

# The Masonry Society

## Sustainability E-News

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### SPONSORED EDITION

#### From the Editor

Often times the task of contributing to the codes and standards used in the building industry is handled by a relatively small group of people. Ask those involved in ASTM E60 committee on sustainability for example, and they will tell you they see the same people working on development of the International Green Construction Code (IGCC), LEED, etc. Contributions from others come primarily during the public comment period toward the end of these development processes. As a result, the invitation to comment on the National Housing Research Agenda featured in the article below is a bit of an anomaly. In this case public "brainstorming" is encouraged. Don't miss your opportunity to contribute!

Christine "Tina" Subasic, PE, LEED AP

[CSubasicPE@aol.com](mailto: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.*

#### CODES and STANDARDS NEWS

The green building movement is characterized by innovation. Whether it's familiar products put to new uses or new materials being introduced, new ideas abound. However an essential aspect that is sometimes missing is research and testing. That is why the research effort described in the first link below is so encouraging. -Tina

#### **Share Your Ideas & Influence the National Housing Research Agenda**

[HOMEINNOVATION.COM](http://HOMEINNOVATION.COM)

The USDA's Advanced Housing Research Center (AHRC) recently selected Home Innovation Research Labs to be the "keeper of the national research agenda" for the residential construction industry. The "#Home2020: Residential Construction Industry Research Agenda," will identify and prioritize opportunities for strategic research investments that will enable the industry to overcome challenges in providing high-performance, high quality, affordable homes. If you have been looking to improve construction methods, develop innovative materials and systems to advance home performance, add value, and cut cost, the [#Home2020 Idea Portal](#) is the perfect way to have your ideas recognized. Submit your ideas and recommendations before March 15, 2015.

#### **Largest Owner of Buildings in North America Considering LEED v4**

**GREEN BUILDING LAW UPDATE**

The General Services Administration is seeking public input on its analysis of LEED v4 and other questions related to the Federal Government's use of LEED v4. Given that the Federal Government is,

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by far, the largest owner of buildings in North America, and is also the owner or more green buildings and more LEED certified buildings than anyone else, this is significant. Read more [here](#).

## **Bipartisan Consensus on Importance of Energy-Efficient Buildings**

[THEHILL.COM](#)

Roger Platt, president of the U.S. Green Building Council, contends that Republicans and Democrats believe energy efficiency is a good thing because it saves taxpayers money and benefits the environment. In [this commentary](#), Platt looks at LEED certification and how it has helped achieve energy-saving goals. A study found LEED met 96% of energy-saving requirements of the federal government.

## **PRODUCT NEWS**

### **Brick in Architecture Awards - call for entries**

[GOBRICK.COM](#)

The Brick Industry Association (BIA) is continuing its 26-year tradition of honoring architects for excellence in brick masonry and is pleased to announce a call-for-entries for the 2015 Brick in Architecture Awards. [View Full Press Release](#). As the largest and most prestigious juried awards program of its kind, the Brick in Architecture Awards showcase the best work in clay face and paving brick from architects across the country. Submit your best projects to the competition [here](#). Deadline is April 30, 2015.

## **GREEN BUSINESS NEWS**

Companies embracing sustainability should always be striving for more than just reduced environmental impact. In the best scenario, changes should also improve the company's bottom line. The articles below provide advice for those seeking this balance. ~Tina

### **Why CSR Should be Good for Your Bottom Line**

[CFO.COM](#)

Corporate sustainability leaders should be trying to find ways to turn CSR into positive force for shareholders and using it to boost the company's bottom line, writes finance professor Richard T. Bliss. "In today's environment, many CSR activities can directly improve financial performance by reducing costs, increasing revenues or reducing risks," Bliss writes in [this article](#).

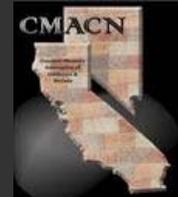
### **Sustainability Makes Good Business Sense, says Levi's VP**

[GREENBIZ.COM](#)

CSR initiatives shouldn't be bad for companies' bottom line, says Levi Strauss sustainability chief Michael Kobori in [this article](#). Levi's experience has been that conservation and efficiency efforts wind up saving money in the long run. "By definition, if you're more sustainable, you're consuming fewer resources, which means you have fewer input costs," he says.

## **EDUCATIONAL NEWS**

### **University Professors' Masonry Workshop to be held March 8**



Concrete Masonry Association  
of California & Nevada

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Western  
States Clay  
Products  
Association  
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Gold Level



Masonry  
Institute of  
America

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Silver Level



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### THE MASONRY SOCIETY

The Masonry Society has extended the registration deadline for the 2015 University Professors' Masonry Workshop (UPMW). The UPMW will provide professors with resources and background needed to effectively teach masonry design and construction classes at the university level. Topics include the sustainability of masonry and more. The workshop is being held March 8-10 at Penn State University in State College, PA. [Click here](#) for more information.

### International Concrete Sustainability Conference

The 2015 International Concrete Sustainability Conference, will be held May 11-13, 2015, in Miami, FL. The conference provides learning and networking opportunities on the latest advances, technical knowledge, continuing research, tools and solutions for sustainable concrete manufacturing, design and construction. [Learn more.](#)

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