

## **Butch Gaudette, Keynote Speaker**

Butch Gaudette is the Chief Development Officer, and Dean of Green Builder College, at Green Builder Media. Green Builder Media is the leading media company in the North American residential building industry focused exclusively on green building and responsible growth. Aside from publishing Green Builder Magazine, Green Builder Media also produces on-line options, demonstration homes, case studies, training and education vehicles and live events.



Butch joined “GBM” after a 23-year career at Whirlpool Corporation where he held a variety of positions in sales and marketing. He is best known in the industry for his twelve years as Director of Trade Relations, where he was involved in, and held leadership positions in, numerous industry associations and organizations.

At NAHB, Butch was a National Associate Vice President, Chaired NCHI (National Council of the Housing Industry), was a Board and Executive Board member, served on numerous committees and Councils, and was inducted into the Society of Honored Associates. Among other leadership activities, he served on the Board and Executive Committee of EEBA (Energy & Environmental Building Alliance), NCHE (National Center for Housing and the Environment), NKBA (National Kitchen & Bath Association), and was active in groups that varied from the NAIHC (National American Indian Housing Council) to NAWIC (National Association of Women in Construction).

Along the way Butch earned credentials that include CGA (Certified Graduate Associate), CAPS (Certified Aging-In-Place Specialist), CMP (Certified Marketing Professional), and ARP (Associate Resort Professional).

His involvement in environmental organizations built an interest and personal dedication to sustainable housing. Butch served on the committee that developed the USGBC LEED for Homes program, contributed to the NAHB Model Home Green Building Guidelines, worked with the Manufactured Housing Research Alliance green program, the ARDA (American Resort development Association) Green Task Force, and was a voting member of the Consensus Committee that developed the National Green Building Standard.

It was early in his Trade Relations experience that Butch became an AIBD sponsor and an active member. Even after passing the AIBD baton to other staff, Butch remained a friend of AIBD and continued relationships with many members and AIBD leadership.