

Greenbuild 2013 Report:

Faith-based Professional Peer Group



Background on the event

With a deep legacy of stewardship and care for creation, communities of faith are increasingly committing to building green. U.S. Green Building Council (USGBC) launched a campaign for engagement with faith-based communities in 2012 at their annual conference, Greenbuild, 2012 in San Francisco.

Over the following year, USGBC's Faith-based Action Team was formed and explored opportunities with and needs for the greening of faith-communities. At Greenbuild 2013 in Philadelphia, PA, USGBC's Community Advancement team gathered green building leaders, community partners and faith leaders to explore opportunities to help faith-based organizations make steps towards improving the health, efficiency and resource use of their houses of worship and congregations.

Session Objectives

- ▶ Grow the network connections between green building professionals and faith organizations
- ▶ Recruit green building experts as volunteers to support the greening of faith-organizations
- ▶ Access existing and create new tools and resources that supports the greening of faith communities
- ▶ Leverage existing USGBC platforms to advance service-based projects in targeted markets.

Session Facilitators & Panelists*

- ▶ Welcome address by Kimberly Lewis, USGBC
- ▶ Facilitation & Panel Moderation by JacCole (JC) Burton, Woodline Solutions
- ▶ Facilitation & Case studies by Holley Henderson, LEED Fellow, H2 Ecodesign
- ▶ Event Producer and Assistant Facilitator, Ryan Snow, USGBC
- ▶ Panelists
 - Erik Backus – Lutherans Restoring Creation
 - Julie Lyons Bricker – Michigan Interfaith Power & Light
 - Rev. Mitch Hescox – Evangelical Environmental Network
 - Stacey Kenealy – GreenFaith

Full biographies for each of these facilitators and panelists are found in the appendix of this document.

Session Agenda

- 9:00 Welcome Address (Kimberly Lewis)
- 9:05 Setting the Stage for the Forum (JC Burton & Holley Henderson)
- 9:10 Table Introductions: Why is it important for YOU to engage in green building as part of your faith-based organization?
- 9:20 Table Discussion 2: Why is sustainability important to people of faith?
- 9:32 Table Discussion 3: Why is a building's health and efficiency important to faith-based organizations?
- 9:45 JC & Holley to refocus & summarize what was heard/tweeted
- 9:50 Lessons Learned: LEED Stories of Faith-based Facilities (Holley Henderson)
- 10:05 Salon Discussion: (JC)
 - ▶ Stacey Kennealy, GreenFaith
 - ▶ Rev. Mitch Hescox, Evangelical Environmental Network
 - ▶ Julie Lyons Bricker, Michigan Interfaith Power & Light
 - ▶ Erik Backus, P.E., LEED AP, Lutherans Restoring Creation
- 10:35 Open Discussion: What's USGBC's role in catalyzing the work of others in the faith community
- 10:55 Wrap up & next Steps
- 11:00 Adjourn

Welcome Address by Kimberly Lewis

This year marks the 20th Birthday of the U.S. Green Building Council. We give thanks to all of you who have been with us along this incredible journey. It is the dedication of the USGBC Community that keeps things moving. It keeps us fresh, invigorated and inspired. I often call Greenbuild “USGBC’s tent revival”. The sense of “togetherness” at events like this propels us forward; it advances our very bold vision of green buildings and communities for ALL within this generation.

“USGBC may have had a greater impact than any other single organization in the world on materials saved, toxins eliminated, greenhouse gases avoided and human health enhanced.”
- Paul Hawken

Our friend Paul Hawkin has summarized the impact of USGBC in our first 20 years, but we cannot go it alone. We need to bring the whole community of people working on sustainability issues together, and we need to bring our whole selves to the table.

But we need to expand the tent. We need to welcome new people into our community with open arms. We need to build new alliances that support the good work that is happening on the ground outside of our green building microcosm.

USGBC’s Guiding Principles help connect us to the higher power of our collective vision:

- ▶ Promote the Triple Bottom Line
- ▶ Establish leadership
- ▶ Reconcile humanity with nature
- ▶ Foster social equity
- ▶ Maintain integrity
- ▶ Be inclusive
- ▶ Exhibit transparency

As a person of faith, these principles and the work we do together resonate with me at a deeper level. This truly is an amazing movement that we are a part of. We will make a lasting positive impact for future generations around the world. Thank you for joining us for this important inaugural discussion and for your support as we continue to advance our vision and our community.

Why is sustainability important to people of faith?

Participants started the session by discussing a big question, “Why is sustainability important to people of faith?” The intent of this discussion was to center participants in the common ground between faith and sustainability. By reflecting on their own experiences and beliefs a diversity of answers arose. A few major themes emerged:

- ▶ Ecological protection through Creation Care efforts: an intrinsic link between stewardship & sustainability
- ▶ Stewardship of congregational resources and finances
- ▶ Building of community through ministry, engagement and education
- ▶ Modeling religious behaviors by putting beliefs into action in peoples’ daily lives
- ▶ Sharing responsibility for future generations
- ▶ Compatibility with faith traditions’ missions of benefitting others & social justice
- ▶ Earth-keeping/sustainability can compel young adults to reengage with congregation because of it is of interest and relevance to them.
- ▶ Global applicability across religious traditions



Figure 1: This Wordle highlights some of the primary words that were commonly used among attendees in this table discussion.

Why is a building's health and efficiency important to faith-based organizations?

The second table-top discussion focused in deeper on the connection between faith-based organizations and their facilities. Bricks and mortar provide a solid context for the display of faith traditions and their teachings. We see this display through various types of architecture across faith traditions. But how does it translate in terms of building performance, health and sustainability. The following common themes emerged:

- ▶ Worship is inspired through sustainable design
- ▶ Cost savings on operations allows for deeper investment in mission & ministry
- ▶ Improved strategy for long-term financial planning
- ▶ Building demonstrates values of restoration, growth, resilience & durability
- ▶ Physical space becomes a teaching tool for the congregation and community
- ▶ Opportunity to connect health of building to health of congregation and it's people
- ▶ Deeper congregational support through engagement in green building



Figure 2: This Wordle highlights some of the primary words that were commonly used among attendees in this table discussion.

Lessons Learned: LEED Stories of Faith-based Facilities

Hearing the stories of green building projects is one of the best ways to learn. Holley Henderson introduced case studies of LEED Certified faith projects that reinforced many of the common themes discussed as a group at the tables. She and a team of volunteers led an effort to interview project teams from LEED Certified projects owned and operated by faith-based organizations. These interviews discussed the goals and motivations, strategies, process, outcomes and lessons learned from diverse faith projects and are published on the USGBC website:

- ▶ [Bay Area Chinese Bible Church*](#)
- ▶ [Felician Sisters Convent & Sacred Heart School*](#)
- ▶ [Franciscan Sisters of St. Joseph \(Existing case study\)](#)
- ▶ [Jewish Reconstructionist Congregation of Evanston*](#)
- ▶ [Prairiewood Spirituality Center*](#)
- ▶ [United Congregational Church of Atlanta \(Published after event\)](#)



Figure 3: Images of four of the faith-based projects highlighted in USGBC's project profile stories.

(From left to right: Prairiewood Spirituality Center, Bay Area Chinese Bible Church, Jewish Reconstructionist Congregation of Evanston, Felician Sisters Convent & Sacred Heart School.)

There are over 400,000 faith-based properties in the US. While 1.5 million square feet of LEED space is certified every day and over 20,000 non-residential facilities have been certified, only 101 houses of worship are in the LEED system. Of those, approximately 30 are certified. Sharing stories of how faith facilities have 'gone green' helps others implement successful strategies in their buildings.

While these projects were diverse, the many positive environmental and health results of green building were common to all: increased efficiency, sustainable resource use, increased health. They also shared the unique outcomes that resonate with the needs of faith organizations. All stories carried a common theme of their core values related to sustainability:

- ▶ Stewardship
- ▶ Care for creation
- ▶ Protecting human health
- ▶ Care for the vulnerable

Project	Location	Highlighted Outcomes of Case Studies Presented
Bay Area Chinese Bible Church	Alameda, CA	<ul style="list-style-type: none"> ▶ Congregation funded LEED process ▶ Set up classes for the congregation explaining green building process and LEED in both Chinese, English
Felician Sisters Convent & Sacred Heart School	Coraopolis, PA	<ul style="list-style-type: none"> ▶ Came in under budget ▶ Transitioned manicured lawn into a natural meadow ▶ Measurable benefits with occupants health and increased enrollment at school
Jewish Reconstructionist Congregation of Evanston	Evanston, IL	<ul style="list-style-type: none"> ▶ Focus on resource reuse and 98% diversion rate ▶ Energy models - performance of building even better than predictions ▶ Located sanctuary on second floor for view of nature during service ▶ Increased congregation (doubled)
Prairiewood Spirituality Center	Hiawatha, IA	<ul style="list-style-type: none"> ▶ New project team to LEED-EB process ▶ LEED consultant volunteered time ▶ 50% energy produced through Photovoltaic system ▶ Two hermitages on site are net zero

Salon Discussion

JC Burton posed questions to representatives from USGBC's faith-based community partners in a salon-style panel discussion.



Figure 5: JC Burton moderates a salon discussion with our special guests.

The Panelists were:

- ▶ Stacey Kennealy, GreenFaith (www.greenfaith.org)
- ▶ Rev. Mitch Hescox, Evangelical Environmental Network (www.creationcare.org)
- ▶ Julie Lyons Bricker, Michigan Interfaith Power & Light (www.miip.org)
- ▶ Erik Backus, Lutherans Restoring Creation (www.lutheransrestoringcreation.org)

1. How do faith-based communities define sustainability?

Many people, including religious clergy, don't understand the term 'sustainability', says Julie Lyons Bricker. Not knowing what sustainability is makes the implementation of it in congregations and houses of worship a challenge. There is a great opportunity to start this conversation within religious communities. Bridging the gap with faith-based principles demystifies the concepts by translating it into terms understood by the congregation. Principles of sustainability can then be used to support religious teachings through modern-day applications.

Each faith tradition has different ways to express these concepts; various aspects of sustainability will resonate differently with each tradition. Knowing what is important to a faith community, and then bridging the gap with common language is an effective way to raise awareness. GreenFaith's Stacey Kennealy defined

'sustainability' simply as "Spirit. Stewardship. Justice." Rev. Mitch Hescoc's organization, Evangelical Environmental Network, coined the term "Creation Care". Some faith communities may be drawn to global climate issues, others to the effects of toxic materials on human health, energy independence or transit justice for poor communities. The essential aspects of green building and sustainability can be more easily connected to scriptural teachings: earth, air, water, energy, community, opportunity or prosperity.

2. *It is often true that some development partners shy away from faith-based organizations for fear of community polarization. How can partners really support faith-based sustainability initiatives properly?*

Mitch Hescoc, referenced a report by the Garrison Institute titled, "[How to reach conservatives?](#)" as a resource to help think about how to engage with different types of communities. In summary:

- ▶ Focus on messaging
- ▶ Over half of America is conservative, both theologically and politically
- ▶ Make things current, involve children, make it about individual actions
- ▶ Saving money - something everyone agrees on
- ▶ Couch things in terms of national security

The message and the messenger are both very important. Often the polarization can be a "two way taboo" and tends to emphasize the differences, but common ground can be reached around very important issues such as the importance of green school programs, a focus on the health of our children and a general focus on people's quality of life. It can be a matter of the language used in the discussion, so avoid hot-button words! Volunteers who are knowledgeable, comfortable and respectful of a specific faith tradition will be the most effective in reaching them on this common ground.

Stacey Kennealy suggested that congregations have many facets beyond their houses of worship. The larger community can be reached from multiple avenues such as after-school programs, hands-on projects such as community gardens, tree plantings and community clean-ups. For instance "Sustainable Jersey" is a

municipal greening program that reaches people of faith through embedded faith-based initiatives.

Outside of houses of worship, the religious community can be engaged through institutions such as seminaries which are educating the future generations of religious leadership. Many faith-based higher education institutions are listed in the Princeton Review's Guide to Green Colleges, and many have made a commitment to LEED Certification of their buildings.

Lay leaders should also be seen as a resource – many have professional skills to bring to the congregation. They are investing in relief programs through many congregations, so there is an opportunity to engage them about how those programs can be more sustainable.

Advocacy is another strong avenue around which to find common ground. The faith community can be a strong partner for green building issues and stand up for what is right. For example advocating that how we use energy makes the largest impact on the health of our communities. Finding the common ground around human health may be a stronger motivator for some than environmental impacts.

3. What is the first step a faith based organization can do to develop a sustainability plan?

Erik Backus rooted the conversation with the wise reminder, “Start with spiritual center - pray. It is the place we all come together, enables the group to focus on its mission.” Without establishing the spiritual centering first, it can be difficult to sustain momentum. Thus it is important to reconnect the congregation with the principles of ecology and human health from the perspective of their faith tradition. This is why clergy must buy in to the idea of greening the congregation and its facilities from the outset.

One great way to make this connection to sustainability is through participation in Interfaith Power & Light's Cool Congregations Competition or other programs offered by the 43 [Interfaith Power & Light affiliates](#) across the US. For instance Michigan Interfaith Power & Light has a Sustainability Framework for Congregations and many denominations have plans like the Unitarian Universalist's 'Green Sanctuary'.

In faith organizations, it is important start small, until you can go big. Getting a congregation to make a public pledge to their sustainability commitment brings the community along. This commitment can be demonstrated and reinforced through sermons, press releases, board resolutions, strategic plans, etc. Individuals within congregations can also make pledged commitments to living more sustainably. For instance, some Christian traditions have included pledges to sustainability in conjunction with baptismal vows. Many of these strategies are promoted through [GreenFaith's Certification for Congregations](#). IPL organizes a National Preach-In each February also.

Establishing a 'green team' to champion the process of assessing and implementing a plan has proven successful. Support from the congregation's clergy is important to the success of many green teams. Two strategies were suggested: a team/committee approach, and engagement of children and youth. Committees can educate themselves, find resources, do energy and environmental audits and other activities to assess every element of the community and identify how stewardship is being integrated. Audits should be broad and include:

- | | |
|--------------------|---------------|
| ▶ Worship | ▶ Connection |
| ▶ Education | ▶ Integration |
| ▶ Resource Use | ▶ Fundraising |
| ▶ Mission Advocacy | ▶ Membership |
| ▶ Stewardship | |

Children and youth can also receive education about the connections between faith and stewardship, and then implement simple strategies such as changing light bulbs and recycling. Kids, teens and college students can lend a lot of energy to mobilizing sustainability efforts. Since research shows that sustainability is an ever-growing area of importance to the younger generations, this presents an opportunity to engage youth in their faith tradition through a topic that is important and relevant to them.

4. *How are places of worship financing sustainable initiatives.*

Financing is often an initial hurdle that needs to be addressed in order to pursue the path of sustainability within faith organizations. Finance and funding of green

building strategies is a common area of concern for most project types, especially those who have project teams with little prior knowledge. However, more research and dialog must exist to overcome these hurdles as they related to the unique financing of faith-based facilities. A significant needs exists to educate about the benefits, holistic life-cycle costs and returns and lessons learned from other faith projects to transition beyond real or perceived cost barriers.

Many programs for greening faith communities currently focus on “no & low cost” strategies for energy use reduction. Rev. Hescox referred to a report by - National Renewable Energy Laboratory (NREL) which determined that congregations can save 5% with ‘low-hanging fruit’. (The EPA expects to release the report in January.) The prevailing strategy has been to focus on these low-cost strategies and reinvesting the savings into larger projects. The results can often be remarkable, with one Jewish congregation saving \$40-50K in just two years. A project in Detroit produced about 11% savings through basic low-cost upgrades such as door sweeps, window caulking, LED signage in faith facilities. Other financing strategies discussed include:

- ▶ Utility-backed funding/incentives - without this, many congregations can't take action, even with a positive ROI.
- ▶ Power purchase agreements
- ▶ Denominational funding
- ▶ Trade unions and retirement funds
- ▶ Creative fundraising such as crowd-funding (i.e. each person buys a solar cell)

Deeper analysis of green building finance for faith-based projects is needed, including creative financing, loans, grants & incentives. Case studies on benefits and financing of deep energy retrofits would be extremely helpful. An opportunity exists to educate the various organizations and individuals who finance faith institutions – most of whom are outside the traditional finance community.

5. *What is the role of USGBC and our network in supporting the faith community?*

The connection between stewardship and care for creation has become a larger part of many faith institutions as discussed above. While many congregations are interested in addressing the connection between their buildings, the environment and stewardship, many lack knowledge of where to start. Many houses of worship are also struggling financially, so are not able to make investments despite the potential for payback. This presents an opportunity for USGBC and its network. The faith community is seeking to connect with USGBC's professionals and resources in order to implement change. Panelists identified a wide spectrum of ways USGBC and its network can support faith communities, including:

- ▶ Providing volunteers and volunteer opportunities
- ▶ Sharing a wealth of knowledge, resources and expertise
- ▶ Assisting with single and small steps to implementing green, such as a implementing a green cleaning program
- ▶ Educating about reading energy bills and using ENERGYSTAR Portfolio Manager
- ▶ Guiding congregations through the green building process
- ▶ Providing real-world experiences and case studies
- ▶ Acting as a supportive network

Working and volunteering within a faith context is an opportunity to learn and exchange with an exciting and diverse group of people, and helps to move closer to the vision of green buildings for all within a generation. These organizations seek professionals who are honest, transparent and conversant with the faith community. Different denominations have substantially different decision-making processes, so a working knowledge of that structure is helpful. Keeping sight of the common ground of the work is important, even if a green building professional doesn't agree with the values of the faith organization, mutual respect is imperative.

Wrap-up & Next Steps

This event was the beginning of a larger engagement between USGBC's community network and faith communities. Help advance the movement by joining in on the campaign nationally or through your [local USGBC Chapter](#). Opportunities abound, including:

- ▶ Reaching out to raise public awareness
- ▶ Assistance in greening congregations through workshops, ENERGYSTAR Benchmarking, baseline assessments, etc
- ▶ Organizing Green Apple Day of Service projects with faith-based organizations
- ▶ Publishing case stories & articles
- ▶ Development of tools and resources
- ▶ Planning for future events in conjunction with Greenbuild & USGBC Mid-Year Meeting

How do you want to get involved???

USGBC is building the bench in support of faith organizations through our global volunteers and local chapter network. The faith-based campaign has three focus areas where you can get involved:

- ▶ Raising awareness of green buildings & their benefits
- ▶ Engaging with organizations to support the greening their facilities & community
- ▶ Collaborating with partners to further our common ground through deeper outreach, advocacy & community service.

Let us know how you would like to contribute to advancing this movement. We will ensure that you are connected in an appropriate way to matches your interests & skills with national and local needs. Complete the [online volunteer interest form](#) and we'll get you started!

For more information, contact Ryan Snow at rsnow@usgbc.org.

Partners & their Resources

USGBC's Faith-based Community Partners

Many faith-based organizations have made a commitment to sustainability from various perspectives – climate change, human health & toxins, social justice, resource stewardship to name a few. U.S. Green Building Council has forged relationships with the following organizations who are leading the religious response to global and local issues of sustainability. Through these relationships, we aim to grow our support of their efforts through resources and a deeper connection with the professionals and volunteers within the USGBC community network.

- ▶ **National Religious Partnership on the Environment**

www.nrpe.org

Guided by biblical teaching, the Partnership seeks to encourage people of faith to weave values and programs of care for God's creation throughout the entire fabric of religious life. NRPE is comprised of four partners:

- ▶ [Evangelical Environmental Network](#)
- ▶ [Coalition on the Environment & Jewish Life \(COEJL\)](#)
- ▶ [The National Council of the Churches of Christ in the USA](#)
- ▶ [U.S. Conference of Catholic Bishops](#)

- ▶ **Interfaith Power & Light**

www.interfaithpowerandlight.org

The mission of Interfaith Power & Light is to be faithful stewards of Creation by responding to global warming through the promotion of energy conservation, energy efficiency, and renewable energy. This campaign intends to protect the earth's ecosystems, safeguard the health of all Creation, and ensure sufficient, sustainable energy for all. [IPL affiliates can be found across the country](#) and host a variety of local programs and resources.

- ▶ **GreenFaith**

www.greenfaith.org

GreenFaith's mission is to inspire, educate and mobilize people of diverse religious backgrounds for environmental leadership. Our work is based on beliefs shared by the world's great religions - we believe that protecting the earth is a religious value, and that environmental stewardship is a moral responsibility.

► **Conference for Catholic Facility Managers**

www.ccfm.net

The Conference for Catholic Facility Management (CCFM) provides a forum for professionals working for our church in matters of real estate, construction, and facility management. The conference promotes professional development while nurturing the spiritual growth of its members responsible for Catholic owned buildings and properties through sharing the knowledge and experience of all members. CCFM seeks to contribute to the effectiveness and strength of our Church by providing professional training, continuing education, networking, and advocating the highest standards of work and professionalism for all members.

► **ENERGYSTAR for Congregations**

www.ENERGYSTAR.gov/congregations

ENERGY STAR is a U.S. Environmental Protection Agency voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency. ENERGYSTAR Portfolio Manager is a free web-based tool used to track utilities. It is a great way for faith-based organizations to understand their utility usages and costs. It helps set a baseline for continual improvement – you can't improve what you can't measure!

USGBC's Resources

The following is a short list of resources developed by USGBC and partner organizations for use in the greening of faith-based organizations and their buildings.

- ▶ **Building in Good Faith Webinar Series:**

- An Introduction to Green Building for Faith Communities**

- The webinar series introduces the moral, procedural, financial and practical aspects of successful green building projects. Two leaders who helped their faith communities green their building projects share their project experiences. GreenFaith and the US Green Building Council offer a unique combination of tools and resources to help faith-based groups green their building projects.

- ▶ [Part I: "What is it? Why do it?"](#)

- ▶ [Part II: "How to Get Started"](#)

- ▶ **General Faith & World View Slide Deck**

- Available for use by USGBC volunteers through [Yammer](#).

- This is a general deck of slides that can be incorporated into targeted presentations with faith-based or other cultural institutions. These slides are intended for use by individuals from within their own spiritual or cultural traditions with the intent of connecting world views with the religious and/or cultural beliefs of various people through the use of quotes.

- ▶ **Better Building Basic: Strategies & Benefits of Green Building Practices**

- Available for use by USGBC volunteers through [Yammer](#).

- This introductory set of presentation materials makes the case for the design, construction, operations and maintenance of healthy, efficient, high-performing buildings for users and decision makers. It targets a general audience who are not building or real estate professionals, but care about important buildings in their lives such as houses of worship, schools or community centers. The flexible presentation slide deck with speaker notes can be modified for 20-60 min of content as an introduction to green building to new audiences.

- ▶ **10 Things You Can Do Right Now: Improving Building Healthy & Efficiency**

- Available for use by USGBC volunteers through [Yammer](#).

- This 30-60 minute introductory presentation assists faith, community based and other organizations with simple, affordable operations strategies for their facilities to reduce energy and resource use, increase health & performance and engage their community. It focuses in on 10 strategies that can have a significant performance impact.

▶ **Success! A Benefits-based Approach to Operations & Maintenance**

Available for use by USGBC volunteers through [Yammer](#).

This initial kick-off workshop assists organizations in the identification of best practices for process, strategies and team work necessary in meeting their goals for healthier, more efficient building operations & maintenance. At the end of the workshop, organizations will have established clear performance goals with assigned champions and a timeline for continued success. The workshop can be tailored to be half or full day depending on the availability of the host organization.

▶ **Faith-based Project Case Stories**

Faith-based and other project profiles are available at www.usgbc.org/projects.

- ▶ [Bay Area Chinese Bible Church](#)
- ▶ [Felician Sisters Convent & Sacred Heart School](#)
- ▶ [Franciscian Sisters of St. Joseph](#)
- ▶ [Jewish Reconstructionist Congregation of Evanston](#)
- ▶ [Prairiewood Spirituality Center](#)
- ▶ [United Congregational Church of Atlanta](#)

▶ **Green Building Information Gateway**

A [special collection on LEED Certified houses of worship](#) and [Energy Star certified houses of worship](#) can be found at www.gbig.org.

Related USGBC Blogs

- ▶ [Partnering for Faithful Stewardship](#) by Sally Bingham
- ▶ [Calling All Green Professionals of Faith](#) by Ryan Snow
- ▶ [Stories of Building Green in Faith Communities](#) by Ryan Snow

Partner's Resources

The following is a short list of resources developed by USGBC and partner organizations for use in the greening of faith-based organizations and their buildings.

- ▶ **ENERGYSTAR Benchmarking for Congregations**

www.ENERGYSTAR.gov/benchmark

Portfolio Manager helps assess whole building energy performance; track changes in energy, water use and costs and greenhouse gas emissions over time; track green power purchases; create custom reports; share data with others and see how your building compares to worship facilities nationwide. With this information, your congregation can make more informed decisions on energy-efficient investments and keep everyone well informed about your progress stewarding financial and natural resources. Training available for USGBC volunteers to help houses of worship benchmark their performance.

- ▶ **IPL's Cool Congregations**

www.coolcongregations.org

Cool Congregations is a stewardship program designed to help congregations engage their members in caring for Creation by reducing their individual greenhouse gas emissions.

- ▶ **GreenFaith Resource Center**

<http://greenfaith.org/resource-center>

GreenFaith offers a variety of tools and resources to help houses of worship, faith-based schools and other religious institutions undertake environmental work, from sample prayers and religious education curricula, to tips for 'greening' the building and help with undertaking environmental justice advocacy.

- ▶ **GreenFaith Certification Program**

<http://greenfaith.org/programs/certification>

A 2 year environmental leadership program for houses of worship. GreenFaith provides you with extensive resources, one-on-one coaching, support and networking opportunities to help you do holistic & successful environmental programming.

Roundtable Discussion Notes - Unfiltered



Why is Sustainability Important to People of Faith?

- ▶ Loving God's Earth established
- ▶ Responsible Stewardship
- ▶ Natural, simple way to express thanks to God
- ▶ Purpose – commandment – covenant
- ▶ Sustain for future generations
- ▶ "Tikkun Olam"- Hebrew phrase for repairing and healing the world
- ▶ Active justice
- ▶ God's will
- ▶ Mindful of being a global neighbor
- ▶ Walking a just path with joy
- ▶ Ministry opportunity

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- ▶ Bring social equity perspective into green movement
 - ▶ Church is resource/religious institution
 - ▶ Integrate faith and secular
 - ▶ Bridges denominations through common language & belief
 - ▶ Faith-based leaders looking at sustainability
 - ▶ Modeling lifestyles in services
 - ▶ Democratizes message of sustainability

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- ▶ We are all stewards of the earth
 - ▶ Religious institution are gateways to community
 - ▶ Gives hope to community gathering for other reasons
 - ▶ We have responsibility to conserve and need to take fiscal responsibility seriously
 - ▶ Mission
 - ▶ Reduce \$ on building maintenance
 - ▶ Fiscal responsibility, savings
 - ▶ Moving past labels
 - ▶ Re-educating community
 - ▶ Tool to execute existing mission

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- ▶ Creation care
 - ▶ Care for communities; getting involved
 - ▶ Social aspect is critical to sustainability
 - ▶ Obligation to preserve resources
 - ▶ Building as learning tool
 - ▶ Good way to teach stewardship
 - ▶ Faith can be common thread for community. Provide other benefits – daycares, job training

- ▶ Faith community can more easily spread awareness and make connection to personal lives
- ▶ Multigenerational
- ▶ All religions love sacredness of the earth
- ▶ Good deeds go beyond this life. Residual benefits beyond measurable data
- ▶ Bring together diverse faiths and work towards same goal

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- ▶ Sustainability and faith go hand in hand
- ▶ Entry point for education and opens the door for broader communications in the community
- ▶ Green building community need to reach out to faith leaders
- ▶ Churches are often community resources
- ▶ Congregations can then take message home with them
- ▶ Can help faith organizations save money
- ▶ Business case needs to be proven just like in the commercial real estate industry
- ▶ Stewardship
- ▶ Engage the youth for effective results
- ▶ USGBC can bring resources to the table

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- ▶ Religious imperative to protect the environment
- ▶ Encouraging religious leaders to encourage/adopt sustainability as moral imperative
- ▶ Recognizing centrality of church/institutions to impact change
- ▶ Stewardship of earth
- ▶ Translating sustainability to each community and faith (moving beyond technical)
- ▶ Knowing audience to presenter
- ▶ Starting conversation on sustainability with a hands-on event/activity

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- ▶ Sustainability as a market resistance point
- ▶ Must have a social component to be truly sustainable

- ▶ Obligation to use resources well
- ▶ Benefit the community, mission-driven
- ▶ Resilience
- ▶ Hope, sacredness, connectivity
- ▶ Trust factor, place to showcase sustainability
- ▶ Multi-generational
- ▶ Use of multi-purpose facilities
- ▶ Good deeds are residual
- ▶ Intangible benefits
- ▶ Opportunity to bring together different faiths, conduit to community- interfaith work

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- ▶ Is about the relationship between humans who have a relationship with God and a relationship with the earth: Sustaining, caring for and nurturing both relationships.
- ▶ Disconnect between people in the building with how their own building works.
 - Prioritize advice, get to know your building.
 - Not paying state sales tax for faith institutions.
 - Optimize systems you already have.
 - Bankrupt congregation cannot be a good steward of anything.
- ▶ How can you care about the least of these, how can you love your neighbor, how can you care about sustainability
- ▶ Too many worries about maintaining the church: Need to fix these problems so we can focus on more important things
- ▶ Everything is connected

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- ▶ One answer is to spend money on ministry, and not waste resources
- ▶ People are the triple bottom line
- ▶ Call to care for creation: The bible starts with trees in the Garden and ends with trees in the garden
- ▶ New generations don't split their lives. They integrate and this is a great way to bring in the younger generation into leadership of our faith groups

- ▶ Mentor-ship has flipped, "you're putting the trash in the wrong can!" Kids can push this.
- ▶ Climate change disproportionately affects poor and developing countries: Care for the least of these; social justice
- ▶ Creation didn't end at Genesis, it continues to create
- ▶ Walk the walk, talk the talk: Need to be Christian in church and in the parking lot. Don't give mixed messages.
- ▶ Have to act out your faith
- ▶ Authenticity
- ▶ For trustees, its about the dollars,
- ▶ Making this change is about a journey
- ▶ There is a change, LEED doesn't cost anymore
- ▶ Our churches need to last a long time
- ▶ There are lots of reasons, so use the whole platter, faith, justice, cost,
- ▶ Need to have what is on the inside to show on the outside: That is a healthy homeostasis
- ▶ Green building in the world, Europe, Latin America, etc.; being able to have a faith discussion opens doors in other cultures to green building

Why is a Building's Health and Efficiency Important to Faith Based Organizations?

- ▶ Less \$, costs/buildings
- ▶ More \$- ministry
- ▶ Capture core values of congregation
- ▶ Capitalist = \$
- ▶ Savings on back end- long term benefits
- ▶ Bring people together- share commitment to planet
- ▶ Overlay values w/ options, common language
- ▶ Green cleaning pest management for healthier practices
- ▶ Already have to face issues- updating older existing buildings
- ▶ Translate sustainability language into something more relevant understanding: That much usage of space should be green
- ▶ Many groups, meetings 'housed' in buildings

- ▶ A civic right to have healthy space?
- ▶ Another purpose of advocacy (We already do this...)
- ▶ Training impacts others in community

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- ▶ Not much \$: Be efficient to direct funds elsewhere
- ▶ Need to model for congregations and community
- ▶ Teach resources not infinite: Teaching kids and parents builds confidence for individuals to do it themselves; Building as example
- ▶ Show sustainable strategies have other benefits (small scale to big)
- ▶ Taking care of environment can be representative of care for yourself
- ▶ Safety/security

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- ▶ Important to get USGBC Chapter members involved in helping faith-based organizations
- ▶ Congregations can have round tables to start best practices sharing
- ▶ There are building professionals that specialize in churches: Are they USGC members?
- ▶ How can you create excitement in an existing church/building that you can with a new LEED building?

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- ▶ Strategy for long-term financial planning for religious institutions especially to continue with social services
- ▶ Air quality for H.O.W
- ▶ Irregular or less regular use for H.O.W. requires the need for sustainability
- ▶ Quality and environmentally/people-friendly design to help congregation/for health of congregation
- ▶ Environmental health generally: Asthma
- ▶ Sustainable design can also be beautiful/inspire worship
- ▶ Efficiency important
- ▶ Modeling our values: Sustainability; Understanding resources are finite
- ▶ Faith buildings as a learning tool

- ▶ Saving costs to fund other ministries
- ▶ Rain gardens as attractive- beauty related to sacred space
- ▶ Relates back to physical person
- ▶ Safe places (Interfaith Power and Light)
- ▶ Putting green into context

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- ▶ Any non-profit should be more efficient and support the health of occ (occupants?)
- ▶ About the human beings caring for health and well-being, role modeling
- ▶ Efficiency enables mission
- ▶ Smallest churches can least afford inefficiency

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- ▶ Bricks and mortar will kill the church. Because the resources, time and energy goes into maintaining our buildings will kill congregations.
- ▶ Heating churches in the northeast is not efficient.
- ▶ People don't care how much you know until they know how much you care. Wherever we meet and however we meet we should exhibit care.
- ▶ Car trips it takes for congregation and staff to get to the building. Emissions for car trips exceed the emissions for the building.
- ▶ Car trips it takes for congregation and staff to get to the building

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- ▶ When we ask students and staff: why do we care? The answers are fundamentally spiritual; buildings can help bring this well-being environment into the physical space
- ▶ Efficiency and health in building: Reflects the health of the community
- ▶ Learning so much more about health concerns in materials. Where are we in providing spaces that don't hurt ourselves and our children? The best healthcare is not having to go to the doctor
- ▶ How do we have our buildings get to that restorative place that nature provided?

Facilitator & Panelist Biographies

Erik Backus



Caring for Creation has long been a part of Erik's life, fostered by spending summers in the woods of the Adirondacks in the North Country of NY throughout his youth. As a building professional, Erik is the Engineering Planner for George Mason University. In this role he is responsible for the planning and development of projects that relate to all forms of infrastructure, athletics and recreation facilities at all campuses and sites of the largest University in the Commonwealth of Virginia. He

specifically functions as the key liaison on sustainable building/construction efforts, serves on the Patriot Green Fund committee, and was a co-author of the recently released Environmental Design Standards for the University. This love of creation at work pairs well with his faith life where he is a member and president of Hope Lutheran Church in Annandale, VA, is a part of the Metro DC Synod (ELCA) Creation Care Team and is a [Lutherans Restoring Creation](#) Synodical Trainer.

Julie Lyons Bricker



Julie Lyons Bricker, LEED® AP O+M, is the Executive Director at Michigan Interfaith Power & Light. Julie manages all aspects of the organization and has acted as the project manager for fifteen sustainability grant programs since July 2009. She has also been an active member of the USGBC-Detroit Regional Chapter since 2007 and currently serves as their Board Treasurer and Heartland Regional Council representative. Julie brings a passionate but down-to-earth voice to the faith community's sustainability movement and is most

interested in energy efficiency and community gardening initiatives. www.michiganipl.org
www.interfaithpowerandlight.org

JacCole (JC) Burton



JocCole “JC” Burton is the Chief Executive for the Woodline Solutions group of companies. These companies provide services to positively shape the built environment. Woodline Solutions assist clients with efficient management of capital improvement projects. Woodline Green focuses on the systems, converting many to high performing practices for energy water and waste. Pure Green Education is a training and education platform to help corporations minimize the environmental footprint by behavior management. J.C. Burton remains on the forefront of implementing green technologies and standards.

Ms. Burton is Californian transplanted in the southeastern United States where her inspirations for sustainability are vast. Her green points of influence include the environmental lessons from her mother when she was a child, to the time she spent in Ghana, West Africa. Her individual influencers include those that have- shaped nations and demonstrated unwavering commitment; Ray Anderson, Wangari Maathi, Dianne Dillon-Ridgley, Paul Hawkins and Sylvia Earle. Like those great giants, she hopes to leave a small footprint that will encourage others to appreciate our environment more tomorrow than we do today. Ms. Burton is also the author of two children’s book series regarding healthy living.

Holley Henderson



Released in fall 2012, Holley is author of the book “Becoming a Green Building Professional”. Holley brings a wealth of experience and knowledge of the LEED certification process she became a LEED Fellow in 2012.

Holley has led several other “firsts,” including the first LEED-CI project in China (Gold Level), and the first LEED project in Thailand, a manufacturing facility, both Interface buildings.

In 2009, Holley was appointed to the National USGBC Market Advisory Committee where she currently serves as Chair and represents this group on the National USGBC LEED Steering Committee. She was the most recent National USGBC LEED-CI Core Committee Chair. Holley has served on numerous other National USGBC Committees including International Working Group, Education & Training Development, Charter Faculty, Workshop Curriculum Development, Greenbuild Programs and Special Sets. For other professional associations she was elected as the IIDA Sustainable Forum Advisor, and member of the ASID Sustainable Design Council, as well as, ASID Distinguished Speaker

A frequent speaker on Sustainable Design issues, Holley has presented for many groups including Greenbuild International Conference & Expo, IFMA World Workplaces, NeoCon, Greenguard Summit, Hospitality & Design (HD) Conference, CBRE World Conference, the International Convention Center Conference and numerous of professional association chapters. Holley provides presentations, as well as, training on a wide range of sustainability topics. For more details on the book or speaking opportunities, see www.holleyhenderson.com.

Rev. Mitch Hescox



Mitch is the President/CEO of [The Evangelical Environmental Network](#). Rev. Hescox has published numerous articles and is a contributor to an upcoming book *Conversion: The Sacred Work of Churches to Protect God's Climate* by New Society Publishers. He has testified before Congress, appeared on CNN, NPR, PRI and numerous radio programs both Christian and secular. In 2010, Mitch lead the 300 mile Creation Care Walk from West Virginia to Washington, DC and the 80 mile Gulf Coast Prayer Walk during the Deep Water Horizon Oil Spill. Prior to joining EEN, Mitch pastored a local church for 18 years, and before that he served as Director, Fuel Systems for Allis Mineral Systems in the coal and utility industry.

Stacey Kennealy



Stacey Kennealy is Director of Sustainability at [GreenFaith](#), where she helps Houses of Worship and faith-based schools ‘green’ their operations and educate their members and students about protecting the environment. She also directs the GreenFaith Certification Program, a 2 year leadership program that provides guidance, tools and resources to help congregations undertake significant environmental initiatives. She mentors over 65 congregations and manages over 15 denominational/organizational partnerships through that Program, including partnerships with the national Episcopal Church, and the Reform, Conservative and Reconstructionist Jewish movements.

Stacey has authored *Repairing Eden*, a sustainable food guide for faith-based institutions, the GreenFaith Water Shield guide to water conservation, as well as a food audit co-produced with the Johns Hopkins Center for a Livable Future, and is co-author on recently published energy conservation and asthma toolkits. Stacey graduated with honors from Rutgers University with dual degrees in Ecology and Environmental Policy, and has completed training with the Cloud Institute for Sustainability Education, The Climate Project, the Center for Whole Communities, Yoga Life Institute, and the Property and Environment Research Center. In 2010 Stacey was named ‘Top 40 under 40’ by the Pennsylvania Environmental Council; she is Spirituality and Health Magazine ‘Spiritual Hero’ of 2013, and a Geraldine Dodge Foundation ‘Emerging Leader.’

Kimberly Lewis



As Senior Vice President, Kimberly works to integrate, diversify and globalize USGBC’s community of volunteers, chapters and emerging professionals from around the world. She is also the driving force behind USGBC’s events, including its annual Greenbuild International Conference and Expo, the world’s largest conference and expo dedicated to green building.

Committed to healthy communities and equitable access to green building regardless of income level, Kimberly has been recognized with numerous awards. In April 2011, Kimberly received prestigious recognition as the White House Champion of Change for Clean Energy. Later that year, she was named the inaugural president of the Green Meetings Industry Council's Greater Washington Area Chapter.

Before joining USGBC in 2003, Kimberly worked as senior meeting & events manager of incentive and recognition at WorldCom Inc. She is a graduate of Hood College, where she received a Bachelor of Arts in Communications and Political Science.

Ryan Snow



Leveraging the power and passion of the green building community, a network of 77 chapters and thousands of dedicated volunteers, Ryan and the Community Advancement team are developing new, exciting opportunities to inspire and engage diverse communities of people to revision their buildings and communities. Currently he is working with community development, service and faith-based organizations with the goal of transforming communities and people's lives for a better future.

Previously, Ryan worked with USGBC's education programs – bringing a wealth of technical and institutional knowledge about continuing education design and delivery. Ryan came to USGBC from the Green Building Alliance in Pittsburgh and has worked on diverse green building projects - from Permacultural homesteads to the David L. Lawrence Convention Center. As a volunteer, he has served several nonprofit organizations, including USGBC at the local and national levels.

Ryan is adjunct faculty for Chatham University's Master of Landscape Architecture program where he teaches "Principles of Sustainability" and "Green Building Principles & LEED". He holds an M.S. in Sustainable Systems with a focus on the Built Environment from Slippery Rock University of Pennsylvania and a B.S. in Science and Technology Studies from Michigan State University's Lyman Briggs School. He is currently pursuing a Graduate Certificate in Real Estate from Drexel University.

Attendees

- ▶ Kenny Altamirano - (Gardena, CA)
- ▶ Sharon Alton - USGBC Colorado (Denver, CO)
- ▶ Olga G. Alvarez - Project Coordinating Services, LLC
- ▶ April Ambrose - Elevate (AR)
- ▶ Margaret (Marge) Anderson - Energy Center of WI (Madison, WI)
- ▶ Emily Andrews - USGBC-Missouri Gateway Chapter (St. Louis, MO)
- ▶ Marguerite Anglin - WRT (Philadelphia, PA)
- ▶ Erik Backus - George Mason University (Fairfax, VA)
- ▶ Imani Badie - C. Consultants (Philadelphia, PA)
- ▶ Ashish Bagle - Sustainable Investment Group (SIG) (Atlanta, GA)
- ▶ Lynne Barker - Eco-Districts
- ▶ Irvin Barragan - San Gabriel Valley Conservation Corps (El Monte, CA)
- ▶ Jeff Beam - Balfour Beatty
- ▶ Bryan Bell - SEED
- ▶ James Bernardo - Presbyterian Senior Living
- ▶ Jennifer Berry-McNulty - Drew Theological School (Madison, NJ)
- ▶ Shamar Bibbins - Green For All (PA)
- ▶ Heather Blakeslee – DVGBC (Philadelphia, PA)
- ▶ Sheri Brezinka - USGBC-MN (Minneapolis, MN)
- ▶ Douglas Brinkley - Clark Nexsen (Raleigh, NC)
- ▶ Cassandra Carmichael - National Religious Partnership for the Environment (Washington, DC)
- ▶ Mark Casell - Siemens (Alden, NY)
- ▶ Diane Casell - Town Line Lutheran Church (Alden, NY)
- ▶ Kendall Christiansen - Gaia Strategies/ InSinkerator
- ▶ Nancy Church - Kentucky U.S. Green Building Council (Lexington, KY)
- ▶ Mark Coleman - Whole Foods
- ▶ Lee Cooke - USGBC South Florida Chapter (Boca Raton, FL)
- ▶ Lauryn Coombs - North Carolina State University (Raleigh, NC)
- ▶ DIANNE Dillon-Ridgley - Women's Network for a Sustainable Future (Iowa City, IA)
- ▶ Kathy Dixon - K. Dixon Architecture, PLLC (Washington, DC)
- ▶ Barbara Donnini - PA Interfaith Power and Light (PA)
- ▶ Robyn Eason - USGBC (PA)
- ▶ Janice Edwards - USGBC (Washington, DC)
- ▶ Summer Evans - USGBC Central Plains Chapter
- ▶ Janel Everly - Green Building Alliance (Pittsburgh, PA)

- ▶ Erica Farr - USGBC-IE (Redlands, CA)
- ▶ Rick Fochtman - Bernards (Ontario, CA)
- ▶ Angie Fyfe - USGBC Colorado (Denver, CO)
- ▶ Juanita Garcia - Kroeschell Engineering (Chicago, IL)
- ▶ Benito Garcia - Partners in Community Building, Inc (Chicago, IL)
- ▶ Chad Gery - Dynamic Energy (Wayne, PA)
- ▶ Chris Gigliotti - Cornerstone Community Partners and Stalwart Green Global (Doylestown, PA)
- ▶ Harriet Grindel - Hoefer Wysocki Architects (PA)
- ▶ J. Guerra - Gibbens Drake Scott, Inc. (Raytown, MO)
- ▶ Bruce Hamous - OPN Architects, Inc. (Cedar Rapids, IA)
- ▶ Holley Henderson - H2 Ecodesign (Atlanta, GA)
- ▶ MARIA HERNANDEZ - H & H Design and Construction Inc (Weston, FL)
- ▶ Jesse Hervitz - Orthodox Union (Washington, DC)
- ▶ Rev. Mitch Hescox - Evangelical Environmental Network (PA)
- ▶ Lisa Hodges - Hodges Development, LLC (PA)
- ▶ Kevin Hydes - Integral Group (Oakland, CA)
- ▶ Caia Iglehart - CarrierClass Green Infrastructure (Plymouth Meeting, PA)
- ▶ Brian Imus - USGBC Illinois (Chicago, IL)
- ▶ Rosalina Iniguez - (San Luis Obispo, CA)
- ▶ Shawn Jang - RCI Taiwan (Beltsville, MD)
- ▶ Arthur Johnson - Center for Sustainable Engagement and Development (New Orleans, LA)
- ▶ Ty Johnson - BYU (Midvale, UT)
- ▶ Katie Kaluzny - USGBC - Illinois Chapter (PA)
- ▶ Susan Kaplan - BuildingWrx (Brooklyn, NY)
- ▶ Talib Karim - TEC Relations (Washington, DC)
- ▶ Stacey Kennealy - GreenFaith (Highland Park, NJ)
- ▶ Jeremy Knoll - BNIM (Kansas City, MO)
- ▶ Matt Krieger - USGBC Iowa Chapter
- ▶ Christina Liebner - Integral Group
- ▶ Christina Lim - University of MD (Clarksville, MD)
- ▶ Margaret Lo - George Mason University
- ▶ Tricia Loe - Quest (Allen, TX)
- ▶ Wanda Logan - Beacon Staffing (Philadelphia, PA)
- ▶ Sean Luther - Green Building Alliance (Pittsburgh, PA)
- ▶ Julie Lyons Bricker - Michigan Interfaith Power & Light (Royal Oak, MI)
- ▶ Matthew Macko - Environmental Building Strategies (San Francisco, CA)

- ▶ Jane Mahan - Interface (Lagrange, GA)
- ▶ Nishant Makhijani - University of Illinois, Urbana - Champaign (Champaign, IL)
- ▶ Chuck Marshall - Central Baptist Church
- ▶ Lisa Matthiessen - Integral Group (Pasadena, CA)
- ▶ Bungane Mehlomakulu - Integral Group (Alexandria, VA)
- ▶ Marjorie Melton - M3 Engineering Group PC (Saint Louis, MO)
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- ▶ Leslie Montgomery - Green Building Alliance (Pittsburgh, PA)
- ▶ Barbara Moore - Philadelphia Housing Authority (Philadelphia, PA)
- ▶ Jamie Ober - KCBA Architects (Lansdale, PA)
- ▶ Carol Padgett Padgett - Production Media, Inc (Raleigh, NC)
- ▶ Casius Pealer - Tulane University (New Orleans, LA)
- ▶ Jude Peck - EDENS (Columbia, SC)
- ▶ Russ Pierson - Lane Community College (Eugene, OR)
- ▶ John Quale - University of Virginia, USGBC Board
- ▶ louisa rettew - Baltimore County DPW Engineering (Phoenix, MD)
- ▶ Andew Rudin - Interfaith Coalition on Energy (Melrose Park, PA)
- ▶ Joseph Sanches - D. Stephenson Constr (Fort Lauderdale, FL)
- ▶ Meghan Shannon - The Epsten Group, Inc. (Atlanta, GA)
- ▶ Tom Simpson - Integral Group (Alexandria, VA)
- ▶ Dan Slone - McGuireWoods LLP
- ▶ Ryan Snow - USGBC (Washington, DC)
- ▶ Margo Street - USGBC (Washington, DC)
- ▶ Kirsten Swanson - US Green Building Council (Washington, DC)
- ▶ John Sykes - Delaware Interfaith Power and Light (Lewes, DE)
- ▶ Whitney Terrill - USGBC (College Park, MD)
- ▶ Lisa Troy - Temple University Institute on Disabilities (Philadelphia, PA)
- ▶ Andrea Volf - VK Sustainable Concepts
- ▶ Lee Ann Walling - Delaware Interfaith Power & Light (Lincoln, DE)
- ▶ Jim Weiner - Collaborative Project Consulting (Los Angeles, CA)
- ▶ Robert White - Alabama Power Company (Birmingham, AL)
- ▶ Mike White - Luck Companies
- ▶ Courtenay Willcox - MainLine Interfaith Green Group (Wayne, PA)
- ▶ Dick Williams - DW-GREEN Associates (Annapolis, MD)
- ▶ Jerry Yudelson - Yudelson Associates (Tucson, AZ)

- ▶ Andrew Zumwalt-Hathaway -
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(Newtown, CT)

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