

From: Susan Scheurer <tmsmeetings@masonrysociety.org>
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The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

As regular readers of this newsletter know, the trend toward product ingredient disclosures has been increasing for some time. LEED v4, just approved last month, is just one of several organizations from certification programs to design firms that are asking for this information. And while transparency is generally good, the article on Green Manufacturing includes a frank discussion of the challenges with product disclosures, from compliance and proprietary information to what happens to the information once it is in the specifiers' hands. Read more in the links below.

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

P.S. We apologize that the links in the last newsletter for the articles from the Brick Industry Association on [LEEDv4](#) and [resilient construction](#) were broken. The summaries have been repeated below, with working links.

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 PROGRAM NEWS

Several updates to green building programs are provided in the links below. ~Tina

LEED v4 – Changes to Materials and Resources

BRICK INDUSTRY ASSOCIATION

While there are many changes, the most dramatic occur in the Materials and Resource chapter. Check out [this link](#) for a summary of the most relevant changes.

Federal Buildings to Use More Rigorous ASHRAE 90.1-2010 Energy Standard

BUILDING GREEN

The U.S. Department of Energy (DOE) recently updated energy-efficiency standards for new federal commercial and multifamily high-rise buildings to use ASHRAE 90.1-2010 as a minimum design standard—an upgrade from ASHRAE 90.1-2007—and is

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Platinum Level

requiring an additional 30% savings over the standard when cost-effective over the building's life cycle. The new rule, published in the Federal Register, is projected by DOE to save 18.2% in source energy in commercial buildings compared with ASHRAE 90.1-2007, according to the Department of Energy. [Read the full article.](#)

Upgraded ENERGY STAR Portfolio Manager Benchmarking Tool

EDC MAGAZINE

Tens of thousands of organizations currently use ENERGY STAR Portfolio Manager to measure the energy performance of more than 40 percent of U.S. commercial building space. The new ENERGY STAR Portfolio Manager delivers a more user-friendly interface, enhanced data sharing capabilities, better reporting, and for the first time, the ability to manage buildings across their lifecycle from design through occupancy, according to [this article.](#)

GBI Releases Green Globes White Paper and Reference Manual

GBI

Recently the Green Building Initiative announced a major upgrade to the Green Globes for New Construction building assessment and certification program. [Click here](#) for access to white paper overview of the program and the building science it uses as well as program documentation and other information. [Click here](#) for access to the online Technical Reference Manual. This document will provide you with an in-depth look at the criteria and scoring protocols used to take a building through the program.

More Voices Needed on Green Standards

WASHINGTON POST

Following Skanska USA's op-ed piece, the LEED debate continues in The Washington Post. [Read more.](#)

GREEN / RESILIENT BUILDING NEWS

One of the challenges that LEED-NC has yet to really address is occupancy energy. As the links below suggest, what goes on inside a building and what the occupants do can have dramatic effect on the building energy use. Education of occupants is only part of the solution. ~Tina

The Trouble with NYC's "Greenest" Skyscraper

THE NEW REPUBLIC

The Bank of America Tower claims to be Manhattan's greenest skyscraper: It has LEED Platinum certification and counts Al Gore as a tenant. Only one problem: New data show the tower "uses more energy per square foot than any comparably sized office building in Manhattan," writes Sam Roudman. "It's not just an embarrassment; it symbolizes a flaw at the heart of the effort to combat climate change," Roudman argues. [This article](#) highlights the importance of tackling operational energy in a building.

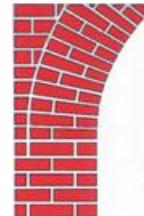
Opinion: LEED Certification Is Overrated



[Concrete Masonry Association of California and Nevada](#)***



National Concrete Masonry Association
FOUNDATION



[Western States Clay Products Association](#)***

Gold Level



[Masonry Institute of America](#)***



Silver Level

OREGONIA (Portland, OR)

One town's struggle to build a new police station within a reasonable budget illustrates the danger of trying too hard to do the right thing. It also raises a couple of questions about LEED certification: How much is a LEED silver (or gold) medallion really worth, and would taxpayers be better served if the process were used to provide loose, rather than prescriptive, guidance? Read more in this [opinion piece](#).

NYS Real Property Tax Exemption Program for Green Buildings

STEVEN WINTER ASSOCIATES

New York State has passed legislation that exempts green building owners from real property taxes if the property meets specific building standards. Projects which qualify include commercial and residential new construction, or major renovations, with a value greater than \$10,000. The law also requires buildings to meet LEED requirements, as verified by a LEED Accredited Professional (AP). Read the full article in the [July edition of WinterGreen](#).

Report: Keys for Resilient Buildings May Be Found in Nature

SMART PLANET

Relationships that exist within plants and animals in nature carry implications for construction of buildings that are resistant to disasters or extreme weather, according to the "Genius of Biome" report from design, architecture and planning firm HOK and nonprofit Biomimicry 3.8. Jamie Dwyer, a biologist and design strategist at Biomimicry 3.8 says that it's easy to understand how the sticky feet of a gekko inspired a new adhesive product, adding, "we can use biomimicry at the system level, as well." Check out [this blog](#).

Is Resiliency the New Sustainability?

BRICK INDUSTRY ASSOCIATION

A new term has been creeping into our vocabulary recently and its use will continue to grow. The term is "resiliency" and it applies to both buildings and communities. Resiliency is the ability to prevent, protect against, respond to or mitigate anticipated events while being able to rapidly recover to normal. With the continual threats from nature in the form of wind, flood, fire or snow, it is more important than ever to design and construct homes and buildings that can absorb, resist or adapt to these extreme events. As an industry we must start to learn how to use this new lexicon to promote and sell our product. [Read more](#).

PRODUCT NEWS

There is an increasing demand for manufacturers to disclose product information. HDR Architecture, Inc. recently announced that manufacturers are expected to provide disclosures in the form of EPDs as well as HPDs (Health Product Declarations). But what do designers do with the information once they have it? Education is still needed. As Anthony Ruffine, vice president of sustainability and strategic marketing at GAF says in the link on green manufacturing below, "Users are looking for transparency and to see if people are following the rules, but





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Bronze Level





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most of them don't know what to do with the information." ~Tina

Balancing People, Planet, and Profit: The Challenges of Green Manufacturing

ECOHOME 2013

A select group of building product manufacturers candidly discusses the biggest challenges of improving the environmental footprints of their operations and products, and how building professionals can help improve the industry. "Users are looking for transparency and to see if people are following the rules, but most of them don't know what to do with the information," says Anthony Ruffine, vice president of sustainability and strategic marketing at GAF. [This article](#) provides a good discussion of green product manufacturing and disclosures.

HDR Implements Product Transparency Request Letter

HDR Architecture, Inc. has developed new criteria for the materials they specify. HDR wants greater product transparency, optimized chemical profiles, and more sustainable materials for projects. HDR has developed a materials transparency request form that asks manufacturers and vendors to provide a Health Product Declaration (HPD), detailing all the components of their materials and products. HDR has created a schedule for compliance:

- As of January 1, 2014 vendors and manufacturers that do not have at least an HPD will not be allowed to present products in HDR Architecture offices.
- As of January 1, 2015 HDR will give preference to products that have an HDP or better in their Master Specifications.

[Click here](#) to read the full announcement.

William McDonough Talks Cradle to Cradle and Downcycling

INHABITAT

Inhabitat interviews green architect and founder of the Cradle to Cradle Program, William McDonough. [Read more](#) about his work and the Cradle to Cradle product certification.

Cradle to Cradle Certification Included in Newest Version of LEED

SUSTAINABLE BUSINESS

Developed by pre-eminent architect Bill McDonough and chemist Michael Braungart, Cradle to Cradle certification begins as part of LEED in November. Buildings that have at least 20 Cradle to Cradle Certified products can earn points, or a project must use "at least 25%, by cost, of the total value of permanently installed building products." [Click here](#) to learn more.

How Should Companies Use Product Declarations?

GREENBIZ.COM

Product declarations and eco-labels such as LEED and GreenStar aren't just green marketing tools, writes Heather Gadonniex in [this blog](#). The aim should be to use the standards as management tools and let PR benefits accrue through the genuinely sustainable corporate behavior that results. "Overall, product declarations are a footprint reduction, cost reduction and

risk mitigation tool, just as much as they are a marketing tool," Gadonniex explains.

EDUCATION / EVENTS

TMS Annual Meeting Registration Open

The Annual Meeting and Business Meetings of The Masonry Society will be held near Washington, DC in Herndon, Virginia at the Hyatt Dulles Hotel on October 11-15, 2013. An exciting and educational program has been planned for your enjoyment and professional development. Plan to attend the meetings today! For more information, including session topics and registration, visit the [TMS website](#).

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