



FOR IMMEDIATE RELEASE

May 14, 2007

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## **NEWS RELEASE**

### **BUILDERS TO LEARN RISKS OF “GOING GREEN” AT PCBC® 2007, MAY 30-JUNE 1**

#### **Panel Features La Jolla Pacific Expert on Minimizing Potential Green-building Pitfalls**

SAN FRANCISCO — Green is the current hot color in homebuilding, as builders respond to the demand for more sustainable and energy-efficient housing. Yet builders may not realize the risks associated with the various techniques and products that are available, or even if they’re legitimate.

To answer those concerns, Don Neff, president of La Jolla Pacific Ltd. of Irvine, Calif., and a leading expert in construction-risk management, will moderate a panel on “Addressing the Gray Areas of Going Green” at PCBC® The Premier Building Show, May 30-June 1 at Moscone Center in San Francisco.

Neff’s firm has been working with developers and builders on separating legitimate design techniques and systems to help ensure proper performance and avoid “green-washing,” such as substituting inferior products.

“There is always a risk in incorporating new products and techniques,” said Neff. “Knowing what to look for and having performance guidelines and inspections will greatly minimize the risk of construction defect litigation and maximize the probability that a good quality product will be built.”

A roster of experts will join Neff on the panel, scheduled for Wednesday, May 30, from 10:30 a.m. to 11:30 a.m., including Malcolm Lewis, PhD, PE, president of CTG Energetics and internationally known for his expertise in the design of energy-efficient buildings; Eric Wittenberg, president and CEO, McStain Neighborhoods, a prominent Colorado-based green builder; and Jay Freedman, construction litigation partner with real-estate law firm Newmeyer & Dillion LLP.

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PCBC, the largest regional homebuilding trade show and conference in the nation, is presented each year by the California Building Industry Assn. for residential developers and their project teams. For information, please visit [www.pcbc.com](http://www.pcbc.com).

With an extensive background in direct construction experience, La Jolla Pacific Ltd. is an industry leader in construction risk management, third-party peer review, quality assurance, and forensic investigation services. The firm also will be exhibiting at the show, in Booth 1933. For further information, please visit [www.lajollapacificltd.com](http://www.lajollapacificltd.com), or contact Cassie Cherry at (800) 645-8955, ext. 13.

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