

MID-ATLANTIC Builder



Vol. 51 Issue 5
September/October 2009
www.homebuilders.org

GETTING green

With the Maryland Green Building Council



PLUS

NEW Pull-Out Section
Mid-Atlantic Remodeler
Pages 13-16



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The Home Builders Association of Maryland has established the Maryland Green Building Council, a group within the association charged with implementing a green building certification program using the recently completed National Green Building Standards developed by the American National Standards Institute.

By Michael Harrison

18 Get on-line with Social Networking

Do you ever wish your organization was a little quicker to embrace the power of the Internet as a customer service and marketing tool? Ever feel like your company was behind the curve? The next generation of tools are creating new opportunities, just as having a traditional Internet presence did for businesses a decade ago.

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ECO BOX

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PHOTO CREDIT: STUART ZOLOTOROW

publisher'smessage

Some Changes for our Advertisers – More Options, Better Value, New Rep.

After over a decade of outsourcing the advertising sales for our publications, HBAM has decided to bring those sales in-house.

Network Media Partners has been a long standing and successful partner in our sales efforts, but the state of our current economy has forced us to rethink the way we do business while offering you, our members, the greatest value for your investment in our publications, programs and events.

Toward that end, we have appointed Chris Baughn who, beginning September 18th, will be your sales contact for Mid-Atlantic Builder, Builder Mart Magazine, the Directory and Buyers' Guide and our on-line products. Chris comes to us with over 10 years experience in real estate and builder advertising sales from The Baltimore Sun Media Group and has been an active member of HBAM.

By bringing publication and on-line sales in-house, Chris is now in a position to represent the full line of our advertising, exhibiting and other branding opportunities, thereby giving you greater options and enhanced value.

You can expect the same level of service and you have come to expect and can be confident that the high caliber our publications will remain the same as we will continue to use Network Media Partners to do layout and design work for our print and web based communications.



Chris Baughn
Advertising Sales Manager

We anticipate that this process will allow you to get more exposure than ever and position you and your company for the future. You can contact Chris directly at 410-265-7400, ext. 121 or chris@homebuilders.org to get started on your 2010 advertising plan now.

John Kortecamp
HBAM Executive Vice President

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president's message

Rethink It and Make It Better

Recently, I had the opportunity to visit the lovely state of Pennsylvania for a family camping trip. Every day it rained cats and dogs and following one of these heavy rains I scurried from my tent to a picnic table that was tucked under a tarp. As I sat at the table, I looked around the landscape and everything was quiet, still and in hibernation. As the morning progressed and the clouds parted, it felt like I was sitting in the middle of a zoo. Birds, squirrels and everything you can imagine came to life.

At the moment, this is the perfect analogy for our industry. We are waiting for the rain to stop. As I sit at my business table waiting for the sun to come out, it is obvious to me that we all have to do more with less. We have to learn to be more resourceful, diversify and ultimately change the way we do business. So, as I look forward, I am rethinking and retooling our business and our mind set. The Home Builders Association of Maryland has had to take the same approach and I want to point out a couple of the strategies that we have been working on for the past year.

As you know, there are many opportunities for our membership in the green arena. Through the hard work of the members and staff we have developed the Maryland Green Building Council and will roll-out the first large green building show, The Maryland Green Home and Living Show, this fall.

Numbers generally don't lie, so we thought it would be beneficial to continue with a spring and fall forecast conference, offering our members the most current housing data that will allow them to plan for the future.

As we look beyond the moment, and well into the future, HBAM has spearheaded the 100 Year Horizon Conference. The idea behind this conference is to look hypothetically

at our infrastructure, zoning and planning needs 100 years from today. I would consider this the visionary part of our strategy.

We have also taken a closer look at the HBAM events calendar and have tried to be more creative with venues and through consolidation have sought quality over quantity. Our vendors and associates have greatly helped in creating new ideas and we appreciate their participation.

Recently I had the opportunity to attend the spring board meeting in the District of Columbia for the National Association of Home Builders. What I discovered at this meeting is that we at the Home Builders Association of Maryland are ahead of the curve. I found that, as in businesses, associations have to be proactive in their thinking instead of reactionary to be survivors. I certainly was proud to represent HBAM, as we have gone to great lengths to provide strong value and help to our members during these difficult times.

The long and short of it is that it can be healthy to meet challenges and come up with alternative solutions and fresh ideas. This also goes for our businesses, so they will be stronger and more vital in the years to come. I can promise you that Home Builders Association of Maryland has maintained this commitment, so that in the future, we can be part of the solution and remain a valuable resource for our members. Rethink it, Retool it, and Make it Better!

Michael Owings
2009 HBAM President

Visit www.homebuilders.org for an on-line listing of *Mid-Atlantic Builder* advertisers with hotlinks. There, you can also view MAB archives and find information on upcoming events and current industry issues.

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Events

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CALL 410-265-7400 for information on registration for our events or visit www.homebuilders.org.
FOR INFORMATION on sponsoring any of our events, please call Carey Swift at 410-265-7400, ext. 118.

LDC Awards of Excellence

September 17, 2009

Maryland Historical Society

Join us for this prestigious awards program designed to recognize outstanding residential and mixed-use developments at the community or project level.



Maryland Green Home and Living Show

September 26 & 27, 2009

Maryland State Fairgrounds

This comprehensive green show promises to bring motivated consumers together with cutting edge green technology, products, design and experts.

Celebrity Chef Night and Auction

October 15, 2009

Martin's West

Mark your calendars for the 2009 Celebrity Chef Night and Auction and prepare for the best TAILGATE party ever. Want to donate an auction item? Want to show off your culinary talents? Contact the events department at 410-265-7400 or visit www.homebuilders.org for more information.

Real Estate & Construction Forecast Conference

November 3, 2009

Martin's West

Experts in the real estate industry will review recent trends and look to the future for opportunities. They will point out emerging hot spots and fill us in on when to expect a recovery.

ICON Awards

November 12, 2009

The Fretz Corporation

Don't miss this association wide celebration where the builder, remodeler and associate member of the year awards and the lifetime achievement award will be announced. Get your nomination in now by contacting the events department at 410-265-7400.

Remodeling Awards of Excellence

November 19, 2009

Westin BWI

Experience the art of remodeling at the HBAM Remodelers Awards of Excellence program. This annual event recognizes outstanding achievements by members who provide customers with excellence in remodeling design and craftsmanship. ■

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GETTING green

HBAM Launches The Maryland Green Building Council, charged with implementing a green building certification program for HBAM members

The Maryland Green Building Council is the state's first residential green building program to certify local builders, remodelers and developers using the ANSI certified National Green Building Standard. As the premier provider of information and resources related to green buildings, the MGBC serves as a central hub for consumers going "green".

"One of our key objectives in establishing the council is to help consumers find certified green builders and remodelers and green products and services," said John Kortecamp, Executive Vice President of HBAM. There are two categories of certification in the council; one for builders, remodelers and developers and one for providers of green products, materials and services. All members must complete continuing education courses on green building, but for a builder, remodeler or developer to become certified, their company must complete at least one green certified project per year, meeting either the ANSI National Green Building Standard or an equivalent standard. "Green Building continues to gain momentum across the U.S. as home builders incorporate more sustainable features in new homes in response to consumer demand," Kortecamp added.



A green home incorporates energy and water efficient products and practices; is constructed with renewable, recycled and/or more durable materials; and is designed for improved indoor air quality. “Green building is a practical response to a variety of issues that affect all of us – including increasing energy prices, waning water resources, and changing weather patterns,” said Jake Ruppert, co-chair of the MGBC and president of Ruppert Homes, Inc.

Bill Zahler, co-chair of the MGBC and Senior Vice President of Artery Homes is encouraged by the initial interest in the program and anticipates broad support throughout the association. “This standard will allow home buyers to easily locate builders and remodelers who are qualified to build homes that have been built to nationally recognized green building criteria. Since many of the processes and technologies that go into a green home happen behind the scenes and behind the walls, the MGBC is an important resource for buyers seeking more environmentally responsible homes,” he added.

MGBC Core Principals

Certify – The MGBC certifies that members meet core education requirements and commit to use the ANSI certified National Green Building Standard.

Educate – The MGBC educates companies on the latest green building principals, technologies and marketing strategies.

Advocate – The MGBC advocates for green building incentives and local adoption of the National Green Building Standard.

Promote – The MGBC promotes “green” communities, homes, companies and products to consumers through marketing and special events such as the Maryland Green Home & Living Show.

Education

Since green building technology and certification is a new and evolving science, the MGBC provides a wide range of courses covering many aspects of green buildings, all focusing on the ANSI certified National Green Building Standard.

Education courses cover all things “green” from developing, marketing and selling your green homes and products to ENERGY STAR for homes, water efficiency, sustainable site design, “green” remodeling projects, rater/verifier training, HVAC systems and more. Courses are taught by qualified professionals and usually include field tours and demonstrations. Courses are open to non-Council members, elected officials and anyone interested in “green” building practices, however, due to space restrictions, priority access will be given to MGBC Members.

Membership Benefits

Membership in the Council comes with exclusive benefits not available to non-members. Some of the Council benefits include:

Priority access and discounts to monthly MGBC education programs

- Invitations to exclusive networking events
- Special recognition in the annual HBAM Buyers Guide
- Receiving the MGBC newsletter
- Use of the Maryland Green Building Council logo
- Maryland Green Home & Living Show discounts on exhibitor booths and tickets as well as priority parking
- Recognition as a leader in “green” building products and services

Membership Requirements

All new MGBC members will be Council Delegate Members until certified membership requirements are met.

I. Council Delegate Member:

- Be an employee of a member of HBAM
- Pay annual \$100 MGBC dues
- Complete one HBAM sponsored or MGBC Board approved green education program. HBAM will host monthly green education programs typically lasting 3 hours that cover various aspects of green construction.

II. Certified Associate Member:

- Meet the Council Delegate requirements
- Complete the day-long “Green Building 101” seminar hosted by HBAM. These seminars will be offered quarterly.

III. Certified Builder/ Remodeler/ Developer Member:

1. Meet the Certified Associate Member requirements
2. Complete the day-long “Green Building 201: Understanding the National Green Building Standard” seminar. This seminar will be offered quarterly, usually the day following the “Green Building 101” seminar.
3. Company must complete at least one ANSI or ANSI equivalent certified project annually

*Builder/ Remodeler/ Developer Members will remain Council Delegate Members until the company completes one ANSI or ANSI equivalent certified project.

**Companies with more than one MGBC member must designate a primary point of contact. ■

For more information on the MGBC and upcoming events related to the program, please visit www.marylandgreenbuildingcouncil.org or the HBAM website at www.homebuilders.org. You may also contact Michael Harrison, Director of Government Affairs, at 410-265-7400, ext. 109 or michael@homebuilders.org.



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HBAM Remodelers Council Award Winner

**Owings Brothers Contracting, Library Project
Library Addition, 250K - 300K**

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2009 HBAM REMODELERS

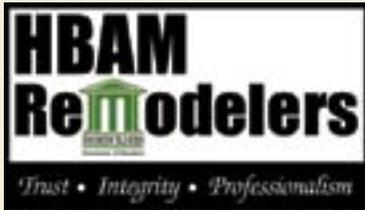
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Welcome Our New Members

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blue house architects

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Jim Weaver
Artery Renovations

Jim Graves
James L. Graves Construction

Correction
Jeffrey Fick's information was printed incorrectly in the last issue of Mid-Atlantic Remodeler. It should have been:
Jeffrey Fick
Fick Bros. Roofing & Exterior Remodeling Co.



before & after

Owings Brothers Contracting Library Project

The homeowner wished to fill in a swimming pool at the rear of the house and construct a library to the right to include a full basement for a studio. The architectural style for the addition was different than that of the existing home in order for this homeowner to exhibit his own style and taste. The decision to vary the design gave the homeowner the custom look he desired. ■

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ITE – The Newest Acronym

It's been quite a year for our industry, hasn't it? I'm told that the words "in this economy" have become so ubiquitous that people are starting to preface everything they say with the letters "ITE" – "ITE I can't recommend going forward ... ITE we're going to have to downscale the design ... ITE everything we planned has to be rethought."



Events of note this fall include our annual Celebrity Chef Night and Auction on October 15th. The theme this year is "Margaritaville" and the evening will feature a steel band playing calypso music along with many HBAM Builder and Remodeler members as chefs. This is the prime networking event of the fall, so make sure you don't miss it.

What should we do – ITE?

I'm reminded of some of the things our guest speaker, Thad Wittenburg, said at the Remodelers Spring Dinner last April. Thad urged us to concentrate on exceeding the expected – ITE be damned! He stressed the importance of implementing simple, inexpensive, yet highly advantageous tactics, such as sending thank-you notes after every meeting; keeping in touch regularly during the warranty period of a job; responding to FAVORABLE input (not just complaints); and making your customers feel comfortable, beginning with the initial sales call.

Recently I asked one of my current customers why she chose me for the job. She told me, "It wasn't the quote. More importantly, I think we hit it off -- that was it. I felt safe. There was just something good about it all." ITE – the simplest touches can make a world of difference! You can make things happen positively!

As always, your HBAM Remodelers Council is here to help you do just that.

In the biggest night of the year for the HBAM Remodelers, the 2009 Remodeling Award of Excellence winners will be announced on November 19, 2009 at the Westin BWI Hotel in Linthicum. This was the location of our very successful spring dinner and I am personally looking forward to seeing you there. If you're not in the AOE competition, you missed a great opportunity to be recognized as a leader and top performer ITE! Your HBAM Remodelers Council has built the Awards of Excellence into a recognized peer-validated achievement. ITE or in ANY economy, that's something you can use to build and market your company.



Donald F. Lynch, Jr., CGR, CAPS
President
HBAM Remodelers Council

don't miss

HBAM Remodelers General Membership Seminar
GREEN – SAVE WITHOUT SACRIFICING
Tuesday, September 15, 2009
8:30 a.m. at HBAM
RC Members and Annual Sponsors – No Charge (please RSVP)
RC non-Members - \$15.00
At Door Price - \$20.00

HBAM Remodelers Awards of Excellence Ceremony
Sponsored by KC Company/Pella Windows
Thursday, November 19, 2009
6:00 p.m.
Westin BWI hotel
The premiere remodeling awards ceremony of the HBAM Remodelers.
Please register at www.mdremodelers.org

Events

Wednesday, September 9, 2009

First Wednesday Breakfast
Sell To People the Way They Want To Buy
Continental Breakfast
8:30 a.m. – 12:00 p.m.
Hilton Pikesville, 1726 Reisterstown Road, Baltimore, MD 21208
HBAM SMC Members – \$25.00
HBAM non-SMC Members – \$40.00
At Door Price - \$45.00

Education

September 22, 2009

Marketing & Communications Strategies for Aging & Accessibility
8:30 a.m. - 4:30 p.m. at HBAM
This course provides a background on the older adult population, communication techniques and common remodeling expenditures and projects.
RC Members - \$250
RC non-Members - \$300
HBAM non-Members - \$350

September 23, 2009

Design/Build Solutions for Aging & Accessibility
8:30 a.m. - 4:30 p.m. at HBAM
This course provides information on the codes and standards, common barriers and solutions, as well as product ideas and resources for the aging-in-place remodeling market.
RC Members - \$250
RC non-Members - \$300
HBAM non-Members - \$350

September 24, 2009

Business Management for Building Professionals (formerly Intro to Business Management)* (Required CGA/CGP designation course)
8:30 a.m. - 4:30 p.m. at HBAM
This course teaches strategies and techniques for building a competitive sustainable remodeling business.
RC Members - \$250
RC non-Members - \$300
HBAM non-Members - \$350
(Continued on page 16)

Wednesday, September 30, 2009

Essential Closing Strategies

8:30 a.m. - 4:30 p.m. at HBAM

This course is approved for Continuing Education credit for CAPS, CGA, CGB, GMB, CSP, MASTER CSP, CMP, MIRM AND CMBR.

This course analyzes the logic behind customer objections, describes the techniques used by master closers and teaches you to be confident in your closing techniques.

HBAM SMC Members - \$250

HBAM Members - \$300

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October 21 and 22, 2009

Green Building for Building Professionals

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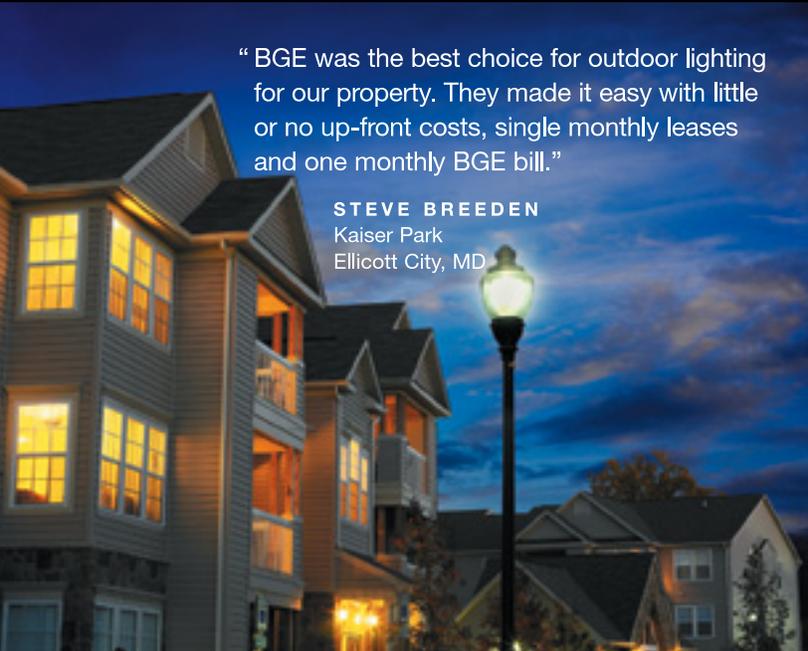
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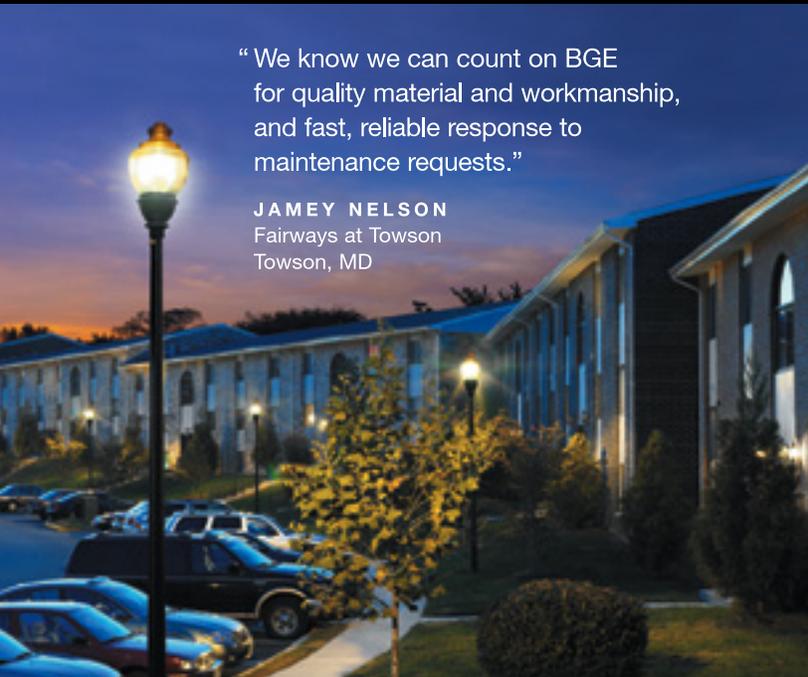
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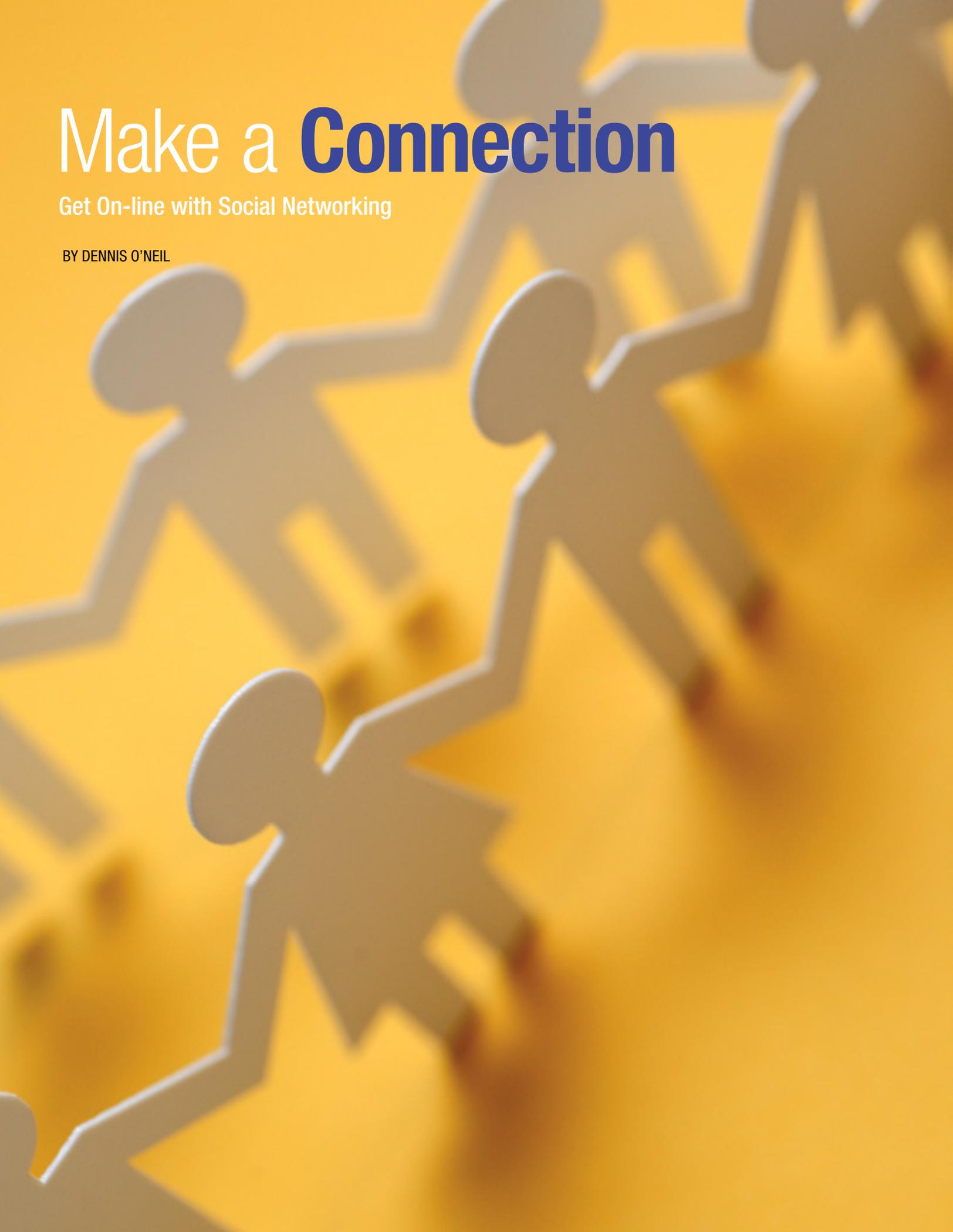
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Make a **Connection**

Get On-line with Social Networking

BY DENNIS O'NEIL



It's rare that I speak to an organization who believes they "got in the game" too early when discussing their Internet initiatives. Most often, after seeing the impact the Internet has had on commerce, companies look at history and see missed opportunities to grow faster and edge out their competition.

Do you ever wish your organization was a little quicker to embrace the power of the Internet as a customer service and marketing tool? Ever feel like your company was behind the curve? The next generation of tools are creating new opportunities, just as having a traditional Internet presence did for businesses a decade ago.

It's truly not possible to speak of a comprehensive web strategy in 2009 without discussing social media and social networking. The Internet is evolving and these new technologies are undoubtedly changing consumer behavior. This changing behavior impacts how people shop and make buying decisions. Organizations that embrace these new tools early on can gain a competitive advantage.

Social Media and Social Networking are the primary technologies that have been changing the face of the Internet into what is popularly described as "Web 2.0". The Internet, as we know it, has grown so much it's hard to believe we're only at Web 2.0. So, what's so special about now?

Until recently, the majority of the Internet was a very one-way conversation. Like traditional books, just in electronic format, the Internet was speaking at its readers. There were limited opportunities for the visitors to these websites to have an immediate impact on the message. There were opportunities to share something noteworthy with your friends through the "email this" links, or even emailing a page to someone. However, consider that these conversations occurred in a tunnel. Emails you send go straight from you to the recipient(s). No other visitor to that website will receive the benefit of your insight or your witty joke.



Web 1.0: You're at a party with lots of people, but you're only able to mingle with your friends. You know they're more people at the party, but you can't hear or see them, you don't know who they are, if they're enjoying themselves or if they have anything interesting to share.



Web 2.0: The same party, but now you can see and hear everyone who wants to be seen. You're able to talk to people you've not met before the party, introduce yourself, and even join in conversations with these new acquaintances. Because you can now hear everyone, if someone says something noteworthy as you pass by them on the way to the bar, you can hear it - and learn from it.

You had two choices to share your voice in Web 1.0 – You could have your own website or you could send emails to those you thought may want to hear what you had to say. While certainly possible, it's not necessarily practical for everyone to learn to build websites, or to hire a web designer to build one for them. Email is a great tool, but what if an old contact changed their email address? And, it's a bit awkward to fill your friends inboxes with everything you find interesting.

The social web is creating a space that enables every person, with even the most limited understanding of basic computer functions, to become a publisher. Waves of new tools have given every Internet user a microphone if they so choose to use it. Social networking tools enable their users to stay connected, without email, to share as much or as little as they want and enable each users' contacts to hear as much or as little from them as they choose.

The newest generations of web tools enable every user to communicate well beyond their immediate social circle, opening their story, advice or anything else they want to share to anyone interested in listening. Web 1.0 had a few early examples of this kind of empowerment, but they were never widely adopted and were not as easy to implement – making them fall short of the tipping point.

The social web has been making huge strides because there are a host of tools that are working together, using standardized formats. These standardized formats allow all of these tools to integrate, making the impact of the whole greater than the sum of the parts.

Make it EASY for people to talk about you.

We all know that the easier you make things for someone, the more likely they are to take advantage of it. That being said, it's easier to post an interesting article to Facebook and share it with 500 friends, than it is to call 500 people and tell them how much you loved the new model home you toured this morning.

Social technologies provide amplified connections between individuals. They speed information gathering and sharing. They enable the progressions toward true real-time information. Web 2.0 opens the Internet to a new level of communication, creating opportunities for businesses that are prepared to join the party.



With Web 1.0, the Internet wasn't much of a party. As the previous examples described it more like a stack of information tunnels. **Web 2.0 is a party.** Everyone who attends is free to socialize. Facebook has over 60 million users in the United States. 30 million of them log in EVERY day. That's a big party. Not having a presence in the social space is like not being accessible at the big party. No one can talk to you if you're not there. And if they can't find you, they'll probably just talk to someone else. Do you want them talking to a competitor?

I think the day is not far off where not having a Facebook, or some other form of social technology, presence will be considered similar to not having a website. It's kind of hard to imagine a company actively seeking new business without the assistance of a website. So, what are some of the major business reasons to use social technology?

1. **This is where your customers are spending their time online.** It's no longer enough to just target people searching for your product. Most businesses would agree - there just aren't enough people searching for their product. You need to reach outside that circle and grab those individuals who are not actively looking, but could be enticed to look if the right relationship is formed and the right opportunity comes along.

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I think the day is not far off where not having a Facebook, or some other form of social technology, presence will be considered similar to not having a website.

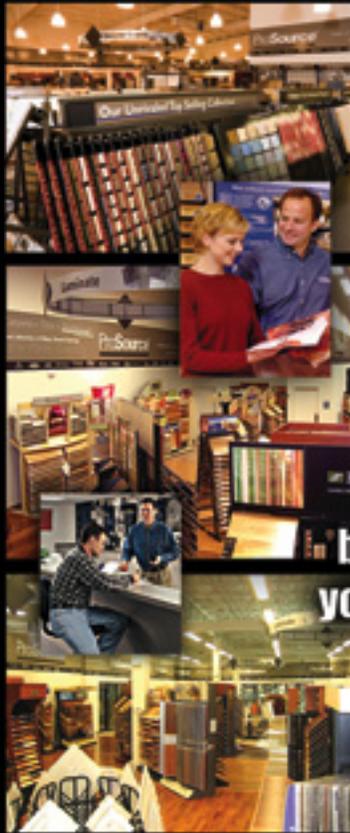
2. Online PR. A nutshell way to describe a lot of social technology efforts is "online PR." The goal of some strategies is to create buzz around what your company is doing - Getting people to talk about you and getting them to share what you're doing with their friends. This sharing offers the potential to reach people several "degrees of separation" away from you, increasing the chance it will reach a potential buyer.

3. Search Engine Optimization (SEO) Benefits – Search engines love content on social platforms. User generated content (UGC) is a term given to the content that's created by the users of social platforms – product reviews, website descriptions and tags, blog posts, etc. UGC is highly valued by search engines because of the likelihood that it's current and that it was created by individuals, as opposed to the less authentic content of a corporate website that was likely written and reviewed by a committee.

What Social Media outlets and tools are appropriate for a Home Builder?

New choices are being added daily, but there's a good core group of options that have some real practical uses. It's important to pick services that will offer the most impact and reach when compared to the time involved. For a continuation of this topic, including a detailed explanation of the different categories of social media tools and how they're used, please visit www.homebuilders.org/page/MAB/. ■

Dennis O'Neil, noted author and speaker, has been using technology and the Internet to sell and market products for over a decade. Focused on the home building industry, Escapade O'Neil Media Group is a full service marketing and advertising firm, located in Maryland, with in-house expertise in Internet, social, digital and print media. Dennis can be contacted at dennis@escapadeoneil.com.



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GETTING TO GREEN – STEP ONE

Getting Started

BY H. ALAN MOONEY, P.E.

As I noted in the last issue, the National Green Building Standard is a reality and your association, the Home Builders Association of Maryland, has debuted the Maryland Green Building Council to highlight the commitment of individual HBAM members to Green Building and the NGBS.

While business is a bit slow right now, this is a great time to focus on positioning yourself to become a member of the MGBC. But where do you start?

In the last issue, I offered the following key points to consider as you develop your own Green Building program and position it to qualify you for MGBC membership and NGBS certification of your projects.

Step 1 Establish a baseline – Use the green scoring tool to get started.

Step 2 Become informed – I recommend creating a Green Building Team within your organization.

Step 3 Set a goal - NGBS has four levels of certification; bronze, silver, gold and emerald. You should set your goal.

Step 4 Identify an Advisor - We recommend establishing a relationship with an Accredited Verifier or CGP to act as a consultant and advisor for your program.

Step 5 Focus on the Fundamentals - As you get your program going, focus on the fundamentals. You will be surprised how quickly you will see your first certifications.

Step 6 Check your own operation - Being Green isn't just about the homes you build. Your business operation should also reflect a commitment to sustainability and conservation.

But, getting back to step one....

Step 1 Establish a baseline – Where are you now? Pick one of your recent home designs, or a new one, with fully developed design documents and use the Green Scoring Tool, available at www.nahbgreen.org, to determine how your project rates using the ICC 700-2008 National Green Building Standard.

This is not a simple process, but it is important. While it may be tempting to delegate this activity to someone on your staff, I think it is important to have the most senior person on your staff who will be responsible for your Green Building initiatives to go through this exercise the first time, both so you have a good understanding of what is needed to achieve a particular goal and so that you can properly guide others on your staff who will become involved in this program.

Here are some pointers for using the Green Scoring Tool. I have taken the time to set up a project myself and worked through the process to gain a better understanding of this system.



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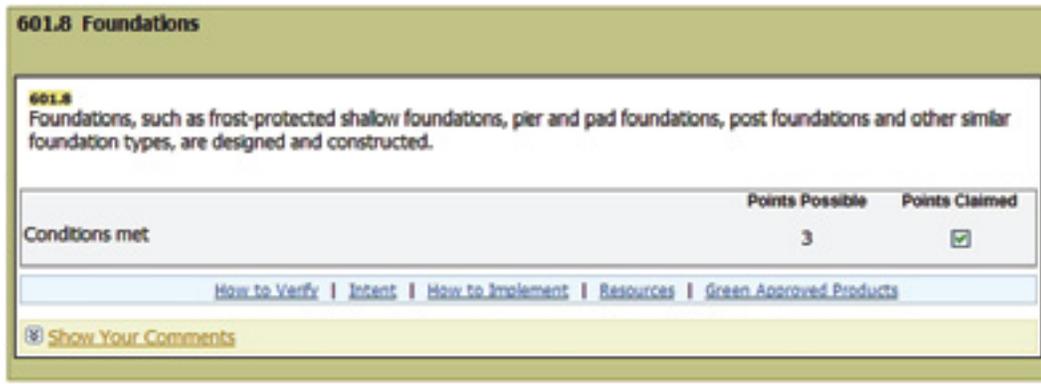


Figure 2. Example subhead

After setting up your account, the first few screens are just about establishing a file for a project. This is self-explanatory. Here you will also choose between the NGBS and the NAHB Green Building Guidelines. For my project, I have chosen the NGBS.

After that, you will be filling in information in each section. There are six major chapters/categories;

- Chapter 5: Site Design and Development
- Chapter 6: Resource Efficiency
- Chapter 7: Energy Efficiency
- Chapter 8: Water Efficiency
- Chapter 9: Indoor Air Quality
- Chapter 10: Operations and Maintenance

Each section has 10 to 30 or more subcategories. And some subcategories are designated with an M (may be Mandatory in some situations) or BC (Builder's Challenge).

There are well over 120 subcategories to read and complete with information from your home design. Even if you only spend an average of five minutes each (some will be much quicker but you do need to read the guidelines, especially your first time through), that's 600 minutes or 10 hours! The good news is that you don't have to answer them in order and you don't have to complete all of them to get a rating.

To get started, I recommend focusing on chapters 5 (site), 6 (resources) and 8 (water). The subcategories and information needed are relatively straightforward and should be readily available. If you don't have the information to respond to a subcategory, skip it the first time through.

See Figure 1 for the list of subheadings for Chapter 6.

And here is what one subheading looks like (Figure 2). You simply check off the Points Claimed box if you have satisfied the conditions noted.

It's not hard to score your project but it will take some time, especially the first time through.

You should consider the first time a LEARNING EXPERIENCE about Green Construction and the NGBS. This effort will also yield a valuable understanding of how "green" your homes are now. By investing the time in being thorough, with a senior person, you will begin to see where you can adjust your product for more GREEN points and how you can promote the "Greenness" of the homes you are building now.

If you are committed to building Green, this is one investment that will have a high and quick ROI!

And don't forget....

As I have said before, just being a Green Builder will not distinguish you from the crowd. Being a quality builder, with a reputation (your signature) for honest, professional service who embraces Green construction standards is needed to assure your long term success. ■

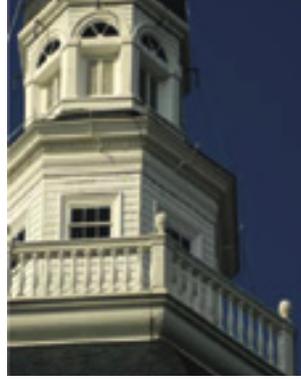


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No.	Name
601.1	Conditioned floor area
601.2	Material usage
601.3	Building dimensions and layouts
601.4	Framing and structural plans
601.5	Prefabricated components
601.6	Stacked stories
601.7	Site applied finishing materials
601.8	Foundations
601.9	Above grade wall systems
602.1	Exterior Doors
602.2	Roof overhangs
602.3	Foundation drainage – M, BC
602.4	Drip edge
602.5	Roof water discharge
602.6	Finished grade – M, BC
602.7	Termite barrier
602.8	Termite-resistant materials
602.9	Water-resistive barrier – M, BC
602.10	Ice barrier – M
602.11	Foundation waterproofing
602.12	Flashing – BC
602.13	Roof surfaces
602.14	Recycling
603.1	Reuse of existing building
603.2	Salvaged materials
603.3	Scrap materials
604.1	Recycled Content
605.1	Construction waste management plan
605.2	On-site recycling
605.3	Recycled construction materials
606.1	Biobased products
606.2	Wood-based products
606.3	Manufacturing energy
607.1	Resource-efficient materials
608.1	Indigenous materials
609.1	Life cycle analysis
610.1	Manufacturer's environmental management system concepts

Figure 1. Chapter 6 subheads



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HBAM POLICY PARTNERS

Since 2001, HBAM's Policy Partners have been underwriting benchmark studies and policy initiatives that have been essential to our ability to make our case before state and local governing bodies.

Recent Policy Partner initiatives include:

- Reality Check and Reality Check PLUS (in cooperation with the University of Maryland 2006-2008)
- Analysis of impacts of APFO moratoria (University of Maryland, 2005)
- Maryland Coalition for Workforce Housing (various partners, 2005)
- Analysis of total local tax contributions derived from residential construction (Optimal Solutions Group / RESI / Towson University, 2004)
- Baltimore County buildable inventory analysis (RESI / Towson University, 2001-2002)

These fact based, objective studies and initiatives have been critical to our successes to date and they will continue to be essential to our ability to successfully advocate on behalf of the industry in the future. These ground breaking initiatives would not have been possible without the generous financial support of our Policy Partners.

Policy Partners are those members who have been willing to financially support this essential work. Please review the list of our current Policy Partners. I encourage you to recognize and thank them for their leadership. We, and indeed all in the industry, owe them a debt of gratitude. We also must take the opportunity to encourage you, if your company is not on the list, to join them by becoming a HBAM Policy Partner. Please call 410-265-7400. ■

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Integrative Design

The shift from a fragmented worldview to a whole systems mental mode is the significant leap our culture must make toward framing and understanding living system interrelationships in an integrated way.

Here are five tips for putting integrative design into action.

1. Kick off the integrative design process with a design charette. This intensive, collaborative design session with a full complement of stakeholders and every aspect of the project on the table helps ensure that you work as a team, with full consideration of all relevant factors, right from the start. Your list of people to invite to the team should include architects, engineers, finance, operations team and legal.

2. Assess the site and your building needs. Or more accurately, assess the needs of the people that will occupy the building. How will you use water, energy, living systems, and materials to meet those needs?

3. Set initial goals for your green building. But don't limit yourself to a shopping list of features and technologies. Start with performance goals, including energy and water benchmarks and let the lists follow, not drive, the process. Research other green building case studies for some inspiration.

4. After the charette and buy-in from decision makers, the design team should discuss how it will approach the actual building process. Continual, active communications is key; effective communication helps make sure the building is properly calibrated for all systems.

5. Schedule frequent team workshops after the initial charette and early phases of work. A standard building has one workshop, and the integrative design process can have upward of five. ■

These tips are taken from the new book, *The Truth About Green Business* by Gil Friend, noted sustainable business expert and CEO of Natural Logic Inc.



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Sculpture Brick is a versatile mortar based veneer that can be used on both exterior and interior walls. The Sculpture Brick Process allows the user to create, completely on site, a brick façade that appears to be real brick (even when you touch it). And for those interested in a stone veneer, no problem, a stone finish just requires a little imagination and a creative applicator! Whether you are a new home builder looking to provide stone or brick accent or a remodeler looking to match an existing wall, Sculpture Brick is an alternative solution that will meet your project design needs. Also, your building site will have a minimal amount of disruption as one pallet of product will cover over 500 square feet in a very green oriented manner. To find out more about Sculpture Brick contact Jay Leatherbury at 443-847-0088 or visit www.sculpturebrick.com. ■



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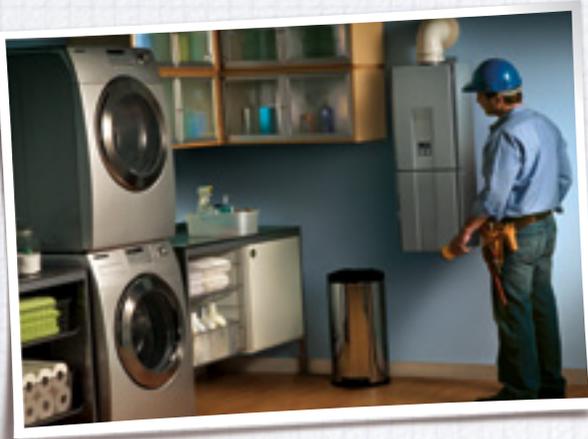


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Capital Lighting & Supply's New Headquarters Completed

Capital Lighting & Supply, a subsidiary of Sonepar USA, is pleased to announce the opening of the company's new central distribution center and headquarters in Upper Marlboro, Maryland. The site is conveniently located in Prince Georges County Maryland directly off the Capital Beltway – I-495 at Pennsylvania Ave interchange. The 220,000 square foot facility features a state of the art distribution center with the latest in warehouse technology. Over 20,000 products are in stock and available to customers every day. A 3,000 square-foot full service counter and will call are also located on the property Capital Lighting & Supply provides electrical products, lighting, and services to contractors, builders, and end-users in the Mid-Atlantic States.

Kichler's Design Pro™ LED Wins Prestigious Lighting For Tomorrow Award

Kichler Design Pro™ LED recently won the coveted "Lighting for Tomorrow" award, the industry's highest honor for energy-efficient lighting solutions. Taking home the top spot in the solid state lighting category, Kichler's Design Pro under-cabinet and new LED disc system were recognized for their aesthetic appearance, superior color rendering, high energy efficiency and overall innovation. Kichler's Design Pro LED under-cabinet lighting features an ultra-thin, half-inch profile and considerable energy savings with 40,000 hours (four times longer than xenon or fluorescent), and in many cases more than 20 years of life. The under cabinet lighting system also offers superior lighting effects. In addition to earning this prestigious recognition, the under cabinet lighting has been touted on national television programs and leading home magazines as a leading product in energy efficient home décor. Find Kichler products online at www.kichler.com.

Cooper Lighting's Halo LED Downlight Earns ENERGY STAR Listing

Cooper Lighting announced that its Halo® LED recessed downlight is the first in the industry to meet stringent ENERGY STAR® requirements for solid state lighting (SSL) luminaires. The high efficiency of the Halo LED downlight delivers greater than 40 lumens per watt—comparable light distribution and better light output than a 65 watt BR30 lamp or 18 watt compact fluorescent fixture. Ideally suited for commercial, hospitality, healthcare, retail and residential applications, the downlight accepts a number of trim options including reflectors, baffles, and lensed trim models. For additional information, visit www.cooperlighting.com. ■



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