



USGBC Central Texas Chapter Hires First Executive Director by Eric Washburn

Jane Baxter Lynn joined the United States Green Building Council Central Texas – Balcones Chapter (USGBC CT-B) this month as the chapter's first Executive Director.

"Our chapter, which serves 55 counties in central Texas with a population of four million people, was one of the nation's largest without an Executive Director," said Heather Venhaus, newly installed Chair for the chapter. "It was time for us to provide strategic and administrative support to our volunteer Board and move our chapter to the next level."

"I am very excited to be working with Jane and believe she will bring a lot of value and insight to our Chapter and its members. Throughout the interview process, the selection committee was impressed with Jane's confidence, enthusiasm, and broad marketing and communications experience, as well as her involvement in environmental conservation and green management in the U.S. and abroad."



Jane Baxter Lynn
Executive Director, USGBC CT-B

Jane brings more than twenty years of leadership experience to the USGBC CT-B, having worked in senior positions for Fortune 500 companies, industry associations, quasi-government organizations, and most recently as a strategic business consultant at her own JBL Strategies.

A Southern African native, Jane worked in environmental conservation and the construction and engineering industries. During her time there, she learned how construction in that region was clearly influenced by the climate, with specific design elements like overhanging roofs, thick walls or more windows being used prior to air conditioning to impact energy performance and keep a home or building cool.

As Director of Communications for Holiday Inn Worldwide's Europe, Middle East & Africa region, Jane managed a study of the environmental impact of hotels and worked to introduce environmental best practices throughout the region. She went on to work on the creation and launch of "Green Globe," an international initiative developed by the World Travel & Tourism Council to encourage green practices in the tourism and travel industries.

"I am dedicated to helping build a sustainable organization in Central Texas," said Baxter Lynn, "focused on the chapter's mission to accelerate sustainable building and land development practices. My role will be to work with the Board to align our programs with the mission of the national organization while customizing our activities to the specific needs of this region. Personally, I am thrilled to have this opportunity to become further involved in the Central Texas community and to help grow the Green Building movement in this state."

In discussing the perception related to Green Building, Jane pointed out that economic development

plays an important part in the sustainable building movement: “The perception of what is “Green Building” isn’t necessarily the reality. Having recently completed the construction of a five-star energy rated home in downtown Austin through Austin Energy’s Green Building program, my husband Frank and I have been impressed by how much of what is entailed is common sense and not necessarily dollars and cents.

“The sustainability movement in Green Building, both commercial and residential, has made major advancements. However, in many ways, it is about getting back to basics. Green Building is not just for the rich and famous. Our challenge is to educate and communicate that Green Building is in fact attainable by all and that it is not simply a gimmick.”

As part of her getting to know the chapter, Jane will be touring the region in the next few months, setting up events to meet as many members and stakeholders as possible.

The search was conducted by a group of Chapter volunteers along with guidance and support from [Greenlights](#), the organization that provides resources and services to area non-profits.

Jane holds a B.A. in English, Anthropology, and Economic History from the University of Natal, South Africa and a diploma from the Public Relations Institute of South Africa. She has served as the president of the Belgium chapter of the International Association of Business Communicators and is a National Board Member of the Association for Women in Communications. She lives in downtown Austin with her husband Frank Lynn, a Texas native, whose family all live in Texas. Jane recently gained accreditation as a Certified Green Gardener through the City of Austin’s “Go Green” program.