

# Catch the (LEED) Wave

by Anne Funsten



THE BIG WAVE OF NEW construction that we have ridden for the last decade has hit the beach, and now it's time to find



that next great wave of building options. Fortunately, it's out there waiting. As one of the biggest producers of green house gas emissions, the model for building in the

past is not what will be sustainable long term. The state of California and many municipalities have re-written or continue to refine their building codes to incorporate strategies that will reduce their impact on the environment and make them much more energy efficient. Many have embraced the Leadership in Energy and Environmental Design (LEED) guidelines. If we want to be on the leading edge of the future construction industry, then we need to embrace these green building practices too.

With that in mind, B. R. Funsten and Commercial Solutions have added some LEED fire power of its own. I, along with Becky Calvin, Commercial Sales Coordinator, and Shelly Loe - scher, Specifications Consultant, have gone through the long process of studying for and passing the LEED exam. Our company now has three LEED Accredited Professionals. This gives us greater credibility within the architecture and design community. Even though the volume of new projects may be down (2008 saw a decrease of 30% in retail construction alone), our increased green knowledge and our breadth of green flooring options makes us uniquely qualified to satisfy their flooring needs for those projects that are moving forward.

We would like to encourage you to utilize us in much the same way. With much of the current and likely future growth going to LEED or green projects, we can help you understand what is needed and provide you the tools to sell in this environment. The decline of the building sector may have been a harbinger of the recession that now seems to be officially upon us, but it also has been, historically, the industry that pulls us out of recessions. Let's get ready to catch that wave! Cowabunga! ◆