

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

I came across the first article below while I was catching up on my reading on a recent business trip. The article highlights how masonry, exposed on the interior of the building, can play a significant role in moderating indoor air temperatures. This quality of masonry, known as thermal mass, is an important element in energy efficient designs, especially ones that incorporate passive or resilient design goals. For load-bearing masonry construction it is an inherent feature that designers need to be aware of and take advantage of. Read more in the links below.

As a reminder, we are less than a month away from The Masonry Society's (TMS) Annual Meeting in Indianapolis, IN. For more information and to register, [click here](#). Hope to see you there!

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NOTE: Inclusion in this newsletter is not an endorsement of the products and materials featured, nor have these products been evaluated by TMS or the editor. Furthermore, the views expressed in the articles featured are those of the article authors.

GREEN BUILDING NEWS

Masonry construction inherently incorporates the energy efficient benefit of thermal mass. Thermal mass helps to moderate indoor temperatures and reduces the demand for mechanical heating and cooling. The articles below look at a case study and a research project that confirm these benefits of masonry. ~Tina

Thermal Mass Solutions

STRUCTURE MAGAZINE

The Jess S. Jackson Sustainable Winery building project team set out to design a Net Zero Energy, LEED Platinum building at the University of California, Davis, where summer temperatures exceed 100 degree on a regular basis. Structural concrete masonry was key to providing the thermal mass needed for a comfortable interior space. [Read the article](#).

Sponsors of TMS's Sustainability E-Newsletter

Click on the links below to learn more about each of these organizations who have graciously sponsored this E-Newsletter. The Sponsors designated with an Asterisk(*) are also TMS Members at the following levels:

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Thermal Mass Works

SMART dynamics of MASONRY

[This article](#) looks at the effectiveness of thermal mass with insulation in three different residential wall assemblies. The findings demonstrate that thermal mass walls outperform wood frame walls.

Utility Incentives Tied to LEED are Growing Geometrically

GREEN BUILDING LAW UPDATE

Electric utility based incentives that support energy efficiency, including LEED certification, are increasing in number across the U.S. at all but geometric rates, while at the same time new government incentives have stalled. [Read more.](#)

GREEN PRODUCT NEWS

The article below is a good reminder that claims of "green" products are subject to Federal rules (the FTC Green Guides) to help ensure claims are valid and appropriate. Read more in the link below. ~Tina

FTC Slaps Down Eco-label Providers

AD LAW ACCESS

Five providers of environmental seals have been hit with Federal Trade Commission warning letters, as have dozens of businesses displaying the seals, amid concerns that the eco-labels don't comply with the FTC's Green Guides. According to [this article](#), the seals reportedly ran afoul of guidelines barring marketers from making environmental claims without "clear and prominent language" explaining the specific claims being made.

EDUCATIONAL NEWS

TMS Annual Meeting Features Educational Sessions and Masonry Day (M-Day)

MASONRYSOCIETY.ORG

The 2015 TMS (The Masonry Society) Annual Meeting will be held at the Sheraton City Centre Hotel October 16-20, 2015, in Indianapolis, IN. The Annual Meetings are a great opportunity to earn those required continuing educational hours with several educational sessions planned. As a special offering this year, thanks to the support of the International Masonry Institute and the Indiana/Kentucky Structural Masonry Coalition, TMS with the Structural Engineers Association of Indiana is offering a Masonry Day (M-Day) on October 16th, which full meeting registrants can also attend at no charge. For more information and to register, [click here](#).

Building Codes Go Green

ARCHITECTURAL RECORD

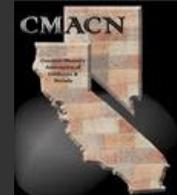
This [online seminar](#), from 2012, is a good refresher on the differences between green rating systems and codes and how they can work together.

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Platinum Level



Concrete Masonry Association of California & Nevada



Western States Clay Products Association

Gold Level



Masonry Institute of America



America's Cement Manufacturers**



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Silver Level



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