

The Masonry Society

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From the Editor

I am happy to report that as the first quarter of 2011 draws to a close, Sustainability E-News is over 75% fully funded. A special **thank you** to our new sponsors! Remember sponsorship is available for as little as \$100, so please consider helping us reach our goal of 100% funded.

A reminder as well that April brings the ASTM E60 Committee on Sustainability meetings in Anaheim, CA, while the IGCC hearings will be in Dallas in May. As always, we will keep you posted, but consider participating yourself.

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EDUCATION

Contractor Sustainability Certification Training Announced

The Mason Contractors Association and the International Masonry Institute are hosting a Sustainability Certification Program on April 14, 2011; Call Jim O'Connor 847/824-0146 @ the Mason Contractors Association of Greater Chicago for more information.

GREEN BUILDING NEWS

I always say that sustainable design is more than LEED or just considering the environment. Now PCA has published a guide to true high-performance sustainable buildings. Read more in the link below. ~Tina

PCA Announces New Functional Resiliency Guide to Green Building

The Portland Cement Association has published a new guide on functional resilience. To learn more and download a copy visit http://www.cement.org/codes/pdf/HPBRS_prerequisites.pdf.

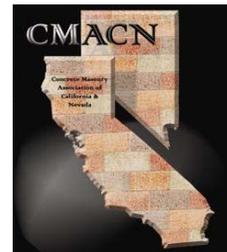
Reports Chart Path to Net-Zero-Energy Commercial Buildings

Two new reports from the Zero Energy Commercial Buildings Consortium (CBC) on achieving net-zero-energy use in commercial buildings say, "high levels of energy efficiency are the first, largest and most important step on the way to net-zero." To read more, click [here](#).

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Advances in Green Building

This article summarizes many of the recent major advances in green building policy and measurement. Read more about [Advances in Green Building](#).

WBCSD Hails White House Announcement on Energy Efficiency As Important Step Forward

The announcement by President Obama to improve energy efficiency in commercial buildings is a much-needed step toward reducing energy consumption and saving American consumers' money, the World Business Council for Sustainable Development (WBCSD) said today. To read more, click [here](#).

Sustainable Development v. Historic Preservation

However, one inevitably wonders why we are building new "green" structures when we could just use the ones we already have. Reusing an old water bottle instead of buying a new one is a great idea. Why not reuse the old building? Read [MORE](#).

Frank Gehry's new Tower in NY Not Seeking LEED...gasp...

But knowing Gehry's mixed feelings towards the LEED system, [this writer](#) wondered if 8 Spruce would be shooting for LEED certification. Word on the street is that the answer is no, but it may still have a few green tricks up its sleeve.

Architect Spent Lifetime Writing the Book on Green Building

Before the book came out, sustainable construction was thought of as putting a solar panel on top of a roof, Spiegel said. But then the industry became enlightened about concepts of aggressive recycling, energy efficient features and [MORE](#).

GREEN BUSINESS NEWS

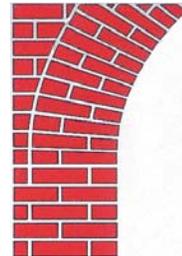
The first step in improving a company's environmental performance is to know where you stand today. And a good place to begin is determining your energy usage, as the blog below attests. ~Tina

Is Your Company Keeping Tabs on Its Energy Usage?

Every company uses energy and so should have policies in place to monitor consumption and curb waste, argue Nick Main and Joseph Stanislaw. Regardless of their industry,



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companies that rein in energy costs gain a competitive advantage. "A decade from now, a company without an energy and sustainability department could be as unusual as one without a human resources department," Main and Stanislaw write in this [Forbes/Fuel blog](#).

Looking for Green-Business Ideas? Try Asking Your Customers

Crowdsourcing can be a powerful tool for companies looking to implement sustainable-business strategies or to develop eco-friendly products, writes Nicolette Fox. GE's Ecomagination project and PepsiCo's Refresh campaign are examples of consumer-led innovation helping firms communicate their values and draw customers into their CSR efforts. "Companies will be prone to exaggerate this concept of 'ownership,' but consumers are often impressed when a corporation makes a show of listening to their concerns," Fox writes in [The Guardian \(London\)](#).

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