

Los Angeles Convention Center, NBTA and Microsoft Role Models for Going Green

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In the course of covering conferences and other events at the Los Angeles Convention Center, one can come across many views of "going green." Most were small steps like the location, while others went full out on "going green." The Los Angeles Convention Center is the greenest convention center in the country. The 54 acre facility is the first of its size and age to have acquired the USGBC LEED-EB Certification. What does that mean? You almost can't get any greener. The Los Angeles Convention Center was the first building in the City of Los Angeles to be fully certified by USGBC LEED-EB, and that includes the new buildings going up in the City.

But what about the events inside the facility? Many have much more work to do. Some say they are green, but that generally means they have vendors that are

green or they have put out a few recycling bins. But to be going green one has to look at those that are doing it like the Microsoft WinHEC conference and The NBTA Conference.

What makes these conferences stand out?

1. Not a plastic bag in sight. They use recycled or cloth bags.
2. Not as much paper. They tend to use flash drives or a simple business card that points people to a website.
3. Less food waste. Food that was not used by the NBTA was sent to the homeless.
4. Education of Attendees. They told the attendees what they were doing, why and how they could participate.

Many of the things that are "green" are really behind the scenes at the

Los Angeles Convention Center. It starts with their efficient lighting, reflecting roof, solar heating and goes down to the organic beef they purchase. They even use environmentally safe cleaning products. So the Los Angeles Convention Center is not boasting of being green and then polluting the air while you sleep. Being green is in their core mission values.

These are great steps in helping to save the environment. By hosting the event in one of the greenest facilities in the country enhances the green experience. One can't help but think before getting a second book or taking more food than a person can possibly eat.

It stands to reason that by being a green facility they are the role model to event organizers on what can be done with time, patience and proper financing.

