# Chapter Staff Spotlight: Grey Lee, USGBC Massachusetts Executive Director

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USGBC Massachusetts Executive Director Grey Lee with USGBC Chapter Consultant, Meredith Kennedy

Operating for many years as a dedicated group of volunteers with a small staff, the USGBC Massachusetts Chapter was growing quickly and looking to expand their reach to all corners of the state. In 2012 they embarked on a search for an Executive Director, supported by a USGBC Chapters Capacity Building Grant. The Chapters first Executive Director, Grey Lee, was hired in November. In the few months since Grey's hire, the Chapter has continued to increase its influence and impact. With ambitious fundraising goals to support their work, Grey has begun working closely with several likeminded partners (the Northeast Sustainable Energy Association, Urban Land Institute, Boston Society of Architects, Ecodistricts, Young Professionals in Energy - Boston, Clean Water Action, A Better City, and the Sustainable Performance Institute) to discuss future collaborations. With Grey on staff, fundraising has taken a priority seat and much focus has been put on developing a coordinated process for donor relationship management and retention.Recognizing that without engaged members there would be no work to support, Grey has helped establish and foster a highly capable Membership Committee. Working closely with the Committee to develop a membership recruitment and retention plan, Grey helped the Chapter bring in 108 new members in just four months. To keep those members engaged, Grey has ensured that the Chapters calendar is filled with educational and networking events. These events have built excitement around the Chapter and supported both the membership and fundraising efforts.Grey also recognized the potential power that a statewide chapter has to sway green building advocacy and policy efforts, and has begun bolstering the Chapters Advocacy Committee. With Grey's leadership, the Chapter was able to support the work of the City of Bostons Energy & Environmental Department to educate and advocate for a new Building Energy Disclosure Ordinance. Grey has been the voice of USGBC Massachusetts advocacy efforts at several venues, highlighting the Chapter and USGBCs shared mission to transform the built environment. With a sincere interest in meeting people, Grey is successful in engaging new audiences by demonstrating that the Chapter is an attractive and inspiring community of green building advocates. The Chapter looks forward to many more years of growth and development with Grey at the helm!

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**Neil Angus** — 2 years 22 weeks ago
Environmental Planner, Devens Enterprise Commission

Keep up the great work Grey! We all appreciate your direction and support!

**Kenneth J. Filarski** — 2 years 22 weeks ago
Principal and Founder, FILARSKI/ARCHITECTURE+PLANNING+RESEARCH

Well done Grey! Three cheers from all of us in the Upper Northeast, and from

those from its smallest corner, Rhode Island. We are right proud of you and the entire body of work of the Massachusetts Chapter.

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