

The Masonry Society

Sustainability E-News

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SPONSORED EDITION

From the Editor

Happy New Year! As is often mentioned, this time of year is a time of setting goals. This edition includes a link to an article on SC Johnson Company and how they have surpassed their goals for sustainability in their business several years ahead of schedule. I've included them as an example of what can be done, but would love to include news on how companies in the masonry industry have achieved their own goals for sustainable business. Please [contact me](#) to be included in a future edition.

And of course, a reminder to please consider supporting this newsletter by becoming a 2012 Sponsor. [Contact the TMS office](#) for more information.

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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.

BUSINESS NEWS

Let me know what sustainable business goals your company has set and how you've done on meeting them. ~Tina

SC Johnson Surpasses Sustainability Goals

SC Johnson reported that it has reached or exceeded the five-year sustainability goals it set out to complete by this year, including a 26.2% reduction in greenhouse-gas emissions by last year, double the percentage decrease it had targeted. The company also reported new sustainability goals that cover emissions, renewable-energy use and packaging according to [this article](#).

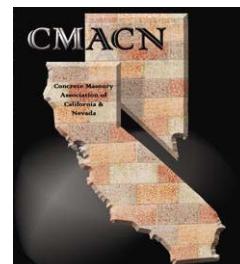
Liability Is a Gray Area for Green Buildings

When sustainability standards for commercial buildings were introduced in the mid-1990s, contractors were often expected to provide guarantees that the property would receive certification for the U.S. Green Building Council's (USGBC) LEED (Leadership in Energy and Environmental Design) or Energy Star. But since professionals and owners lacked experience in meeting green standards, if a building ended up not qualifying for certification, it wasn't always easy to see who was at fault. Read more on this issue by

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Building Owners Use Energy-efficient Strategies for Sustainability

In order to achieve cost-efficient sustainability, facilities management teams must establish long-term energy-efficient strategies. [This article](#) discusses some key points to going green, such as extensive energy audits, cost-benefit models, and implementing passive conservation.

GREEN BUILDING NEWS

In reading about the restrictions on the Department of Defense spending on LEED certification I was reminded that certification isn't necessary to achieve sustainable design. The Pentagon spending bill requires a cost-benefit analysis – a good thing in my book. ~Tina

Net Zero Energy with Brick Masonry

If you haven't heard about net zero energy buildings you should get acquainted with the term. A large majority of the discussion about sustainability has migrated towards energy efficiency of buildings. As energy is discussed and dissected, architects and engineers are working towards net zero energy efficiency. Brian Trimble, Regional VP for the Brick Industry Association recently wrote an article for the Association of Licensed Architects in their magazine Licensed Architect. [In the article](#) on page 33, Trimble discusses how masonry can save energy and how new fangled solar gadgets shouldn't be relied on to save energy.

Congress Restricts Pentagon's Spending on LEED Certifications

The Pentagon spending bill that Congress passed on Dec. 15 will force the military to provide a cost-benefit analysis and return on investment on its sustainable building efforts and will prohibit, through Sept. 30, any spending on reaching LEED gold and platinum certification. [Read more.](#)

Are We Ready for an International Green Construction Code?

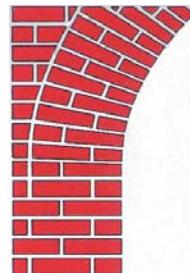
When future historians write about the current transformation of the building sector—when the phrase “green building” has long become a quaint redundancy—they will likely recognize next year’s debut of the International Green Construction Code (IGCC) as a historic green-building landmark moment. But with the wide-scale codification of practices in support of performance- and outcome-based design come a number of concerns for architects that the AIA is trying to address according

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to this [Eco-Structure article](#).

"Green" Fireplaces

Jim Buckley writes in this Masonry Construction Magazine [article](#) that contrary to popular belief, some fireplaces can fit quite nicely into the sustainable movement. But, the fireplace industry needs clear performance standards for fireplaces to meet the same performance standards that stoves do.

Four Sustainability Trends to Watch in 2012

The worldwide movement toward sustainability has made significant progress over the past half-dozen years as companies and cities have pursued strategies that balance future and current societal needs, says Dan Probst, Chairman of Energy and Sustainability Services at Jones Lang LaSalle.

Now, sustainable development is entering a new phase, characterized by greater alignment within and between the public and private sectors. [Read more](#) about Probst's predictions for major trends shaping the sustainable development movement in 2012.

PRODUCT NEWS

Why We Care About Product Transparency

According to Jennifer Atlee with Environmental Building News (EBN), there's been a growing amount of buzz recently about "transparency"--a catchy word for giving people more information about products, finances, corporate behavior, and more. "It looks to us like the move toward transparency will be a major theme in 2012, so we focused EBN's January feature on explaining different forms of transparency and what this could actually mean for the building industry in practice." [Read more](#).

EDUCATION

Wisconsin Masonry Alliance Hosts Sustainability Seminars

The Wisconsin Masonry Alliance announces their 2012 Symposium Series featuring The Masonry Society's "The Role of Masonry in Sustainable Design" seminar. Choose your location! Green Bay on Feb. 14, Wisconsin Dells on Feb. 15, and Waukesha on Feb. 16. [Click Here for More Information and to Register Online!](#) Or [Download the Registration Brochure Here](#).



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Sustainability and LEED is Education Focus of ICON EXPO and NCMA CPU

The Precast Show taking place in Orlando, Fla., March 1-3, 2012 will include ICON EXPO and NCMA CPU education programs. Sustainability is the focus of several of the education programs, including a session on the Introduction to Green Building and the International Green Building Code. For a tentative schedule, please [click here](#).

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