greg cast his influence further by engaging our local government. He proactively pursued Miami-Dade County officials to attend his courses. Greg has taught more than 100 leaders from various South Florida municipalities and departments including city and county engineers, architects, building code officials, inspectors, planners, school facilities managers and more. These officials are now better able to make more informed policy decisions that directly affect our region, our economy, our buildings, communities, and residents.
- **Businesses:** Greg is a catalyst for a green economy, convincing business people that going green does not cost more, but rather, makes dollars and sense. By illustrating the clear fiscal benefits of building and operating more efficient buildings, Greg is able to convince many decision-makers that **green really means gold**. Whatever the audience, whatever their motives, Greg is adept at perceiving the drivers that move people and then tailoring his message accordingly.

**Bottom Up** (Grassroots) - Students & Citizens - Greg's bottom-up approach involves empowering young people to make conscious decisions with the realization of their impacts. Greg tirelessly volunteers his time presenting to school teachers and students throughout our community (Miami-Dade College, NOVA, FIU, UM) educating them on why and how we can be more sustainable, how our environment is tied to the choices we make at home, at the store, all around.

- Earlier this year, Greg created a presentation specifically geared to high school teachers on how they can groom their students for jobs in the Green Collar Economy. His presentation included examples of the varied jobs that await graduates – whether they earn high school, vocational or university degrees – or even PhDs. Greg clearly demonstrated how green collar workers can have a triple bottom line benefit, i.e., their work can contribute to a healthier planet and a more prosperous and healthy society for all.
- Greg speaks to teachers, students, neighbors, Girl Scouts and day-to-day citizens, planting seeds of awareness, enlightening them that their decisions matter more than they think; that their choices affect our entire society, economy, planet and species. Young people gain a feeling of empowerment upon realizing that freedom goes hand-in-hand with responsibility and that their decisions (dietary, academic, fiscal or otherwise) have externalities (ripple effects) that affect us all.

**3) How do sustainability/green practices improve your business model and how do you measure your success? Please provide methodology and results + quantifiable data where applicable.**

- Number of students trained (over 2000 worldwide / over 500 in South Florida).
- High-scoring students – Greg's Everblue students have a consistent record of the highest test scores on their LEED exams. One of Greg's students even earned a perfect score of 200 on the rigorous LEED AP exam and he has dozens of students who have passed with scores greater than 190.
- Quality of testimonials from students (see Student Testimonials in "Supporting Materials" section).
- Most importantly is when students change their behaviors e.g., embracing the 7R's, using less water at home (retrofitting their toilets), changing purchasing habits, for example: giving up bottled water, buying local food, avoiding excessive packaging and plastic bags, eating more vegetarian food, etc.

**4) What innovative methods did you use and how were they applied?**

Many refer to Greg as "the master of edutainment." He has a unique gift for putting across complicated concepts by infusing them with memorable examples and practical applications. He often tells stories through pictures and passes around 'samples' of building materials in his class in an effort to appeal to his students' other senses - taste, touch and smell. For example, did you know flaxseed (linseed) is the main component of linoleum which is a sustainable floor covering? Attend one of Greg's classes and you'll get to taste some flaxseeds. Want to feel some rubber mulch made of recycled tires? Ever smelled the scrumptious chocolate scent of cocoa shell mulch? Greg has it for you. Ever seen cabinets made of bamboo or countertops made of recycled paper? Greg will hand you a sample of "Plyboo" – take a sniff; you'll be hard-pressed to detect any harmful VOCs! And, if you're a "star" student in Greg's class, you may go home with a complimentary roll of 100% recycled content toilet paper or a DIY toilet retrofit kit to reduce your water usage at home (see photos).

Greg proselytizes for greener personal habits and challenges traditional thinking. He doesn't stop at the 3R's (Reduce / Reuse / Recycle). Instead he promotes 7R's in order of priority with recycling being a last resort!

1. Rethink
2. Refuse
3. Reduce
4. Repair
5. Repurpose
6. Reuse
7. Recycle

**See Student Testimonials in "Supporting Materials" section. Here are two samples:**

*"Greg, your class was too cool. As I'm studying for the test I can picture exactly what you said and how you said it about each prerequisite and credit which really helps it stick. I enjoyed the way you presented the material with inserts of personal stories to really make the class fun and memorable. The seemingly long class hours passed quickly and left me wanting to learn more about LEED."*

⇒ Joel Wallace - Construction Manager - Somerdale, NJ

*"I thoroughly enjoyed your class. Your memorization tips are very helpful and I feel confident that I will be able to absorb the material now. You kept the class engaged. I was never bored with your stories, humor and the photos. You also helped me visualize the concepts with all of the graphics and the way you vividly described the requirements. That is important for someone like me who is a visual and hands-on learner. Thank you for sharing your knowledge and letting us know what we can expect on this exam. Your course is excellent! I wouldn't change a thing. I will be passing my LEED AP exam on June 25th."*

⇒ Teresa Comesana-Alfau, Miami-Dade County Public Schools

**5) Please list and explain education and training opportunities you offer members of your organization or community to adopt their own sustainability/green initiatives. Is there an internal/external communication campaign tied to your initiative that motivates others to contribute to a greener South Florida?**

Educating is at the heart of what Greg does but his efforts don't stop with his 'day job' of training for Everblue. He tirelessly volunteers his time mentoring and coaching his students, and helping them further their green careers. Greg is a sought-after speaker throughout South Florida. In the past year, he has spread the word for green in our community:

- ⇒ **"Grooming Students for the Green Collar Economy"**  
for Dream in Green (for 45 Miami Dade "Champion" school teachers)
- ⇒ **"Going Green to Save our Planet"**  
for Junior Level Girl Scout Troop 276
- ⇒ **"Demystifying the USGBC's LEED Credentialing Maintenance Program"**  
for USGBC South Florida Miami-Dade Branch
- ⇒ **"Introduction to Green Building Concepts & LEED"** for:
  - Sierra Club Miami Chapter
  - Miami Dade College – North & Kendall (Architecture students)
  - Florida International University (Architecture students)
  - CREW (Commercial Real Estate Women)
  - IFMA (International Facilities Management Association)
- ⇒ **"Getting your piece of the LEED Pie"**  
for Small Biz Green at NOVA University's H. Wayne Huizenga School of Business and Entrepreneurship

**6) Does product/service branding and marketing, encourage consumers to use the product/service in the most environmentally friendly way? If yes, please describe.**

- Greg offers many of his training sessions via webinar, reducing the carbon footprint of his travel and that of his students.
- For standup 'live' training, Everblue's training materials are printed double-sided, on recycled content paper. These training materials are supplemented with hundreds of paperless LEED exam practice questions available in interactive format on-line.
- Greg has been dubbed the 'Chief Greening Officer' at Everblue Training Institute's headquarters ensuring that eco-friendly supplies (e.g., FSC paper, reusable (washable) plates, recycled-content napkins) are used.
- Greg is authentic -- a true role model for sustainability who practices what he preaches. He arrives for his training classes by bicycle or via public transport (when possible), or worst case, carpooling in his green Prius which sports a license plate that reads "LEED AP" and an "I ♥ Tap Water" bumper sticker. Greg always has his reusable water bottle in hand.

*"Your class was very stimulating and interesting. You are an excellent instructor. I enjoyed your teaching style, taking us away for a moment to another interesting place or experience and bringing us sharply back to the LEED training. You helped me feel right about my recycling efforts at home and made me think twice about throwing away perfectly good things with your computer salvage story. Thanks!"*

⇒ Tom Eichar, General Contractor - Sarasota, FL

## 7) Please describe any roadblocks you encountered and how you were able to surpass them.

### Providing Inspiration in a Poor Economy

- Greg has inspired countless local citizens to retool themselves during this down economy so that they emerge with a green credential that will make them more competitive in their industries as the economy improves.
- Greg provided LEED training to the Miami Dade Economic Advocacy Trust which used federal stimulus funding to help raise the knowledge of minority-owned business employees.

### Spicing up dry material

The USGBC LEED rating system makes for some of the least exciting study material. However, Greg uses his energy and remarkable teaching style to provide 'edutainment' that students find unforgettable. His ability to translate complicated concepts in fun, memorable ways has yielded inspired students with some of the highest pass rates on the LEED exam.

*"Hi Greg, Thank you so very much for a great class. You have amazing energy and maintain your sense of humor in spite of the monumentally dry material. You brought the subject matter to life and made it palatable and even fun."*

⇒ Laurinda Spear, Founding Principal, Arquitectonica - Miami, FL

*"I can't speak highly enough about the course and your teaching methods. The subject could be very dry and when reading the material it is extremely monotonous; like stereo instructions. You made the class interesting and gave examples and information that help trigger the answers and information."*

⇒ Dominique Washock, Green Building Consultant - Hartford, CT

## 8) What were your sustainability/green goals for the year and how effective were you in meeting them? Do you feel there is room for improvement in your sustainability/green plan? What's the next step?

Although Everblue and Greg's efforts resulted in hundreds of students earning their LEED Green Associate (GA) credential this past year, the new horizon is in continuing education. Greg and Everblue have already started rolling out live Continuing Education modules on topics like Stormwater, Water Efficiency, Life Cycle Analysis, Greenhouse Gas Accounting and Corporate Sustainability. These courses will help broaden LEED professionals' understanding of sustainability (beyond green building standards) and deepen their knowledge in LEED concepts like LEED Neighborhood Development. In July, 2011 several of these CE modules were delivered to over 25 of Miami-Dade's environmental engineers, architects, county planners and code officials with very positive feedback:

*"First of all let me thank you and also congratulate you for an OUTSTANDING seminar. You have really raised the bar on LEED education and made it extremely interesting and valuable to all of us. You have an amazing talent for teaching and conveying ideas and concepts. All of the best, I am looking forward to being your student again sometime in the near future. Keep up the GREAT work!"*

⇒ Juan Carlos Arteaga, AIA, NCARB, CBO, CGC, LEED® AP, NTD Program Director, Miami-Dade Aviation Department

## 9) Please summarize in 200 words or less additional reasons why you should be considered for this award.

Please read the Endorsement Letters and Student Testimonials in the "Supporting Materials" section. They speak for themselves. A sample:

*"After taking the test today and passing it with a score of 185, I wanted to personally thank you for the guidance and inspiration you provided through your course. It is not common to relate to a teacher who believes in what he teaches not only by applying the principles of his subject to his own life as well as you do, but also to a teacher who inspires and follows through with his students. For all of that I thank you and look forward to meeting you again."*

⇒ Anthony Tzamtzis, Architect and Former Professor, School of Architecture, University of Miami and Miami-Dade Community College. (Author: "Passive Design Principles for Hot and Humid Climates.")

## SUPPORTING MATERIALS:

### Greg Hamra's background:

- Greg is a long-time passionate proponent for our planet, an avid scuba diver and a Miami native who loves life in South Florida.
- Having worked for 25 years in education (mostly technology-related), in 2008 Greg took his personal passion for the environment to new heights by retooling himself to be an educator for the “green collar economy” in an effort to effect more positive societal change. He earned the most recognized credentials in the environmental sustainability arena: the LEED AP (Accredited Professional) and Green Associate credentials. He also became a Building Performance Institute (BPI) Certified Building Analyst, Envelope Professional, and Air Sealing Technician.
- He joined Everblue Training Institute (Everblue.edu), which was founded by two US Army veterans who, after returning from duty in Iraq and Afghanistan made it their mission to build “Earth’s Sustainable Workforce.” (Everblue was recently recognized by the Whitehouse as a “Champion of Change”).
- Since 2009, Greg has trained approximately 2,000 students in LEED green building principles and sustainability concepts across South Florida and the US, and around the globe (e.g., Mexico, Puerto Rico and Dubai).
- His students represent a wide range of backgrounds: urban planners, architects, engineers, facilities managers, code officials / building inspectors, construction professionals, climate change consultants, environmental attorneys, CPAs, real estate professionals and green product manufacturing representatives. In South Florida, Greg has taught Miami-Dade County employees from the Public School system (~100 including facilities personnel and teachers), the Office of Sustainability, Planning & Zoning, Department of Environmental Resource Management, Water & Sewer, Transit, Seaport, Parks and Recreation, Code Enforcement and the Seminole Tribe of Florida.
- Using his LEED training as a platform for teaching the broader aspects of sustainability, Greg inspires students by winning their hearts and minds, stirring passion, and instilling that it’s critical they “walk the talk.” Greg has made hundreds of “change agents” throughout our South Florida community, spreading the word for greener building practices and for leading a more sustainable lifestyle.

To Whom It May Concern:

I am writing this letter in support of Greg Hamra's nomination for Sustainable South Florida's Green Visionary Award. Greg has been a Leadership in Energy and Environmental Design (LEED) instructor for Everblue for the past three years. During that time, he has trained approximately 2000 individuals globally and more than 500 in South Florida on the principles and tenets of green building. His efforts as an educator are responsible for transforming the way that buildings are built so they use less energy, have a reduced environmental impact, and pay a social dividend to the communities around them.

Greg's advocacy for sustainability permeates everything that he does and every decision that he makes. At Everblue, we consider ourselves a green business, but Greg has helped us push the limits of what we thought possible. From simple measures such as switching to washable dishes in our office to much larger decisions including a recent choice to sign a multi-year lease near mass transit, bike paths, and within walking distance of our community's downtown, Greg has taken on the role of our organization's conscience.

Greg's passion for sustainability is so evident that our entire staff now half-jokingly asks WWUGD (What Would Uncle Greg Do) when faced with their day-to-day decisions. Simply put, his desire to do what is best for our planet is infectious to everyone around him. For this reason, I can think of no person more deserving of Sustainable South Florida's Green Visionary Award.

Chris  
Boggiano

Chris Boggiano  
Director

Digitally signed by Chris Boggiano  
DN: cn=Chris Boggiano, o,  
ou=Everblue,  
email=Chris@EverblueEnergy.com,  
c=US  
Date: 2011.08.01 12:34:07 -04'00'



Office of Sustainability

111 NW 1<sup>st</sup> Street • 22nd Floor  
Miami, FL 3312-81994  
T 305-375-5593

miamidade.gov

August 8, 2011

Greater Miami Chamber of Commerce  
Sustainable South Florida Awards  
1601 Biscayne Boulevard, Ballroom Level  
Miami, FL 33132-1260

Dear Sustainable South Florida Awards Review Committee:

Most of us work in order to support and enjoy our lives. On rare occasions, though, you meet extraordinary people whose work is an extension and reflection of the way they live. This is the case with Greg Hamra, nominee for the Sustainable South Florida Awards Green Visionary category.

Earlier this year, I had the pleasure of being a student in Greg's Everblue Training Institute Green Associate Exam Prep Course. Five minutes into the course, it became very clear that Greg was utilizing his job as a trainer to promote the sustainable values he lives by, and as a vehicle for change to better the lives of those in Miami-Dade County and across the globe. His energy and passion for sustainable living became evident through the creative (and at times wacky) personal examples that he incorporated into the course, including:

- Computer salvaged from dump years ago is still in use today
- Toilet retrofit with a milk-jug to save water
- Christmas Tree made of a ladder and lights salvaged from someone's trash

Since becoming an Everblue Trainer Greg has trained about 2,000 people worldwide and about 530 in South Florida, including over 50 Miami-Dade County employees. He has helped hundreds of South Florida professionals, including me, achieve their LEED accreditation. These are only a fraction of the many lives he has changed.

Greg is effectively making a lasting impact on the sustainability of this community, one course/one student at a time. It is for this reason that Greg is the only reasonable choice for the 2011 Green Visionary Award.

P.S. Because of Greg, I passed the LEED Green Associate exam nine days after taking his course.

Yours truly,

A handwritten signature in black ink that reads "Maggie Fernandez". The signature is written in a cursive, flowing style.

Maggie Fernandez, LEED Green Associate  
Sustainability Program Manager



**USGBC South Florida**  
sustain ☀ balance ☀ conserve

August 3, 2011

Greater Miami Chamber of Commerce/ Sustainable South Florida Awards  
1601 Biscayne Boulevard, Ballroom Level / Miami, FL 33132-1260

TO: Sustainable South Florida Awards Review Committee

It is with great pleasure that I write this letter of recommendation for Mr. Greg Hamra.

I have had the pleasure of working with Greg, principally, during his tenure as a volunteer with the US Green Building Council South Florida Chapter, a non-profit organization. Greg has been a solid contributor involved in myriad educational and website initiatives, principally in Miami-Dade County, but organization-wide, too. To say that his volunteer contributions have been outstanding would fall far short of a fair assessment.

Greg's volunteer work product is always of the highest caliber, and he continually sets a great example for his volunteer peers. He is a terrific listener, always provides sound counsel, and very often takes on tasks not related to his primary responsibilities. Having worked closely with Greg over the past three years, I can unequivocally state that his honesty and integrity are above reproach, and he consistently proves to be an efficient, systematic organizer who sets priorities and works well in a team setting.

In his professional life as an educator for Everblue, Greg is unquestionably one of the most talented instructors concerning sustainability and green building in the country. Greg's grasp of content is undisputed, but, like any great teacher, it's his passion for the subject matter, his respect for his students, and his marvelous observational and teaching skills that make him one of the best instructors in the business. Greg makes the complicated simple, not only explaining the how behind the topic, but also the whys and wherefores. He is patient with his students and paints real-life examples to reinforce their learning experience.

Anyone who knows Greg has encountered his imaginative creative bent, which explains why his students not only learn, but have fun doing so and later become "groupies" who constantly refer peers to his classes. They have learned firsthand that, as a teacher, Greg will, without question, deliver the goods.

In my position as Executive Director of the organization, I have personally benefited from Greg's unselfish efforts and support. He is unquestionably cooperative, helpful and loyal to our non-profit organization, and is an excellent liaison person and team player. With a can-do approach to tasks and an ever-inspiring optimistic attitude, Greg is a tangible asset -- whether guiding a committee through a simple assignment or tackling solo an unrelated project, his contributions are top-shelf. Additionally, he never hesitates to contribute ideas geared toward the more efficient running of our organization. In short, he's been a rock for us.

Greg's consistently excellent performance enables me to give him my highest recommendation. Please feel free to contact me personally if I can be of further assistance in providing information concerning Greg's volunteer contributions to the USGBC South Florida Chapter.

Sincerely,

Lee Cooke, Executive Director, USGBC South Florida Chapter  
c/o Florida Atlantic University, College of Engineering and Computer Science  
777 Glades Road, Room EE 329, Boca Raton, FL 33431-0991  
561-373-7367 / [lcooke@usgbcfsf.org](mailto:lcooke@usgbcfsf.org) / [www.usgbcfsf.org](http://www.usgbcfsf.org)

*Build Green! Everyone Profits! Consider the environment, please, before printing this email.*

PS ... In an effort to reduce our carbon footprint and paper consumption, the USGBC conducts most of its business communications via email and electronic means. If you desire to have a hardcopy of this recommendation on Chapter letterhead, please let me know and I would be pleased to generate one for you.



# Miami-Dade County Public Schools

*giving our students the world*

*Superintendent of Schools*  
Alberto M. Carvalho

*Miami-Dade County School Board*  
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Dr. Wilbert "Tee" Holloway  
Dr. Martin Karp  
Dr. Marta Pérez  
Raquel A. Regalado

August 2, 2011

Greater Miami Chamber of Commerce  
Sustainable South Florida Awards  
1601 Biscayne Boulevard, Ballroom Level  
Miami, FL 33132-1260

Dear Sustainable South Florida Awards Review Committee:

It is with great pleasure I offer this letter of endorsement for the nomination of Mr. Greg Hamra for the South Florida Green Visionary Award.

I first met Mr. Hamra when he was assigned as our instructor for the LEED AP examination in 2009. His personal and professional commitment to Sustainability immediately became apparent to all who attended his workshops. His passion for our community and his efforts to reduce waste are personal aspirations that define his life and are clear to all with whom he interacts. From his practical applications for recycling a milk container to conserve water to his international exposure to the efforts made in other country's to conserve resources, all are incorporated into his list of "What We Can Do" and shared with all that will listen.

As a Sustainability Educator his skills are exceptional and very professional. He is extremely flexible and willing to take on the responsibilities necessary to ensure his students succeed. His training went beyond preparing staff for the AP examination, and was filled with practical applications as well as innovative ideas. After a commitment from District staff to embrace Sustainability and in no small part Greg's guidance and tutelage, 23 staff members obtained LEED AP credentials. My personal success on the AP examination was clearly reflective of my experience with Greg. He is an industry colleague and teacher that is always available for consultation and to seek practical solutions.

As part of our professional community, Greg has exhibited a genuine dedication to sustainability globally but his passions lay with our community. He has demonstrated natural leadership ability and a willingness to rapidly accommodate an ever-changing world, while maintaining a high level of personal commitment locally. Mr. Hamra is devoted to this cause and pursues each day with great vigor and vision. His secret? An energetic personality, coupled with his genuine commitment to our community's future.

It is for these reasons and many more that Mr. Greg Hamra is the most accomplished and distinguished of your candidates, and whom I endorse without reservation or prejudice for the South Florida Visionary Award.

Should you require further reference or additional comments, please feel contact me at (305) 995-7842.

Sincerely,

Luis O. Martinez, Director  
LEED AP, BD+C  
Maintenance Service Center II  
Facilities Operations, Maintenance

LOM:tsa

*Facilities Operations, Maintenance • 12525 NW 28 Avenue. • Suite 301 • Miami, FL 33167  
305-995-4010 • 305-995-4060 (FAX) • [www.dadeschools.net](http://www.dadeschools.net)*



Alterna Corp. - 8065 N.W. 68th Street, Miami, Florida 33166 USA

August 1, 2011

To: Greater Miami Chamber of Commerce  
Sustainable South Florida Awards  
RE: Nomination – Green Visionary Award Nominee - Greg Hamra, Everblue

I am writing this note in support of Greg Hamra's candidacy for the Sustainable South Florida Green Visionary award. I have known Greg for approximately three years and he is, without question, one of the most dedicated and passionate proponents of sustainability in our community. I therefore strongly recommend Greg for the Green Visionary Award and am pleased to share the following examples of his leadership.

First, and perhaps most important to me professionally, Greg was the reason I passed the U.S. Green Building Council's LEED™ Accredited Professional (LEED AP) exam with flying colors. Prior to taking the LEED AP exam, I was studying on my own and Greg asked me a few questions to gauge my level of understanding of the material. Greg quickly determined that I should postpone my exam date and enroll in his upcoming course to ensure that I would pass. At the time, I was Chair of the Miami-Dade & Keys Branch of the South Florida Chapter of the USGBC and could not afford to fail, especially since I would get only one chance at taking the exam in light of an impending change in the exam format.

I was touched that Greg was so genuinely concerned about whether or not I would pass the LEED AP exam and grateful for his "intervention." What's more, I was highly impressed with Greg's understanding of the LEED framework, not to mention his gift for imparting his knowledge in a fun and engaging manner. On a separate note, Greg has served as an advisory board member of Dream in Green (DIG) for nearly one year. As you may know, DIG is a Miami-based nonprofit organization that received the Sustainable South Florida Award for Green Education and Outreach in 2009 and 2010. Greg has volunteered his time for DIG on a number of occasions and his expertise in the area of green education is invaluable. As Chair and Co-founder of DIG, I sincerely hope that Greg will deepen his involvement with the organization and continue helping us enhance its educational programs.

In conclusion, I would like to reiterate that Greg Hamra possesses all the key qualities of a visionary leader. He's an innovative thinker who is committed to leading his community towards a sustainable future. For this, I highly recommend him for the Green Visionary Award.

Yours sincerely

Nick Gunia  
President

[www.alternacorp.com](http://www.alternacorp.com)

e: [info@alternacorp.com](mailto:info@alternacorp.com) ph: (305) 406-6773 fax: (305) 639-1972

# PointeGroup | ADVISORS

A REAL ESTATE ASSET MANAGEMENT COMPANY

August 3, 2011

Greater Miami Chamber of Commerce  
Sustainability South Florida Awards  
1601 Biscayne Blvd., Ballroom Level  
Miami, FL 33132

RE: Nomination Letter for Greg Hamra

Dear Sustainable Review Committee:

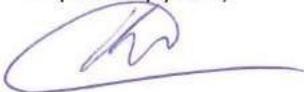
Please accept this letter as my endorsement and nomination of Greg Hamra for the "Visionary" category South Florida Sustainability Awards. My nomination is based on my observations and participation during a two day training session of which Greg Hamra was the instructor.

It was evident from the start that Greg was not just teaching a course but a person who was extremely passionate about the environment. He shared his many experiences with us, which included some ingenious methods of saving energy and recycling. You could see that this man practiced what he preached.

One specific discussion comes to mind. Probably about an hour into the first day of the class Greg saw that many of the students had your standard 16oz plastic spring water bottle that most of us purchase at supermarkets or convenience stores every day. Well seeing all these bottles Greg went on to explain in detail about the myth of recycling all these plastic bottles and what actually happens to all the plastic. He also went on to discuss the tests done on spring water vs tap water and to make a long story short I went home that night shared what I had learned with my wife and we no longer purchase cases of water each week as we now both drink good old tap water.

The world needs more people like Greg Hamra and that is why I am writing this letter to you today. Thank you for your time.

Respectfully yours,



Vince Croce  
Vice President of Property Management  
Pointe Group Advisors

Pointe Group | Advisors, LLC

8211 W. Broward Blvd., Suite PH2, Plantation, FL 33324 | t 954-727-9335 | f 954-727-9338



# Certified Green Partners

August 1, 2011

Dear members of Greater Miami Chamber of Commerce,

I am Gus Casamayor, the founder of Certified Green Partners (CGP). CGP is an international, independent, non-governmental certification organization advocating sustainable practices, products, and the commitment to corporate social responsibility.

I would like to nominate Greg Hamra for the Green Visionary Award for a Sustainable South Florida because of the way Greg feels about sustainability, the way he acts, how he volunteers his time. He's a role model and he always makes himself available. He doesn't only work in the field of sustainability but he teaches others how to be sustainable. Greg shares all his knowledge with everybody for this cause, this new 'green revolution' to take effect and help every aspect of mother nature.

Greg is a 'must win', I endorse and nominate him for the Sustainability South Florida Awards.

Sincerely,

A handwritten signature in blue ink, appearing to be "Gus Casamayor", is written over a faint, larger version of the Certified Green Partners logo.

Gus Casamayor  
Certified Green Partners



Miami-Dade Aviation Department  
NTD Program Management Team  
P.O. Box 99-6610  
Miami, Florida 33299  
T 305-869-3300 F 305-869-3301  
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miamidade.gov

**Commercial Airport:**  
Miami International Airport

**General Aviation Airports:**  
Dade-Collier Training & Transition  
Homestead General  
Kendall-Tamiami Executive  
Opa-locka  
Opa-locka West

July 28, 2011

Mr. Greg Hamra, LEED® AP BD+C  
Everblue Training Institute  
Miami, Florida

**Re: LEED Credential Maintenance Training (July 26 & 27, 2011)  
Acknowledgement**

Dear Greg:

First of all let me thank you and most of all congratulate you for an OUTSTANDING seminar; you have really raised the bar on LEED education, made it extremely interesting and valuable to all of us who attended the training session.

You had requested us to comment on the modules reviewed during the training and frankly I liked all of them and the specific subjects that were presented were to the point, clear concise and pretty interesting; so I would rank them all # 1; as they were also pretty educative, comprehensive and well explained. You have an amazing talent for teaching and conveying ideas and concepts.

I wish you all the best on your future endeavors and I am looking forward to be your student again sometime in the near future.

Keep up the GREAT work,

Sincerely,

Juan Carlos Arteaga, AIA, NCARB, LEED® AP BD+C, CGC, CBO  
NTD Program Director

JCA/ja

*Delivering Excellence Every Day*

## Student Testimonials:

"I am writing to share my feedback on your instructor, Greg Hamra, who I had the pleasure of taking a LEED class with last week. He took what could have been really dry material and brought the class to life. His lessons went above and beyond the syllabus and left us with knowledge that extends beyond the credits and points of LEED. I am confident that having been taught by him, I will not only pass the LEED exam (after some long hours of studying, of course), but that graduates of his course are well on their way to really embracing the movement towards building a sustainable economy. I will be sure to tell any of my colleagues that are interested in obtaining LEED AP that they have to take the class with Greg at Everblue, because you guys have the best materials and instructors."

- **Jonathan Friedman, Green Revolution - Miami, FL**

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"Thanks to you. The delivery of the content for the test preparation was superb. However, the awareness you created in some of us regarding the disconnect between our current habits and the impact to our world and environment, created a more profound and lasting impact. Your real life personal stories shared with us will certainly modify some behaviors for good."

- **Francisco Velasco, HVAC Specialist, DETEC, - Tijuana, Mexico**

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"Great course. The presentation was fantastic. It was obvious you are a professional educator. You were able to keep the material interesting to everyone, and to keep such a large group on track was an amazing feat in itself. Further, your passion for the subject is very inspiring."

- **Gary Grass, LEED AP, Ivy Development Corp. - Davie, FL**

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"In twenty plus years of Airline O&M experience and in my second career of Facilities Maintenance and Operations, I have met two people that I truly believe are passionate about what they do. One works for the DSS (Defense Security Services) and the other works for Everblue. I was moved by the commitment and the overall passion you put into teaching and leading by example. Everblue is fortunate and I am sure very proud to have you on the front lines for them."

- **James Sprinkle, Sr. Manager Facilities Operations - University of Miami, Coral Gables, FL**

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"Hi Greg, Thank you so very much for a great class. You have amazing energy and maintain your sense of humor in spite of the monumentally dry material. You brought the subject matter to life and made it palatable and even fun."

- **Laurinda Spear, Founding Principal, ArquitectonicaGEO - Miami, FL**

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"I wanted to send you a note to thank you for the good attitude and disposition you offered us pupils during the LEED course. Laurinda referred to the material as "monumentally dry" and it only took one day for me to understand where she was coming from. You are a great instructor and you have a great capacity to transfer the information properly, however your forte is in clearly seeing and predicting when your class is about to go blank and preemptively strategizing to avoid us from falling into blankness, by pulling your tricks to wake us up and keep us engaged. This is what it takes to teach this monumentally dry material, and you've got it!"

- **Walid Wahab, Architect, [Wahab Construction Co.](#) - Miami, FL**

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"Let me say how much of a pleasure it was watching you work your classroom mojo. As an adult educator I appreciate the problem of trying to work the room in order for everyone to get as much as possible out of the course content. Your examples were excellent, giving a depth to the instruction that kept the message fresh and cogent.

The idea of the scoping of personal responsibility for our consumerism is a subject that should be near and dear to all of our hearts. You challenge me with your obvious commitment to walk the talk - thanks for that. I would point out that you were most helpful in sharpening my razor. I appreciate the challenge, and regret only that we did not have time to have a beer together and discuss more topics of the same ilk in depth.

I am in awe of the positive and progressive energy that you bring into the classroom, your passion and preparedness is evident and well focused. I look forward to corresponding with you.."

- **Steve Walker, Facilities Manager, Scroll Compressors, LLC (Emerson) and adjunct instructor of Environmental Ethics, Geology and Physics, Drury University (LEED AP O+M student at Rutgers University)**

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"Thanks again for a terrific training class. It was one of the best I've ever attended!!!!!! Your insight and anecdotal story approach to the material was interesting and informative."

- **Jim A. McClellan, PE, QCxP, CxA, Commissioning Agent - Jacksonville, FL**

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"First let me extend my thanks for your time, professionalism, and quality of instruction. You are truly my compass in navigating the seas of LEED. Before your class I was overwhelmed and discouraged. You have relit my candle of motivation and confidence! Your slides and pictures of your real world experiences have really driven home what we are all trying to do here and why we are trying to change the future through a more sustainable design approach. I have had the opportunity to take part in other classes such as the USGBC LEED Technical Review Seminar but this has been the most informative by far. Everblue does a great job with how the class is structured as well as the materials furnished for study. My hat is off to you sir; you and Everblue are truly making an impact on our society and environment through education, one individual and one class at a time! I hope to take what you have taught me and start doing my part in the big picture. Thank you, Greg, and thank you Everblue!"

- **Curtis Segura, Project Engineer, W. F. Hayward Co. - Sacramento, CA**

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"Greg, thanks for doing such a great job teaching the LEED GA course. Your ability to turn an inordinate amount of material into two days of interesting, digestible information helped me score **195** on my exam. Of all the professors, instructors and presenters I've had in the past 20 years, none comes close to you as a teacher. Your passion and ability to keep the class engaged made the class very enjoyable. Two days went by too fast."

- **David Blakeley- Vocational High School Carpentry Instructor, Taunton, MA**

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"I am a small firm principal architect in Sarasota, Florida and I scored **199** out of 200 on the LEED NC2.2 exam after attending super-instructor Greg Hamra's exam preparation seminar. Mr. Hamra very deftly provided a clear lens view of the unfocused vagaries presented by the LEED NC 2.2 reference manual with a very informative and stimulating delivery. I certainly could not have achieved this level of success on the exam without the knowledge gleaned from Mr. Hamra's Everblue Training seminar."

- **David Michael Davenport AIA, NCARB, LEED AP - Sarasota, FL**

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"Greg: I thought your presentation was fabulous. You are extremely knowledgeable about this topic. Your style, while somewhat unusual and idiosyncratic, totally worked for me. You kept it interesting for me all day long. I liked your sense of humor, loved the passion, and have no idea how you had any voice or energy left at the end of the day."

- **Chris Whitney, Partner - [Little, Medeiros, Kinder, Bulman & Whitney](#) (Miami class for ACCL – American College of Construction Lawyers)**

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"I wish to thank Greg and Everblue for the quality study materials and the superb instruction. Study guides were extremely easy to follow; best part is the boiled down spreadsheet for quick reference, and the way Greg presents the material is seamless (proof is in the **197** score I achieved). His pointed statements need to be put into a book; you WILL need to recall them for your test. Greg's attitude towards GREEN initiatives is what we all need to strive for in our future projects. Again, Kudos on a great class and a superb instructor."

- **Eric M Fisher, LEED® GA - [Wood Partners](#)**

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"Greg, your class was too cool. As I'm studying for the test I can picture exactly what you said and how you said it about each prerequisite and credit which really helps it stick. I enjoyed the way you presented the material with inserts of personal stories to really make the class fun and memorable. The seemingly long class hours passed quickly and left me wanting to learn more about LEED. Your quick response to my e-mailed questions about study material was very helpful as well. Great job, Greg!"

- **Joel Wallace - Construction Manager - Somerdale, NJ**

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"It was very nice having you as our teacher. Learning and laughing at the same time. I want more courses with you."

- **Ianina Garcia, Arquitecta - [SEICA](#) - Tijuana, Mexico**

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"I would like to thank you again for the excellent job you did with the BD+C seminar. I'm always satisfied with Everblue's courses and augmented with your teaching skills I can't believe there would be anything better."

- **George Opack, AIA, LEED AP+ BD+C, Los Angeles, CA**

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"Greg, your course was invaluable. Regardless of study guides, etc., I am convinced that without attending your two day class, I would not have been able to succeed this morning, and, for that, I thank you very much. You certainly are a master of "edutainment."

- **Tom Dowling, CSI, JCJ Architecture - Hartford, CT**

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"Thank you for the wonderful LEED GA Webinar Course (Oct 1st - Oct 22nd). I enjoyed every moment of it. I really liked how you made the subject matter relevant to real life, not just state facts. This has helped me internalize the material quicker. I have been re-listening to your lectures and making notes for studying. I specially enjoyed hearing you speak Kannada. We were in Bangalore end of Aug. We stayed there for few days before going to Delhi for a 11 day tour in the Himalayas. If you are coming to CA anytime I would like to meet you. Regards,

- **Kamini Vajapey, Electrical Engineer - San Jose, CA**

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"I have taken a few webinar classes online and yours was by far the smoothest. For being your first time, I give you an A+. I appreciate all of the resources that you have provided. By the way, I put up a nice Tweet for Everblue on Twitter. I am EKARCHITECT on Twitter and am following EVERBLUEENERGY. My good friend also just finished a course of yours last week in Chicago, he really thought it was great."

- **Elaine M. Keiser, Architect - Petoski, MI**

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"Thanks, Everblue! Just wanted to let you and Greg Hamra know that I think Greg is an excellent teacher and presenter. He has such a great voice for a webinar, and his personality puts everyone at ease. It takes the right kind of person to encourage people to post comments when they are in a remote location. He is very knowledgeable too!"

- **Helen Gordon - Urban Planner, Atlanta, GA**

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"I enjoyed 'the LEED learning slapdown' (our two days together) immensely. Your grasp of the length and breadth of the material was obvious and impressive - it is my last life straw as I head into the examination phase of the process. You are the brightest and most entertaining orator I've ever seen, so I knew I could say something like that and not have it misconstrued as criticism for your course! Hey, thanks again. The pressure here to pass first time is immense; I go next Thursday morning."

- **Kevin W. Lipe, AIA Jacunski Humes Architects, LLC - Hartford, CT**

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"I want to let you know that I have passed the LEED AP exam today scoring 181. I must say that without attending your class and without having your preparation materials, I could not have done this. I had attended other classes (PPI) and tried 3 times before attending your class but couldn't succeed. Your study material is superb! I will recommend your class to anyone who is seeking LEED Accreditation."

- **Praveen Kumar, Systems Specialist, Hamilton Sundstrand - Windsor Locks, CT**

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"Hi Greg – I passed the LEED AP exam this morning; with a score of **195**. I would like to thank you for all of your help and all the great study material that Everblue issues for preparation of the test. Thanks again."

- **Brett Mykrantz - General Manager, S.D. Deacon Corp. of California**

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"I'm happy to report that I passed the LEED-NC exam today with a **200!!** I want to thank you for all the help. You are a great teacher and I got a lot out of your class. You are very engaging, held my interest, and had many memory techniques that I used during the test (WIMSEE, 2 pees and 1 poop, GS 11 = paint brush strokes, etc.). I couldn't have done it without you! Thanks."

- **Charlie O'Hanlon, PE, LEED AP - Deputy Director, Office of the Architect of the Capitol - Washington, DC**

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"I thoroughly enjoyed your class this past Monday and Tuesday. Your memorization tips are very helpful and I feel confident that I will be able to absorb the material now. You kept the class engaged. I was never bored with your stories, humor and the photos. You also helped me visualize the concepts with all of the graphics and the way you vividly described the requirements. That is important for someone like me who is a visual and hands on learner. Thank you for sharing your knowledge and letting us know what we can expect on this exam. Your course is excellent! I wouldn't change a thing. I will be passing my LEED AP exam on June 25th. I will send a follow-up email to let you know how I did."

- **Teresa Comesana-Alfau, Miami-Dade County Public Schools**

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"Thanks again for a very enjoyable and enlightening class. Your mixed-media approach to learning combined with wit and real life experiences made the class very effective. I'm back at work now and I'm actually missing being in class. I will pass the test and I will go on to LEED AP training – hopefully under you!"

- **John Hoffman, Energy Consultant, California Green Designs - Tarzana, CA**

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"Greg, Thanks for a class that was not only interesting and informative but, very entertaining. You have a gift for teaching and your love of it is very obvious. Much continued success to you in the future."

- **Bert Carvajal, Miami-Dade County Public Schools**

"After taking the test today and passing it with a score of 185, I wanted to personally thank you for the guidance and inspiration you provided through your course. It is not common to relate to a teacher who believes in what he teaches not only by applying the principles of his subject to his own life as well as you do, but also to a teacher who inspires and follows through with his students. For all of that I thank you and look forward to meeting you again when LEED 3 comes out swinging hard. It was a tough test but I was prepared for it, thanks to you."

- **Anthony Tzamtzis, Architect and Former Professor, School of Architecture, University of Miami and Miami-Dade Community College. (Author: "Passive Design Principles for Hot and Humid Climates")**

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"Just a note of thanks for an excellent training session. I passed my LEED NC exam Wednesday morning. I know I wouldn't have achieved a passing grade in such a short time without the information provided by you in class. I appreciate your technique, especially how you kept us focused on the subject matter when class participation would begin to steer us off course."

- **Robert Janas, Senior Plumbing Inspector, City of Miami Beach Building Department.**

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"I just wanted to tell you how much I enjoyed your class in Tampa. Not only did I learn a ton about LEED, but also about what it takes to be a great speaker and presenter. I have trouble getting up in front of people and talking, but you were a great example of how to do it right. You bring such great energy to the presentation, and you just bring such a positive presence to the room when you speak. You are not only well versed on the subject of LEED and what it takes to be GREEN, but on many other worldly subjects as well. Good luck to you as you travel, and I hope you have an amazing time in Dubai! I will keep you posted on how the test goes."

- **Kristy Flint, General Contractor - Ft. Myers, FL**

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"Greg did a terrific job of helping me pass the LEED AP test in record time (one week from course to exam). He knows LEED totally, organizes the material professionally and still manages to present a lot of information entertainingly. Do follow Greg's outlines and study tips, they are lifesavers. Do not underestimate the LEED examiners' ability to trick you. I have taken and passed the law bar exam in two states and never encountered such carefully crafted test questions to measure if you really know and are sure of the material. Do not underestimate the LEED examiners' ability to trick you."

- **Robert A. Firger, Esq., Attorney at Law, LEED AP - Hartford, CT**

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"Thank you for an enjoyable training session. Your training and handouts were excellent. I would have been one of those engineers who said I can pass this without going to class or studying – but I would have been wrong!"

- **Hank Siegrist, Environmental Engineer, P.E., CHP**

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"I just wanted to say thank you for taking the time last week and providing me with the tools to prepare for the LEED Exam. You demonstrated excellent technical competence, instructional and interpersonal skills to present the material to the class. Your technical skills included theoretical and practical work experience and knowledge of the subject. In addition, you possess the ability to organize and present information that I feel will be crucial to my success as a LEED AP. Other skills included the ability to listen to questions and phrase questions that stimulate learning. Thank you very much. I will let you know my test score as soon as I take my exam."

- **Fernando Meza, Electrical Engineer, PM - Seminole Tribe of Florida**

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"Your class was excellent. Your professionalism, enthusiasm, and good sense of humor are qualities not easy to find together."

- **Leonel Medrano, Chief Building Inspector, Miami-Beach Building Dept.**

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"I just wanted to say 'Thank You' for all the energy and enthusiasm you put into the class. Your energy made reviewing the material much more memorable and interesting. The LEED process is filled with memorization and nuanced bits of knowledge, and you helped us sort through all the challenges and offer some sense and guidance."

**- Tom Weber, Human Element Design**

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"I can't speak highly enough about the course and your teaching methods. The subject could be very dry and when reading the material it is extremely monotonous; like stereo instructions. You made the class interesting and gave examples and information that help trigger the answers and information."

**- Dominique Washock – Green Building Consultant - Hartford, CT**

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"Greg, your course was invaluable. Regardless of study guides, etc., I am convinced that without attending the two day class, I would not have been able to succeed this morning, and, for that, I thank you very much. You certainly are a master of "edutainment."

**- Tom Dowling, CSI, JCJ Architecture - Hartford, CT**

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"Thank you for the very good instruction on the LEED test. It must have been good because I passed yesterday with a 189! I did not have to review anything other than the items you handed out in class. Also you were right that 3 weeks is a good timeframe after the class for taking the test. I found the PowerPoint slides useful to review over and over and over. This helped to gel the connection between the credits. I did a brain dump but I ended up not using it because the recall of the slides was so easy because of the way they were presented."

**- Kristy Long, RA, Architect of the Capitol - Washington, DC**

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"I went to <vendor name deleted> classes in Gainesville and they had nothing on your fervor and knowledge. They only spend 1 day zipping over everything and then practice quizzes and questions the 2nd day. Thank God I chose your class! (and they had foam cups, plastic water bottles and a crappy lunch, both days!)"

**- John Perez, Growth Mgt. & Environmental Studies, Rollins College**

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"I took the exam and passed! Much of the credit should go to your two-day class (your pointers were right on target) and I'm very glad I attended it. In my professional life I have attended a large number of classes and seminars and yours is one of the best in terms of the valuable information it provides. Thank you very much for your help."

**- Luis R. Perez, P.E. Chief Structural Plans Examiner - City of Miami Beach Building Department**

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"Your class was very stimulating and interesting. You are an excellent instructor. I enjoyed your teaching style .... taking us away for a moment to another interesting place or experience and bringing us sharply back to the LEED training. You helped me feel right about my recycling efforts at home and made me think twice about throwing away perfectly good things with your computer salvage story. I will send you an e-mail after I take the test and let you know how it went. Thanks!"

**- Tom Eichar, General Contractor - Sarasota, FL**

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**Greg Walking the Talk:**



Greg's most sustainable Christmas Tree. (Lights were reclaimed from neighbor's trash and this was our electronic holiday card).



Dumpster diving for computer parts to reuse.



Greg's DIY toilet "retrofit kit" reduces water consumption by nearly 550 gallons per year.



Barramundi, a sustainable fish choice.



Flying the flag with his LEED tag.



Biking to work.



Junior Level Girl Scout Troop 276 enjoys pizza before Greg's "Girl Scouts Go Green" presentation.

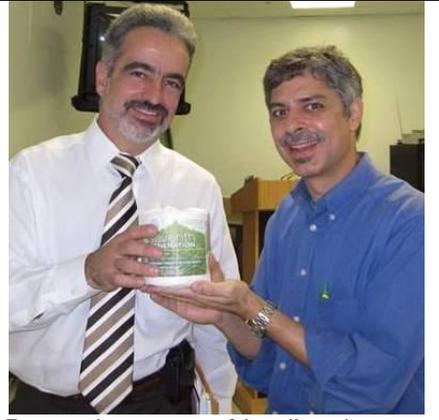
**Greg at Work:**



Carpooling with students as they enjoy a test-drive in Greg's Prius



Going to Greenbuild



Presenting an eco-friendly prize to a LEED student and community leader.



Training employees of minority-owned businesses to pass the LEED Green Associate exam.



LEED AP prep class with architects, engineers, construction professionals, attorneys and many others, working to enter the Green Collar Economy.

# MIAMI TODAY

RE MIAMI TODAY

BEST OF MIAMI

WEEK OF THURSDAY, JUNE 2, 2011



Michael Tschupp's blog helps demystify advertisers' claims of offering green products. School Superintendent Alberto Carvalho has brought up educational levels in county.

## Greening of Miami, education and arts enhance way we live

By **MIMIUS BOWEN**

From environmental issues to education, Miami's quality of life is enhanced by selfless individuals who have dedicated themselves to causes that enrich the community.

**Michael Tschupp**, an intellectual property attorney at Espinosa Trugha, finds ways to clean up and sustain the environment personally as well as professionally, said Greg Hamra, a LEED instructor with Everblue Training Institute, where Mr. Tschupp is currently pursuing LEED accreditation.

"Here's a young attorney who is a committed environmentalist and does the right thing even when no-one is looking," Mr. Hamra said. "When he goes kayaking on Biscayne Bay, he takes a garbage bag with him to clean up trash on the water."

With advertisers jumping on the green bandwagon, it's hard for consumers to tell valid claims from hype. Mr. Tschupp's blog, Sustainable Marks, "is a wonderful resource to demystify this confusing world and tell green from greenwash," Mr. Hamra said. "His heart is in the right place. We need more people like him to help ensure the survival of our species."

Mr. Tschupp, a member of Sierra Club and the Florida Trail Association, said most of his clients are green organizations "that find me as an outgrowth of the writing and education I do."

"Some are nonprofits; I help them protect their brands and image against swindlers, and also get patent protection for new sustainable technology."

Raised in Brooklyn, Mr.



Photo by MIMIUS BOWEN

Wallcast at New World Symphony brings free concerts on building's projection wall to large audiences.

Tschupp said summers spent in Adirondack State Park fueled an appreciation of nature. "I got a BA in biology with a lot of course work in ecology," he said, "so I have a good grounding in these issues."

These days, Miami-Dade's lush natural landscape needs help to survive. Penny Lambeth, principal of Lambeth & Nagle Communications and champion of numerous environmental causes, said real estate attorney **Steve Pearson** is responsible for planting and maintaining many thousands of trees.

"Steve started Trees for Dade and the City of Miami Beautification Committee," she said, "and is responsible for keeping the Royal Poinciana Fiesta alive."

Mr. Pearson said he began or-

ganizing volunteers to plant trees along public highways in 1989.

"I became chairperson of the City of Miami Beautification Committee in 1992," he said. "Most flowering trees on I-95, Northwest 17th Avenue and SR836 were planted by volunteers on that committee."

The Committee is now known as TREEmendous Miami. Mr. Pearson is its current president.

"I've also served as president of Friends of Chapman Field," he said. "It was organized 18 years ago when the US Department of Agriculture station here was threatened with closure."

"We raised public awareness in opposition, which led to a reversal of that decision and allocation of funds for new lab buildings."

The public is invited to a free

open house from 10 a.m.-3 p.m. June 4 at Chapman Field, 13601 Old Cutler Road, he said, to learn about the work being done there by scientists and see its extensive collection of plants.

Mr. Pearson's Tropical Flowering Tree Society took over the 75-year-old Royal Poinciana Fiesta when it lost its city funding under Mayor Joe Carollo. "Now it's put on by volunteers," he said.

"I think trees are important. I love them. It's become my mission to show the wonderful palette of colors and varieties that can be grown. Our most recent multiyear effort is to beautify Miami's portion of US 1 from Virecaya Station to Bird Road."

At a time public education is struggling all over the country, with 1,400 teachers losing their

### THE BEST OF MIAMI QUALITY OF LIFE

jobs in Broward County alone, Miami-Dade Schools Superintendent **Alberto Carvalho** "let not one teacher go," said Charlotte Seidel, manager of Coldwell Banker's Coral Gables office.

"He's introduced a new high-tech high school, iPrep Academy, and brought a number of high-schools up to A category."

"Serving the students of Miami-Dade County Public Schools and their families continues to be a thrilling honor for me every day," Mr. Carvalho said. "In spite of the most terrible of economic times, our school district's educators have raised our students' achievement level to where it is being lauded nationally, by the Broad Foundation, the National Assessment of Educational Progress, the US Secretary of Education and even by the President of the United States, which has stimulated our mission with even more energy."

In the 2009-10 school year, 76% of Miami-Dade's public schools maintained or increased their school performance grade from the year before, compared to 72% statewide.

iPrep Academy, which offers students a rigorous curriculum consisting of honors and advanced placement courses focusing on leadership and problem-solving skills, opened to 11th-grade students this year.

Mr. Carvalho was recently named one of 10 winners nationally of School News' 11th Annual Tech-Savvy Superintendent

Greg's LEED student was recognized by Miami Today for being a green advocate. This shows that Greg is influencing local leaders. (Greg has also trained approximately 100 Miami-Dade County School employees; staff & teachers).