

The Masonry Society

Sustainability E-News

January 18, 2011

Volume 3, Number 1

SPONSORED EDITION

From the Editor

Thank you to those generous companies that have committed to sponsorship for this newsletter for 2011. Without you, I wouldn't be writing this! Because of you we received approximately 50% of the needed support for this valuable service for 2011. However, that means that 50% of the costs have not yet been funded, and thus TMS is still seeking sponsorships so the resource can continue through the entire year. As such, if your company finds this resource of use, or if you wish to expose your company to the many readers of Sustainability E-News, please [Contact The Masonry Society](#) office for further information. As the saying goes, "many hands make light work". So whether \$100 per year, or \$100 per month, your support is not only needed, but also much appreciated.

As a reminder, the Consensus Committee that will be responsible for approving revisions to the National Green Building Code, ICC-700, is accepting applications for membership. Consensus Committee applications are due by January 16, 2011. ICC is also looking for members to serve on several Task Groups for the ICC-700. Interested? Submit an [application](#).

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SUSTAINABLE DESIGN

The new draft of LEED incorporates many changes from previous versions, and as expected, many have expressed concerns. Read what at least some structural engineers think in the first link below. One of the changes proposed in the new LEED is credits for Integrated Design. First promoted by the Whole Building Design Guide (www.wbdg.org), Oregon's BetterBricks has a new webpage dedicated to the concept. Check it out below. ~Tina

Structural Engineers Express Concern with New LEED Draft

"We in the structural engineering community were taken aback to see structural materials eliminated from the draft LEED credits for Regional Materials, Recycled Content Materials, and Bio-Based Materials," said Mark Webster of Simpson Gumpertz & Heger Inc. Read [more](#).

Reminder: The LEED Committee Expression of Interest Period has been extended until 1/18/11. Applicants can access the [Expression of Interest Form and Survey](#) and click on **LEED Committee Openings**.

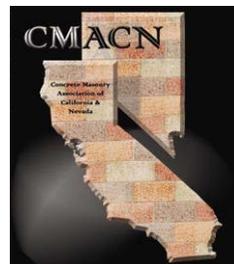
New Website Focuses on Integrated Design

The Northwest Energy Efficiency Alliance's BetterBricks initiative and the University of Oregon's Energy Studies in Buildings Laboratory have collaborated to create an

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Click on the links below to find out more about each of these organizations who have graciously sponsored this E-Newsletter

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



online resource on Integrated Design. Visit www.betterbricks.com for more information.

Two New Guides Offer Guidance on Sustainable Building

This [article](#) reviews two new books: ASHRAE's third edition of its GreenGuide: The Design Construction and Operation of Sustainable Buildings, and the U.S. Green Concrete Council's second guide on concrete sustainability.

How Sustainable is LEED?

Some cities want to move beyond LEED as a green building standard as they wonder whether LEED is sustainable enough. For example, LEED doesn't measure energy use and costs, so New York City now requires commercial property owners to report that data. The city will put together a public report with that information in hopes of encouraging owners to perform renovations. Read more at [Crain's New York Business](#) or [SustainableBusinessOregon.com](#).

Mixed-use Buildings Can be Greener

Designing buildings that can serve as both commercial and residential spaces is an easy route to sustainable construction, writes Vince Versace in this [Daily Commercial News](#) article. Single-use buildings stand empty half or more of the time, which leads to wasted energy and materials, he notes. By designing buildings to serve mixed functions and to be in use more continuously, Versace writes, it's often possible to reduce overall energy usage by as much as 60%.

BUSINESS NEWS

Businesses today face all kinds of challenges. Biodiversity may be the latest environmental concern. Read more about challenges and successes in the links below. ~Tina

How One Masonry Business Thrived Despite the Downturn

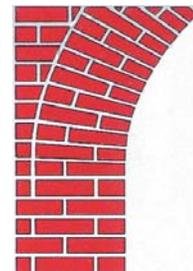
Ernest Maier, a 125-employee masonry company based in Bladensburg, Md., grew from a modest \$1 million in revenue in 1995 to \$40 million in revenue last year, even attracting a visit from President Barack Obama to one of its concrete plants last October. CEO Brendan Quinn describes the company as a "community bank" which sends out 9 million concrete blocks a year. "In the end, all I am doing is making loans," Quinn says in this [The Washington Post](#) article. "Instead of the medium being cash, we use blocks and bricks."

Top 5 Trends for Environmentally Friendly

National Concrete Masonry Association
FOUNDATION



[Masonry Institute of America](#)



[Western States Clay Products Association](#)

Gold Level
\$500 to \$999



Silver Level
\$250 to \$499



MASONPRO.com
MASONRY SPECIALTY MATERIALS AND SUPPLIES

Bronze Level

Businesses

More companies are serious about sustainability and will become more focused on measuring the progress and success of their green practices, writes Kelly Spors, a former Wall Street Journal reporter, in this [Small Business Trends](#) article. She also expects more companies to start to pay attention to their suppliers' sustainability practices and work to get employees involved in green efforts.

Do You Know Your Company's Biodiversity Footprint?

Biodiversity could be the next big thing for the green-business community, experts say according to this [article](#). Preventing ecosystem loss isn't as obvious a value proposition as cutting carbon emissions, but it's ultimately just as important for ensuring companies' long-term sustainability. "Biodiversity has to be part of the environmental equation for businesses nowadays," says Dax Lovegrove of the World Wildlife Federation.

EPA Sets Timeline on Implementation of Greenhouse Gas Rules

The Environmental Protection Agency is enforcing policies to curb carbon emissions of big factories and power plants. The agency is requiring facilities that release at least 75,000 tons of greenhouse gases annually to obtain permits for traditional pollutants and to utilize "best available control technology" when constructing buildings or conducting major retrofits. By 2016, the agency may implement such rules at factories that emit no more than 50,000 tons of greenhouse gases annually, the EPA said last year, according to this [Reuters](#) article.

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