



## Rays of Hope completes solar installation

Rays of Hope recently completed the first installation of a photovoltaic (solar electric) system on a home built by Casa Verde Builders. The installation took



place at one of four houses currently under construction in the City of Austin's affordable housing subdivision, [Frontier at Montana](#). The houses are being built to [Austin Energy Green Building Program](#) 4- or 5-star standards.

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# NEWSLETTER

***NEXT MEETING:***  
**FRIDAY, APRIL 25<sup>th</sup> 4pm-7pm**  
 The Texas Green Network will hold our April meeting at ***The Historic German Free School*** in downtown Austin. More Info on **Page 1**

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## Texas Green Network April meeting to be held Friday, April 25<sup>th</sup> at the Historic German Free School

The Texas Green Network, in our formative, "bootstrap" phase, is experimenting with formats for our monthly meetings. For April, we are having an open mixer at ***the Historic German Free School*** in downtown Austin.

We will announce a few speakers soon. We hope you will take the networking opportunity in our developing business community. Good beer will be available and proceeds will benefit the school, our hosts. ([www.gtns.net](http://www.gtns.net))

If you would like to set up a table at the event, please contact Reed at [reed@texasgreennetwork.org](mailto:reed@texasgreennetwork.org).

The school is located at:

**507 E. 10<sup>th</sup> Street, near 10<sup>th</sup> & Red River.**

Parking is mostly meters from 4pm to 5:30pm but there are a bunch of them in the area. The event will run from **4pm-7pm (Friday, April 25<sup>th</sup>)**

RSVP at [rsvp@texasgreennetwork.org](mailto:rsvp@texasgreennetwork.org). We look forward to seeing you there!

### **ABOUT the TEXAS GREEN NETWORK:**

*The Texas Green Network is a business-to-business chamber of commerce centered around environmental initiatives and responsibility rather than geography.*

*Our goal is to accelerate the spread of environmental responsibility in mainstream business practices and thought processes. We recognize that part of bringing "green" business practices to the mainstream is the melding of the concepts of environmental impact and business profitability.*

*The network brings together Texas-based businesses, providing a forum for sharing best eco-business practices. We seek to reward participation and leadership in a grassroots way, fostering a community of businesses and networking opportunities for our members and associates.*



## CALENDAR

## NEWSLETTER

### Efficient lighting for your home

**Design~Build~Live**

**Monthly Presentation**

*Wednesday, April 16, 7:00 pm*

*Casa de Luz, 1701 Toomey Road*

According to the U.S. Department of Energy, about 11% of the average

household's energy use goes to lighting. That can be reduced by 50% to 75% using new lighting technologies. Herb Deazvedo of Austin's FSG Lighting will describe and show high performance residential lighting solutions that can dramatically reduce energy consumption. He will talk about the array of options in fluorescent lighting (no longer green and noisy), LEDs and high-performance fixtures, and how to select and control lighting. Herb will also talk about the newer, more efficient ceiling fans.

This presentation is free, but modest donations at the door are gratefully accepted. No reservation required.

[gayle@designbuildlive.org](mailto:gayle@designbuildlive.org)

512-478-9033.

### Texas Living Waters annual conference

*8:30 a.m. to 4 p.m. Friday April 18*

*Lady Bird Johnson Wildflower Center*

Join the Texas Living Waters Project partners at their 8<sup>th</sup> Annual State-wide Water Conference hosted by Environmental Defense Fund. The \$35 registration fee includes lunch and conference materials.

The entire day of the conference will be dedicated to Advanced Urban Water Conservation. Presentations will include the future for conservation policy in Texas and real life examples from cities, industrial and commercial leaders.

- Explore energy-efficiency trends that translate into water savings
- Hear current and emerging technologies in the high-tech sector
- Learn about water conservation innovations in the commercial sector
- Delve into standards in the green building movement that save water in urban areas
- Discuss how to move conservation policy into implementation

For more information and to fill out the registration form, go to:

[http://www.texaswatermatters.org/state\\_water\\_conference\\_2008.htm](http://www.texaswatermatters.org/state_water_conference_2008.htm)

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### Austin Green Living & Home Products Expo

*April 18-20, Noon to 6 p.m.*

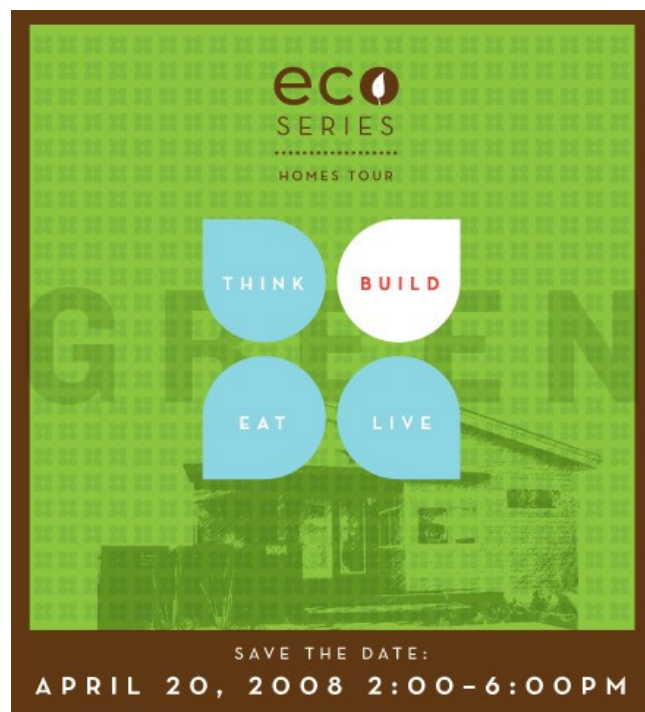
*Austin Convention Center*

Along with green home builders, remodelers, architects and products, the Austin Green Living & Home Products Expo features:

- \* Organic gardening/native landscaping
- \* Renewable energy and alternative fuels
- \* Transportation alternatives - including hybrid and alternative fuel vehicles
- \* Sustainable and eco-friendly interiors
- \* Organic foods and cooking demonstrations
- \* Natural and organic products for the home and personal care
- \* Fair Trade Products

For complete details on show hours, admission, special features, special guests and free seminars, visit

[http://www.showtechnology.com/shows/Austin\\_GreenLiving/AustinGreen.html](http://www.showtechnology.com/shows/Austin_GreenLiving/AustinGreen.html)





*(Rays of Hope cont from page 1)*

Rays of Hope works with other local organizations to provide energy efficiency and carbon reduction education, [energy efficiency retrofits for existing homes](#) and solar photovoltaic systems on new or existing houses. Project houses serve as the setting for installation workshops that are open to the public. The tuition for the

workshops that are open to the public. The tuition for the workshop helps underwrite the installation of the systems.

Go to [www.raysofhopeaustin.com](http://www.raysofhopeaustin.com) for more information.

## The latest issue of the Good Common Sense Newsletter

Check out this month's newsletter/brief to learn how Nike, Clorox, John McCain, Coca Cola, Whole Foods Market, Cadbury Eggs, The US Congress, JC Penney's, Wal-mart, EcoLab, Office Depot, Harry Potter, Pella Windows, The US Postal Service, Apple Computers, Levi's Jeans and hundreds of others are racing to embrace [the New American Consumerism](#).

## New consulting firm helps companies avoid greenwashing

Austin-based Tuerff-Davis EnviroMedia Inc. recently launched a new subsidiary, Green Canary Sustainability Consulting, to help businesses remain credible, minimize risk and reach goals in the booming green marketing world.

"In the past year, we've seen the absolute best and worst when it comes to environmental marketing claims," said EnviroMedia cofounder Valerie Davis. "Green Canary will

help businesses understand how they can maximize their investments in these campaigns by providing critical

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advice on strategy, relationship-building and 'thought leadership' well before any campaign hits the airwaves."

Green Canary will give clients access to a pool of energy, air, water and waste consultants. Services include sustainability analysis, goal-setting, market engagement, government relations, positioning, relationship-building and employee education.

Davis and cofounder Kevin Tuerff started EnviroMedia 11 years ago as the nation's only full-service advertising and public relations firm dedicated solely to environmental and public health campaigns. In 1997, they founded America Recycles Day with then-Vice President Al Gore as honorary chair and have since conducted hundreds of corporate advertising and social marketing campaigns for clients like Dell, Green Mountain Energy, Tetra Pak and CleanFUEL USA. Earlier this year, Tuerff and Davis launched [GreenwashingIndex.com](http://GreenwashingIndex.com) in partnership with the University of Oregon as a public service effort to educate consumers about how to scrutinize environmental marketing claims.

For more information, call 512-225-5853 or visit [www.greencanary.net](http://www.greencanary.net).



## Wurzel Builders moves into green building

Austin-based Wurzel Builders recently announced the creation of a Green Building Division that will follow the standards set by the National Association of Home Builders Green Building Program. By following these standards, the

new division will ensure that projects meet the guidelines for energy and resource efficiency, water conservation, indoor air quality and an site design.

The new division will bring together Wurzel Builders, which has more than 20 years of experience in construction, with local building professionals who have expertise in green building. It will provide all the services needed to take projects from conceptualization through day-to-day project management to completion.

*Wurzel Builders, Ltd, 8721 South First Street, Austin, TX 78748, 512-282-9488*

## Live oaks for sale

KRDB, an award-winning sustainable design/development firm, is relocating more than 200 live oak trees from a tree farm in east Austin. KRDB is developing the tree farm on Perry Road in East Austin into a green affordable housing community

Prices, which do not include delivery or planting, are:  
\$60 for trees with 1" - 1.75" trunks  
\$100 for trees with 2" - 2.75" trunks  
\$175 trees with 3" - 4" trunks

*For reservations and additional information contact Brad Deal at 512-374-0946 extension 30. Delivery and planting are available from Michael Beichlin of Groundmasters Landscaping, 512-657-0137*

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# FEATURES

## **The Four Pillars: Building affordable green homes**

*By Clark Wilson, CEO and President of Green Builders Inc.*

Much of the environmental impact in a person's life occurs in building and operating their home.

But, with green homes being mostly the province of custom builders who build homes one by one, green homes have been virtually unaffordable for the average buyer.

We at Green Builders are working to change this. Our goal has been to allow consumers of all demographics and economic states to embrace green living. This requires a delicate mix of partnerships, design, materials and manpower. Georgetown Village in Georgetown is a good example. Green Builders homes in Georgetown Village are green from the ground up.

## **The four pillars of green building:**

Each of our homes incorporate our proprietary Green Sense program featuring the four pillars of green: energy efficiency, water conservation, earth sensitivity and health consciousness.

## **Energy Efficiency**

Cooling and lighting are the most expensive and energy-consuming aspects of a home. Each of our Green Builders' homes is designed to generate and save energy.

*(continued on page 5)*



*Our beginning was in January, 2008. This brainstorming session helped us on our way. Please send your business related eco-stories to [newsletter@texasgreennetwork.org](mailto:newsletter@texasgreennetwork.org).*

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- Rainwater collection systems to reuse naturally collected water. Home owners have the option of incorporating a water filtration system to make the collected water potable
- Direct vent tankless water heaters are installed in every home, ensuring that heated water is provided as needed

*(Four Pillars continued from page 4)*

- Each home is situated on an East/West axis to limit the amount of sun hitting the home
- Overhangs or awnings provide additional shade to decrease solar heat gain
- Light colored natural stone from local quarries is used. It absorbs less heat and requires less energy to be transported to the home-site
- Efficient design creates less unnecessary square footage and scaled ceiling heights are utilized
- Compact fluorescent light bulbs are installed in every light fixture.
- Energy efficient HVAC equipment including a 14 SEER heat pump, centrally located in an insulated cavity, is zoned and sized appropriately for each house. Systems are tested after installation to assure proper operation and less than 8% duct leakage. And, the system uses Puron, which will not damage the Ozone
- Conduits for future solar panel installation

## **Water Conservation**

We understand the importance of water conservation, especially in drought-prone areas like Austin.

- ENERGY STAR<sup>®</sup> appliances use 10-15% less energy and water
- Low-flow showerheads and toilets cutting water use by half
- Custom-programmable sprinkler systems with rain sensors
- Native landscaping and hydro-zoning

## **Earth Sensitivity**

We are working to conserve the earth's vital resources. Here is an example of what we use:

- Shingles with a 30-year rating mean they won't need to be replaced or added to our landfills for decades
- Spray foam insulation is made from environmentally friendly raw material and seals better than other insulation, reducing monthly utility bills by up to 50 percent
- Engineered, recycled lumber is used whenever available
- Flooring options include sustainable materials like bamboo, recycled tile and recycled carpet with non-toxic glue
- A base cabinet in the kitchen holds recycling containers
- Low volatile organic compound (VOC) paints are used
- We encourage green furnishings and accessories and provide a variety of resources for these products from local and national retailers

## **Health Consciousness**

We make sure that we allow exceptional air quality throughout our homes by reducing humidity – and therefore allergens – wherever possible. This is vitally important in Central Texas, arguably the allergy capital of the country.

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The Texas Green Network meeting in February provided exposure to our concept for a great group. Please join us in April and help keep the momentum going!

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in an effort to: improve environmental performance by reusing or recycling instead of treating; decrease the quantity of hazardous waste generated; and reduce costs.

Environmental performance is ultimately measured by the amount of pollution created as a result of an activity, e.g.,

*(Four Pillars continued from page 5)*

- Foam roof and wall insulation reduces humidity and lessens the possibility of mold, pollens and other allergens
- Front-loaded washing machines are encouraged, as they generate less humidity in the home
- Exhaust fans in kitchen, bath and utility rooms remove humidity
- Cabinets and carpets are made and finished with materials that greatly reduce “off-gassing” to improve the quality of the air inside the home
- Attic fans are not used because they promote humidity and draw the cooled air out of the home
- Proper grading insures that water drains away from the home, reducing the possibility of mold and insects
- Garages are detached or vented to make sure exhaust fumes don’t migrate into living areas

For more information on Green Builders and Clark Wilson, please visit: [www.greenbuildersinc.com](http://www.greenbuildersinc.com)

## **Waste to riches: Environmental success stories at Spansion**

Authors: *Mike Frisch (Spansion) and Marcel Montalvo (Spansion)*

The cost of managing liquid waste streams from the semiconductor industry has increased recently due to the generation of new waste streams, higher fuel costs and consolidation among waste service vendors. In 2006, Spansion began changing its approach to these streams

manufacturing flash memory. With regard to waste generation, environmental performance improves from right to left in the following expression:

Reduce > Reuse > Recycle > Treat

Less pollution will be created if a waste stream is recycled instead of treated, reused instead of recycled and reduced instead of reused. The primary focus of Spansion’s effort was to reuse and recycle – rather than treat – waste streams.

### **Spent sulfuric acid**

Spansion Fab 25 generates approximately 2.9 million pounds of spent sulfuric acid per year. This material is 80% sulfuric acid and has very low levels of metal and organic impurities.

Prior to this effort, the acid was being transported to a sulfuric acid reprocessing facility that recycled the acid back into the raw materials used to make virgin sulfuric acid. Spansion split the \$1140 per trip transportation charge with the recycler.

A galvanizing company was identified as an ideal candidate to reuse the spent acid as a feedstock to replace virgin sulfuric acid.

*(Continued on page 7)*



*(Spansion continued from page 6)*

Unfortunately, a deal could not be reached because the galvanizer did not want to assume the transportation liability.

Spansion contacted a product management company to identify a facility that could both reuse the acid and handle the transportation

transportation liability. The company found a ferrous sulfate production facility within 100 miles of Austin that would reuse the entire stream. Spansion saved \$42,000 per year on transportation costs and is now paid \$10 per ton for the acid. In addition, Spansion is no longer required to obtain certified analyses for iron and assay, eliminating \$400 per shipment in laboratory costs.

Combined savings, revenue and cost avoidance for this project was \$85,000 per year. Spansion's environmental performance improved as a result of the reduced transportation mileage to the end-use facility, the elimination of energy used and pollution generated by both the sulfuric acid reprocessing and manufacturing processes and the elimination of virgin sulfuric acid transportation.

### **Isopropyl alcohol**

Spansion Fab 25 generates approximately 207,000 pounds of 75% isopropyl alcohol (IPA) in its wafer drying process. Prior to this effort, the IPA was commingled with other solvent waste, collected and transported off site as a hazardous waste to be burned as a fuel at a chemical manufacturing facility in Houston. Spansion worked with another product management company to segregate, re-package and reuse the IPA stream as an industrial cleaner. As a result of the project, Spansion saved approximately \$12,000 per year in waste disposal costs. Estimated revenue of \$15,000 per year is generated from the actual sale of the IPA.

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In addition, Spansion will no longer have to report more than 200,000 pounds of material per year as hazardous waste. Spansion improved its environmental performance by eliminating both energy use and pollution generated by the transportation to the waste treatment facility, the waste treatment process and the manufacturing of virgin material.

### **Used oil**

Spansion Fab 25 generates approximately 5,000 pounds of used oil each year from the maintenance of motorized equipment. Prior to this effort, the used oil was commingled with solvent waste and transported off site as a hazardous waste. A regional oil recycler has agreed to collect the used oil at no charge, saving Spansion \$250 per year in waste treatment costs and removing 5,000 pounds per year from hazardous waste reporting. Spansion improved its environmental performance by eliminating both energy use and pollution generated by the waste treatment process, virgin oil manufacturing and transportation.

### **Spent copper sulfate bath**

Spansion Fab 25 began generating approximately 82,000 pounds per year of spent copper sulfate bath in 2006 as a result of high volume manufacturing of its new copper flash technologies. The copper sulfate- and sulfuric acid-rich stream was being hauled off as a hazardous waste to a wastewater treatment facility. This particular method of wastewater treatment generates a copper sludge that is disposed of in a hazardous waste landfill.

*(Continued on page 8)*



*(Spancion continued from page 7)*

Spancion identified a metals recycling facility that utilizes a multi-step process to remove valuable metals, including copper. The sulfuric acid content of the copper sulfate stream is actually used to digest other incoming streams, so the spent bath replaces virgin sulfuric acid and is no longer

and is no longer characterized or reported as a hazardous waste.

The recycling facility ships the recovered copper sludge to copper refiners to be converted to copper wire. Spancion improved its environmental performance by eliminating both energy use and pollution generated by the waste treatment process and the manufacturing of virgin copper and acid.

The overall impact of these projects is shown in Figure 1. The sulfuric acid project resulted in the shift of all recycled material to the reuse category. The IPA, used oil and copper sulfate projects resulted in a significant drop in hazardous waste generated. The hazardous waste generated per unit manufactured dropped by 37% percent from the second quarter of 2006 to the second quarter of 2007. The cost savings details for the projects completed to date are shown in Table 1. Through reuse and recycling instead of waste treatment, Spancion has reduced liquid waste costs by 92 percent and reduced hazardous waste by 294,000 pounds per year, while achieving great strides in environmental performance.

New opportunities have also come to light – phosphoric acid and edge bead remover (EBR) reuse – which could save Spancion as much as \$150,000 per year and eliminate up to 500,000 pounds of hazardous waste generated per year.

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## Green training revival: The Environmental Magic Kit

*By Kent Cummins, Magic Hotline*

It all started in 1994, when a young magician named Christopher Walden proposed an "Environmental Magic Kit" be used by trainers when teaching about the environment. The Texas Natural Resource Conservation Commission (TNRCC, now the Texas

Environmental Quality, or TCEQ) accepted the proposal and obtained funding from the Environmental Protection Agency (EPA) to create the kits. That's when Austin's Magic Hotline got involved.

With Walden as the creative spark, Magic Hotline wrote the scripts for two videos and an instruction book. Together we devised two tricks illustrating air quality, two for water quality and two for waste management. The videos were produced by Ric Sternberg of AiM Productions in Austin.

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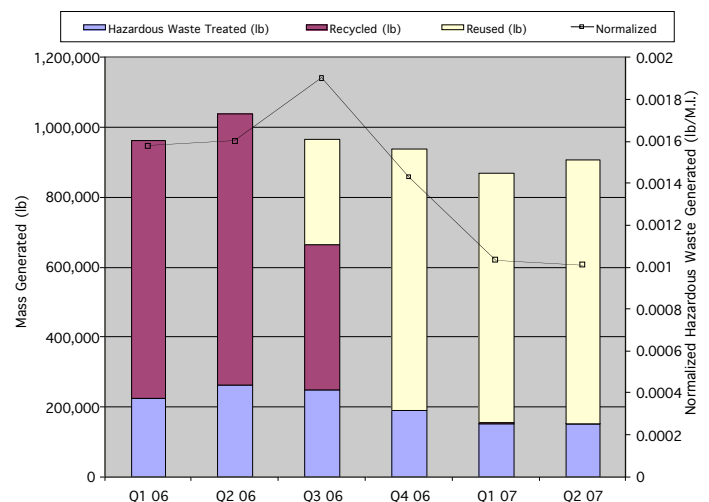


Figure 1. Spancion Fab 25 Liquid Waste



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*(Environmental Magic continued from page 8)*

The "Performance Video" consisted of a 10-minute community meeting on environmental issues. Six magicians each performed one of the tricks from the kit. TNRCC started using the magic kits as a tool for their trainers and the kit

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make the camp environmentally friendly. Sue Bumpous, who had been my primary point of contact at TNRCC but is now with the NAAEE (North American Association for Environmental Education) in Boston asked us to present the kit at the NAAEE conference in Wichita next October.

So I've put The Environmental Magic Kit back into production.

was designated a "Model Project" by Region 6 of the EPA.

More than a hundred trainers became part-time environmental magicians, using the kits to make their presentations more exciting. In addition to their use by TNRCC trainers, kits found their way into schools, nature centers and other environmental agencies. The magic spread throughout Central Texas and trickled into other states from California to Florida.

The Cypress Nature Study Center in Benton, Louisiana, used the tricks in the kits for field trips. Environmental Magic became a subject taught and performed at The Kent Cummins Magic Camp in Austin. "Al the Garden Pal" started using environmental magic in Florida. A magician in the UK even ordered the Environmental Magic Book to help him create environmentally-themed shows overseas.

In the last few years, the excitement began to wane. Managers and trainers were reassigned, new ideas were developed and Magic Hotline stopped marketing the kit. Then a few weeks ago, interest seemed to flare up again. I got a phone call from Jean Wright of the Clean Rivers Program of the Houston-Galveston Area Council. She thought the Environmental Magic Kit would be good for Houston's big "Trash Bash" environmental clean-up event and that she wanted 17 of the kits.

Meanwhile, I received 3 separate orders from Project WET coordinators in Georgia. And my staff at The Kent Cummins Magic Camp, which recently converted to nonprofit status, asked me to ramp up our efforts to

AiM Productions converted the VHS videos into DVDs, Magic Hotline updated the book and we have started adding new products for our booth at the NAAEE meeting next fall. You can learn more and see the new logo at [www.environmentalmagic.org](http://www.environmentalmagic.org).

*Kent Cummins, MAGIC HOTLINE, 7306 Scenic Brook Dr,  
Austin, TX 78736, (512) 288-1596*

### **A sustainable modern home on a budget**

*By Kelly W. Foster, AIA*

A new house in East Austin challenges the idea that sustainable building and quality design have to be complicated and expensive. Designed by CF Architecture for Gary and Linda Citron of 2736 Partners, the house at 5004 Delores is a modestly scaled spec home that combines environmental quality with thoughtful modern design.

How green is it? Austin Energy's Green Building Program has promoted sustainable residential construction practices for 17 years. It ranks houses with one to five stars, depending on the green practices and products used in a home. The house at 5004 Delores was rated 5 stars – a rare achievement, even for homes built at a significantly higher cost.

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*(Sustainable Home on a Budget  
continued from page 9)*

To reach these goals, we used some basic technical strategies to control the way the building envelope interacts with its environment. Windows are oriented to allow maximum daylight with a minimum amount of heat gain. Vaulted ceilings

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Our design for the house responds to its architectural and social environment, maintaining the single-story scale of the neighborhood and providing a generous and welcoming front porch. Close to public transportation and a park, the house promotes a sustainable lifestyle. Abundant natural light and the fluid, connected spaces engender a quality of life well beyond the house's modest scale and budget.

beyond the house's modest scale and budget.

The house at 5004 Delores also satisfies professional goals for Chris Cobb and I. We founded CF Architecture with the goal of combining sustainable building practices with highly site-specific custom design. This project gave us a great opportunity to demonstrate the value of thoughtful, sustainable design.

*Kelly W. Foster, AIA, CF Architecture, 2830 East MLK Jr. Blvd. Suite 101, Austin, Texas 78702, [info@cfarchitecture.com](mailto:info@cfarchitecture.com)*

*Contacts at the Texas Green Network:*

- Reed Sternberg *Board Chair, Marketing* [reed@texasgreennetwork.org](mailto:reed@texasgreennetwork.org)
- Paul Severin *Director of Operations* [paul@texasgreennetwork.org](mailto:paul@texasgreennetwork.org)
- Steve Harvey *Director of Membership* [steve@texasgreennetwork.org](mailto:steve@texasgreennetwork.org)
- Ken Chambers *Newsletter Editor* [ken@texasgreennetwork.org](mailto:ken@texasgreennetwork.org)

*To find out about opportunities to volunteer with the Texas Green Network and help the network grow, please contact Reed at [reed@texasgreennetwork.org](mailto:reed@texasgreennetwork.org).*

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 Fax number: 512 - 692 - 6182



keep the heating and air conditioning equipment and ductwork within the insulated part of the house and provided a location for a straight, simple duct run up the spine of the house. These features created a thickened central zone of the house that separates the public and private spaces while also providing connections of light and view throughout the house.

Careful product selection helped to reduce the energy consumption and improve the indoor air quality. The windows and many of the appliances and light fixtures are Energy Star qualified. The plumbing fixtures are chosen to conserve water. Low V.O.C. paint and formaldehyde-free insulation and cabinets contribute to healthy indoor air. Native, draught-tolerant plants around the house reduce water use while reducing lawn maintenance.