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A.R.E. Hires Russell as Manager of Sustainability

Hollywood, Fla. Sept. 23, 2008)—To help meet the sustainable objectives outlined in its new Strategic Plan, the Association for Retail Environments (A.R.E.) has hired a manager of sustainability. Lisa Russell, LEED AP, is working with A.R.E.'s Green 100 task force and staff to implement the association's green initiatives.

“This new position demonstrates our commitment to support members and the industry in making retail environments sustainable,” said Klein Merriman, executive director of A.R.E. “Lisa Russell is an ideal fit for the job. Her background spans the areas our members must address with their green initiatives.”

Russell's sustainability experience encompasses interior and product design, materials specification, manufacturing processes, transportation, and product life cycle issues. As director of sustainable design for Animavi, a sustainable furniture company, Russell plays a key role in product eco-profile development and supply-chain sustainability.

A practicing designer for 14 years, she has incorporated sustainable strategies in commercial and retail design, including multiple Harley-Davidson retail dealership facilities. Her green building guidelines specific to Harley-Davidson provided dealers with sustainable design strategies that assisted in creating high-performing, energy-efficient retail facilities.

A LEED®-Accredited Professional since 2001, Russell, has been a LEED for Retail Core Committee member and part of the Education Provider Program of the U.S. Green Building Council since 2007. She holds a Bachelor of Arts in Interior Design, Magna Cum Laude from Mount Mary College in Milwaukee.

Russell is leading A.R.E.'s development of guidelines and best practices for sustainable retail environments products. Her expertise also will benefit members and the industry through A.R.E.'s educational programs. Russell is a featured speaker at A.R.E.'s 53rd Annual Convention, Nov. 12-15, 2008, in Scottsdale, where Russell and USGBC Retail Sector Manager Justin Doak will present “LEED for Retail 2009.”

About A.R.E.

Members of the Association for Retail Environments (formerly NASFM) are retail environments professionals and proven industry leaders—companies that are well known for excellent craftsmanship, topflight service, and cutting-edge innovation. More than 800 member companies offer a full range of products and services for retail environments, and include store fixture suppliers, retail design firms, suppliers of visual merchandising products, and suppliers of materials and equipment for the retail environments industry. Member capabilities include importing, exporting, consolidating, installing, project management, engineering, design, and more.