

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

Last week wrapped up another North American Masonry Conference. This conference, the 11th, was held in Minneapolis on the campus of the University of Minnesota. A record 130 papers were presented by professionals from all over the world. Topics ranged from recent research to a track on sustainable design and masonry. Copies of the proceedings can be obtained by [contacting the TMS office](#). In conjunction with the Conference, TMS held its meetings. A good turnout allowed most committees to have quorum and conduct all necessary business, including the Sustainability Committee. High on the agenda for the Sustainability Committee is development of a brochure on Masonry and Sustainable Design. If you aren't involved already, please consider joining us!

Christine "Tina" Subasic, PE, LEED AP  
CSubasicPE@aol.com

### EDUCATION

This first link is a little different from what you usually find in this newsletter, but teaching our children to about sustainability is important to me. This website is a great resource for educators and parents alike. ~Tina

### **Sustainability Education Clearinghouse Launched**

The Green Education Foundation and USGBC are now providing a free online tool, the [Sustainability Education Clearinghouse](#). It's full of resources for teachers on a variety of "green" topics.

### **Greenbuild 2011**

Registration is now open for [Greenbuild 2011](#) – the world's largest conference and expo dedicated to green building. For the first time, Greenbuild will be hosted outside the U.S., at the Metro Toronto Convention Centre, Oct. 4-7, 2011.

### MASONRY RESOURCES

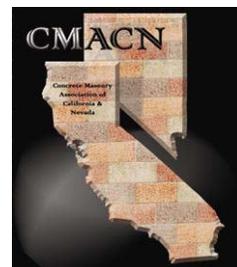
### **Tornado Resources Available on NCMA Site**

The fury of Mother Nature and her ability to have such a dramatic impact has never been more evident than in the past several weeks in the form of tornadoes and floods, and recently in North America and around the world in the form of earthquakes, tsunamis, hurricanes and fires. The value of building structures that are durable and "resilient" is

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becoming more and more apparent. To ensure that you have access to information that might assist in promoting the roles and the benefits of concrete masonry construction, NCMA has organized a web-based repository of resources available from NCMA, partner organizations and other public sources. Please follow the [link](#) to access this information. At this time, this link focuses on wind resistance, but it will continue be expanded to address other areas.

### The Answer to the Question 'Why Masonry?'

Last year the Concrete Masonry Association of California & Nevada has launched a website — simply titled "Why Masonry?" — that explains the "four reasons your next building should be built with concrete masonry." Visit the site at [www.whymasonry.org](http://www.whymasonry.org).

### Concrete Joint Sustainability Reports Available

The most recent two editions of the Concrete JSI Industry Trends Report includes information on U.S. Senate considering infrastructure bank, public trust lawsuit filed against federal government, rubberized asphalt concrete continuing to be used in California, California cap-and-trade program set to launch in 2012, Supreme Court hears climate change suit, business leaders urge President Obama to stop EPA greenhouse gas regulation, and more. You can obtain the current Reports plus past archives under "Green Resources" at <http://www.concretejsi.com>, or by clicking [here](#).

### GREEN BUILDING NEWS

#### West Coast Developers Pioneer Sustainable Construction

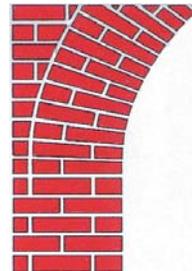
Western states are starting to take the lead when it comes to eco-friendly facilities, writes Korky Koroluk. New "Living Building" standards aim to intensify green construction, which mandates that facilities should achieve net-zero energy and water use and waste generation. The Cascadia Center in Seattle and the Oregon Sustainability Center in Portland, OR, aim to measure up to these standards with sustainable building features and systems. Read more at the [Daily Commercial News](#).

#### Energy Benchmarking Picks Up Steam in the US

Like our youth-obsessed culture, the Dexter Horton



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building in downtown Seattle, WA, has something of a complex about getting old, according to [this article](#).

### 5 Ways to Launch a Cause-Conscious Social Media Campaign

Social media campaigns can be a powerful cause-marketing tool, writes Simon Mainwaring. To generate the kind of buzz enjoyed by Wal-Mart's Sustainability Index or Nike's Livestrong efforts, be sure to define your company's values, then get C-suite and shop-floor buy-in for a campaign built around those values, he writes. "You need to facilitate the adoption of these values throughout the company. It starts with getting buy-in from your CEO, and must extend down through the leadership and management ranks," Mainwaring writes in this [Advertising Age article](#).

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