

ECONOMIC GAIN THROUGH ENVIRONMENTAL INNOVATION

Sustainable Industries Journal

NORTHWEST

Special GreenBuild 2004 issue, featuring
25 GREEN BUILDING LEADERS IN THE NORTHWEST

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President and CEO

Portland Family of Funds (Lozano, left, pictured with colleague Stuart Cowan)
Portland



What brought you to the field: The realization that we are stealing from our children's future. How did I come to that? I'd been in law, business and real estate in Texas for most of my career, doing deals either as a lawyer or as an investor. My strategy had always been to make our profit and move on to the next one. Little thought was given to measuring the impact (other than financial) of the activities we undertook. The thought of other consequences, frankly and embarrassingly, never seriously [more →]

occurred to me. When I was offered the opportunity to work with the Portland Development Commission a few years ago I learned about a completely different way of thinking about the built environment, its impacts on energy consumption, global ecosystems, and the potential to develop projects that make money and also create social and environmental benefits while reducing the enormously high cost we are passing on to our children if we proceed along the existing path of how we build and consume. We're working on a large pipeline of green building projects that will, we hope, help in the catalytic effect of the green building movement here in Portland. Financing and developing green projects is the most fascinating and personally rewarding process I've experienced. The thought I try to hold in my mind as I examine my activities is: what are we taking from our children's future and how can we minimize our dramatic and unsustainable consumption?

Why you work in the Pacific Northwest: There's no more exciting place for new ideas in green building (on this continent) than the corridor from San Francisco through Portland, Seattle to Vancouver B.C. I am not aware of any other area like Portland that has so many developers with the "sustainability" and green building vision.

Professional accomplishment you're most proud of: Helping secure a quarter billion dollars last year in tax credits for projects that will deliver tremendous environmental benefits in Portland.

Most inspirational peer: Don Mazziotti, executive director of the Portland Development Commission, and Stuart Cowan. Don for his unwavering vision to bring new resources to our city - he was right, and it worked. Stuart I met three years ago at Ecotrust. I was immediately impressed with his intellect and his sensitivity and his systems logic. We are fortunate to have him now working with Portland Family of Funds on highly sustainable projects.

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