



On the Monday night flight to Greenbuild

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The Oregonian's [Dylan Rivera](#) got started covering Greenbuild 2007 before he even got off his flight from Portland to Chicago Monday night...

ABOARD UNITED FLIGHT 464 - On this flight from Portland to Chicago, bound for the [GreenBuild Expo](#), I found a few other Portlanders headed to the Windy City for the world's largest gathering of people employed in the pursuit of sustainable building and design.

Little did I know, I'd discover a wide range of expertise - including a new green business niche-within-a-niche, a veteran trainer within the green building movement and a sustainability experimenter. All from Portland. All on the same 3 ½-hour flight Monday night.

Over in seat 32C, there's John-Paull Davidson, creative director and founder of [boothster.com](#), a Portland outfit that creates trade show booths out of recycled, biodegradable and recyclable materials.

He's not a builder, developer or architect - so why's he going to GreenBuild, which is presumably all about making buildings?

Turns out, one of his customers is a construction company in New York that sought out his help in making a booth for the conference. The client said that GreenBuild even has a contest for the "greenest" tradeshow booth. Winners get prime spots at next year's tradeshow.

Davidson smells a business opportunity.

"If I can show people can get better positioning at that show, then that's good for my company," he said.

