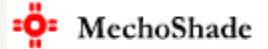




Back row (L to R): Mark Wilhelm - Past Chair, AZ Chapter; Nate Riggle - Southern AZ Branch Steering Committee; Carl Ramsey - AZ Chapter Board of Directors, Past Treasurer; Athavan Rajasundaram - AZ Chapter Board of Directors; Sandy Wiggins - Chair, National Board of Directors; Mick Dalrymple - West Region Council Representative, National Board of Directors; Dave Burns - Southern AZ Branch Steering Committee; **Middle row (L to R):** Rod Groff - Treasurer, AZ Chapter Board of Directors; Doug McCord - AZ Chapter Board of Directors; Mike Quinn - Chair, AZ Chapter Board of Directors; Dimitrios Laloudakis - AZ Chapter Board of Directors; **Front row (L to R):** Nora Calato - Vice Chair, AZ Chapter Board of Directors; Bonnie Richardson - Secretary, AZ Chapter Board of Directors; Michelle Watanabe - AZ Chapter Board of Directors; Stefanie Gerstlehouse - Southern AZ Branch Steering Committee

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[Letter from our Editor](#)



Environmentally Smart

Cute as a puppy (and not much bigger), the Smart Car by Mercedes attracted attention at the first Green Summit at ASU's Tempe campus April 19. The Green Summit was a student-led initiative designed to promote sustainability. In the photo to the left, Andrew Torrance, left, a construction management major, and Johathan Danielson, center, an education major, talk to Dan Urioste of Square Care, a textile and carpet maintenance company, who had brought the vehicle to the event. [...more on p.2](#)

Certification Soup ... and other ruminations on the "green economy"

The dot-com era of "green" is here. Many of us have worked dilligently for years to raise green building and environmental degradation into the public spotlight. Now, that spotlight is shining bright green. It is a time of great opportunity for positive change and for realizing a return on an investment of years (or even a lifetime) and money.

With opportunity comes the risks born of the allure of a fast buck. Like the dot-com era and the more recent residential real estate boom, there will be shortcuts taken, superficial due dilligence and scams. Marketing departments are jumping on the "green economy" out of opportunity and necessity. Some are really improving their products and operations. Some are not. [...more on p.2](#)



Green Cleaning, Empowering Janitors, and Green Savings

We didn't start out to create a green building. We began by simply trying to improve operations, to find operating efficiencies and to create savings. Even once we decided to apply on behalf of Adobe for certification as a LEED-EB Green Building, it was simply to validate what we had already accomplished; we didn't expect to improve operations through the process. But we were wrong!

Actually, we found almost as many energy conservation and sustainability projects to undertake after we began the process of certification as we had implemented prior to registering. Interestingly, enough, the return on investment for the projects initiated after we began certification was even greater than those undertaken before. But that's another story, to tell in a later article.



Project Name: Global Water Center

"... Perhaps the most exciting engineering innovations at this facility is its unique distinction of being the first operating dual-plumbing commercial facility in Arizona. Exploiting the opportunity presented by the administrative facility's adjacency to one of Global Water's treatment sites, both the reclaimed water service to plumbing fixtures in the building, as well as the wastewater leaving the building, are piped directly to the treatment plant. Even beyond this investment,

Today, we are going to look at one piece of that story, our experience with green cleaning, the savings we realized transitioning from “traditional” cleaning methods, and the lessons we learned in the process. [...more on p.2](#)

Thank You to Green Magazine for being our first newsmate! For more on how to be a newsmate of the USGBC Arizona Chapter, click [HERE](#).



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Global Water has chosen this building to serve as an example of what is possible in water reuse and conservation by investing in similar dual plumbing systems for newly developed subdivisions in the Maricopa area..." [...more on p.2](#)

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EnvironmentallySmart

Green Summit puts emphasis on sustainability efforts
By Judith Smith

When Chris Samila went to Costa Rica recently on a quick trip to see the Arenal Volcano, he noticed that many homes in Costa Rica used compact fluorescent light bulbs (CFLs). Instantly, a light went on in his head. “In the middle of the jungle, they’re using CFLs. Why not here?” he asked himself. Samila, a senior in ASU’s School of Global Studies, also began to realize that he and his generation would be the ones most affected by the depletion of the world’s resources. He also had a conviction that “green” businesses could make money, while at the same time protecting the environment – but they also would need green-

(continued from Page 1)

Certification Soup ... and other ruminations on the “green economy”
by Mick Dalrymple, LEED-AP

It is purely market forces.

We have just launched out of the bottom of the J-curve. Renewable energy has already experienced a run up in venture capital and stock prices. As of April, product manufacturers were starting to

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Green Cleaning, Empowering Janitors, and Green Savings
by George Denise, CFM, CPM, FMA, RPA

Over the past five years, Adobe Systems Incorporated and Cushman & Wakefield, their facilities management partner, have undertaken a program to further enhance Adobe’s operating efficiency and reduce its environmental footprint. Adobe’s headquarters consist of three high-rise office towers located in downtown San Jose, California. Together, they total 989,358-square feet of office space, resting atop 938,473-square feet of enclosed parking garage.

On June 9, 2006, Adobe’s West Tower became the first building in the world to be certified at the platinum level by the U.S. Green Building Council in their permanent Leadership in Energy and Environmental Design (LEED)

(continued from Page 1)

Project Name: Global Water Center

To say the new Global Water Center in Maricopa, Arizona is a water reclamation and reuse facility is an understatement. To say Global Water is an organization pushing the boundaries of water conservation with innovative reclamation engineering doesn’t even tell the whole story. Global Water is a private utility company producing high quality reclaimed water; in short, they clean and treat wastewater and make it useful again.

In May 2007, they will celebrate the opening of the Global Water Center in Maricopa, Arizona. The administrative component of this new facility, designed by

mindful customers.

"I really did not realize the global scope of the issue until I began studying here," Samila says. "The school also opened my eyes to the global economic potential of making America a strong leader in sustainable technology. "I see Arizona being a hub for at least the solar aspects of sustainable technologies, if not biotechnology and other emerging industries.

To make this happen, we need a strong coalition of consumers, producers and government leaders." All of those thoughts coalesced, with help from the School of Global Studies Student Association and other organizations, to produce the Green Summit, a one-day sustainability event that will take place on the Tempe campus from 3 p.m. to 7 p.m., April 19. All of the activities will be centered in a large tent on the Student Services Lawn.

There will be two components to the summit: a showcase of products and designs, and a career fair. Representatives of various companies and agencies will speak throughout the summit at designated places in the Memorial Union. More than 40 exhibitors will show green building products and materials, consumer products for the home and office, and architecture and planning firms will exhibit sustainable designs and highlight the building process for a green building. City and state government representatives will be on hand to showcase their sustainability projects and initiatives. The city of Tempe, for example, will feature its transportation center, which will open in 2008 with sustainable elements, such as a living roof.

The career fair will allow students and other job-seekers

receive spillover funding as venture capitalists broadened their view to include sustainability-oriented products. "Irrational exuberance" will take hold of the market and then, in a few years, we will experience the inevitable crash. As we have seen with the speed of the residential real estate bubble vs. the dot-com bubble, investment trends are accelerating into pop-culture fads. The instantaneous flow of information and the near frictionless movement of money contribute to an investment cyclone that mirrors our microwave lifestyle.

After the crash comes the shakeout. The real advances in green and sustainability will become incorporated into our daily business processes and personal lives and much of the hubris will be left for post-mortem business best-sellers. Like internet technologies, sustainable practices will become another necessary tool of operating a competitive business... and hopefully this

Green Building program for Existing Buildings. On December 1, Almaden and East Towers joined West Tower and Adobe became the first organization in the world to have three Green Buildings certified at the platinum level.

Early on, we invited green cleaning guru Stephen Ashkin, principal of The Ashkin Group, LLC, to address our full staff and key vendors about the process of green building certification and the benefits to be realized. Steve has been intimately involved in the Green Building program almost from the beginning. His specialization is green cleaning, but he knows the whole program inside out.

We followed that session with one developed specifically for our janitors. We explained the green cleaning concept to them, the benefits, the new equipment and procedures. Reusable microfiber wipes replaced disposable paper wipes. Microfiber dust mops replaced wet mops. High-filtration, ergonomic backpack vacuum cleaners replaced traditional uprights. And new green chemicals with solution dispensers replaced the old and traditional. We provided orientation and training in their use. We even presented each of our janitors with certificates of completion at the end of the training. Next, we asked for two volunteers to try out these new procedures for the next couple of weeks.

At the end of two weeks, we came back together and we asked our two volunteers how they liked the new equipment and procedures. They indicated that they like them, so we then asked for two more volunteers to try them out for the next couple of weeks. However, when we asked our first two volunteers to give up their new equipment and return to the old ways, to our surprise, they said "no". At that point, we asked all of our 23 janitors how many would like to forego further testing and simply switch to the new procedures. All 23 raised their hand; a strong endorsement of the new procedures, but also of the way

Deutsch Associates Architecture, embodies Global Water's corporate philosophy that good water resource policy, while grounded in innovative engineering, is dictated by public perception.

Pushing boundaries

The administrative building at Global Water Center, like many buildings designed within LEED standards, appears conventional on the surface while many components are actually part of an overall energy-conservation/awareness system. Components such as the roofing system, insulation, and exterior walls are from recycled household products like Styrofoam trays and aluminum cans. Effective natural lighting serves to decrease electricity use and provide occupant comfort and flexibility. Additional energy savings will be recognized through innovative HVAC design. In designing this building however, Global Water and Deutsch Associates went far beyond the anticipated Silver LEED certification. Enjoying a natural synergy of corporate philosophies, these two organizations partnered to design a facility destined to become a leader in environmental stewardship.

Perhaps the most exciting engineering innovations at this facility is its unique distinction of being the first operating dual-plumbing commercial facility in Arizona. Exploiting the opportunity presented by the administrative facility's adjacency to one of Global Water's treatment sites, both the reclaimed water service to plumbing fixtures in the building, as well as the wastewater leaving the building, are piped directly to

to learn about companies that are using green products and focusing on sustainability, and that have job and internship opportunities available. Major sponsors of the summit are ASU's Entrepreneur Advantage Projects, an initiative of University as Entrepreneur, which received funding from the Kauffman Foundation; Salt River Project; and architectural firm HDR. Samila hopes the summit will send out one major message: that there is great economic potential for green industries, in Arizona and the larger world, and that educated consumers will make the difference. He's hoping that 15,000 people will pass through the tent and will carry with them a renewed excitement about the possibility of a sustainable future.

The Green Summit is conducted by the School of Global Studies Student Association, the College of Liberal Arts and Sciences and the Global Institute of Sustainability. It's tucked right in the middle of "Pass the Passion: A Month of Sustainability Awareness," sponsored by RAD Recycling (Ready Aware Devoted Recycling) a student organization led by Terra Ganem. Ganem is a sophomore majoring in nonprofit leadership and management in the College of Public Programs.

For more information about the Green Summit, visit the Web site <http://sustainability.asu.edu/greensummit2007>. For information about "Pass the Passion," go online to www.sustainabilityandyou.org. Smith, with Media Relations, can be reached at (480) 9... or jps@asu.edu.

integration will happen in time to save our biosphere from radical change.

So, are there ways to manage this cycle? Can we minimize the hubris, throttle down the climb and make it into solid, lasting progress? And thereby minimize the fall? Yes. It involves knowledgeable professionals acting as the caretakers of the boom, doing their homework, demanding reality checks, calling out greenwashing, and generally acting as professionals. They will be the ones that will tame the storm and survive it successfully.

Let's look at one narrow but very significant segment of sustainability and green building as an example of what form that responsibility might take: Green building product certifications.

Green product certifications and labels are multiplying like algae in a bio-fuels research experiment. A quick scan of an industry journal can reveal fifty or more green labels in a single issue.

they were introduced to our janitorial staff.

Needless to say, there was a pretty hefty investment in wipes, dust mops, vacuum cleaners, and the like. Coincidentally, the contract with our janitorial service was nearing expiration. To our surprise, our representative proposed that they purchase all of the new products and equipment in return for our renewing the contract for three more years without going out to bid. We agreed.

I assumed they had made this offer because they were merging with another company and wanted to make sure they had a strong contract in place. However, a few months later, we went out to bid on our San Francisco properties. We sent RFPs with the same green cleaning specifications to five well-known janitorial firms, including the one servicing our San Jose property. When we received the bids back, our San Jose's property's janitorial firm was the low bidder, -- by 20%, and with two fewer employees (and almost 30% below our then existing contract). When we asked how they expected to accomplish this, they explained that they had learned in the conversion to green cleaning methods for the San Jose property that green cleaning was so much more efficient, they knew they could clean the new properties with two fewer janitors.

We awarded them the contract and prepared for the transition. In 27 years, I had never gone through a change in janitorial companies without at least a few problems. Even though most of the janitors typically stay and just the management changes, there is always a learning curve, and there are always a few mistakes made. This transition was five months ago and there still hasn't been a single, significant complaint. The lesson learned is that while there are costs incurred in transitioning to green cleaning, if it is done in conjunction with going out to bid, cleaning costs should actually go down. Safer,

the treatment plant. Even beyond this investment, Global Water has chosen this building to serve as an example of what is possible in water reuse and conservation by investing in similar dual plumbing systems for newly developed subdivisions in the Maricopa area.

Public perception starts with education.

Since an overarching mission of the Global Water Center is to affect long-term water resource policy through education, public education is integral to the architectural design of this building. Part of an overall philosophy to teach children about the importance of sustainability and water recycling, Global Water has invested in their belief that children will take knowledge and ideas to their families, leading the charge towards responsible water use at home. Water resource education is a major portion of the educational experience with public areas dedicated to showcasing the building itself: revealing dual plumbing lines within a lobby wall, an educational video on the construction of the building, and interactive displays featuring recycled building materials.

Expecting this building to stand for future generations as a model of good environmental stewardship, Global Water and Deutsch Associates Architects will seek LEED Silver Certification on the completed project in summer 2007 under Version 2.1.

One reason is clear; market demand and opportunity. Additional reasons include 1) little uniform agreement on how to define green, 2) costs of true third-party certification, and 3) greenwashing. The unfortunate by-product is that a reasonable professional with a typical work schedule in this field cannot keep up with all of the certifications and their legitimacy. A consumer in the same situation stands no chance.

What can professionals do to keep the situation from getting totally out of hand? The most powerful act would be to call for some of the more robust certification programs to merge their efforts and create a recognizable brand image across a broad range of product categories. This call could come from individual professionals and firms, or from professional societies and associations like the AIA, CSI and USGBC.

An example might be Greenseal, Greenguard and the Forest Stewardship

healthier, and for less money; not a bad combination!

George Denise is General Manager for facilities for Cushman & Wakefield, overseeing Adobe Systems Incorporated's headquarters buildings in Northern California. He is also Cushman & Wakefield's Western Region Energy Committee Chairman and Green Building Specialist. Adobe's three San Jose headquarters buildings are certified as Green Buildings at the platinum level. Mr. Denise has been a property manager for 27 years, employed by Cushman & Wakefield for the past 17 years. He is a graduate of San Francisco State University with a BA in Psychology, a Certified Facility Manager (FMA) through the International Facility Management Association, a Certified Property Manager (CPM) through the Institute of Real Estate Management, and a Facility Management Administrator (FMA) and a Real Property Administrator (RPA) through the Building Owners and Managers Association.

Council coming together to unite three strong third-party programs with different (but somewhat overlapping) product coverage under one umbrella label, and then market that label as a consumer mark like the EPA's Energy Star. Scientific Certification Systems could turn over its standards and return to serving as purely a testing body for the new umbrella standards-setting group. The mechanics of such a move require transition phases, organizational restructurings and ego-checks, but those non-profits that would be willing to take such a plunge stand to gain enormous strength and credibility in a field that will inevitably see consolidation. The additional benefit would be to push meaningless marketing labels and weaker second-party certification programs to the sidelines, cleaning up the marketplace and clearing consumers' and professionals' heads.

On a related front, at press time, the

International Standards Organization just announced accreditation requirements (ISO 14065) for organizations that validate greenhouse gas (GHG) reduction claims. With the proliferation of carbon offset programs, this will help tremendously in making sure money paid to these programs is actually being used effectively... if professionals demand these programs become accredited before giving money to them. Real progress will also be seen when ISO 26000, regarding social responsibility, is completed and adopted by U.S. companies. However, that will probably coincide with the shakeout period, when we will have already learned a lot of lessons.

So, let's all hop on for the wild ride but let's put some of the steering systems, gas pedals and brakes in place to manage the trip and enjoy the scenery.

Mick Dalrymple is a partner in a.k.a. Green environmental building supplies, producer of PBS' Build It Green!, National Board member of USGBC,

and serves on the
NAHB-ICC Green
Building Standard
Committee.
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a.k.a. Green is a community of people working to improve our built environment. Its showroom near Old Town Scottsdale foreshadows the future by educating on and selling building and home products that are healthier for people and for the planet. a.k.a. Green's mission is to be a catalyst for the widespread adoption of green building practices in Arizona. In this effort, we hold educational seminars and host a variety of events. In line with our mission, we seek to be a carbon neutral by mid-2008.

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