



For Immediate Release

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USGBC-LA's 21st Annual My Green Building Conference & Expo

May 20 - INDUSTRY: Hybrid Programming, Industry Education & Networking, Expo & In-Person Event First Time in Downtown LA

May 21 - COMMUNITY: Jonathan Scott / Property Bros. as Keynote, Plus Green Schools Hands-On Projects, Green Career Guidance, & Expo of Community Organizations, Interactive Demos

LOS ANGELES (April 28, 2021) The [U.S. Green Building-Los Angeles Chapter's](#) (USGBC-LA) **21st My Green Building Conference and Expo** (MyGBCE), the longest-running and largest gathering of leading sustainability and green building advocates (public and private) in Southern California—returns to in-person + virtual, and relocates to LA Trade Tech College (LATTC) in downtown LA. Though both days are open to all, the event's programming will be Industry-facing on May 20th, with Main Stage programming plus select sessions offered online – offering a hybrid approach. The May 21st event will focus on community engagement, aimed at anyone working in or simply curious about a greener built environment. Friday is free to USGBC-LA members, \$75 for non-members; Saturday is free for everyone! (For Agenda, Speakers & Registration, please visit usgbc.la/mygbce.)

Rebranded after 20 years from the "Municipal" to "My" Green Building Conference and Expo, to emphasize that every person has a role in addressing the urgency of the climate crisis, this year's theme is "Accelerating Action Together". MyGBCE will offer a central place for discussion on issues ranging from building codes tackling climate action and equity goals, to concrete's carbon footprint, from EV charging and equity to building community power through a greener workforce, as well as green homes, green education for kids, mass timber, corporate ESG strategies, and metaverse-guided design.

"After twenty years of this signature green building event in Southern California, we couldn't be more excited for our re-branded approach to engage a broader, more diverse audience in the conversation around creating a more sustainable society for all," shares Ben Stapleton, Executive Director, USGBC-LA. "This is MY Green Building Conference, but this is also YOUR Green Building Conference, and ultimately this is OUR Green Building Conference as we accelerate action together to tackle the challenge of climate change."

Keynote speakers have been selected as follows (four on May 20, one on May 21):

May 20 / Opening Keynote: Andrei Cherny, CEO, Aspiration Bank. Cherny has spent 25+ years working to make the financial system more sustainable and fair. He has advised some of America's top companies, served as a financial fraud prosecutor, worked with Elizabeth Warren to help start the Consumer Financial Protection Bureau and was the youngest White House speechwriter in American history.

May 20 / Morning Keynote: Marta Segura, Climate Emergency Mobilization Director, LA Dept. of Public Works. The first to hold this position Segura is an environmental and health and justice advocate with a focus on social equity. She has previously served on the LA Planning Commission and as the first Latina Program Director for UCLA-LOSH.

May 20 / Lunch Keynote, introduces Awards: Peter Templeton, President & CEO, USGBC, GBCI and Arc Skoru. He directs organization-wide efforts to increase the reach and impact of green building and green business market transformation activities around the world.

May 20 / Closing Keynote: Jorge Madrid, Program Director-Cities, New Energy Foundation. Madrid works with the foundation partners and network of experts to develop and fund city advocacy strategies and support cities with technical assistance toward building and transportation efficiency and clean energy solutions.

SATURDAY, May 21 / Morning Keynote: Jonathan Scott, co-host/co-executive producer of the Emmy-nominated series, **Property Brothers**. A renowned designer and builder, he has built and renovated 600+ homes across North America as well as co-authored the e-book "Knowledge is Power" with Vice President Al Gore and Climate Reality.

Both days will also include an outdoor, interactive **EXPO HALL** (as well as a virtual Expo Hall), with businesses such as CalPortland, Cove.tool, Energy Code Ace, greenscreen, Kimley-Horn, Malarkey Roofing Products, Optimum Seismic, Pinnacle Inc., Volta Charging, Volvo Construction Equipment & Services and more; industry organizations such as American Society of Landscape Architects (SoCal), and Association of Women Architects & Designers; and community groups such as Building Decarb Coalition, City Plants, Emerald Cities, LA EcoVillage Institute, LA Promise Fund, Neighborhood Council Sustainability Alliance, Passive House CA, The Climate Center, Theodore Payne Fdn., and more. The regional utilities will be on hand, and the Expo Hall will also feature many of the new 2022 cohort of startup companies from USGBC-LA's [Net Zero Accelerator](#).

The full schedule - including all sessions and speakers - is available at usgbc.la/mygbce.

Day 1 (May 20) additional program highlights include:

- Annual lunchtime Power Panel, titled "Women Leading Sustainability," will feature Lindsay Baker, CEO, International Living Future Institute; Liz Crosson, Chief Sustainability,

Resilience, & Innovation Officer, Metropolitan Water District; and Sandeep Ahuja, CEO, cove.tool, and will be moderated by Sara Neff, Head of Sustainability, Lendlease Americas.

- Annual Civic Awards - including Projects, Elected Leader of the Year, Policy Leadership and Product Awards.
- The utilities' annual **Gathering of the Green Teams**, focused on "The Future of Energy Infrastructure", with Part I in the morning, and Part II in the afternoon.

Day 2 (May 21) community programming focuses on the future of Los Angeles amidst climate change. Highlights include:

- City of Los Angeles Mayoral Candidates forum
- Mayor's Youth Council for Climate Action
- Green career panel, "Industry Trends and Sustainability Careers on the Rise"
- Green Schools hands-on activities, leading to green career pathways and empowerment
- Community organizations focused on addressing climate change through sustainability, equity and empowerment through hands-on activities, demos and education.
- Finish your day with a **LIVE PERFORMANCE from producer, singer, songwriter, entrepreneur and UN Young World Leader, [AY Young](#)**. He powers his concerts using renewable energy.

The conference attracts a wide variety of building industry disciplines, including municipalities, utilities, public agencies, architects, engineers, building owners, contractors, non-profits, and manufacturers. All these groups are working together to create connected cities that succeed in the three E's: Economic, Environmental, and Equity solutions.

USGBC-LA thanks MyGBCE sponsors [LADWP](#) and [Southern California Edison](#).

For MGBCE **schedule** and **general information**, please visit usgbc-la.org/mygbce or contact Becky Feldman at becky@usgbc-la.org. For **Sponsorship & Exhibitor** information, please contact Ben Stapleton at ben@usgbc-la.org.

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About U.S. Green Building Council-Los Angeles

USGBC-LA is a 501(c)3 nonprofit organization committed to creating a prosperous and sustainable future within one generation. Our mission promotes sustainability in LA County's built environment by delivering access to knowledge, resources, recognition and networking. (www.usgbc-la.org)

About My Green Building Conference and Expo (MGBCE)

Since its inception in 2001, MGBCE has become the longest-running and largest gathering of leading sustainability and green building advocates within both the public and private sectors in Southern California. This annual conference and trade show provides cutting-edge thought leadership, education, and networking opportunities to inform local government agencies, building industry professionals, and the general public about the principles, practices, and products associated with green building. (<https://usgbc-la.org/programs/mgbce/>)

