THE PALADINO ABUNDANCE REPORT™
December 2010

As the year draws to a close, we want to take some time to reflect on our endeavors during 2010 and the abundant opportunities we established throughout the year to create a sustainable future.

Our accomplishments are a testament to the aspiration and vision of our clients and partners. We thank you for your continued commitment to align community and business growth with the long term health and vitality of the planet.

Client News

2010 LEED Certifications

Paladino took over 70 buildings through LEED certification in 2010, including:

- Pacific Plaza, Tacoma, WA—Platinum
- PNC Place, Washington, DC—Platinum
- Industrial plant for agriculture industry client—Platinum
- 3 PNC Place, Pittsburgh, PA—Gold
- Fairmont Pittsburgh at 3 PNC Place, Pittsburgh, PA—Gold
- Happy Hollow Park and Zoo, San Jose, CA—Gold
- Seattle Fire Station 35, Seattle, WA—Gold
- 42 PNC bank branches and offices—Silver and Gold
- 27 retail stores for leading wireless service provider—Certified, Silver and Gold
- Hines Bank of America 5th Avenue Tower, Seattle, WA—EBOM Gold
- Spokane Convention Center and Performing Arts, Spokane, WA—EBOM Silver

Client News Highlights

- Longtime client PNC Financial Services reached two significant milestones, celebrating the 10th anniversary of the opening of their first LEED certified building, Firstside Center; and completing more than 100 LEED rated projects. With more newly constructed LEED rated properties than any other company on earth, PNC continues to push green building boundaries, providing inspirational leadership and a path for others to follow.
- ShoWare Center, the first sports arena in North America to achieve a LEED Gold rating, was honored with a 2010 Green Washington Award from Seattle Business magazine.
- Centre City Development Corporation (CCDC) announced a new program on Earth Day developed by Paladino and CCDC's stakeholder group to make downtown San Diego more environmentally sustainable and to help the city reach California's climate change goals for 2020.
- Marriott International made news with the announcement that it will expand its green hotel portfolio ten-fold over the next five years by introducing a green hotel prototype that will be pre-certified as part of the LEED Volume Certification pilot program. Marriott engaged Paladino to assist in the development of their sustainable design and construction standards that will reach across five of their hotel brands.
- SAGE Electrochromics, Inc. announced in November that Saint-Gobain, one of the world's largest glass and construction material manufacturers, made a strategic equity investment in the company to make electronically tintable “dynamic glass” an affordable, mass-market product. Under the strategic partnership, SAGE Electrochromics and Saint-Gobain will merge their manufacturing and R&D efforts, and SAGE will manufacture dynamic glass products for both brands at its facility in Minnesota. The funding allowed SAGE to break ground in October on a new 300,000 sf manufacturing plant, which will bring 160 green jobs to the Faribault, MN area.
• Happy Hollow Zoo earned a LEED Gold rating in July, making it the first zoo and amusement park in the country to achieve Gold.

Media Highlights

• “One Green Design Fits All,” Stephanie Simon, Wall Street Journal, November 29, 2010. Paladino Senior Consultant Brad Pease was interviewed about the challenges and opportunities in LEED Volume and energy-efficient prototype design. Clients PNC and Marriott were featured for their participation in the Volume pilot.

• “The End of the Engineering Box!”, Tom Paladino, Pittsburgh Engineer, May 17, 2010. Tom presents his thoughts on the emerging green economy and how engineers are uniquely positioned in this new market condition.

• “Green Building Technologies that Could Change the Game,” Brad Pease, Daily Journal of Commerce, February 18, 2010. Brad discusses how green building technologies like SageGlass can benefit the economy and the environment in this article that was part of the DJC’s Green Building special section.

Paladino People

Global Green Ambassador Year One Update

In October 2009, Paladino established the Global Green Ambassadors Program to enable and empower employees to contribute time, financial resources and training to local and international organizations of their choice with sustainable aspirations. In its first year, Paladino provided the following support to employees:

• Awarded the annual Global Green Ambassador Grant to Kristen Dotson to sponsor travel to Grundy, Virginia to work with the Medical Volunteer Corp providing vision and dental services to underserved populations.

• Matched employee donations, up to $200 per person, to the following organizations: Northwest Harvest, New Beginnings, Leukemia and Lymphoma Society, Congress for the New Urbanism.

• Provided 40% of employees with up to eight hours of paid time off to volunteer during regular work hours. Employees took advantage of this benefit in numerous ways. In January, a group spent an afternoon at Northwest Harvest packaging food and household goods for clients. Jill Browning used her day off to supplement a week in Haiti traveling with Architects without Borders to perform building safety assessments after the January earthquake.

To learn more about the program, please click here to read the press release.

2010 New Hires

• Zach Anderson, Business Sustainability Consultant
• Jill Browning, Associate Green Building Consultant
• Candice Bullard, LEED Certification Manager
• Kate Costanza, LEED Certification Manager
• Lauren Davies, Front Office Coordinator
• Kristen Dotson, Associate Green Building Consultant
• Julie Honeywell, Vice President of Talent Management
• David Krieger, Business Sustainability Consultant
• Stuart Mitchell, Associate Green Building Consultant
2010 Speaking Engagements

- Tom Paladino participated in the “Green City” panel discussion at the Clean and Cool Mission in February; and gave a keynote address titled “Navigating a Path to Sustainability” with Joyce Ferris of Blue Hill Partners at the Sustainable Buildings Series: Retrofits conference in May 2010.
- Consultant Anita Jeerage presented a paper titled “Predicting Green Building Performance over Time: Data Mining Untapped Information in LEED” at the Eco-Architecture conference April 2010.

Partners and Vendors

Paladino is committed to working with vendors who are philosophically aligned with the company and makes strides every year to increase our support of sustainable companies and products through company purchasing power. Some of the vendors we work with include:

- **Grays Harbor Paper**: a local company that manufactures the copy machine/printer paper (100% post-consumer waste and FSC certified) used in our office.
- **Herman Miller**: Known for their sustainability practices, Herman Miller is the brand of choice for all our desk and conference room chairs.
- **AusPen**: makes the refillable, Xylene-free white board pens used in our offices.
- **The Plant Connection**: tends to our many office plants using low-impact pest management practices. The company has a 3 Envirostars rating.
- **Seventh Generation**: Paladino currently purchases Seventh Generation products from 3rd party vendors for over 50% of its office cleaning supplies and aims to purchase Seventh Generation for 100% of its cleaning supplies as stock becomes available.

Industry

LEED Volume Program

This year at Greenbuild we welcomed the official opening of the transformational LEED Volume Program, spearheaded through PNC’s landmark Green Branch Bank program and developed collaboratively by Paladino, the USGBC and other project team members. We are excited that this program is now available more broadly after the success of the pilot phase. In conjunction with the announcement from the USGBC, Paladino introduced a LEED Volume assessment for retailers and other volume builders to help determine if the program is a good fit. For more information, please visit Paladino’s LEED Volume Resource Center.

About Paladino and Company

Paladino and Company, Inc. is an internationally recognized sustainability and green building consulting firm that helps organizations align business growth with the long term health and vitality of the planet. The firm’s specialized team of architects, engineers, and business analysts work collaboratively with building owners and their teams to create high performance green buildings and companies, resulting in
environmentally responsible development and reduced total cost of ownership. For more information, please visit www.paladinoandco.com.

Media Contacts:
Maggie Santolla, 206-708-8291, maggies@paladinoandco.com
Michele Brown Ruegg, 206-679-7553, brownruegg@yahoo.com