

To Whom It May Concern:



This PDF is a little different from others available on our web site, in that it's effectively an open invitation to contact us about Verdi's various presentations, ideas for written articles, and our commitment to community service. As we say throughout the web site – and as we'll tell you *ad nauseam* in person – Verdi is a professional Design, Development, and Construction company specializing in cost-effective Green Building.

That means we look for ways to increase energy efficiency, durability, and the use of building materials from responsible, reliable sources... while decreasing maintenance, indoor air pollutants, and long term costs. It all often begins with a speech someone hears, or a column somebody reads, or a meeting involving our service on a board or panel or committee. The next two pages provide examples of the many articles we've written, while below are several recent Verdi speaking venues and hosts. We're ready, willing, and able to provide information and training on just about any Green Building or Smart Growth topic.

- **Gulf Coast Green Building Expo**  
Presenter and panel member for Mississippi Green Re-Building Conference
- **AIA Virginia**  
Conference presenter on Cost-effective Green Building design and specification
- **Charleston, SC Building Enclosure Council and Sustainability Institute**  
Lecture and hands-on demonstration of SIPs (Structural Insulated Panels) applications
- **Southern Energy & Environment Expo**  
Panel member discussions on delivery of Green Building to the marketplace
- **WNC Green Building Council**  
Several speaking and panel presentations on Smart Growth and Sustainable Development
- **Carolinas Association of General Contractors**  
Presentations on US Green Building Council LEED program and Green Construction
- **City of Asheville, NC**  
Various public presentations on urban and neighborhood infill and greenspace development
- Various Community Organization Speeches  
**Kiwanis, Rotary**, schools, etc. on what Green Building and Smart Growth mean
- Various Professional Offices: **Architects, Engineers, Builders/Developers, City Departments**  
Presentations (often for CE credit) on Green Building materials and methods



It's this last group we really try to reach, because knowledge is key: if we can "demystify" sustainability and help more people to be familiar and comfortable with it, including our business peers and competitors, then we've done the right thing because it's good for the Green market in general. Please contact us and let us know what we can do for you.

David Hill, AIA LEED

Amy Goebel Hill, COO BIC





*This memo was written by David Hill, AIA LEED. His company, Verdi, specializes in bringing Green Building to the Market through Sustainable Design, Development, and Construction.*

We make our choices with our money. But what if the Market doesn't provide a range of choices? Sometimes it's about technology, culture, or other variables. Often, though, it's about a Market disconnect: consumers don't know what else is out there, so they buy what's available. The Market then assumes this is what people really want. Some call this the "rear view mirror" method; we call it the "chicken or the egg" syndrome.

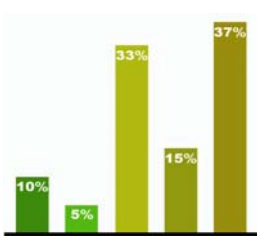


And so it is with Green Building (energy efficiency, good site design, etc). There's just not much supply or demand out there. It's easy to blame the construction industry – builders, developers, realtors, lenders, even the government – but it's just as easy (and correct) to point to those of us who proclaim to be passionate about Green, who are involved in the design and creation of what hits the market... which too often is characterized by a higher price point or by other features that make them unattainable to most buyers, like location or lack of transit options.

Too often, we clients to pay more for Green when it doesn't have to be that way. Or we try to sell Green by trying to sell Guilt - the "burning earth" doom and gloom, or the more personal "what have you done lately to save the planet?" Is the Guilt approach valid? Yes, but the hard reality is that the Market doesn't respond to the negative sell of Green: we must understand what the consumer wants in any product, from toilet paper to buildings: **price, quality, and availability**. To sell Green, we must be aware of common information gaps and misperceptions, and overcome the fact that most consumers believe:



- Green Buildings are more complex, and thus harder to understand and inhabit
- Green Buildings are always dug into the ground, or they look too "space-agey"
- Green components (especially recycled materials) are inferior to "new" products
- Green rebates from utility companies are necessary to make the numbers work.



In 2002, J. Ottman Consulting assembled Green Market data on consumer spending and lifestyles. They found 10% are "ardent environmentalists," and have the time, energy, and money to buy what they want, 5% are "moderate environmentalists," willing to pay a small premium for Green. They found the other 85% of the market is either unwilling to do anything special, thinks the role of the individual is insignificant, thinks Green has a higher cost vs. lower quality, doesn't believe environmental issues are "real," or feels (with reason) they're just too busy making ends meet to devote much time to it, anyway.

Nobody's "wrong" in this scenario, but it does mean they're not pre-disposed toward buying Green. While new technologies – and better ways of using them – are equalizing the price and highlighting the improved product performance of Green, if all we're giving the lower end of the Market is inefficient homes on the edge of town... well, that's where they'll live. Green must address the wants – and the pocketbooks – of consumers. And, conversely, we consumers need to learn more about what's out there, and if we don't see it... ask for it.

## "Bringing Green to the Market"



we know green building

www.theverdicompany.com



This memo was written by David Hill, AIA LEED. His company, Verdi, specializes in bringing Green Building to the Market through Sustainable Design, Development, and Construction.

Winter. The opening scene in the movie “Fargo” gets it right – I know because I lived there for four years while in the Air Force. Tires freeze with little flat spots that make the first mile or so in the morning like driving a clown car, party guests put beer on the porch instead of the freezer (chills quicker), you adjust your true misery level with pocket “wind chill charts.” But here’s an irony - the earth is closer to the sun in January than in July. The difference is the tilt of the earth’s axis away from the sun.



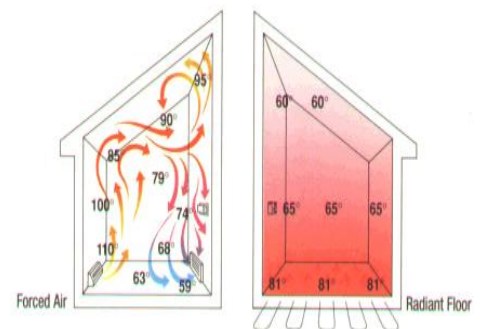
There is no one-size-fits-all answer, but for a heating (and cooling) system to be “right-sized” and provide the best performance, it means the designer calculates the building’s thermal profile to offer the smallest, most efficient unit. They need to apply how people respond to heat which, like it or not, involves some physics:

- **Conduction** is the movement of heat through solid objects, like when you put your hand on a warm surface and, unfortunately, just like heat is conducted through under-insulated buildings to outdoors.
- **Convection** is the movement of heat by currents of air. For example, the fan in your heating system creates convective currents, but it’s also how we lose warm air through gaps in walls, floors, roofs, etc.
- **Radiation** is the movement of energy (heat) across air from warm to cold surfaces. This is what a radiator or a sun-heated floor does. Radiant loss in buildings can be blocked with a radiant barrier.



Think of a cup of coffee: the cup conducts the heat so it is warm to the touch, there are warm air convective currents taking place above the cup (the heat we “see” rising), and if you put your hand next to the cup without touching it you feel the warmth radiating to your skin. But we started all this physics stuff by saying we needed to understand how our bodies respond to this heat transfer.

- **Conduction** plays an important role in the operation of mechanical systems and in loss of heat without enough insulation. Physically, we’ve all put our hands on a cold wall and thought “boy, sure is cold outside.” But in reality we’re feeling the heat we’ve lost (and paid for, and built some utility plants for...).
- **Forced-air Convection** systems draw room air to a fan unit, where it is filtered, heated, then blown into rooms. Physically, people know and like these systems, although heat pumps take some getting used to due to the lower operating air temperatures.
- **Radiant** systems, hydronic or electric, as baseboard or wall units, or as radiant floors... deliver a more even, some say a preferred “character” of heat. Unlike convection systems, though, they require separate units for filtering and cooling/humidity control.



In the end, personal comfort is a matter of, well... personal choice. But the integration of design, materials, and construction will provide the most cost and resource effective solutions, up front and for the long term.

“Baby, It’s Cold Outside”



we know green building

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