

Member Message **board...**

Green Build Council
Membership Meeting

January 31st, 2012

Brau/Energy Smart Home
9812 Pine Street, Omaha, NE
Take the Pacific Street Exit East to 98th
Street
Go right to Pine Street go right to 9812

3:30 – 5:30pm

Tour of the House
Membership Meeting
Snacks & Drinks will be provided

-RSVP-

Delrae Hirschman – 402-488-6894 or
delraedesigns@aol.com

We hope to see you there!

Green Build members setting up at the NE State Fair
>>>>>



Mark Your Calendar >>>

Upcoming Home Shows

NE Builders Home and Garden Show -
Lancaster Event Center Feb. 9-12th.

North Platte Home Builders Association
Feb. 17,18 &19. For more information
contact Jenn Kleewein at
jenn.heupel@gmail.com

2012 Columbus Home and Builders
Show - Agricultural Park Feb. 24-26.

Omaha Home Show –MOBA
Qwest Center March 29– April 1st.



521 Leavitt Lane,
Lincoln, NE 68510.

in this issue >>>

- On Location - Fabric Ducts
- Builder Highlight - Kinning Design Build
- An Awesome Associate - Energy Smart
- Marketing - Getting your Green Build web page up and running!
- Chairman's Message
- Important Dates and More!



Issue
FOUR

www.nebraskagreenbuilders.com

Insight into the Nebraska Green Build Council

Nebraska Green Build

The Nebraska Green Build Council is a marketing and professional development initiative of the Nebraska State Home Builders Association.

The program is intended to foster the development of green building practices in the residential construction industry and market the benefits of owning a "Nebraska Certified Green Built Home" to the home-buying public.

* This newsletter is printed on recycled paper *

on location



Green Building News

Study—Fabric Ducts Increase HVAC Efficiency

Researchers have shown that fabric ducts distribute air 24.5% more efficiently than metal ductwork.

Researchers from Iowa State University's mechanical engineering department have used computer modeling to show that fabric forced-air ducts distribute air 24.5% more efficiently than conventional sheet-metal ducts.

Using fluid dynamics simulations, the researchers determined that the fabric ducts diffuse conditional air more widely in a shorter time, reducing loads of HVAC equipment and saving energy.

"We have now provided engineers with the data that will make air distribution more efficient."

Dr. Michael Olsen,
Ph.D, Iowa State University.

mechanical equipment efficiencies in project specifications," said Michael Olsen, Ph.D., in a press release. Simulations took place over 10 months in an 8'x8"x8" foot room, but the

researchers also did large-scale analyses suggesting that large retail spaces and warehouses could expect similar efficiency gains by using fabric ducts.

By– Evan Dick
January 20, 2012

Green Build 2012 Election Review>>>

Elections were held at our meeting November 8 and here is the list of new officers and directors:

Chairman – Matt Kleinschmit
Vice Chair – Rod Jeck
Secretary – Bob Ruskamp
Treasurer – John Adcock

Board of Directors:
Jess Baker
Jeff Brau
Mike Kinning
Dan Klein
Ken Koch
Mike Rezac
Greg Shinaut
Jeff Taake

Coming up in our next issue:

Getting Ready for the 2012 Elections by answering the question, "What positions do the NE Candidates for Congress have toward Green Build initiatives."



Kinning Design Build



Kinning Design Build is a family owned business started in 1986. It consists of Mike & Mary Kinning and their son Matt. They specialize in custom home building in the Lincoln area plus residential remodeling and outdoor living spaces. Here is what they have to say:

Q: Why did you decide to become a member of the Nebraska Green Build Council?

R: We have always prided ourselves in building quality energy efficient homes. The Green Build Association allows us to further educate ourselves in the latest practices and products available to continue that high standard of construction.

“Believe you can and you’re halfway there.”

- Theodore Roosevelt

Q: What would you say is the highpoint for your business as it relates to Green Build?

R: Working with the Lincoln Lighthouse Project for under privileged youth was a very fulfilling for us. In addition, it is very rewarding walking our customers thru the process of building their dream home from start to finish.



“We are so pleased with the home that Kinning Design Built for us! Mike and his team were so easy to work with; helpful, responsive to our questions and wonderful communicators! Through this experience they have become friends and simply put, if we had to do it over again, we would not consider anyone else!”

— Bob and Candy Campbell
Their home built by Kinning Design Build is pictured above.

Marketing Advice >>>

Make the most of your Membership

One of the most important advantages of membership in the Nebraska Green Build Council is the ability to utilize it's many marketing opportunities. Outside builders, suppliers and associates may profess knowledge in Green Build, but those with membership have a level of credibility and resources available to set them apart from the competition.

Website - Each month the Nebraska Green Build Council's website is visited well over a hundred times! Members have the opportunity to have their business featured on this website with contact information, photos and the opportunity to link back to their own business website. If you are a member, it's time to roll up your sleeves and spend a couple of minutes either updating your page on the Green Build Website or getting your page designed and up and running. This is how you do it:

1. Contact Staci Worthing at staci@pridehomeslincoln.com to confirm or receive your login and password.
2. Go to the Green Build Website Home Page: www.nebraskagreenbuilders.com
3. Scroll Down to the bottom of the page and click on 'Member Login'

Q: What would you say is the biggest change you have seen in the industry?

R: The economic downturn has caused some real changes in the industry. On the positive side with these changes, we are seeing homeowners really do their homework and prioritize what they want/ need in their home.

Q: Tell us a little bit about you.

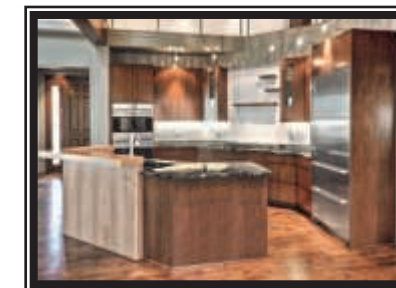
R: My wife, Mary, helps me with in design process with our customers plus does all the accounting. My son, Matt, is 26 years old, we started the business when he was a newborn! He now is our “flex” guy helping me in the field, takes care of estimating and assists Mary in the office when needed. On a personal note, I like to golf, love Husker football and our family are season ticket holders of Lincoln Stars hockey. In addition, we enjoy yard work on our acreage.

Energy Smart Company >>Awesome Associate

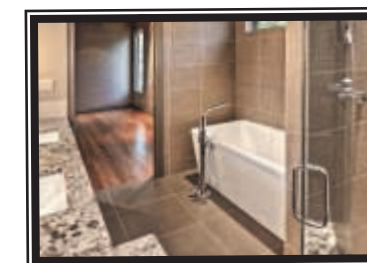
Mark Rathouz, Sales Manager

According to Mark, Describe briefly your business

Energy Smart Company works with area home builders and renovators to help them meet their clients goals related to improving energy efficiency and comfort. We have worked with clients to provide high performance building envelopes which include features like EnerLux Windows, Fox Block Insulated Concrete Forms and Bio-PCM, a phase-change material. We also provide our clients with renewable energy systems like Velux Solar Hot Water Systems and the Mariah Windspire. Our company is also the parent company to EnerLux Windows, an Omaha-based manufacturer of high performance windows, which supplies fiberglass, composite and vinyl windows direct to area contractors. Everything our company does is informed by our commitment to working closely with our clients and providing them high quality and competitive products and services for their construction projects.



Energy Smart Model Home



Why did you decide to become a member of the Nebraska Green Build Association?

Put simply, we want work with builders who are committed to making homes more efficient and comfortable.

What is the biggest change you have seen in your industry ?

Probably a growing interest in using our resources more efficiently and reducing our negative impact on the environment.

“Make it pretty like you know how.”
- Joe Rathouz

Tell us about a career highpoint as it relates to Green Build:

We are proud of all the work we do with all of our clients. A recent highlight has been the construction of our Energy Smart Model Home in Omaha, which has been strategically designed to maximize efficiency and maintain the style and amenities that most people in our area are used to having. We hope that this combination of familiarity and leading edge building technologies will be a model for others. We were also very proud to have supplied and installed three Mariah Windspire small wind turbines at Creighton University, for use by students in their new Energy Engineering program.

What you may not know about Mark!
Favorite Television Show Growing up: Saturday Night Live, especially skits like Simon and “Daily Affirmation with Stewart Smalley”.

Green Build Chairman's Message for 2012 :

The Green Build Executive Members and the Board of Directors met Nov. 30th. to review the goals and progress of 2011. Following is an overview of this meeting as well as the proposed 2012 strategy and direction for the Green Build Association.

2011 in Review:

- * In an effort to increase internal communication this newsletter was developed and sent out quarterly. Members felt that this was an effective communication tool would asked that it continue in 2012.
- * In an effort to increase visibility of the Association, the marketing committee sent newsletters to the greater NE chapters, introduced the association to Government Agencies and created a traveling display that promotes Green Build practices.
- * In an effort to streamline membership costs and recruitment of new members, the association developed a package rate for new members and distributed a marketing letter to prospective associates.

Looking forward to 2012:

- * In an effort to support Green Build members with education of

green products and processes as well as current events within the industry, the newsletter will continue with a greater emphasis in these areas.

* In an effort to increase involvement with other like minded organizations and create a presence with the public, the Association will make a commitment to participate in public events such as Home and Garden shows, local area fairs and potentially the NE State Fair.

* In an effort to support Green Build members to the public, the association will investigate grant opportunities and more opportunities for marketing our membership through parade publications, print material, yard signs etc.

* In an effort to simplify meetings it was decided that Executive Team meetings be held via conference phone call or email. Board meetings shall meet one month prior to general membership meetings.

I want to encourage everyone to participate with comments and their presence at our meetings! I hope to see you all next week at the Brau show home. It is important that we support each other's work! Please feel free to contact me any time at: matt@pridehomeslincoln.com or on my cell at 402.450.5632