

## Appendix

Included in the following pages are:

- 2012 Powerful Ideas Campaign Posters
- Cassidy Turley Sustainability Report Card
- ENERGY STAR Certification Press Release
- McPherson Building Sustainability Update

# 2012 Powerful Ideas Campaign Posters

POWERFUL IDEAS


## Put on Your Power Tie

One third of Fortune 500 Companies are now ENERGY STAR<sup>®</sup> partners with more joining every year.

These power players know their businesses and organizations are leaders in energy efficiency.

They use 30 percent less energy than their competitors on average and save billions every year.

Tie into the powerful trend to protect the environment - and your bottom line.



www.cassidyturley.com  
sustainability@cassidyturley.com

Cassidy  
Turley / Commercial  
Real Estate Services

POWERFUL IDEAS

## Good Things Come in Green Packages.



Make a change overnight by using minimal, sustainable packaging for your shipments.

Utilizing recyclable and reusable materials can help reduce environmental impact and save on cost.

Impress clients with your out of the box thinking!

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POWERFUL IDEAS

## Tell the Secretary You Want a Green Cabinet



Make the Executive Order and request that your cleaning cabinet is stocked with Green Seal Certified products. It will help create a safer, healthier office while keeping the environment clean too!




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POWERFUL IDEAS

## Make a Statement: Spoke Up!



Don't let high gas prices throw a wrench in the works. Biking to your office is free, healthy and great for the environment.

Join the growing trend and Spoke Up for a Green Revolution!

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POWERFUL IDEAS

## Nice Mug.



Bail out the environment by using a permanent, washable mug instead of disposable paper, plastic or Styrofoam cups.

It'll help free up resources, minimize landfill waste and reduce costs!

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# Cassidy Turley Sustainability Report Card

Cincinnati Market

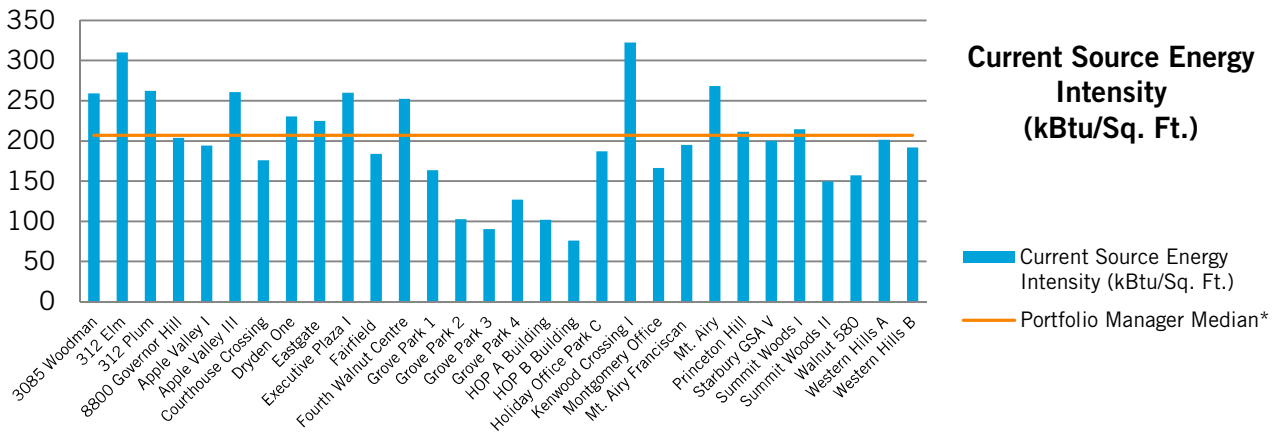


## Market Summary

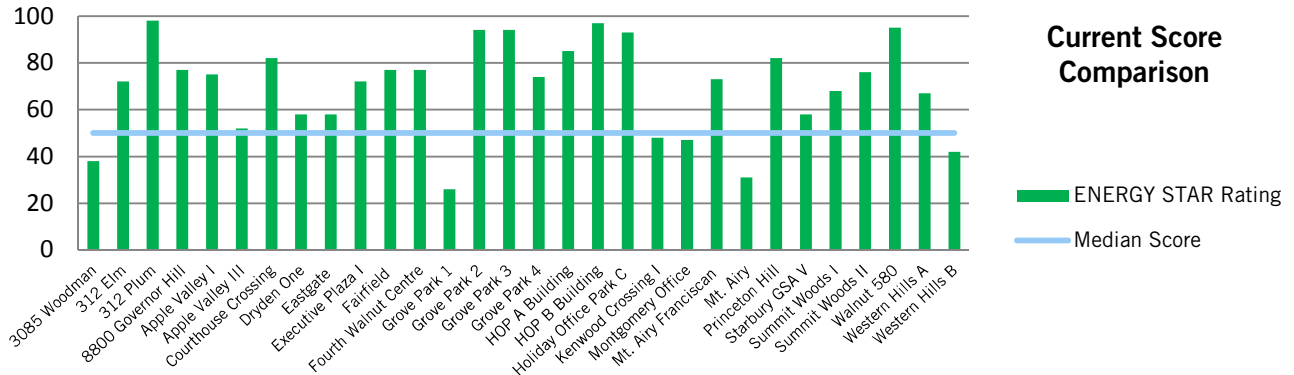
Number of Buildings	30
Total Square Footage of Market	3,213,392
12 Month Performance Period	8/31/2012
Average Current Market Score	70
Average Baseline Market Score	60
% Reduction from Baseline	16%
Number of ENERGY STAR Certified Buildings	6
Current Average Source EUI (kBtu/Sq. Ft.)	198
Portfolio Manager Median Source EUI (kBtu/Sq. Ft.)*	207

## Market Highlights

Highest Market Score	312 Plum	98
Largest Energy Use Reduction Compared to Baseline	Walnut 580	80,557,637 kBtu



\*Source: Energy Use in Office Buildings DataTrends, October 2012, [www.energystar.gov/DataTrends](http://www.energystar.gov/DataTrends)



## Green Generation Solutions, LLC Announces ENERGY STAR® Certification for Brown's Wharf

Published on July 23, 2012

BALTIMORE - Green Generation Solutions is pleased to announce that it has helped secure the U.S. Environmental Protection Agency's (EPA) coveted ENERGY STAR® Certification for Brown's Wharf, located at 1615 Thames Street in Baltimore, Maryland. Built in 1869, it is the oldest ENERGY STAR certified property in Baltimore and among the oldest in the United States. The building has Johns Hopkins affiliate Jhpiego as its lead tenant.

On behalf of the project's investment partners, Hunt Investment Management, and Exwood, and the property's management company, Cassidy Turley, Green Generation negotiated a long-term supply contract, upgraded common areas and lavatory lighting, and helped implement better controls and operating procedures for HVAC and other building systems.

"We are very excited about achieving the ENERGY STAR rating for an old, but iconic, building. Our team worked hard to lower operating costs, demonstrating that age is not an impediment to having a high efficiency asset," says Paul Sisson, Exwood's co-managing partner.

"At Hunt, we are committed to building value everywhere we can – and that includes our ongoing focus on the environment. We believe that environmental stewardship is not just the right thing to do, it is a responsible approach to business that creates long-term commercial value," said Bill Berry, Vice President at Hunt Investment Management.

"As the manager of 1615 Thames, lower operating costs are a win-win for both tenants and ownership, all of whom benefit. This is an ongoing part of our commitment to the City of Baltimore's goal of energy efficiency," added Tom Buckley, Vice President of Cassidy Turley, the property manager.

"As an official EPA ENERGY STAR Service and Product Provider, Green Generation Solutions helps to raise awareness of the EPA Portfolio Manager tool and uses the tool to help clients quantify the impact of our solutions. Our integrated technology-based solutions reduce energy consumption and improve ENERGY STAR scores, as we manage the process of applying for ENERGY STAR certification on behalf of our clients," says Brad Dockser, Chief Executive Officer of Green Generation Solutions.

### About Cassidy Turley

Cassidy Turley is a leading commercial real estate services provider with more than 3,600 professionals in more than 60 offices nationwide. The company represents a wide range of

## More Recent Press Releases

Lee Black, Jared Smits and Yvonne Ayala Join Los Angeles Office [Read More »](#)

Brad Blankenship, CPC, Joins Dallas Office as Managing Director [Read More »](#)

Carolyn J. Sidor Joins Cassidy Turley as Senior Managing Director [Read More »](#)

Ed Verret Joins Cassidy Turley as Managing Director [Read More »](#)

Beth Lambert-Saul, Diego Arroyave Join Cassidy Turley [Read More »](#)

Cassidy Turley Announces Leadership Change [Read More »](#)

Shorenstein Properties Retains Cassidy Turley to Secure Tenant(s) for 596,767 SF Oakland High-Rise, 601 City Center [Read More »](#)

Cassidy Turley Exceeds Industry in Kingsley Associates Survey [Read More »](#)

Cassidy Turley Finalizes 98,000 SF Lease for Coty Inc. [Read More »](#)

Cassidy Turley Selected by SunTrust to Provide Corporate Real Estate Services [Read More »](#)

clients—from small businesses to Fortune 500 companies, from local non-profits to major institutions. The firm completed transactions valued at \$22 billion in 2011, manages 455 million square feet on behalf of institutional, corporate and private clients and supports more than 28,000 domestic corporate services locations. Cassidy Turley serves owners, investors and tenants with a full spectrum of integrated commercial real estate services—including capital markets, tenant representation, corporate services, project leasing, property management, project and development services, and research and consulting. Cassidy Turley enhances its global service delivery outside of North America through a partnership with GVA, giving clients access to commercial real estate professionals in 65 international markets. Please visit [www.cassidyturley.com](http://www.cassidyturley.com) for more information about Cassidy Turley.

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# McPherson Building Sustainability Update

www.mcphersonbuilding.info

July, 2012

## Save Energy!

1. Turn off the lights! Even if you have occupancy sensors, you can still save by turning off the lights when you leave your office.
2. Close blinds and curtains during the day. This can help cool the building on very warm days.
3. Whenever possible, purchase energy efficient equipment for your office.

## Healthy Living!

1. Consider more energy efficient transportation. Bike, walk, carpool, or take mass transportation. This promotes cleaner air quality for you and your peers.
2. Eat local! Not only do you promote local, small business, but you are eating healthier and fresher product.
3. Buy organic when you can particularly peaches, apples, bell peppers, celery, nectarines and strawberries, which contain the most pesticides when purchased non-organically.

### A Better Tomorrow:

## What is LEED?

The McPherson building is pursuing a LEED for Existing Building certification. LEED is

one of the most recognized third party green building certifications in the world. Our pursuit of LEED will help reduce operating costs, improve indoor environmental quality, and reduce our environmental impact.



### Please look out for the LEED certification efforts?

- **July 31<sup>st</sup>** - Cleaning Audit Cassidy Turley Sustainability Services Team
- **August 6<sup>th</sup>** – August 14<sup>th</sup> - Air Quality Testing – Healthy Buildings International
- **September 19<sup>th</sup>** – Transportation Survey including bike raffle
- **Currently Ongoing** - Loring & Associates will complete the Energy Audit of building

## McPherson Building Recycling Policy

### What you can recycle:

- Flattened Cardboard
- Junk Mail
- Office Paper
- Brown Paper Bags
- Phone Books
- Paper Board
- Envelopes
- Post-it notes
- Magazines
- Soda Cans
- Aluminum Cans
- Plastic bottles
- Steel Cans & Empty Aerosol Cans
- Glass bottles

### FAQ:

- **What can I put in my desk-side bin?**
  - Any recyclable products! We have a “single stream” recycling program.
- **Am I required to recycle?**
  - Yes, recycling is the law in D.C. and compliance is enforced.
- **Can Cassidy Turley help my firm put together a recycling plan?**
  - Absolutely! Contact a member of the CT team to ensure your company is minimizing their strain on landfills.

The McPherson building achieved EPA's ENERGY STAR Certification for 2012! Thank you for your efforts!

