

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

Hanley-Wood recently interviewed Steve Revnew, vice president of product development at The Sherwin-Williams Company, as part of their [Vision 2020 program](#). Revnew's insights on challenges sustainable product manufacturers face are universal. He noted that "... we are finding that standards are ahead of technological advancements" and that "...the numerous green building standards are fragmented." I agree! He also noted the challenge of transparency. "Manufacturers are trying to provide the information that customers are seeking, while also preserving and protecting the company's intellectual property." To read more, check out the link in PRODUCT NEWS below.

Don't forget next week TMS will hold its Spring Meetings in Kansas City. Details on the meetings and a registration form are posted on the [TMS website](#). I look forward to seeing you there!

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

*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 RATING SYSTEM NEWS**

This edition brings news of yet another green building rating system. This time it is the WELL Building Standard, focused on indoor environment. ~Tina

### **USGBC Announces New Credit Substitutions and Pilots for LEED 2009 Projects**

#### **USGBC**

USGBC now has additional substitutions available for LEED 2009 projects that want to pursue LEED v4 credits. There are options for Multifamily Midrise, as well as a new pilot alternative compliance path for the Materials and Resources credit category. [Read more](#).

### **LEED Certifier Teams up with Rating System Promoting Healthy Buildings**

#### **GREENBIZ.COM**

The Green Building Certification Institute, which administers third-party certification for the Leadership in Energy and Environmental Design (LEED) program, has teamed up with the Well Building Institute for its WELL Building Standard. The WELL Standard seeks to make buildings healthier for occupants through better air quality and lighting, which bears similarity to LEED.

### **Sponsors of TMS's Sustainability E-Newsletter**

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

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### **Platinum Level**

"IWBI and the WELL rating system will bring a better understanding of what it means to be healthy -- and the ability to achieve wellness through technology and design -- to the front burner," said Rick Fedrizzi, CEO of GBCI, and founding chairman of the U.S. Green Building Council. [Read more.](#)

### **Athena Institute Announces Guide to Life Cycle Assessment and Green Building Programs**

#### **ATHENA SUSTAINABLE MATERIALS INSTITUTE**

Four green building programs now have incentives for designers to use LCA to minimize the embodied environmental footprint of new construction. The LCA provisions in LEED®, Green Globes®, the IgCC and CALGreen are easier to achieve than they look. The Athena Institute announces [a new guide](#) that demystifies the credits and explains how the Athena Impact Estimator for Buildings makes compliance easy.

### **What Structural Engineers Need to Know About LEED v4**

#### **STRUCTURE MAGAZINE**

Engineer Christine Subasic outlines the basic changes of LEED v4 in [this article](#) that could be of interest to structural engineers. She highlights the collaborative nature of LEED projects, and notes that the structural frame alone is not enough for a project to become LEED certified. "[T]he new LEED v4 requires a paradigm shift from thinking focused on product attributes to consideration of life cycle, product disclosure and waste avoidance, all in the context of collaboration with other design disciplines and input from the contractor and owner," Subasic writes.

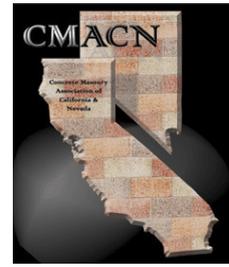
### **GREEN BUILDING NEWS**

Several of the articles below focus on resiliency - an important aspect of sustainable building. ~Tina

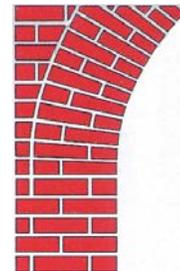
### **Concrete Blocks Used in Wind-Resistant Okla. Model Home**

#### **THE OKLAHOMAN (Oklahoma City)**

McAlister Construction aims to demonstrate more tornado-resistant construction in Oklahoma with its use of concrete-block walls surrounding the exterior of a model home it is building in Moore. The strength of the block walls is derived from internal steel support bars and the vertical concrete pour through the hollow blocks at strategic parts of the walls, according to this article. The design is expected to allow the house to withstand winds up to 135 mph, said Brian Lenz, according to [this article](#).



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



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

**Gold Level**



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



## WPI Researchers Examine Fire Safety of Green Buildings

### EDC MAGAZINE

With the construction industry adopting a wide array of green technologies, materials and sustainable building practices, a team of fire protection engineering researchers at Worcester Polytechnic Institute (WPI) is investigating the fire safety risks associated with green construction. This research will begin to quantify the fire hazards and risks associated with green building features, identify ways to mitigate those hazards and risks, and prepare the fire service to fight fires in buildings with green features and elements. [Read more.](#)

## Concrete Brings Versatility, Benefits for Resilient, Sustainable Construction

### CONCRETE CONSTRUCTION

In creating resilient and sustainable residences, concrete has proven that it has qualities that make it the ideal construction material, writes Kenneth Hooker. Concrete provides strength and stiffness, and is resistant to decay, he notes. All of these allow concrete to be versatile, and should disaster strike, restoration will be less expensive and easier. Although building codes may not be written requiring concrete, the benefits it offers will continue to make it an appealing and competitive construction material, Hooker asserts in [this article](#).

## How We Can Get Codes to Address Building Performance

### ECOBUILDING PULSE

Jayson Antonoff of the Global Buildings Performance Network argues the benefits of linking building energy codes with benchmarking and disclosure policies [in this article](#).

## PRODUCT NEWS

The interview with Steve Revnew, Sherwin-Williams, raises issues common to all product manufacturers. Check it out below. ~Tina

## What's Driving Green Product Manufacturers: The Sherwin-Williams Company

### ECOBUILDING PULSE

In the third part of a series looking at what drives green product manufacturers, we chat with Steve Revnew, vice president of product development for The Sherwin-Williams Company, about the company's approach to sustainability. [Read more.](#)

## EPDs Are New and Untested, But In Short



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Silver Level



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**PumpMaster**  
MASONRY GROUT PUMP

\*

Bronze Level



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## **Order Will Dominate**

### **GREEN BUILDING LAW UPDATE**

Will building product and material disclosure be a bigger business than LEED? [Read more.](#)

## **Product Benchmarking for Greener Buildings**

### **MASONRY DESIGN MAGAZINE**

Selecting masonry products requires consideration of a number of attributes – performance, aesthetics and cost, to name just a few. If you're working on a green building, the list grows.

Historically, the evaluation of environmental criteria relied upon manufacturer claims, with some stakeholders researching specific aspects of a product's composition and manufacture. But the emergence of independently conducted life cycle assessments (LCAs) and third-party-verified environmental product declarations (EPDs) provides specifiers with helpful tools for accurately comparing similar products' environmental attributes. Check out [this article.](#)

## **EDUCATIONAL OPPORTUNITIES**

### **Call for Presentations for TMS Annual Meeting**

The Masonry Society will hold its 2014 Annual Meeting in Scottsdale, AZ on October 9 -14, 2014. If you have a presentation you would like considered for the Meetings, please submit a title, paragraph description, and a one paragraph biography of the presenter to [TMS](#) by May 15th. Any topic related to masonry will be considered but topics must not be commercial or focused exclusively on proprietary products. TMS will consider topics during the summer based on those that are likely of the greatest interest to attendees.

### **North American Masonry Conference Calls for Abstracts**

TMS is pleased to announce the opening of Call for Abstracts for the 12th North American Masonry Conference to be held at University of Colorado Denver. Preliminary information on the conference, along with a link to submit your abstracts can be accessed [here.](#)

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