

# WNC Green Building News



Spring 2011

Front Page  
WNCGBC News  
Local News  
Regional News  
Platinum Mem.  
Calendar  
Program Updates



## Neighbor \$aves 1st WORK DAY!!!



## NeighborSaves.org

The very first Neighbor Saves workday was August 6th and was a huge success. All three team members as well as a supervisor and multiple volunteers contributed to duct seal and air seal in the basement and attic, and backed knee walls in a formerly unbearable and uncomfortable bonus room. Right away the upstairs bonus room was more comfortable than before and the duct work was noticeably more efficient!



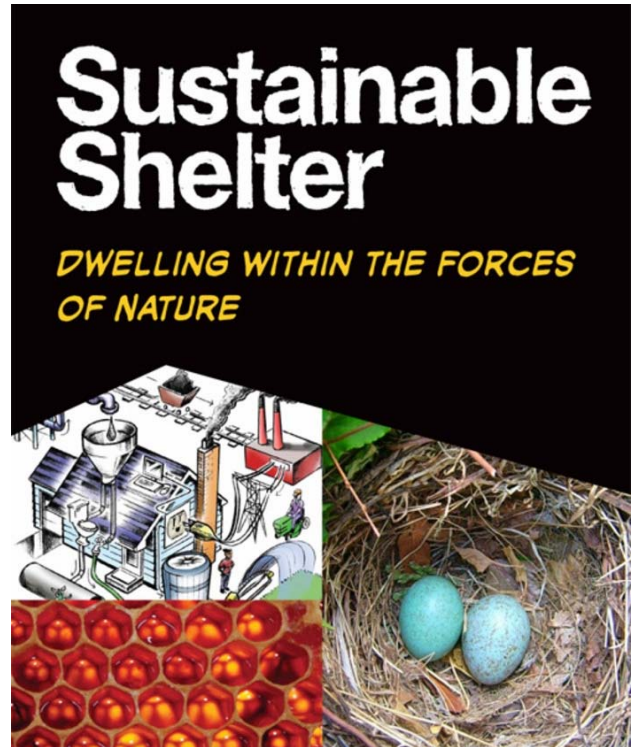
# WNCGBC News

WNC Green Building Council is excited to be working with The North Carolina Arboretum to help promote **Sustainable Shelter: Dwelling within the Forces of Nature**, a new exhibit making its national traveling exhibit debut this fall in Asheville: <http://www.ncarboretum.org/exhibits/upcoming/sustainable-shelter/>

Opening September 24, *Sustainable Shelter* investigates the ways that human dwellings extract, use, and discard energy, water, and other precious natural resources. The exhibit reveals innovative new building technologies and strategies that can help restore the health and viability of natural cycles while exploring biodiversity, human and animal architecture, ecosystems, and energy and water conservation, all from the perspective of the "home."

*Sustainable Shelter* is relevant to our industry and offers not only educational opportunities for visitors that will be attending, but also **marketing opportunities for your business through the Arboretum's Community Partner Program. The Arboretum is seeking support for Sustainable Shelter at a range of giving levels.** Please contact Winnie Hough at [whough@ncarboretum.org](mailto:whough@ncarboretum.org) if you would like more information about the exhibit or becoming an Arboretum Community Partner. Attached you will find a detailed exhibit overview PDF which includes additional contact information for Ms. Hough.

WNCGBC is pleased to be recognized as a partner for this exhibit.



## WNCGBC Reaching Out

WNCGBC is beginning a focused outreach campaign targeted at homebuyers and vacant lot owners intending to custom build homes in an effort to grow the number of third party verified certified green homes.

WNCGBC will focus education and marketing in several diverse ways to reach as many people as possible. The following counties will be included in our outreach: Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Polk, Rutherford, Swain, Transylvania, and Yancey. There will be a heavy focus on Buncombe and Henderson Counties because the majority of WNC housing starts are currently in these counties. Additionally, with a high rate of participation and awareness of green building program already, a focus on this area will most likely have the highest rate of return in numbers of certified homes the most quickly. During the downturn, WNCGBC has received consistent feedback that consumer demand is what is driving builders to third party certify their homes. Additionally, builders continually request the WNCGBC to support their commitment by increasing consumer demand through outreach, education and marketing.



WNCGBC will work with local radio stations that reach the target market in Asheville and WNC, will take advantage of the low cost of targeted web-based advertising and social media for a large WNC audience will use receive information on all building permits pulled in the target area and a customized letter about the benefits of available programs will be mailed to each individual, and WNCGBC will partner with the local Chamber of Commerce to target individuals that are interested in moving to Asheville and program information/brochures will be mailed as part of the Relocation Packets to each individual that contacts the Asheville area Chamber of Commerce for information about relocating to the area.

# More WNCGBC News

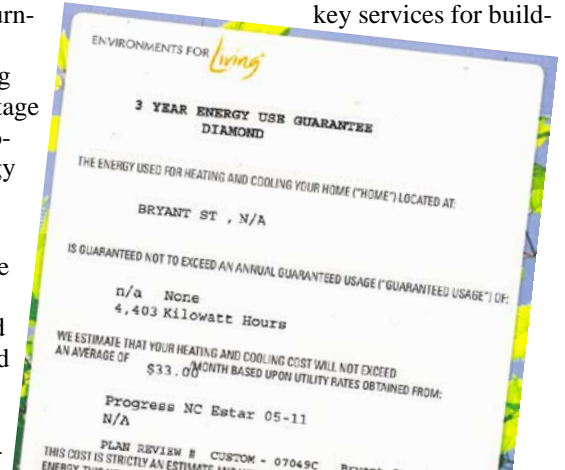
Cady and Guyton Construction and VandeMusser Design are proud to announce the first Environments for Living house in the area!!



The *Environments For Living*® program was launched in 2001, in response to a growing need for professional services to support regional and national home builders in applying building science and energy-efficient construction practices in the field. The *Environments For Living* program offers a complete suite of turn-key services for build-

ers. These include pre-construction plan reviews that use industry-standard home-energy analysis software, various inspection services, diagnostic testing utilizing industry-standard authentication tools. Builders can also take advantage of building science training, sales training, and marketing assistance. The program also offers homeowner limited guarantees on heating and cooling energy use and comfort.\*

The *Environments For Living* program is product neutral and does not require any specific manufacturer's products. The prescriptive, performance-based program structure was developed with the assistance of nationally recognized experts in the field of building science, Building Science Corp. and Advanced Energy. The program meets the requirements of the U.S. Environmental Protection Agency (EPA) ENERGY STAR® program and, at the Platinum energy level, meets the U.S. Department of Energy Building America® specifications. In 2007, the *Environments For Living Certified Green* program was introduced, combining the energy and building science platform of the program with added environmentally beneficial features and benefits, such as indoor water efficiency and appliance and lighting efficiency. It, too, was designed to be compatible with other green building programs nationally and locally.



HEATING AND COOLING  
**ENERGY & COMFORT  
LIMITED GUARANTEE**

WNCGBC is proud to be the provider for the James Alexander Way house which is only the second house in Davidson, NC to be LEED-certified. The other also was built by John Marshall Custom Homes, at 233 Catawba Ave., Davidson. It earned [LEED Gold certification in 2010](#).

Rodney Graham, owner of John Marshall Custom Homes, says “green” homes have substantially lower utility bills and may qualify for advantageous financing, lower insurance rates and government incentives.

“As a LEED certified home, 631 James Alexander Way serves as a model of greener living for the entire community,” Mr. Graham said. “The home is at the national forefront of quality; and is an example of how we can all live better by reducing our environmental footprint, cutting our utility bills, and coming home to a healthier place to live. In addition to being green, this home is beautiful with many custom features.”



The latest LEED home was built in Davidson Springs neighborhood, off Walnut Street and within walking distance of Davidson college and the Village Green. Mr. Graham said the home’s “walkability” is another important factor in green building.

Mr. Graham said the design also focuses on reducing energy use. The three-bedroom project features low-e argon windows, a conditioned crawl space and attic, and spray foam insulation. Other energy efficiency upgrades include instantaneous water heaters, programmable thermostats, high efficiency gas furnaces and air conditioners, as well as mechanical ventilation. The home also has many features that conserve water and improve indoor air quality as well as emphasize local, recycled components.



ECO's Fourth Annual Green Home Tour will be held on Saturday August, 20 from 10am-4pm. This self-guided driving tour will showcase some of the areas most sustainable and environmentally friendly homes. The size, location, and unique features of these homes allow their owners to lead sustainable lifestyles that lower their carbon footprint and minimize the adverse effects they have on the environment. The Green Home Tour is a great way to learn more about living a sustainable life, while also finding ideas to help make your brown home green. Tickets will be available in early August at ECO's headquarters, Wild Birds Unlimited, online at [www.eco-wnc.org](http://www.eco-wnc.org), and the Asheville and Hendersonville Visitor's Centers.

Without a doubt, ECO's Green Home Tour is a GREAT way to spend a pleasant day enjoying the countryside, visiting beautiful homes and getting ideas for living greener! Tickets include map and description of sites. Purchase your ticket/map below or at ECO, area Visitors Centers or Wild Birds Unlimited-Hendersonville. For info, call (828) 692-0385.

<http://tinyurl.com/3zxdjg8>

## Remembering Margie Meares

(Courtesy legacy.com) On Monday, August 8, 2011, Marjorie (Margie) L. Meares took her last breath, having lived with cancer for three years. Margie will be held in the hearts of her loving partner and dearest friend Ruth Ostrenga, her siblings, nieces and nephews, the members of Anattasati Magga Zen Sangha, and a huge and diverse community of friends.

Born October 30, 1960, Margie once wrote of a dear colleague [Rick Maas] that the brightest stars often burn out first, little knowing she was one herself. ...

[Meares served as] the Executive Director of the Clean Air Community Trust in Asheville, which transformed to GO Asheville. She worked as a proponent of the Clean Smokestacks Act, was appointed to the Community Energy Advisory Council, elected to the Woodfin Water Board and was the Chairman of the Evergreen Charter School Board of Directors.

Some would say Margie's life work was to transform people's understanding of the importance of the environment and to help develop environmental mindfulness, but her greatest gift was in helping people understand themselves. Recently ordained as a Lay Teacher in the Buddhist tradition, she wove her true life's work of knowing and teaching the Dharma into all she endeavored.



Donations offered in Margie's honor should be addressed to the Margie Meares Fund, P.O. Box 18055, Asheville, NC 28814. A portion of all donations will be given to two non-profit organizations that were very close to Margie's heart - the Center for End of Life Transitions and Green Opportunities (GO) Asheville.

# Regional and National Green News

## A Solar Panel on Every Roof, Still a Distant Dream...?

**Daunted by high up-front costs, U.S. homeowners continue to shy away from residential solar power systems, even as utility-scale solar projects are taking off. But with do-it-yourself kits and other innovative installation approaches now on the market, residential solar is having modest growth.**

by dave levitan

It seems like the ultimate in green technology for an emissions-savvy citizen of the 21st century: solar panels on your roof, providing carbon dioxide-free electricity whenever the sun is shining. But as huge utility-scale solar and wind projects continue to make news and the economy continues to struggle, the state of the residential solar sector in the United States remains decidedly mixed.

From the first quarter of 2010 to the fourth quarter, installations of U.S. residential solar systems rose from 62 megawatts to 74 megawatts (enough to power about 15,000 homes), and the Solar Energy Industries Association reports that the first quarter of 2011 saw similar gains over the same period in 2010. Considering that the total installed solar capacity in the U.S. — residential, commercial, and industrial-scale of all types included — still hasn't cracked 3,000 megawatts (enough to power roughly 600,000 homes), this feels like progress.

For the full article please go to: [http://e360.yale.edu/feature/a\\_solar\\_panel\\_on\\_every\\_roof\\_in\\_us\\_still\\_a\\_distant\\_dream/2434/](http://e360.yale.edu/feature/a_solar_panel_on_every_roof_in_us_still_a_distant_dream/2434/)

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## The Times They Are A Changing, Production Builders Go Green

One of the few good things to come out of this flat-lining market is a push to innovation here and there that raises customer expectations along with the quality of the product. That is why green certifications and above-code energy efficiency ratings are increasingly less likely to be seen as unique by homebuyers anymore. They are becoming the new normal, particularly now that even production builders are rolling out marketing plans that highlight adherence to one or more green or energy-conservation standard.

A feature recently posted by Ecohome magazine, for example, highlighted green-construction initiatives by three production builders: Betenbough Homes, based in Lubbock, Texas; Elite Homes, based in Louisville, Kentucky; and KB Home, based in Los Angeles.



Betenbough designs and builds its homes for certification to the National Green Building Standard, which was developed by National Association of Home Builders' Research Center in collaboration with the International Code Council. The focus for NGBS- certified development projects is on preservation of topography and natural resources, storm water management, greater density, and proximity to mass transit. Both Elite and KB Homes are building to guidelines set by the Energy Star for New Homes program. (That program currently is in transition to more-stringent guidelines, known as Energy Star for Homes Version 3, which takes effect on January 1, 2012.)



# Upcoming Events

## Asheville Greendrinks

Social Networking for Sustainability

AGD Meets Every Wednesday at  
Posana Cafe The fun starts at 5:30pm  
and Programming from 6pm-7pm

August 17<sup>th</sup> –Blue Ridge Biofuels  
August 24<sup>th</sup> – YMI Cultural Center  
August 31<sup>st</sup>—UN Association  
September 7<sup>th</sup> – Freeskool  
September 14<sup>th</sup> – Transition Asheville

For Detailed Schedule Head To:  
[www.ashevillegreendrinks.com](http://www.ashevillegreendrinks.com)



## Appalachian Renewable Energy Workshop Series

May 14th through November 19th

**AGENDA:** Workshops and other training activities are one way the North Carolina Small Wind Initiative strives to serve the region in wind power adoption. Making use of the unique Small Wind Research and Demonstration Facility, the SWI holds workshops for all levels of interest on the "ins-and-outs" of small-scale wind power. Please see the following dates and topics to learn more about ways you can take the power in your hands.

See our Events Page for more information or click here to be directed to the full web schedule

CEU Credit Available



## Transition Asheville Neighbor Saves:

**WHERE:** Unitarian Universalist Church 1 Edwin Place

**WHEN:** Thursday August 18th 7pm

### AGENDA:

Transition Asheville presents Neighbor Saves Neighbor Saves is an innovative program of the WNC Green Building Council aimed at empowering participants to Save Energy, Save Money, Improve Comfort and Build Community in a fun based neighborly environment. Participants get trained by and complete work on each other's homes with an experienced supervisor.

**COST:** Free

## Neil Chambers Lecture

**WHERE:** Canon Lounge Warren Wilson College

**When:** September 14th 7pm

### AGENDA:

Neil Chambers, green design guru and author, to lecture at Warren Wilson College:  
Neil Chambers has been at the forefront of cutting-edge green architecture and sustainable design for years. His latest book, Urban Green, brings the power of the sustainability conversation and the design movement together. He will be speaking on September 14 at 7:00 pm in Canon Lounge on Warren Wilson Campus. This program is in partnership with the local chapter of the American Institute of Architects.

**COST:** Free

### REGISTER AND MORE INFO:

<http://www.chambersdesigninc.com/>

## Stay Connected at [www.wncgbc.org](http://www.wncgbc.org)

The screenshot shows the website for the Western North Carolina Green Building Council. It features a navigation bar with links for Home, About, News, Events, and Contact. The main content area includes several news items with images and text, such as 'Check Links', 'NEIGHBOR SAVES', and 'Support Local Businesses'. Social media icons for Facebook and Twitter are prominently displayed on either side of the website preview.

# WNCGBC Program Updates



HBH homes certified to date: **524**

For a list of all registered builders, visit:  
[www.wncgbc.org/healthybuilt](http://www.wncgbc.org/healthybuilt)



## LEED For Homes

LEED Buildings Certified: **13**

LEED Buildings Registered: **77**

**WNCGBC Is Proud to Announce Asheville's 1st LEED Platinum Home!**



WNCGBC is pleased to partner with the NC Solar Center, the Triangle and Charlotte Chapters of the USGBC as a USGBC Authorized Education Delivery Partner, offering LEED Homes workshops together throughout the State.

LEED Homes 252:  
Understanding the LEED Rating System.  
October 25<sup>th</sup> 9am-5pm  
Habitat For Humanity Asheville

<http://store.ncsolarcenter.org/ho25unleforh.html>

## Appalachian Offsets

Total tons offset to date: **3207**



Visit [www.AppalachianOffsets.org](http://www.AppalachianOffsets.org) for more information and to offset your carbon emissions.

## Products Currently Available From WNCGBC:

- 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](mailto:jacob@wncgbc.org)



WNCGBC is happy to offer a free introductory presentation to any and all interested groups!

If You Have a Team or Group In Mind Please Contact WNCGBC at (828)-254-1995 or email [info@wncgbc.org](mailto:info@wncgbc.org)



# Special Thanks To A Few of Our Platinum Members



PO Box 1528  
Arden, NC 28704  
828-693-8562

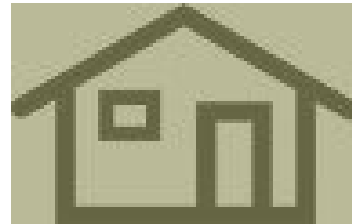
[malcolm@morgankeefe.com](mailto:malcolm@morgankeefe.com)

Morgan-Keefe Builders is a custom home builder specializing in luxury lakefront and mountain estates. For more than 30 years, superior craftsmanship, attention to detail, and excellent client service have made MKB one of the most sought after luxury home builders in the Carolinas. More than 100 MKB homes are found in the region's most prestigious residential and golf communities including Bright's Creek, Balsam Mountain Preserve, Cashiers, Champion Hills, The Cliffs communities, Highlands, Lake Lure, Lake Toxaway, and Reynolds Mountain.

[www.morgankeefe.com](http://www.morgankeefe.com)

BuildDwell, Inc. provides quality construction to Asheville, NC and its surrounding areas. We have earned a reputation of excellence through our BuildDwell Inc. is your solution to all your home's needs; New home, renovated home, or handyman projects.

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## BuildDwell

**High Country  
Timberframe  
& Gallery  
Woodworking**



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High Country Timberframe & Gallery Woodworking Co. has been a leader in traditional and contemporary timber frame and SIPs panel design and construction for over 12 years with projects completed throughout the Eastern United States. With many high profile projects in their resume, High Country Timberframe & Gallery Woodworking Co. strives to ensure that "the second life of the tree be as dignified as the first".

TMH brought together a comprehensive group of designers, architects, developers, builders, suppliers and banks to help simplify the building process. The goal is to provide you with all you desire in your dream home. We work with environmentally respectful designs whether log, timber, panelized or a traditionally built home.

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Good for People - Good for the Earth

**For a Full List of Our Platinum Members Or to Join/ Upgrade as a Platinum Member Please Visit our Website [www.wncgbc.org](http://www.wncgbc.org) or Call (828)-254-1995**