



United Builders LLC

1666 Kennedy Causeway, Suite 210
North Bay Village, Florida 33141
Phone: (305) 459-1180 Fax: (305) 459-1181
E-Mail: opendev@att.net

Via email: ksaks@miamichamber.com

August 4, 2011

RE: Greg Hamra Green Visionary Nomination

Kelly Saks
Greater Miami Chamber of Commerce
1601 Biscayne Boulevard, Ballroom Level
Miami, Florida 33132-1260

Dear Ms. Saks:

Attached please find a copy of my nomination for **Greg Hamra as a Green Visionary** for the Sustainable South Florida Awards.

Please call me if you have any questions or need any additional information

Sincerely,

A handwritten signature in blue ink that reads "Oliver Pfeffer". The signature is written in a cursive, flowing style.

Oliver Pfeffer
cc: Greg Harma (Good Luck Greg! You deserve it!)

Attachments: Sustainable South Florida Completed Application, 3 Pages of Responses.



Sustainable South Florida Awards

Has your business demonstrated leadership and innovative ideas in sustainability/green practices?

The Natural Resources Committee of the Greater Miami Chamber of Commerce will host an awards program honoring South Florida businesses that are making an impact in the community with the development of sustainable practices, products or services.

Be recognized at the awards luncheon on October 27, 2011. One award will be presented in each category:

- **Green Business:**
Innovation, Technology, Product or Service
- **Green Building:**
Design & Construction
- **Green Education & Outreach**
- **Green Practices (includes marketing)**
- **Green Visionary**

APPLICATION/NOMINATION DEADLINE EXTENDED

**Friday
August**

5

For information contact:
Kelly Saks
305-577-5462
ksaks@miamichamber.com

MARK YOUR CALENDARS
Sustainable South Florida Awards Luncheon
October 27, 2011 | Hotel Sofitel
Sponsorships available



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SUSTAINABLE SOUTH FLORIDA AWARDS



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NOMINATION DEADLINE: FRIDAY, AUGUST 5, 2011

Please review the criteria and eligibility guidelines in each category before completing the form.

Membership is not required to submit a nomination. Application is also available electronically at MiamiChamber.com

APPLICANT CATEGORIES:

Please select only one of the following. The judging panel serves the right to move applicant from selected category to any other that it considers better suited for the company.

Green Visionary

Recognizes an individual who has made an outstanding and lasting impact toward the sustainability of South Florida through advocacy, action or education. A role model for other community leaders looking to enact positive environmental change.

Individual may actively drive this industry through innovation, developing and/or implementing new or existing green products, technologies or methodologies.

Green Building: Design & Construction

Recognizes an organization whose construction, design or management practices have enabled others to live or work in a sustainable environment.

May include architecture, design or planning firms, general contractors or mechanical/electrical engineers who played a critical role in the design and/or construction of a project(s) for a South Florida organization.

Green Business: Innovation, Technology, Product or Service

Awards a South Florida business that provides a superior product, service, or innovation that enables others to practice sustainable and green efforts. Includes new processes or ways of doing business with a significant environmental benefit.

Green Education & Outreach

Awarded to an organization that has conducted an outstanding public education campaign or outreach program to encourage green or sustainable environmental practices, which has resulted in a positive change in behavior on the part of citizens in the area.

This may include advocating for green lawmaking and policies and/or developing or promoting special programs concerning environmental issues such as recycling and disposing of hazardous waste.

Green Practices (includes marketing)

Recognizes effective, measurable and adoptable sustainable or green practices in the workplace and community. May include an education, human resource or awareness component.

NOMINEE INFORMATION

Nominee Greg Hamra

Title Senior LEED Training Specialist

Company/Organization Everblue Training Institute

Address 1442 Mercado Avenue

City/State/ZIP Coral Gables, Florida 33146

Telephone (305) 310-4169

Fax _____

E-mail greg@everblue.edu

Web site everblue.edu/hamra

Self-nominations are accepted. If this is a self-nomination, please check box and proceed to next section.

NOMINATOR INFORMATION

Nominator's relationship to nominee/contribution to nominee former student of Greg in his LEED GA class

Nominator Oliver Pfeffer

Title President
Company/Organization United Builders LLC
Address 1666 Kennedy Causeway, Suite 210
City/State/ZIP North Bay Village, Florida 33141
Telephone (305) 459-1180 Fax (305) 459-1181
E-mail pfeffer.oliver@gmail.com
Web site _____

I certify that the information submitted in this nomination is true and correct to the best of my knowledge.


Nominator's Signature _____ Date August 4, 2011

The information submitted is certified as being factual by the applicant. The Greater Miami Chamber of Commerce reserves the right to request additional information if necessary.

Signature _____ Date _____

QUESTIONS

Please answer the following questions based on the nomination/application category. Incomplete applications will not be accepted. (No more than 4 pages maximum for all 9 questions.)

SEE ATTACHED 3 PAGES FOR RESPONSES

1. Why should you/your business be considered a model for sustainability/green practices? Please list and describe initiatives.
2. How have you demonstrated leadership, vision, foresight and persistence?
3. How do sustainable/green practices improve your business model and how do you measure your success? Please provide methodology and results. Quantifiable data where applicable.
4. What innovative methods did you use and how were they applied?
5. Please list and explain education and training opportunities you offer the members of your organization or community to adopt their own sustainable/green initiatives? Is there an internal/external communications campaign tied to your initiative that motivates others to contribute to a greener South Florida?
6. Does product/service branding and marketing encourage consumers to use the product/service in the most environmentally friendly way? If yes, please describe.
7. Please describe any roadblocks you encountered and how you were able to surpass them?
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?
9. Please summarize in 200 words or less any additional reasons why you/your company should be considered for this award.

SUPPORTING MATERIALS*

You may include up to five items to support your nomination. Please limit this material to items that address aspects of your work that cannot be adequately described on this form, for example: news releases, media clippings, photos, reports or publications.

All materials, including application form, must be submitted electronically by attaching to email and sending it to (for large files, please compress them at www.yousendit.com; this is a free service):

ksaks@miamichamber.com

AWARD CRITERIA

- Whether parent or subsidiary, applicant must be located in South Florida
- Significant achievements in the selected category
- Clearly demonstrates commitment to sustainable and green practices

GENERAL INFORMATION AND GUIDELINES ON SUBMITTING ENTRIES

- Previous winners, and parent companies or subsidiaries, are not eligible for awards for three years after receiving a previous Sustainability Award.
- Deadline for submitting entries and supporting materials: August 5, 2011 (late applications will not be accepted)
- Applications that are incomplete or unsigned will not be accepted
- Applications must be submitted electronically to
- All finalists consent to their company name and profile being published in marketing materials associated with this event
- Awards will be presented during the annual Sustainable South Florida Awards luncheon on October 27, 2011

Return completed application to Kelly Saks by August 5, 2011

E-mail: ksaks@miamichamber.com

Subject: Sustainable South Florida Awards

For information please call Kelly Saks: 305-577-5462

The Natural Resources Committee thanks you for your submission.

RESPONSES TO QUESTIONS REGARDING NOMINATION FOR GREG HAMRA AS GREEN VISIONARY FOR GREATER MIAMI CHAMBER OF COMMERCE SUSTAINABLE SOUTH FLORIDA AWARDS.

Please answer the following questions based on the nomination/application category. Incomplete applications will not be accepted.

(No more than 4 pages maximum for all 9 questions.)

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

Greg Hamra was my instructor who introduced me to LEED principals in a course from Everblue that prepared me to take my first certification exam in LEED principals. Greg not only provided the training that allowed me to get my LEED Green Associate designation from the Green Building Certification Institute, but more importantly, he helped inspire me and many others to become pro-active about making sustainable changes in life and business. Greg practices what he preaches and challenges everyone to go beyond Reduce Re-use and Recycle, to Re-thinking Renewing and Refusing (what you don't really need).

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

Beyond being the most engaging teacher I have ever encountered (even when presenting difficult, dry, technical material); Beyond being receptive and sensitive to classmates different backgrounds and political views and encouraging healthy productive dialogue; Beyond inspiring people to actually take action by encouraging them to take public transportation to class, bring their own coffee cups/water bottles to class, etc; Beyond these things, even after the class was over, Greg has offered himself as a continuous green resource and provided several introductions to other like-minded professionals. Greg has a unique ability to connect people and to communicate how we all need to seriously cooperate, break down barriers and move forward to do everything possible to improve the world we live in together.

3. How do sustainable/green practices improve your business model and how do you measure your success? Please provide methodology and results. Quantifiable data where applicable.

I have been a licensed general contractor and a residential developer in South Florida for 20 years. I have built or renovated over 2,000 units in my career and with the recent economic downturn I have had to basically start over from scratch. My company, United Builders, is now (thanks to Greg's inspiration) dedicated to creating affordable green housing. Before I met Greg, I was considering the "green" option, but I was quite skeptical about the legitimacy of the "green" designation and the LEED system. Many of

the "green" systems I had researched seemed to be "green-washing" with mostly marketing emphasis rather than real change. Greg provided a real "walk-the-talk" example of a professional who really cared about the earth, and perhaps more importantly about inspiring and helping people work together to solve these problems. In these difficult economic times (especially for a home builder), Greg has provided inspiration to me personally to persevere and to keep reaching out and exploring possibilities. Since taking his class, I now have my LEED GA, and am preparing to take the test for the LEED AP designation. Also, United Builders is now a member of the Florida Green Building Council, and soon to be a member of the USGBC. Right now in this economy, it is difficult yet to measure success in terms of increased business, but I can definitely measure success by the number of new like minded business professionals who I have met through Greg and who are working together with me to create green affordable housing. I have already developed a business relationship with several architects through him, and will soon be working with other green building product suppliers that will be used in this housing (green flooring, LED lights, Florida friendly landscaping designers, etc.). Also I already used a recommended green printer to print my new business cards on paper made from FSC certified forests.

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

Before the first day of class, Greg sent an email challenging students to start thinking of possibilities of carpooling or taking public transportation to get to the first class. Also he described the sustainable efforts he makes personally such as putting a filled half gallon or gallon jug in your toilet tank to reduce water usage, or just making a habit of bringing your own bags to the grocery and specifically requesting to retailers to minimize the amount of bags and packaging they give you. Since he mentioned this, I have been amazed at how many stores try to give you a "bag inside a bag". For example, now when I order a pastry to go from a baker, I will specifically ask them to just hand it to me in a napkin rather than a fancy box or wrapped paper inside another paper bag, etc.

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

Greg has his own personal website with hundreds of links to videos, articles, websites and resources, many of them specific to South Florida. He has trained many public and private leaders in our South Florida community and continues to help make many, many connections between people who might benefit from knowing and working with each other. Greg constantly inspires and encourages green initiatives and gets people thinking and working together by his presence at the South Florida USGBC at monthly meetings, and at expositions like Mia Green.

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

See above responses.

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

I witnessed several very skeptical students in our class become more open minded to thinking green in new ways through Greg's intelligent introduction to a specific sustainable practice and by encouraging dialogue and by making room for opposing viewpoints to be heard and considered.

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?

Assuming this question applies to Greg's goals, I am not familiar with them. For my business and personal life, I feel constantly challenged to improve my life and business to be increasingly sustainable. Because of Greg, I better understand sustainability as a distant and perhaps unreachable goal, but one worth of pursuing and continually improving in one's own life.

9. Please summarize in 200 words or less any additional reasons why you/your company should be considered for this award

Hopefully there is enough detail above to explain why Greg Hamra deserves an award as Green Visionary.

Beyond deserving the award as recognition for work well done, I think perhaps more importantly he will actually do the most with the award and recognition. Many people are probably deserving of this award and have done great visionary things in South Florida to help promote sustainability. However, because of his position as an educator and really as a Green "change agent" and inspirational speaker, I would suggest that Greg has the most potential to leverage this recognition in a way that will gain him additional legitimacy and open doors to make it easier for him to continue to do his good work and inspire even more people to work together to make this world a better place through personal action.