

FOURTH EDITION 2013

# PRO-FILES

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**George E.J. Diner**  
Founder, Chief Executive Officer  
Habitat Container  
Miami, FL

**I**n 1982 George Diner had a vision. While thinking about ways to build sustainable habitats, he flashed back to his days in the import-export business. He remembered that many harbors contain a surplus of unused shipping containers. “What if these massive steel structures could be recycled and repurposed as architectural building blocks?” he thought. Drawing from his extensive background in industrial engineering and construction, he immediately set out to incorporate sea containers into the construction of his office building in Rincón de Milberg, Argentina. Twenty years later, those offices are still in use.

In 2009, George reunited a team of architects to share with them his vision of building sustainable housing using recycled shipping containers. Together, they launched Habitat Container SRL, a company that employs sea containers in combination with other green innovations such as cellulose insulation, solar panels and rainwater filters to construct environmentally friendly homes. By implementing multiple recycling systems, Habitat Container’s designs minimize energy consumption, drastically reducing carbon dioxide emissions while simultaneously eliminating the burden of utility costs.

Looking ahead, Mr. Diner hopes that his building methods will usher in a new status quo for residential construction. In January 2012, he launched Diner Industries International, marking a shift in focus toward the commercial building sector. A member of the Intermodal Steel Building Association, the U.S. Green Building Council and La Asociación de Exploración Científica Austral, he intends to give lectures and presentations on sustainability, with the goal of increasing international efforts to mitigate the effects of global climate change.

***How do you hope to contribute to your industry, or what do you hope to change?***

I hope to help people achieve goals in search of a solution to the climate crises. Changes are a must. We need to act now. To alleviate poverty, improve global health, strengthen economies and protect the environment, we must change the way we use energy and natural resources.

***What, if anything, surprised you after you entered the workforce?***

It was frustrating to learn that many people in my field do not believe in what they promote; they just do it for the money.

***Was there ever a personal matter or issue that came into conflict with your professional endeavors? What was it and how did you work through it?***

My father was my harshest critic. We almost belonged to two different centuries, so we didn’t share the same beliefs, but I eventually realized that people must follow their own instincts no matter what others say. At the beginning of my career, I was very anxious and wanted to have my father’s recognition, but as I grew older, I became more patient and understood that I had to recognize myself in order to be me. Reading self-help books and Kabbalah helped me build confidence.