

Sustainability

Everyone is talking about sustainability. Building Green... About achieving LEED certification... Recycled content... Low/ no VOC's... Cradle-to-Grave... Energy Star... Solar power... Wind farms... Blackwater... Greywater... Biodegradable... Carbon footprint... Closed-loop recycling... Compostable... Down-cycling... Eco-friendly... Eco-savvy... Zero Energy Development... Flat pack... Greenwashing... Locavore... Off-grid living... Organic... Vampire energy.....

No wonder there is a new word for Scrabble enthusiasts: "Greenspeak."

Except on the Huffington Post where it refers to the obscurity of what Alan Greenspan says, 'greenspeak' or 'greenwash' refers to the barrage of claims, sustainability dogma and merchandising hype that bombards us with increasing intensity in our journey to optimize our environmental stewardship.

We get it. We got it long before people started making a big deal out of it. In 1995, we began specifying plastic laminates from the only manufacturer utilizing stainless steel face plates in the manufacturing process instead of paper, which adds thousands of metric tons to landfills each year.

We were the first firm in the U.S. in 1993 to call for all woods on a project to come from sources that could affirm their renewable sourcing - before the The Forest Stewardship Council was created in 1995 to change the dialogue about and the practice of sustainable forestry worldwide. And so on.

Our work for KeyBank, Vocational Guidance Services and Heinen's delivered over 1,000,000 sf of LEED-certifiable projects into the marketplace in the last four years - more than any other firm in the region!

For the VGS Training Center, the exterior's recycled slate and resin panels have zero moisture permeability, making it ideal for an urban environment where graffiti resistance is part of the material selection criteria. If our non-profit client would have had the pocketbook to apply for LEED certification, the project would have easily made LEED Gold.

The literature in the market today substantially underestimates the cost of LEED certification. It's not that we don't want you to do it. we do. We **really** do. We just want you to know the costs and benefits - before you are hung out to dry.

"Bill Eberhard's is all over sustainability. When you are done, you have to ask yourself: 'Are you living it? Or did you just build a building?' With Bill, you live it because he shows you all of the fruit on the tree - and tells you how much it costs so you can make informed decisions."

Paul Johanni, Chief Operating Officer
S. Rose Company

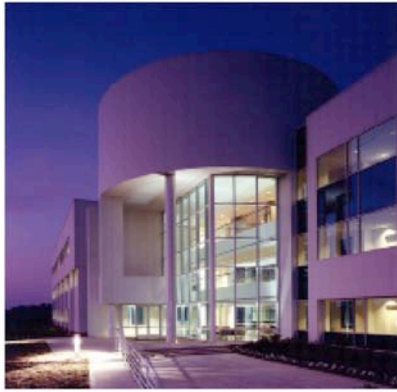
Vocational Guidance Services Training Center
Cleveland, OH

*AIA Cleveland Design Award
IESNA Regional Design Award
Publication: Properties magazine*



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Wayne Dalton Headquarters
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**Dollar Bank/
Renovation of the Galleria at Erievue**
Cleveland, OH
First Place, Retail Renovation, VM+SD
National Design Competition
City of Cleveland Redevelopment
Project of the Year
IIDA Cleveland Design Award



Technology Learning Center
Cuyahoga Community College
Cleveland, OH
American School & University Design
Award



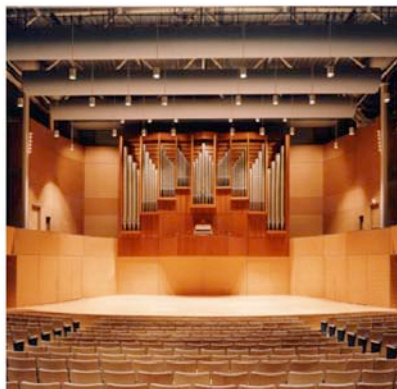
**Student Service/ Learning Resource
Center**
Terra Community College
Fremont, OH



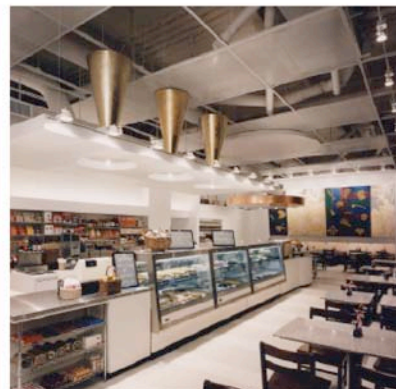
McKinsey & Company, Inc.
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IIDA Regional Design Awards
IIDA + IESNA Regional Design Awards
NAIOP Regional Design Award



**Vocational Guidance Services Training
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AIA Cleveland Design Award
IIDA + IESNA Regional Design Awards



Wategen Hall Renovations;
Cleveland State University
Cleveland, OH



Cafe Paradiso
Cleveland, OH
IDB/ IIDA National Design Competition
Winner
AIA Ohio Design Award
AIA Cleveland Design Award
IIDA Cleveland Design Award
NAIOP Regional Design Award

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