WNCGBC is very proud to present a brand new program, Neighbor Saves!

Neighbor Saves is a voluntary, team based, weatherization, and home improvement program designed to bring households together to improve their homes, save energy, and save money in a family friendly and fun environment.

Households can sign up with a team they have assembled or join individually with a team of other individual households.

After taking an introductory class, and having home energy audits, team members can begin working on each other’s houses. In a typical team of 5 households, each team member will work at 3 other team member’s houses and then 3 team members along with a trained supervisor will work at their house. 100% financing available, wholesale material costs, training by certified professionals! Coming Soon: www.neighborsaves.org
Advertising for your business seems straightforward, particularly in the Green Building Directory, and the emphasis is usually on getting new leads, keeping existing customers, and attracting new business. But the benefits of advertising, especially in this economy, are not always so simple.

In our area, creating a niche, especially in green business, is very important, and name recognition is key to bringing in customers and clients. According to Marrissa Williams, Advertising Manager at the Mountain Xpress, “We are fortunate to have such a diverse community of green businesses in the Western North Carolina area, yet because of the high volume, it’s that much more important to stand out against your competition. Brand recognition through advertising is a sure fire way to reach these concentrated readers and ensure that when they are ready to build or update with a remodel, you are the first to come to their mind.”

This year be sure to spread the word about your business, and remember while an advertisement may or may not always ‘directly’ bring in leads, it attracts more business through name recognition and branding, two elements essential for success.

2011 Green Building Directory: 25,000 Copies/ Full Color Ads  
- 1/8 Page $330 
- 1/4 Page $465 
- 1/2 Page $762 
- Full Page $1,232 

Advertising Deadline Feb. 17th

A Special Thanks to 2010’s Board Members

Kevin Ward: SEED  
Issac Savage: Home Energy Partners  
Boone Guyton: Guyton Homes  
Tiffany Smith: Greenguild America  
Jim Demos: Demos Builders  
Marcus Renner: Green Opportunities  
Ken Czarnomski: A-B Tech  
Becky Brown: On Track Financial Services  
Michelle Price: Antique Reclaimed Lumber  
Melanie Brethauer: WNC契合点  
Daryl Rantis: Daryl Rantis Architect  
Hans Doellgast: Jade Mountain Builders  
Judy Dinelle: 84 Lumber
More WNCGBC News

WNCGBC and OnTrack Financial Services Will Be Hosting a Home Energy Efficiency/ Household Financial Improvement Class on the following Dates

**February 22nd 5:30pm-7:30pm**

**March 17th 5:30pm-7:30pm**

**April 13th 5:30pm-7:30pm**

The Class Will Thoroughly Discuss the Financial Benefits of Performing Home Energy Efficiency Retrofits and Address Cost Benefit Analysis of Various Home Energy Improvements

Funding Provided By:

- **Progress Energy**

Reserve a booth now the 36th annual Western Carolina Home Show, March 18th, 19th and 20th at the Asheville Civic Center! WNCGBC Member Highlights include:

- 250 Exhibitors of Home and Garden Related Businesses
- 8,000 to 12,000 Attendees Over Three Days
- Marketing Includes Billboards, TV (NC & SC), Radio, and Over 12 Publications Covering NC, SC and TN.
- Special WNCGBC Section in the Home Show Guide Published and Distributed by The Asheville Citizen Times
- WNCGBC Members are listed on Handout Distributed by WNCGBC at the Home Show
- WNCGBC Members have Special Designation on Booth Signage No Matter Where they are Located throughout the Civic Center
- Speaking opportunities available

**GREEN GINGERBREAD HOUSE CONTEST**

Congratulations to Housing Assistance Corporation of Hendersonville for winning the first annually WNCGBC Green Gingerbread Contest.

Their home ‘Green With Envy’ included, ‘panelized’ graham crackers, chocolate solar panels, licorice rain catchments system, and sunflower thatch roof!

Way to go!!!
**Black Mountain Home Featured in Fine Homebuilding Magazine**

**Solar In Shiloh**

On December 7 and 8th at 365 London Rd. Green Brothers Solar in conjunction with Green Opportunities and AB Tech. & the home owners installed a solar thermal System in the community of Shiloh. All parties are collaborating to create an opportunity for one family in the African American community of Shiloh to own a fully installed solar thermal system. In the process 15 Green Opportunity youth (4 women) were trained in all aspects of the solar thermal trade.

One solar thermal system was installed on a single family home (Healthy Built) in the community of Shiloh in South Asheville. AB Tech provided classroom space and access to their solar thermal workstation. Green Brothers Solar provided instruction and installation training and Green Opportunities provided the pre-approved youth with very basic skills.

One of the graduates of a previous collaboration is working for one of the premier solar companies in our area. “Having students get out there and actually get jobs in the field is very gratifying” says owner Accem Scott.

**Progress Energy Sunsense Program Launch**

Starting in January, Progress Energy Carolinas will begin offering incentives to North Carolina residential customers who install and own solar photovoltaic(PV) systems at their homes, under a program approved by the N.C. Utilities Commission.

The SunSenseSM Solar PV program, will provide upfront rebates of $1,000 per kilowatt of capacity and monthly bill credits of $4.50 per kilowatt for PV systems installed after the launch date.

Participants in the SunSense Solar PV program must be residential customers of Progress Energy Carolinas and must own the installed solar PV system, sized from 2 to 10 kilowatts. The total program capacity limit is 1 megawatt (1,000 kilowatts) per year. Certain other restrictions and commitments apply.

**New Local 250 KW Solar System**

SunEnergy1 and A-B Emblem held a ceremony and ribbon-cutting on Nov. 1 to celebrate the official “switch on” of a 250-kilowatt solar PV renewable energy facility on Conrad Industries’ A-B Emblem’s rooftop — the largest such operation in Western North Carolina — at 291 Merrimon Avenue.

The solar array system was designed, installed and financed by SE1. A total of 1,380 Photo-Voltaic panels were installed. The project was made possible by Progress Energy Carolinas’ SunSense Commercial Solar PV program, which is designed to encourage the development of renewable energy. Progress will purchase the entire output and use it to provide power to its customers. SE1 has signed a 20-year power purchase agreement with Progress Energy Carolinas, and the system is expected to generate about 325,000 kilowatt-hours of electricity this year alone.
The N.C. Building Code Council decided to order the increase in home energy efficiency and to consider changes to building standards that could cut building costs by 15 percent. Commercial buildings would be required to meet a 30 percent improvement in energy efficiency. The new standards would call for more energy-efficient windows and insulation, for example. Gov. Bev Perdue's office and homebuilders negotiated the list of proposed offsets to the cost of building a home to state standards. The N.C. Home Builders Association had complained an earlier proposal for 30 percent greater efficiency would add more than $2,400 to the cost of a $180,000 home. But it seems unlikely the entire package of savings will be approved. The proposals include easing requirements on smoke and carbon monoxide alarms, and rules on home foundations, which some council members said would risk safety.

"It would cut costs, but at what cost?" said Alan Perdue, Guilford County emergency services director who represents the state's fire services on the building council. "We don't need to give up health and safety." The council had voted in September 2010 to delay energy changes until 2015. But environmental groups that wanted a 30 percent efficiency increase won the ear of Gov. Perdue.

Matt Siegel, green building director for the Western North Carolina Green Building Council, said the WNC Green Building Council supported the 30 percent increase in efficiency. "The goal of this was to have a significant impact (on energy use)," Siegel said. "And so the 15 percent, I don't know if it's going to achieve that." Siegel predicted the changes won't have a major impact on WNC builders. "Some things like attic insulation, we have a higher requirement here than they do at the beach," Siegel said.

Sutton pointed out that the Building Code Council sets the minimum standard. Homeowners can always opt for a more energy efficient home. For green builder Chad Ray, the best part of the compromise is a how-to manual for builders who want to know what to include and what to leave out of a home to meet a standard 30 percent more efficient than homes built today. "That sounds simple, but we've never had that before," said Ray, who runs Olde Heritage builders in Zebulon. "The state's better off than with the (home builders association) fighting it tooth and nail." The General Assembly still could step in and reject the council's changes.

The U.S. green building market is accelerating at a dramatic rate

The value of green building construction starts was up 50% from 2008 to 2010 represents 25% of all new construction activity in 2010. According to projections, the green building market size is expected to reach $135 billion by 2015.

Green building is the bright spot in an otherwise tough economy, and in some sectors, that rate of growth has been remarkable. "It's an amazing area of opportunity at time when the construction market is extremely challenged," said Harvey M. Bernstein, vice president, Global Thought Leadership and Business Development, McGraw-Hill Construction. "In today's economy, firms that specialize in green or serve this market are seeing a tremendous advantage -- and they're doing good at the same time. Green building leads to healthier places for us to live and work in, lower energy and water use, and better profitability."

Aside from market size estimates building owners cited three business benefits as the main drivers for building green: Reduction in operating costs of 13.6% on average for new buildings and 8.5% for retrofits; Increase in building values of 10.9% for new buildings and 6.8% for retrofits; and Increase in return on investment (ROI) of 9.9% for new buildings and 19.2% for retrofits.

Beyond these bottom-line advantages, McGraw-Hill Construction attributes green building's rapid expansion to owners' desire for market differentiation, growing public awareness, and an increase in local and federal government regulations. As of September 2010, green building legislation and initiatives were present in 12 federal agencies and 33 states, and the proliferation of local government initiatives have increased at an especially impressive pace -- from 156 localities in 2008 to 384 localities in 2010: SOURCE McGraw-Hill Construction

N.C. Building Code Changes

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ENERGY STAR Version 2.5:
Free Webinar

WHERE: Web

WHEN: Wednesday, January 26, 2011; 2:00 p.m.-3:00 p.m.

AGENDA:
Learn about the transitional specification, Version 2.5, in which homes must follow the Version 3 requirements with some exceptions in order to increase the rigor of the specifications while helping partners successfully adapt to the complete Version 3 guidelines. This webinar will focus on the technical details of v2.5, tips to help with the transition and new resources from ENERGY STAR.

REGISTER AND MORE INFO:
https://www1.gotomeeting.com/register/124318808

WNCGBC Presents: HealthyBuilt Home Orientation Training:

WHERE: NC Arboretum: 100 Frederick Law Olmstead Way Asheville, NC 28806

WHEN: Feb 9th 12:30-4:30 pm

AGENDA:
All interested homebuilders and building professionals are invited to a half-day introduction to the NC HealthyBuilt Homes (HBH) Program, a statewide green builder program for residential building professionals administered by the WNC Green Building Council in partnership with the NC Solar Center.

You will learn the benefits, building guidelines and process for you to be a participant in the NC HBH Program. The NC HBH Program provides visibility and certification of homes for residential builders who practice sustainable, high performance building practices. The program also provides third party assistance in learning about and marketing HealthyBuilt Homes. This event is required orientation to the NC HBH program for all builders who wish to build NC HealthyBuilt Homes.

COST: $59 for members, $69 for non-member

CEU CREDITS: 4 GPA Credits, 4 AIA HSW (self-reporting), 4 ECO Agent credits

REGISTER AND MORE INFO:
Contact:
ph. 828-254-1995 or
email: office@wncgbc.org
HBH homes certified to date: 442

HBH homes in progress to date: 392

For a list of all registered builders, visit: www.wncgbc.org/healthybuilt

2011 Green Building Directory

Release Date: March 18th!!!

Directory Release Party in April!!! All Members Welcome!! More Details Soon!

Products Currently Available From WNCGB:

- 1.7 gpm chrome showerheads $5
- 2.0 gpm handheld chrome showerheads $15
- 0.5 gpm faucet aerators $1
- Radon test kits $8
- Mixed Humid Climate Builder guide $50

Directories Available

If you would like to distribute our free Green Building Directory please email: jacob@wncgbc.org

LEED For Homes

LEED Buildings Certified: 4
LEED Buildings in Progress: 22

Check Out The Years 10 Best Green Products!

Appalachian Offsets

Total tons offset to date: 3207

Visit www.AppalachianOffsets.org for more

Neighbor Saves Will Begin Offering the Required Introduction Classes In February and March

If You Have a Team or Group In Mind Please Contact WNCGB at (828)-254-1995 or email info@wncgbc.org
Southern Community Bank and Trust opened for business in Winston-Salem, NC in 1996 with one branch and 13 employees. Today we have branches throughout the state of North Carolina and well over 300 employees. Our Mission is; To deliver a full range of financial services to our customers; To form a partnership with our customers with all decision-making and product offerings to be in their best interest; To be a long-term player in the communities we serve; To be on the leading edge of technology, availing our customers access to the best resources available; To give back to the community, designating a percentage of any profit derived for reinvestment back into the community

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Blue Planet Plumbing LLC is an Asheville area full service plumbing and gas piping design & installation contracting company. We specialize in the installation of water management systems inside and outside homes and businesses. Our services include installation of high end, high efficiency plumbing fixtures, rain water systems, grey water systems, water purification systems, and storm water management. We offer plumbing fixtures and systems compatible with Healthy-Built Homes and LEED home standards. Give us a call or email today for your next plumbing or gas piping project.

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Living Stone Construction is a first-tier builder of fine custom homes in Western North Carolina. Our mission is to provide our customers with a new or renovated home that exceeds their expectations. We do that with an attention to detail and adherence to our five core values: communication, quality, integrity, value and timeliness. Recognizing that each home represents a significant investment with the potential for substantial capital appreciation, we aim to provide our customers with a home that will be a delight to their families for years to come.

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