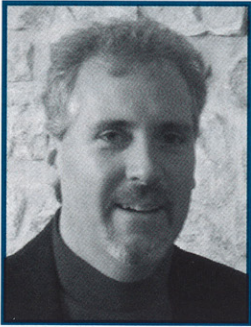


# BUILDING A FOUNDATION IN GREEN



By David V. Hartke, AIA, MBA, LEED Certified Designer  
Stampfl-Hartke Associates, LLC

The movement toward environmentally friendly business practices has shifted from the non-profit industry to the corporate mainstream. Not too long ago you only read about organizations such as Greenpeace, The Audubon Society, or The Sierra

Club touting sustainable procedure and products. Much has changed over the past decade. Multinationals such as HP (Hewlett Packard), Ford, and BP (British Petroleum) promote their Green products in both mainstream as well as environmentally-targeted publications.

It's difficult to determine the true motivation for this paradigm shift toward greening in the corporate world. Upper management may have felt the need to provide a better, safer environment for their offspring's future: Doubtful. The more probable scenario is that corporate executives have decided to jump on the bandwagon in order to get the upper hand on their competition.

The bottom line is that Corporate America with all its marketing research has determined that buyers will pay a premium for greener products. The positive PR that goes along with this movement certainly supports their efforts.

In this light, the HBA of Bucks and Montgomery Counties has decided to initiate a Green Homebuilding Program. First of all, the program will be voluntary. It will be designed to help guide homebuilders toward more sustainable design and construction techniques. Most importantly though, the program will assess the builder's finished product and provide independent certification stating that the home has been built green.

The ultimate definition of exactly what the Green Certification denotes will be clearly specified within our HBA's Green Homebuilding Program. In this way, the public will not only know that a Green-certified home is resource efficient, they will also come to understand that homebuilders are not enemies of the environment.

The first step toward developing the HBA's Green Homebuilding Program has already been taken. On October 6th the HBA held a half-day seminar presented by Ron Jones to introduce green issues and solutions to the membership. Ron is currently an active builder and has helped develop national green-homebuilding programs. The seminar was very successful and well-received by the attendees. Ron integrated self-experience with published material and spoke well without "talking-down" to his audience. In fact, the written comments from the seminar's attendees were positive and asked for a more detailed follow-up session.

To that end, the HBA's Education Committee is currently developing a Green Homebuilding Expo for the spring (2005) which will include presentations by both suppliers and vendors of products that will support the green home-

building effort. The Expo will also include a series of breakout sessions directed toward green-oriented topics requested by the audience at the HBA's October Green Building Guidelines seminar.

Jim Moulton, the HBA's current president spoke after the seminar supporting the Green Homebuilding Program effort. He stated that sustainable building is important both to the planet as well as the homebuilding industry's public perception. Jim also noted that efficient homes can have a very positive impact on reducing global resource waste, especially petroleum, which in turn, supports an American effort to diminish our reliance on oil reserves located in terrorist-infested regions of the world. A patriotic effort in these war-troubled times.

Obviously, homebuilders must continue to concentrate on their successful business tactics. However, citing the rising opposition to residential development by both the general public and governmental entities, homebuilders must pay attention to other issues within their control that affect the supply chain. Especially public resistance or support. Environmentally-friendly homes and communities will go a long way toward gaining public, and therefore governmental support.



**STAMPFL HARTKE  
ASSOCIATES, LLC**

architecture, engineering  
interior design + land planning

2525 Holicong Road, P.O. Box 667, Holicong, PA 18928  
215.794.1925 p 215.794.1926 f www.stampflhartke.com