



## PRESS RELEASE

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### **Builders Gather in Phoenix for a Series of Green Residential Educational Sessions, Speaker Panels and Green Home Tours at USGBC's Residential Summit**

*This week marks a series of green residential events including the re-launch of USGBC's residential Web site, [www.GreenHomeGuide.com](http://www.GreenHomeGuide.com)*

Phoenix, Ariz. (November 12, 2009) – Today the U.S. Green Building Council's (USGBC) Residential Summit, part of the Greenbuild International Conference & Expo, kicks off day one of two days of green residential programming. The opening session focuses on the greening of existing U.S. housing stock and will feature Bensonwood Homes company steward Tedd Benson; UDR, Inc. President & CEO Thomas Toomey; President of Shea Homes' Active Lifestyle Communities Rick Andreen; and "Renovation Nation" host Steve Thomas.

Tonight marks the inaugural presentation of The Hanley Award for Vision and Leadership in Sustainable Housing. The award is sponsored by The Hanley Foundation, EcoHome magazine, and Hanley Wood, LLC, and its \$50,000 grant represents the largest award ever established for advancing sustainable housing. This year's recipient is Ed Mazria, pioneering architect, author, educator and visionary founder of Architecture 2030.

Earlier this week, USGBC held a full day Affordable Housing Summit where national experts discussed the rehabilitation of existing homes and transit oriented development. The affordable housing event's speaker line-up included representatives from Global Green, Nixon Peabody, Enterprise Community Partners and the Stardust Center for Affordable Housing and the Family, and concluded with a guided tour of innovative affordable housing projects in and around the City of Phoenix. The Affordable Housing Summit was supported by the Home Depot Foundation and the Oak Hill Fund.

This week also saw the re-launch of USGBC's Web site, Green Home Guide, ([www.GreenHomeGuide.com](http://www.GreenHomeGuide.com)) which connects consumers and professionals to timely and objective green home information from the green building experts. Green Home Guide ([www.GreenHomeGuide.com](http://www.GreenHomeGuide.com)) helps consumers and green-building professionals learn more about the latest innovations, share important 'how-to' information, and even connect to practicing industry experts and local service providers and product manufacturers. The site features articles written by professionals, a forum for visitors to 'Ask a Pro', a geographically searchable professional-services directory, and a guide to national, regional and local green building programs.

"In a time when Americans are looking to save money by living smarter, increasingly more are turning to greening their home as a way to save money and natural resources, and create a healthier living environment," said Nate Kredich, VP of Residential market Development. "GreenHomeGuide.com makes connecting with relevant green home building information easier and more intuitive," said Nate Kredich, Vice President of Residential Market Development, USGBC.

"Given the variety of new tax credits, a growing stock of green residential building experts, and lower construction costs, there is no better time than the present for American homeowners to build green," continued Kredich.

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The re-launch of the Web site comes on the heels of legislation enacted earlier this year, including the American Recovery and Reinvestment Act (ARRA), which allocates tax credits for making residences more energy efficient. Additionally, developments in green design and construction are creating tremendous opportunities for professional builders, architects, designers and contractors.

According to McGraw-Hill Construction's 2008 SmartMarket Report, 70% of homebuyers are more or much more inclined to buy a green home over a conventional home in a down housing market. That number is 78% for those earning less than \$50,000 a year, showing the increasing access to green buildings for all members of our society. And now is the time to make energy-conscious choices, as households in the U.S. account for 20 percent of energy consumed and 21 percent of carbon emissions, according to the U.S. Department of Energy's Energy Information Administration. Moreover, the DOE reports U.S. residential energy use has grown by 34 percent since 1985.

For more information about greening your home: [www.GreenHomeGuide.com](http://www.GreenHomeGuide.com). To see highlights from the green residential events at Greenbuild 2009, including the Affordable Housing Summit and the Residential Summit, visit [www.GreenbuildExpo.org](http://www.GreenbuildExpo.org).

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