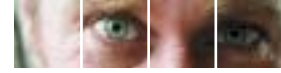


DESIGN &  
CONSTRUCTION  
COMPANIES ARE  
EVOLVING TO  
MEET THIS  
NEW MARKET  
OPPORTUNITY



# find yourself in the green

Are you a design or construction company thinking about going green? Are you unsure where to begin greening your company? Do you know whether the market even holds an opportunity for you? If you answered yes to any of these questions, read on. It's not too late to get up and go green!

The good news for you is that most construction companies are just beginning to learn and embrace green



building and the fundamentals of sustainability. Five years ago, D-A-S Construction Co. seized the opportunity to participate in one of the region's most exciting new developments: EcoVillage Town Homes (See *BXM*, January '03). By participating in this project, D-A-S became one of the region's first general contractors to gain actual experience in building green. At the time we constructed Eco Village, green building was just beginning to find its way into the market place. Finding manufacturers and suppliers of green products and materials proved challenging, and locating data to support a growing trend in green building nearly impossible. However, five short years later, green is golden.

### The green market

As builders, we play a significant role in activities that call upon the principals of sustainability. Our product, buildings, fundamentally impacts peoples' lives and the health of the planet. In the U.S. alone, buildings use 39% of our primary energy consumption and 70% of electricity consumption! That's according to the 2003 U.S. DOE Buildings Energy Databook. Building design and construction also greatly impact how stormwater is managed and how

BY LORI ALBA,  
D-A-S Marketing Director,  
& MEMBERS OF D-A-S'S GREEN BUILDING COMMITTEE.

ALL IMAGES FROM D-A-S CONSTRUCTION



**Left:** D-A-S did the work on the CHABAM children's facility, a job that called for careful selection and use of interior finishes.

**Previous:** The D-A-S Green Team

our water resources are used. And the experience of those who inhabit our buildings, their comfort, health and productivity, depend on how we design and build structures.

And green is growing. In December, the US Green Building Council had certified 669 buildings as green, with 4,926 waiting in the queue for ratings, an indication of the enormous surge in US market demand and the number of buildings being constructed with green considerations in mind. The USGBC also estimates that 5% of all new US commercial construction will end up LEED-certified for 2006 and that thousands more new structures will have been built according to sustainable principles. The products and services market for green building is expected to exceed \$12 billion in 2007, says USGBC. With a trend so fierce, the building industry would be ill-advised to ignore the ideals of sustainability.

#### **How D-A-S is going green**

By opting to go green, D-A-S Construction Co. is making a commitment to the quality of the buildings we build and the impact those buildings will have on the environment.

Here are just a few of the green monsters D-A-S plans to tackle or has already taken on:

- Recycle as much refuse from our construction sites, as well as the home office, as possible.

- Install waterless urinals during a recent remodel at the home office.

- Obtain accreditation as LEED Accredited Professionals in

**Left:** D-A-S's entry into green construction was one of the region's sustainability highlights: The EcoVillage at W. 65th and Lorain.

**Below:** EcoVillage offers a wealth of green features including energy efficiency, life-cycle costs considerations and energy efficiency.

**Facing:** Another challenging D-A-S project: the Lorain Community Health Partners medical imaging unit; lead-lined drywall was removed and disposed of properly, while dirt and dust were strenuously controlled.



New Construction, Existing Buildings and Interior Renovations. Four of the company's employees are currently in the process of becoming LEED-AP.

■ Joined the Cleveland Green Building Coalition and the US Green Building Council; are currently considering membership in Entrepreneurs 4 Sustainability.

■ Host "Lunch & Learn" sessions for employees. Suppliers and manufacturers of green products and materials are invited to present their offerings and to educate D-A-S' staff

note pads and coffee cups.

Promote energy efficient/green building alternatives to clients on a regular basis.

**How to go greener yourself**

Going green is a commitment we value, and one that is worth doing. If you are interested as well, here are a few easy steps you can take to implement green building practices within your organization:



at the sessions. The company plans to extend these educational workshops onto its project sites in an effort to educate subcontractors and owners within the coming months.

■ Seek eco-friendly alternatives for the materials we purchase on a regular basis, like paper,

**1. Determine your goals.** What are you trying to gain by going green? Are you adding it to your existing service offering to differentiate yourself from the competition? Are you hoping to increase your sales by 20% by expanding into the green market? Or, are you

going green in an effort to reduce, reuse and recycle at your facility?

**2. Make greening a team effort.**


Recognize that the whole is greater than the sum of the parts.

Develop a cross-functional committee or team of individuals within your organization who have expressed interest in green building. Don't forget to make someone



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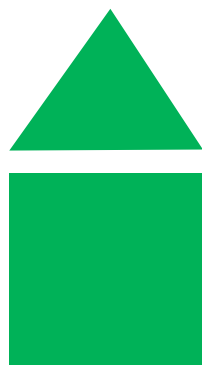
from upper management part of the team. To be successful, you need everyone in the organization to buy into the program, and upper management's involvement will be crucial. At D-A-S, our Green Building Committee meets monthly to share resources and information.

**3. Develop an action plan & timelines.** Whatever your reasons for going green, come up with a plan for getting there. Then set realistic goals and timelines for completion. Hold members of your green committee accountable for meeting the goals and timelines you set and get together

regularly to review your successes and to report on the progress you've made. Remember that green is a process, so keep creating new goals, and stay flexible.

**4. Measure your results.** Saying you're green is one thing, but proving it is another. Be sure to keep accurate records of your greening procedures and results. If you recycle at your jobsites, companies like Rosby Resource Recycling can prove invaluable by offering detailed breakouts of the materials and quantities you are recycling.

**5. Join the Cleveland Green Building Coalition & other green groups.** The CGBC is a first-class organization that will provide you with access to in-



Going green is a commitment we value, and one that is worth doing. If you are interested as well, call us today and we'll help you to implement green building practices on your next project.



**CONSTRUCTION CO.**  
9500 Midwest Avenue • Cleveland, Ohio 44125

216+662.5577  
Fax: 216+662.1793  
E-Mail: sales@dascon.com  
WWW.DASCONSTRUCTION.COM



D-A-S is proud to be a member of these organizations



formation and resources you'll need to get green and to market yourself as a member of the green building community. The membership fee is minimal and you'll be afforded great educational and networking opportunities.

And if you're really serious, consider joining the US Green Building Council. Having the seal of approval of these two organizations is vital to the success of any green building program. E4S is another outstanding group to consider. They offer countless networking opportunities and are open to businesses and individuals from all industries (not just builders). These organizations offer many wonderful workshops, seminars and training opportunities in addition to networking. Now, go green. **BXM**

For more information contact Lori Alba, director of marketing at D-A-S Construction Co. 216+662.5577 x115 or [lalba@dascon.com](mailto:lalba@dascon.com)