

The Masonry Society
Sustainability E-News
September 30, 2012 Volume 4, Number 18
SPONSORED EDITION

From the Editor

In the past month I've heard several speakers discuss the challenges posed by a prescriptive approach to energy codes and the potentially misplaced emphasis on increasing the R-value of the building envelope. What do they mean by that? Well as building envelopes get more and more energy efficient, the real potential for building energy savings comes not from the envelope, but rather from improving efficiencies in the building mechanical systems. Dr. Mark McGinley presented a [case study](#) for a school at the recent TMS Annual Meeting which showed substantial savings that can occur using strategies such as improving fan efficiencies and even by simply setting back the thermostat at night while the building is unoccupied – a low- to no-cost improvement! A speaker at a local seminar I recently attended echoed these results. So what is the masonry industry to learn from this? I've learned that it's vital to spread the word on the importance of looking at the whole building, not just the building envelope, and going beyond the "cookbook", prescriptive focus on R-values alone. A recent proposal in Florida to raise the baseline prescriptive compliance requirement for residential walls by 79 percent shows that much remains to be done. We've improved the building envelope considerably over the years. Now it's time to focus on the real energy saving potential that can be found in the building mechanical systems. I welcome your thoughts.

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.

BUILDING CERTIFICATION NEWS

Just when you thought you knew all about green buildings, a new rating system comes along! Check out the link below for more information on Oregon's new Earth Advantage Commercial rating program. ~Tina

Next LEED v4 Public Comment Period Opens Oct. 2

[EcoStructure.com](#)

The fifth public comment period for changes proposed to the LEED rating system opens on Oct. 2. Comments will be accepted until Dec. 2. [Read more.](#)

LEED v4 Discussion at Greenbuild

USGBC

Nov. 12-16 USGBC's [Greenbuild International Conference and Expo](#) in San Francisco to include discussions of key topics in LEED v4, including Materials and Resources, the life cycle approach and the manner in which LEED addresses chemicals. Learn more at [usgbc.org/leedv4](#).

Green Certification Program Launched for Small Commercial Buildings

SUSTAINABLE BUILDINGS OREGON

A new green building program has been launched by the Earth Advantage Institute that seeks to certify new or retrofitted small commercial buildings. The Earth Advantage Commercial has three certification levels -- silver, gold and platinum -- with five categories that are judged. The program intends to be more affordable than the U.S. Green Building Council's LEED certification program, according to [this piece](#).

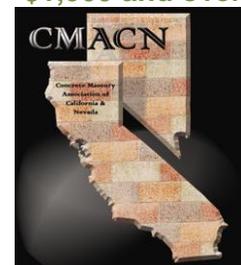
GREEN BUILDING NEWS

Determining cause and effect can be challenging, particularly in the area of evaluating the benefits of green building strategies. The first link below discusses the difficulty in isolating the cause of improved productivity. ~Tina

**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

**Platinum Level
\$1,000 and over**



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



National Concrete Masonry Association

FOUNDATION

Does Sustainability Boost Productivity?

Researchers have determined that companies that focus on environmental sustainability tend to have more productive employees. However, it's important to note good management might be the real reason for increased productivity at these firms. "These companies have a cluster of good practices, like more training and better relationships among employees," noted Magali Delmas, the study's co-author. [Read more.](#)

Multiple Benefits of Green Buildings Should be Promoted

ENVIRONMENTAL LEADER

A survey by McGraw-Hill Construction found that return on investment was a key factor in building green, but builders and developers should consider more than just energy-cost reductions, the company says. "[M]issing is a quantification of the full 'triple bottom line' benefits from these investments, especially around the social benefits to human performance and well-being," the company said, according to [this article](#). McGraw-Hill also noted the importance of documenting the various benefits.

7 Reasons Green Buildings are Good for Business

DESIGNBUILDSOURCE.com

Sustainable buildings can be beneficial for business because they can help companies meet government standards, win investors and create a sound environment for employees, writes Danielle King. In [this article](#), King mentions seven ways that green buildings benefit businesses.

How to Make Green Building Something Everyone Can Understand

GREENBIZ.com

The green-building business would do better if it were easier for consumers to understand precisely what they get back from a green-building project, writes Suzanne Shelton in [this GreenBiz.com article](#). That means marketing green building's benefits not just to end-consumers, but also to the architects and contractors who advise and serve them. "When we stop relying on consumers to tilt at windmills, we'll quickly make green building the new normal," Shelton writes.

ODDS and ENDS

Defining Recycled Content

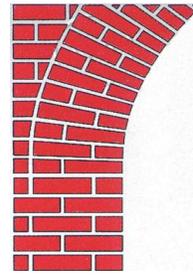
BUILDING GREEN

Thousands of companies have sought an environmental marketing edge by advertising the recycled content of their products. Those claims come under the jurisdiction of the Federal Trade Commission (FTC), which first published definitions for common environmental terms in its Green Guides in 1992. The LEED Rating System offers credit for recycled-content materials, referencing definitions from ISO 14021. Those definitions can still leave a lot of gray areas, which manufacturers understandably tend to interpret in their own favor. [Click here](#) to learn more.

Measure First, Then Start Marketing

SMALL BIZ TRENDS

Companies shouldn't put the cart before the horse when it comes to green marketing, writes Kelly Spors. That means



[Western States Clay Products Association](#)

Gold Level
\$500 to \$999



[Masonry Institute of America](#)



Silver Level
\$250 to \$499



PumpMaster
MASONRY GROUT PUMP



HALFEN
YOUR BEST CONNECTIONS

MASONPRO.com
MASONRY SPECIALTY MATERIALS AND SUPPLIES

establishing meaningful CSR initiatives and measuring success before you start incorporating sustainability into your messaging. "After you've collected all this great information about your environmental footprint -- and know how much progress you've made in reducing it -- [then] you have something to brag about," Spors writes in [this article](#).

Consumers Are Drowning in Eco-labels, Marketers Say

NY TIMES

Eco-certification programs are losing their impact because there are simply too many rival systems for consumers to keep track of, marketers say. "Once you have too many different logos and certifications hinting at the same thing, it waters down the method," said Fleur Gadd of Big Picture UK in [this blog](#).

EDUCATION

Resilient Buildings Workshop: Integrating Materials, Systems, Resilience and Sustainability

The U.S. Department of Homeland Security Science and Technology Directorate and the Concrete Joint Sustainability Initiative invite you to attend the Resilient Buildings Workshop: Integrating Materials, Systems, Resilience and Sustainability. The workshop is free of charge and will take place at the National Building Museum on Oct. 18. The Resilient Buildings Workshop is a collaborative effort between federal government and private sector. To learn more, [click here](#).

Greenbuild 2012 Registration

Registration is open for the [Greenbuild International Conference and Expo](#) — the world's largest conference and expo dedicated to green building, to be held November 14-16, 2012 in San Francisco, California. Learn about what education will be available at Greenbuild 2012 and [access the education program »](#)

To Subscribe, click [here](#).

To Unsubscribe, click [here](#).

To be a 2012 Sponsor, click [here](#).



Advancing the Knowledge of Masonry

www.masonrysociety.org

Bronze Level
\$100 to \$249



"Manufacturer of World Class Precast Stone"

For information on how you can become a sponsor, please contact the [TMS office](#).