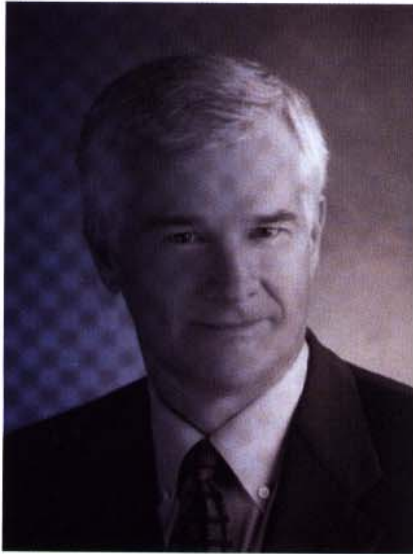


INDIVIDUAL ADVOCATE OF THE YEAR

Mike Hodgson, president
ConSol, Stockton, Calif.



Mike Hodgson was an advocate for the building industry in the true sense of the word in April when he headed to Capitol Hill to tell Congress that green building was the next evolution in residential construction, urging leaders to extend tax incentives for new energy-efficient homes.

The company he heads, ConSol, verifies homes for California Green Builder and other energy-efficiency programs and is a Building America partner

for the Department of Energy. The company is working on some large-scale green projects in California, Nevada, New Mexico, and Arizona—one with 50,000 housing units. Hodgson says the focus of the firm is on resource efficiency.

Hodgson is excited about the future of green, even if there is confusion in the market at the moment. "There is a lack of definition and structure, but as we get the ANSI Standard and NAHB's National Green Building Program, it will be helpful," he says. "California has a code under development that will be mandatory in 2010, which is defining clearly what is green."

The next five years will be different in California because of the 2010 mandate. "Right now, less than 3 percent of starts are in a green program. That's not big market

penetration. Now there will be energy requirements, material requirements, waste management, and all of it will have to be done. The green market will go from 3 percent to 100 percent, and what you want to do beyond that will be satisfied by NAHB's National Green Building Program—a wonderful document that will grow and be adopted as a backbone."

California's strides aside, wherever you build, says Hodgson, be practical. "Find a green program you are comfortable with. If you have none, look at the NAHB standards and do the steps you know. Start small, and you will naturally do more things as you go along."



ConSol verifies homes for California Green Builder and other energy-efficiency programs, focusing on resource efficiency for its clients.

MULTIFAMILY ADVOCATE OF THE YEAR

Miles Haber, president
Monument Construction, Chevy Chase, Md.



Miles Haber, consultant to the building industry for the past 11 years, is helping bring green into the multifamily world as an advice giver and owner representative.

As an advocate, he has been a national life director of NAHB and has been involved in the organization for 20 years. In 2001, he was chair of the Construction Codes and Standards Committee. "On a national and local basis, I have advocated for reason-

able, effective green building codes and standards," Haber says of his commitment. "In the Washington, D.C., area, each jurisdiction is trying to outdo each other on green mandates; we've tried to talk them out of it and have been only partially successful."

Haber believes strongly that a push for a national standard is essential so that there is an alternative to LEED and other programs. "Let the builder decide the most effective program," he says. "We need to try and make green market-based with incentives instead of a mandate."

Haber wasn't always a gung-ho green proponent. "As a builder I felt that the environment was over-emphasized, but as I got more educated, I've personally become more convinced about the validity of global warming. We need to build smarter."

Haber believes one hurdle to green adoption is cost. "When you are talking about doing real green things like energy efficiency, and you put in more insulation, there is an increase in first costs, and though the life-

cycle costs may be lower, you still have to get the financing to get the project built."

Haber advises builders to promote every green feature of a multifamily project.

"Whether rental or condo, it means something to the consumer."



Siena Park by Woodfield Investments includes three levels of parking (421 cars; 80 bikes), plus retail and office space. It is being built in Arlington, Va., which allows the use of LEED points toward approvals, though the building won't be LEED certified. Haber dislikes this approach because it waters down green: A bicycle rack gets the same points as certain kinds of energy efficiency features, he points out.