

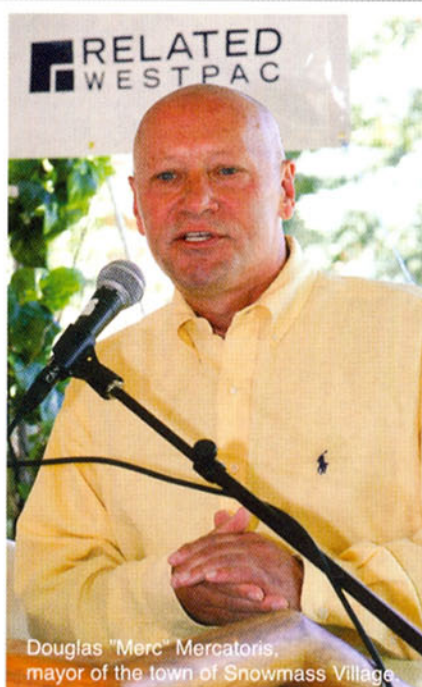
# ASPENPEAK®

## PEAKABOO AROUND TOWN

### RELATED WESTPAC'S "SUSTAINABLE" SNOWMASS LUNCH

SILVERTREE HOTEL, SNOWMASS  
AUGUST 9, 2007

PHOTOS BY RICCARDO SAVI/GETTY IMAGES



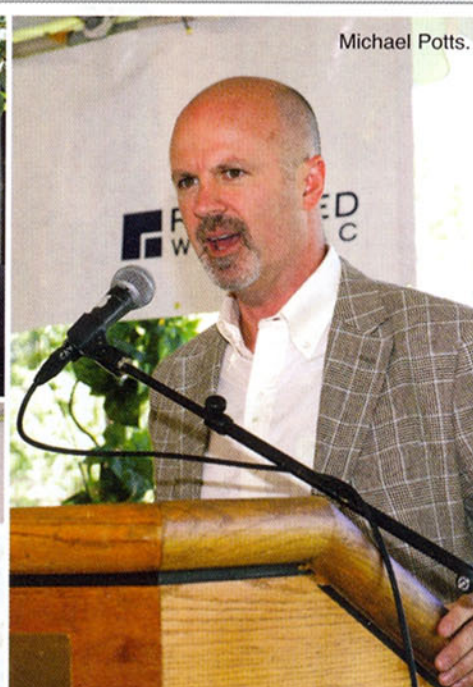
Douglas "Merc" Mercatoris, mayor of the town of Snowmass Village



Pat Smith, George E. Pataki, and Jeff Blau.



S. Richard Fedrizzi.



Michael Potts.

98 ASPEN PEAK

## INSIDER Q&A

# How Green Is Our Valley

Related WestPac president Pat Smith sat down with Rocky Mountain Institute CEO Michael Potts to discuss Snowmass Village's future as a world-class sustainable community.

**PAT SMITH:** Why is Snowmass such a unique opportunity for green and sustainable development?

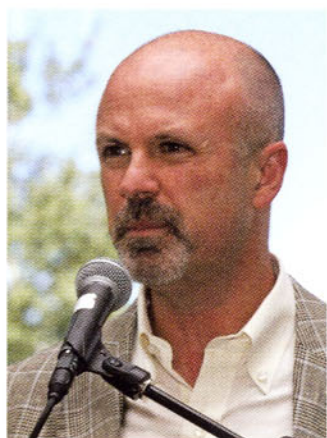
**MICHAEL POTTS:** Snowmass is a vibrant community and a premier travel destination. People come to Snowmass to experience a personal connection with natural beauty, and I think they'll be inspired and, hopefully, motivated when they understand that this built environment was designed with great respect for the natural environment. It's an example that people can carry to other places. Ideally, residents will take this challenge into their own homes and spread the message outside the village. From a technical standpoint, the challenges of making new construction sustainable are different than the challenges of major renovations. In this project we'll be tackling both, so together we can explore and implement best practices for these two critical domains.

**PS:** There are a lot of developments and consumer products now claiming to be "green" or sustainable. What makes initiatives truly green?

**MP:** Everybody wants to be "green" nowadays, but when you scratch the surface, different organizations have different levels of commitment. At RMI we strive to work only with organizations that are truly committed to transformational change. When we started working with Related WestPac, we were impressed with the sincerity and openness of the management team. They've shown their commitment to sustainability in other projects, and have embraced the LEED [Leadership in Energy and Environmental Design] Green Building Rating System, which includes rigorous third-party review of materials, technologies, and strategies. The fact that the new Viceroy condo-hotel will strive to achieve LEED silver is a great goal.

**PS:** Why is sustainable development so important?

**MP:** The construction and operation of buildings consumes over half the energy and produces over half the carbon emissions in our country—far more than



Pat Smith (TOP), president of Related WestPac, and Michael Potts, CEO of the Rocky Mountain Institute.

transportation. Plus, most buildings last from 30 to 100 years, or more. So if we get it wrong in the beginning, a poorly designed building can do damage for years, affecting our children and grandchildren. This is an awesome responsibility, and an opportunity to make a real difference.

**PS:** What other areas are we looking at to conserve our environmental resources and reduce our "carbon footprint"?

**MP:** As we make progress with the built environment, we can also look at bigger issues. If we take a "whole systems" approach to the entire community, we can look for pivotal improvements in transportation, waste management, and the delivery of services. Very often we find that a strong commitment to sustainability in one domain unleashes a flurry of actions throughout a system, and it's impossible to predict the innovations that emerge when you have a number of creative, committed individuals working to make things better.

**PS:** RMI has been involved in some incredible projects, including the "greening" of the White House, Wal-Mart stores, and truck fleets. What will be a signature element of innovation in the new Snowmass development?

**MP:** We have a few areas of emerging research that we can explore in Snowmass. First is the concept of "regenerative design," the objective of which is to create buildings that actually contribute energy to the grid through a combination of hyperefficiency and local renewable-energy generation. The methods and technologies for this concept are in their infancy, but it's an exciting field and we might find an opportunity to experiment with it.

Second, we're researching new approaches to air conditioning. If you think about it, our objective isn't to "condition air" but to make people comfortable. This is another area of vibrant innovation, and we might find some opportunities to work on this domain in Snowmass.

**PS:** Related WestPac is honored to be working with RMI. What are some other great projects that get you excited these days?

**MP:** The world is waking up to the need for natural-resource efficiency, and we're working on some tremendously exciting projects. One of them is an 800,000-square-foot office building in Paris that's expected to contribute 20 percent more energy back to the grid than it consumes—an energy-positive building based on regenerative design. Another is a 100-plus-mile-per-gallon vehicle. We're also working with some utilities to entirely rethink the way they generate and distribute electricity, a process that's remained largely unchanged over a hundred years. These are some of our most exciting projects, but our scientists, architects, and engineers are working on more than 60 active projects as we speak.

This is a great time to be doing the work we do. Smart companies like Related WestPac are lining up to work with us because sustainability makes good business sense and is also good for the world. ♡

photographs by Soren McCarty