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L.A. CONVENTION CENTER IS AT THE CUTTING EDGE IN ENERGY AND ENVIRONMENTAL DESIGN

The Los Angeles Convention Center (LACC) announced the formal acceptance of its certification in Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB), awarded by the U.S. Green Building Council (USGBC). Various physical models of the earth-friendly programs implemented at LACC were in exhibition for public viewing.

"The Los Angeles Convention Center has done a standards. They serve as an example for what all major buildings in Los Angeles can do to promote a clean, sustainable future," stated City of Los Angeles Mayor Antonio R. Villaraigosa.

LEED is a rating system for sustainable buildings, which is regulated by the U.S. Green Building Council. This is a voluntary program designed for building owners to run and operate their buildings as efficiently and as economically possible without negatively impacting the surrounding community and environment.

"I am proud that the Los Angeles Convention Center is a model 'Green' facility both locally and nationally. With the announcement of its certification as a LEED-EB, our

Exclusive interview by Awee Abayari with Pouria Abbassi, PE, General Manager & CEO of the Los Angeles Convention Center

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Convention Center is again leading the way, offering itself to organizations and businesses throughout the world as the premiere place for hosting a truly environmentally-conscious event, meeting, or convention," commented City of Los Angeles 9th District Councilmember Jan Perry.

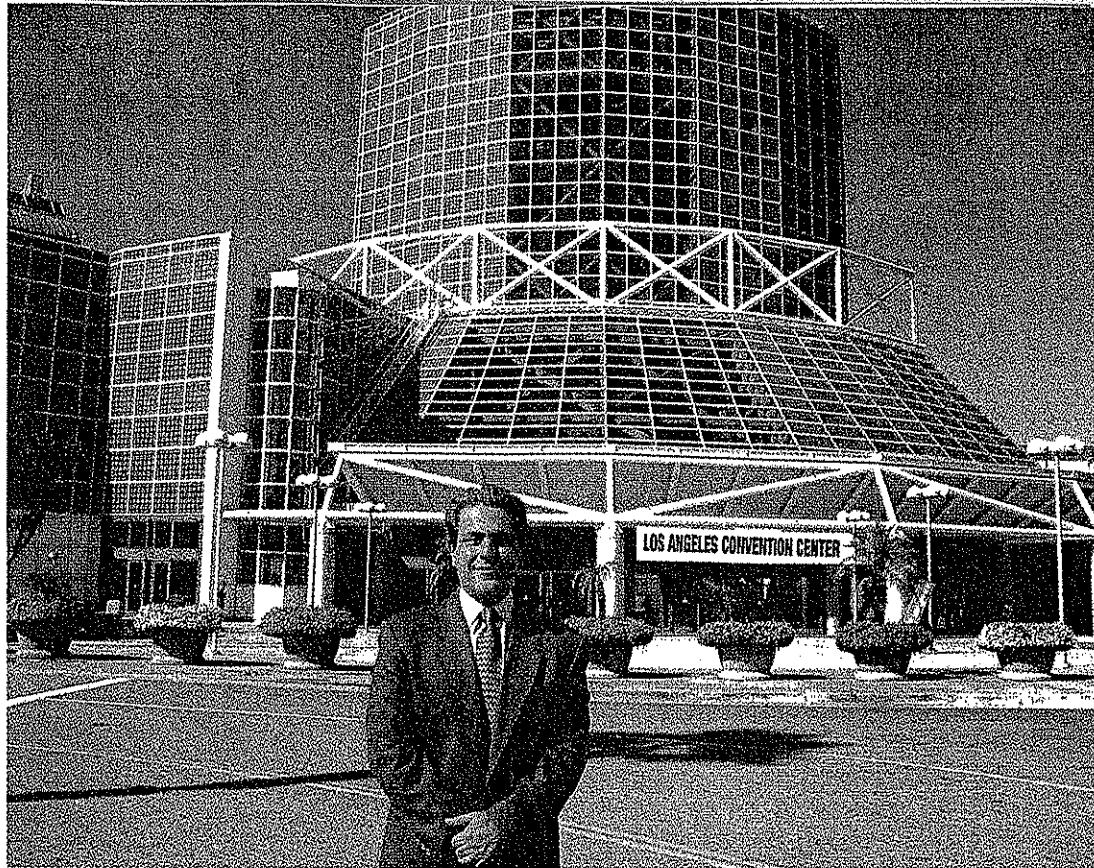
"The Los Angeles Convention Center is to be applauded for achieving LEED Certification for Existing Buildings," said Rick Fedrizzi, President & CEO, Founding Chair, U.S. Green Building Council. "The certification sends a message that the City of Los Angeles cares about the health of its visitors, employees and the overall environment.

The work of innovative building projects such as The Los Angeles Convention Center is a fundamental driving force in the green building movement," added Fedrizzi.

"This accomplishment, among one of our most ambitious over the past few years, is reflective of the collective commitment, team spirit, and belief among LACC family of employees that helping the environment is not a business option, but a responsibility," expressed Pouria Abbassi, P.E., CEO & General Manager of LACC. "Most importantly, we want to share our leanings and experiences across the industry. One or two or three or ten convention centers can not bring fundamental change. It is our collective responsibility as hosts to the millions of visitors every year," emphasized Abbassi.

"One of the most important topics right now for meeting professionals is environmental responsibility, so by having a LEED-EB certified convention center in addition to all our new entertainment options within easy walking distance at L.A. LIVE, the City of Los Angeles must now be considered a premier convention

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Pouria Abbassi, General Manager and CEO of the Los Angeles Convention Center.

PHOTO BY CJ PUENTE

L.A. CONVENTION CENTER...FROM PAGE 1

destination," said Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau.

LACC aspires to become a zero waste facility, which means moving from over 50% diversion to 100% diversion. It plans to immediately work on enhancing its LEED certifi-

cation and is also looking at thermal storage which will significantly reduce the facility's Heating, Ventilation and Air Conditioning loads even further. LACC is also committed to researching ways to add green space in the near future. Certification of LACC's LEED-EB was completed in partnership with the Los Angeles Department of Water and Power, and the City of Los Angeles Bureau of Sanitation.