

## ***Looking for “Mr. Green Stuff”***

Once upon a time finding information about sustainable design and green building products wasn't easy. There just wasn't a lot of information. Now the problem is just the opposite, there is almost too much information and there is a need to limit this information to that applicable to a particular need. Arranging stored information by the LEED categories (and even by prerequisites and credits) seems to work for right now.

Email newsletters have concise “blurbs” that include links to more information about that topic is appealing. They don't take long to peruse. They can be looked at during a short break between tasks during the workday. And, if you want to know more about that topic, you have the choice to look at the lengthier article or a website.

We receive several of “e-letters” during each week... from CSI, USGBC, AIA, Environmental Building News and other green and sustainable organizations. Occasionally there's a “good one” that we want to keep so that we can use access this information for future use. So, we capture the blurb and cut and paste it into a listing. From time to time we forward this listing to our website administrator and they update our website.

Yes... we use a portion of our website ([www.grenspecs.com](http://www.grenspecs.com)) as a means to store and retrieve websites regarding pertinent green topics. This also allows our clients (and anyone else who wants the information) the ability to access this information by clicking on “Green Resource Info.”

One of the “fun things” that we captured was a report on KJZZ radio in December of 2004. If you click on that link on the website, you can hear that report about the Scottsdale Green Building program. This report provides an introduction to green building that may be useful when discussing green building with a client.

Of course, the USGBC link to LEED is included. Typically we don't access the LEED website from our website, but it is essential that this important link be included for those who are not familiar with USGBC or LEED. There is a large quantity of educational information available at the USGBC site regarding green “stuff”. The USGBC site also includes additional links to other sites.

Typically the links that are available from USGBC's site or other sites that we reference are not listed on our site, since it would be redundant. But, there are exceptions of crucial sites such as referencing the Oikos and Environmental Building News.

There have been several instances when it has been necessary to access information about legislation and municipal ordinances that require LEED. By

including links to these requirements it is possible to “bring them up” on demand... or... to allow the client to access them from their own computer.

Another question that is often ask is “what tax incentives are available?” A Tax Incentives Assistance Project website was launched in November 2005 and having this link allows you the opportunity to find the answer, or; again, allow the client to “do it themselves.”

The internet continues to change the way that we do business. It used to be that the consultant was the one that kept information squirreled away and then doled it out for pay. Now that this information is readily available via a Google search, the consultant is now a sounding board for the client to check out the information that they found by themselves or a short cut for the client who doesn't want to spend a lot of time searching. A reputable site with a list saves everyone time. Architects and spec writers also spend a lot of time teaching (usually over the telephone). Utilizing a “filtered” list of the best information and the best sites like the one on our web site. USGBC or ????? , we are saving both ourselves and the client more time.

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