

Net Heroes: The Net Zero Conference & Building a Net Zero Future For All

By Kyle Crowley and Alex Spire

Net zero building design and practices have been soaring in popularity over recent years and we know that this trend will only grow. Verdical Group, a green building consulting firm based in Los Angeles, has had its finger on the pulse of this trend. This year marks the fifth annual Net Zero Conference, produced by Verdical Group. This year's event will take place in Los Angeles, CA from September 12-14 and is shaping up to be the largest conference to date; the inaugural event in 2014 drew 140 attendees, a stark contrast to the 1,000+ expected attendees for this year's event. This growth reflects the building industry's increasing interest in efficient and environmentally-friendly building practices, perhaps as a response to upcoming net zero energy code updates in the state of California.



Registration at the Net Zero 2017 Conference, which drew 700 attendees.

The three day event includes 9 workshops provided by the most influential organizations in the industry, over 75+ speakers, an expo hall with 75 exhibitor tables featuring industry-leading firms, and a variety of professional networking opportunities including a Benefit Gala, Evening Reception, and Raffle. More information can be found on the conference website (www.NetZeroConference.com).

Net Zero 2018 has also created an impressive roster of keynote speakers including Mahesh Ramanujam, President & CEO of the U.S. Green Building Council (USGBC), and Kevin Payne, CEO of major utility provider Southern California Edison.

USGBC is the organization that created the ground-breaking LEED Certification, which recognizes exemplary green building design, construction, and operation. Mr. Ramanujam combines his distinguished background in technology and innovation with his passion for building healthier communities and democratizing sustainable living in what is sure to be an inspiring keynote address.

Kevin Payne is the CEO of Southern California Edison, one of the nation's largest investor-owned electric utilities and the Premier Sponsor of the Net Zero 2018 Conference. Southern California Edison delivers power to more than 14 million individuals in a 50,000-square-mile service area spanning throughout the state of California. Mr. Payne has worked for the utility in a variety of roles since 1986 and will be sharing his insights around the green energy revolution sweeping the country.



Senator Kevin de Leon, President of the California State Senate, delivers the Morning Keynote

Address at Net Zero 2017.

The Net Zero 2018 Conference's world-class education sessions will earn attendees up to 19.5 continuing education credits available for AIA, USGBC, or LFA credential holders. The conference boasts a diverse base of attendees from nearly every sector including owners, architects, engineers, contractors, utilities, nonprofits, consultants, manufacturers, higher education, government, energy professionals, and others. While approximately 80 percent of attendees are from Southern California, and the state continues to lead the way toward a net zero future, the 2017 event drew attendees from 22 states and 4 countries, including New Zealand!



Attendees mix, mingle, and network at Net Zero 2017's Evening Reception.

The U.S. Green Building Council, International Living Future Institute, Building Resilience Network, and Biomimicry 3.8 are just a few of the luminary organizations providing premium workshop content on both September 12th and 14th. Their workshops will challenge professionals to build their skills in a meaningful way over a broad ranges of topics including zero energy design, engineering, construction, water conservation, zero waste, biomimicry, and resilience.

The Net Zero 2018 Conference is hosted by the International Brotherhood of Electrical Workers (IBEW) and the National Electrical Contractors' Association (NECA) at their Net Zero Plus Electrical Training Institute in Commerce, California for the second consecutive year. This state-of-the-art facility is a living laboratory that features a microgrid, electric vehicle charging stations, energy dashboards, battery storage, and an impressive solar array. Conference

participants will have the opportunity to tour this facility for free and will learn how net zero strategies are being applied to create staggering efficiencies in the venue itself.



The Net Zero Conference returns to IBEW-NECA's Net Zero Plus Electrical Training Institute.

Verdical Group, the conference organizer, aims to ensure the conference is accessible to as many people as possible in an effort to promote the conference's mantra of "Net Zero for All". Net Zero 2018's Premier Sponsor, Southern California Edison, has donated a large pool of tickets to the conference that are reserved for need-based applicants that would otherwise have difficult paying to access the conference.

To apply for a need-based ticket, or for more information about the conference, including registration and workshops, please visit www.NetZeroConference.com.