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Disciplines to Deliver

ASLA Board of Trustees
c/o Carolyn Mitchell, Honors & Awards Coordinator
American Society of Landscape Architects
636 Eye St. NW
Washington, DC 20001

Dear Friends,

It is my honor to nominate S. Richard Fedrizzi, president and CEO of the U.S. Green Building Council (USGBC), for The Olmsted Medal in recognition of his environmental leadership, vision, and stewardship.

Rick was the founding chair of the USGBC in 1993 and was appointed president and CEO of the rapidly growing organization in 2004. Under his leadership, USGBC has undertaken a far-reaching agenda that has tripled its membership, broadened its influence, and cemented its role as a leadership voice in the global sustainability movement. A cornerstone of Rick's work has been USGBC's internationally recognized LEED green building certification program. The growth of LEED has led to more than 151,000 individuals earning either the LEED AP or LEED Green Associate professional credential.

Under Rick's leadership, collaborative initiatives that have come to fruition include work with the Clinton Climate Initiative on the C40 Cities Program and the Climate Positive Development Program, the International Codes Council, and every organization in the design and building industry. In September 2010, the Center for Green Schools at USGBC launched. Also in 2010, Rick became an Advisory Board Member with the Center for Health and the Global Environment at Harvard Medical School. Rick frequently engages the U.S. Conference of Mayors, White House and Hill staff, and others in promoting green building through public policy at the local, state and federal levels.

When ASLA, the Lady Bird Johnson Wildflower Center, and the U.S. Botanic Garden approached USGBC about supporting the Sustainable Sites Initiative, Rick immediately recognized the opportunity for collaboration. He and his staff

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enthusiastically embraced the concept, shared their own experiences and best practices, and provided essential guidance in developing this important project. As we approach the exciting launch of this amazing initiative, USGBC stands firmly beside us to ensure its success.

Before his appointment, Rick was founder and president of Green-Think, an environmentally focused marketing and communications consulting firm. Rick founded Green-Think after a distinguished 25-year career at United Technologies Corporation, where he served as an in-house environmental marketing consultant. He serves on numerous boards and advisory forums, including the board of the Green Building Certification Institute. He has won several awards, including most recently the Charles H. Percy Award for Public Service from the Alliance to Save Energy.

The Olmsted Medal recognizes commitment to safeguarding our natural heritage and I can think of no more deserving candidate for this distinguished honor than Rick Fedrizzi. His work embodies ASLA's commitment to stewardship of the land and quality of life.

Thank you for your kind consideration of this nomination,

Sincerely,



Thomas R. Tavella, FASLA, LEED®AP
Associate
Director of Design

S. Richard Fedrizzi, founding chair of the U.S. Green Building Council (USGBC) in 1993, was appointed President & CEO of the rapidly growing organization in April 2004. Under his leadership, USGBC has undertaken a far-reaching agenda that has tripled its membership, broadened its influence, and cemented its role as a leadership voice in the global sustainability movement.

A cornerstone of that agenda has been USGBC's internationally recognized LEED green building certification program. The growth of LEED has led to more than 151,000 individuals earning either the LEED AP or LEED Green Associate professional credential.

Under Rick's leadership, collaborative initiatives that have come to fruition include work with the Clinton Climate Initiative on the C40 Cities Program and the Climate Positive Development Program, the International Codes Council, AIA, ASHRAE, ASID, ASLA, BOMA, IFMA, and ASLA. In September 2010 the Center for Green Schools at USGBC launched. Also in 2010, Rick became an Advisory Board Member with the Center for Health and the Global Environment at Harvard Medical School. Rick frequently engages the U.S. Conference of Mayors, White House and Hill staff, and others in promoting green building through public policy at the local, state and federal levels. A widely sought-after speaker, Rick gives more than 100 speeches and presentations a year.

Before his appointment, Rick was founder and president of Green-Think, an environmentally focused marketing and communications consulting firm. Rick founded Green-Think after a distinguished 25-year career at United Technologies Corporation (UTC), where he served as an in-house environmental marketing consultant. He serves on numerous boards and advisory forums, including the board of the Green Building Certification Institute. He has won several awards, including most recently the Charles H. Percy Award for Public Service from the Alliance to Save Energy.

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c/o Carolyn Mitchell, Honors & Awards Coordinator
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Dear Colleagues,

It is my honor to wholeheartedly support the nomination of Richard Fedrizzi, president and CEO of the U.S. Green Building Council (USGBC), for The Olmsted Medal.

I have known Rick since 2004 when we met at the annual meeting of the Delaware Valley Green Building Chapter in Philadelphia. At that time I had presented a paper titled 'LEED in the Landscape: Thinking Outside of the Box' at Greenbuild 2003 in Pittsburgh, PA. When I mentioned this to him his immediate words were: "give me your business card, I am meeting tomorrow with ASLA in Washington DC and will share it with them".

Little did I know at that time that this meeting in DC would eventually lead to his instrumental support and the commitment of the USGBC to the Sustainable Sites Initiative (SITES).

Through Rick's commitment, the USGBC and the Green Building Certification Institute (GBCI) continue to provide SITES with guidance, expertise, and support through the current pilot phase, leading to the launch of the SITES rating system.

We all know today the impacts that the USGBC and the LEED rating system, under Rick's leadership, have had in the building industry and the design profession. In a similar fashion, Rick's support of SITES since its creation has been and will be an invaluable asset for the landscape architecture profession.

Rick's contributions to the sustainability movement have been a powerful influence towards the safeguard of our natural heritage and I can't think of a more meriting individual to receive ASLA's Olmsted Medal, in recognition of his sustained environmental leadership, vision, and stewardship.

Sincerely,



José Almiñana FASLA, LEED®AP
Principal



ASLA Board of Trustees
c/o Carolyn Mitchell, Honors & Awards Coordinator
American Society of Landscape Architects
636 Eye St. NW
Washington, DC 20001

Dear Trustees:

It is a pleasure to nominate Rick Fedrizzi for the Olmsted Medal. There are few change agents in this world that evolve with such a global reach, energy and enthusiasm—Rick Fedrizzi, the CEO and President of the U.S. Green Building Council (USGBC), is one of them.

Rick illustrates the Olmsted Medal's principles of environmental leadership, vision and stewardship through his collaborative and adaptive leadership, tangible global impact and commitment to future generations. As a USGBC member since the organization's beginnings, I have enjoyed the contagious passion Rick brings to its leadership.

Through Rick's leadership USGBC programs are being emulated in China, India, Mexico and many other countries. He frequently engages the U.S. Conference of Mayors, White House and Hill staff, and others in promoting green practices through public policy at the local, state and federal levels. When he and the USGBC were posed with an opportunity to team with American Society of Landscape Architects, the Wildflower Center and the U.S. Botanic Garden at the impetus of the SITES rating tool development, he embraced it and has been an important and engaged partner.

Rick understands the importance of the next generation. As an advocate for future generations, he inspires both the visionary and practical. His ability to adapt the USGBC nimbly and effectively as part of a constantly changing playing field is an example of 21st century leadership that is critical to supporting sustainability—it's leadership for an integrated world.

The Olmsted Medal represents those who boldly lead us into the future and Rick Fedrizzi is an outstanding representative of this honor.

Thank you for your consideration of Rick Fedrizzi for the 2011 Olmsted Medal.

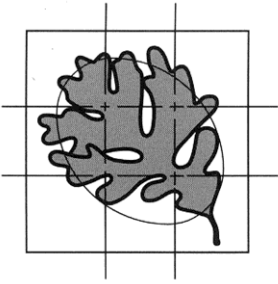
Warm regards,

Deb Guenther, ASLA
Partner

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Subject: Mr. Rick Fedrizzi, President & CEO, U.S. Green Building Council (USGBC)

Dear Friends:

Mr. Rick Fedrizzi has been doing an excellent job leading the U.S. Green Building Council (USGBC) in its efforts to reduce energy costs in new and existing buildings and sites, and in the expansion of the LEED Accredited Professionals program.

The USGBC leads a diverse constituency of builders, environmentalists, corporations, elected officials, and concerned citizens, teachers and students. The LEED program is projected to contribute over \$500 billion to the U.S. Gross Domestic Product from 2009 - 2013, and LEED projects provide a considerable source of revenue for U.S. Landscape Architects.

Rick Fedrizzi has demonstrated his commitment to safe guarding our natural heritage, and is a deserving candidate for the Olmsted Medal.

Very Truly Yours,

Bruce John Davies, ASLA, PP, LEED AP, President

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