

# The Masonry Society

## Sustainability E-News

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SPONSORED EDITION

### From the Editor

As I write this the 11th annual Greenbuild Conference and Expo is coming to a close. With hundreds of sessions and exhibitors, and thousands of people, there was a lot going on! One hot topic of course was the next version of LEED, LEEDv4. Comments on the latest draft are due by December 10th. Visit the USGBC website to [review the draft](#) and [submit your comments](#) before the deadline. Also check out the link below to a good summary of the Materials and Resources changes provided by the Brick Industry Association.

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### Apologies from TMS Staff

We apologize for the delay in distributing this e-newsletter as our website has been down for over a week.

*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 BUILDING NEWS**

While LEED continues to dominate the green building market, a recent survey found that actual certifications are declining. This is not surprising perhaps considering the economy. Read more about that and recent activity to promote resilience in construction in the links below. ~Tina

#### **LEED 2009 vs. LEEDv4: A Major Shift and A Chance for Public Comment**

#### **BRICK INDUSTRY ASSOCIATION**

The current draft of LEEDv4 reflects major changes from LEED 2009 – especially in regard to the proposed Material and Resource (MR) Chapter. BIA's Brick News Online November 8th edition provides a [good summary](#) of these changes.

#### **Survey Reveals Drop in Interest in Getting LEED Certification**

#### **BDC NETWORK**

A survey by Turner Construction Co. found that fewer companies are interested in pursuing LEED certification, [Rob Cassidy writes](#). Only 48% of respondents indicated they were "very likely" to seek LEED certification for new construction projects or renovations, compared to the 61% who responded that way in Turner's 2008 survey. The reasons some respondents gave about why their firms would not seek LEED certifications were the cost of obtaining the certification, the amount of staff time taken up, the "time required for the process" and the "difficulty of the process."

#### **4 Tips to Ensure Sustainability of Green Building**

#### **SUSTAINABLE INDUSTRIES**

To keep the green-building movement sustainable in the long term, architects and contractors should design structures for the future, taking into consideration how they will be used, writes Paul Krumrich, founder and president of Spyeglass. [In this article](#), he describes four best practices that can help contractors ensure that a green building will be sustainable for years to come.

#### **Is Resilience the New Sustainable Design?**

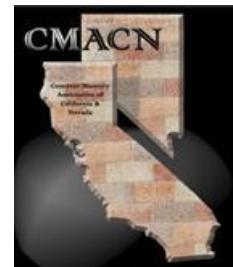
#### **ECO-STRUCTURE**

Resilience is the new sustainable design. That was the message heard at the [Resilient Buildings Workshop](#) held at the National Building Museum on October 18—an event sponsored by the Concrete Joint Sustainability Initiative and hosted by the Department of Homeland Security, National Institute of Building Sciences, and

### **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**

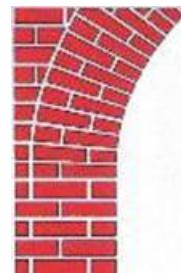


[Concrete Masonry Association of California and Nevada](#)



National Concrete Masonry Association

# **FOUNDATION**



[Western States Clay Products Association](#)

the National Building Museum. [Read more](#) about the workshop.

## San Francisco Sets Example by Publishing Energy Consumption Data

### GREEN BUILDING ELEMENTS

The San Francisco Public Utilities Commission (SFPUC) unveiled detailed energy usage information for more than 300 municipal buildings in a report released today to demonstrate how the city's new building energy benchmarking ordinance can help both public and private property owners find ways to save energy and money and better understand how buildings use energy, according to [this article](#).

## New ASTM Standard To Aid in Designing Building Acoustic Properties

A proposed new ASTM International standard will be helpful to the construction industry in designing acoustic properties for buildings.

[ASTM WK37294](#), Test Method for the Laboratory Measurement of Mechanical Impedance of Building Elements and Prediction of the Sound Transmission Loss Performance, is currently being developed by [Subcommittee E33.03 on Sound Transmission](#), part of ASTM International Committee E33 on Building and Environmental Acoustics. ASTM WK37294 measures the loss factor and equivalent bending rigidity modulus of composites, drywall, plywood and similar building elements, with the aim of comparing the damping properties of building elements. [Read more](#) about activities of this committee.

## PRODUCT NEWS

When I first heard of 3-D printing, I found it fascinating. I later got to see it first hand while on a college visit with my son. We toured a plastics engineering lab where we saw 3-D models being created using a printer. Now a designer in the Netherlands is printing with ceramic materials. Check it out below. ~Tina

### 3-D Printed Bricks, Tomorrow's Building Blocks?

#### ARCHITIZER.COM

Brian Peters, co-founder of the Design Lab Workshop in the Netherlands, has created economical, interlocking bricks using a three-dimensional printer. He attached an extrusion head to the printer and used a "liquid slipcast earthenware recipe." Peters said the bricks can be made from cement, concrete or other materials.

[Read more](#).

### Masonry Heaters Provide Clean-Burning Wood Heat

One of the cleanest and most efficient ways to burn wood is provided by high-mass masonry heaters. This [BuildingGreen.com blog](#) touts masonry heaters as a clean wood-burning appliance.

### Concrete: A Better Way to Store Solar Heat

#### EARTH TECHLING

Many materials have been used to create storage systems for heat produced at concentrating solar power plants, but concrete might be the most effective, safer and least expensive, according to researchers at the University of Arkansas. They created a proprietary concrete to make plates and used a thermocline system to put the plates parallel in a storage tank. Heat was conducted with an efficiency of 93.9%, they say in [this article](#).

## GREEN BUSINESS NEWS

The links below feature several case studies on how companies have integrated sustainability into their businesses. I hope you find them helpful.

~Tina

### Dovetail Report Features Case Studies on Green Business

DOVETAIL INC.

Gold Level



Masonry  
Institute  
of  
America



Portland Cement Association



Silver Level



Bronze Level

The first report is a [case study](#) of how one property management company went "green" and saved big. The second report covers another amazing story of success with an examination of [how far one industry has come in eliminating waste](#) in manufacturing.

### **Business Giants Test Integrated Reporting Framework**

**CFO.COM**

A group of more than 80 companies -- including Microsoft and Coca-Cola -- are trying a new integrated reporting framework that blends financial performance with social and environmental metrics. That could give investors important information about companies' long-term viability. "Financial reporting on its own isn't any longer telling us enough about a company to really understand its prospects," says Ian Ball, CEO of the International Federation of Accountants in [this article](#).

### **5 Ways Marketers Can Make the Most of the FTC's Green Guides**

**CSR WIRE**

The Federal Trade Commission's Green Guides offered much-needed guidance for marketers hoping to play up their brands' environmental credentials, writes Jonathan Yohannan in [this blog](#). To craft successful campaigns, brands will need to frame their eco-messaging in a clear, science-based way that doesn't assume consumers pay much attention to green issues. "Assume your audience knows nothing as you develop your messaging," Yohannan advises.

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