



Green Advantage Residential Certification Prep Workshop – Residential Workshop Details - Charlotte, NC

Training Organization: Real Estate Services Team, Inc. (REST) and What's Working, Inc.

**Date: July 28th and 29th, 2009
8:30 - 5:00 PM**

**Location:
Spring4th Center
728 Spring Street NW Atlanta, GA 30308**

Cost: \$650 includes both days and payment for Certification Exam

What the Training is and Who Should Attend: Green home construction training geared towards builders, remodelers, realtors, developers, and other interested building-related professionals. This comprehensive training fully prepares practitioners for the Green Advantage Certification Exam; Green Advantage® is a national environmental certification launched with funding from the US Environmental Protection Agency and The Nature Conservancy.



David Johnston, a nationally renowned trainer in green home construction will be conducting the class. (see bio below).

Through a series of dynamic and informative sessions, participants learn about key green building topics, including:

- **Rationale and Design:** Integrated design, whole-systems approach to the building and charrette process, goal and performance setting. Climate appropriate strategies for renewable energy, water conservation, natural ventilation and solar access will be addressed. The business case to support green design will be presented with project examples and a discussion of methods to track and optimize benefits. The course includes an overview of major related certification programs such as LEED® Homes, EarthCraft House™, NAHB's Model Green Building Guidelines, Energy Star, as well as green tax incentives.
- **Construction:** Discussion of the stages of construction as they relate to green building. Addresses site (recycling and preparation), foundation (types, flyash concrete), framing (certified wood, reducing wood use, alternatives to wood), electrical (lighting, appliances), plumbing and water conservation, insulation installation and sealing, HVAC options and details, and indoor air quality implications of construction decisions.
- **Finishes:** Up-to-date information about paints, flooring, finishes, fixtures, cabinets, countertops, and indoor air quality impacts.
- **Marketing:** Presentation on market research, including data on what consumers want, how to reach your market, examples of other builders' marketing, strategies to communicate with different client types, and greening your company.

Participants go through a series of modules based on the principles of green building and sustainable design. The training covers Site Selection, Energy Efficiency, Resource Conservation, Indoor Air Quality and Developing and Marketing a Green Business. The course also includes discussion of green building as it relates to the systems approach to the design, construction and operation of buildings.

Participants will be introduced to green building methods and materials to reduce the impacts of building and increase the benefits to homeowners. The typical class content is based upon the outline below:

- Site Selection (developing appropriate sites, reuse of existing buildings, reducing the need for automobile use, protection of natural and agricultural areas)
- Energy (conservation, efficiency, and renewable energy as it applies to framing, insulation, windows, water heating, appliances, heating/cooling and lighting)
- Resource Conservation (jobsite waste/recycling, landscaping, water conservation, efficient framing, durability, and materials choices)
- Indoor Air Quality (VOCs, finish materials, ventilation, filtration, mold, and IAQ construction practices)

- Developing and Marketing a Green Business (consumer preferences, marketing tools, effective language, and green business case studies)

Green Advantage® is not affiliated with any LEED® products or trainings. Professionals interested in LEED® Accreditation or training should look for classes that are specifically sanctioned by the USGBC for that purpose.

In the event that you are unable to attend the scheduled testing session following your authorized training, arrangements can be made for you to take the open book Exam at a participating community college or other authorized testing site. There is an additional fee of approximately \$25 for these services. Exams must be taken within 90 days of completing authorized training. Contact Gina at ginac@greenadvantage.org to make alternative testing arrangements. If you wish to take the Exam and you are beyond the 90 days of completion of an authorized training workshop, the Certification Exam will be administered in a closed book format at an authorized testing site for a fee of \$175.

Benefits of Certification

"What's Workings presentations are both motivational and fact-packed. Not only will you learn why green remodeling is good for the earth, but you will learn which materials are really green, green remodeling techniques needed in your climate, and various pitfalls and hazards to avoid in green remodeling. Many attendees find your seminars life-changing."

-DAN TADDEI, BCA, Director of Education, National Association of the Remodeling Industry

"I wanted to thank you for training our entire company in the Green Building Certification program. You have given us a context with which to make incremental improvements in our building practices, many of which will not cost the client more. While you are passionate about this inevitable change, you give practical methods and questions for us to use as we embrace these important new practices for our clients. Your own construction experience was extremely helpful in explaining these new practices to our production crew."

- IRIS HARRELL, CEO/President, Harrell Remodeling

Homeowners across the country are looking for building professionals who know how to build green or remodel homes to be as green as possible. The challenge is that now that green building has become a national phenomena, everyone, overnight, has become a green builder. Without experience or training trying to become a green builder can cause as many problems as solutions. Homeowners are clamoring for certified building professionals they can trust.



By committing your company to getting certified you open a marketing door that provides peace of mind to your customers. But the commitment goes deeper. It means that your employees actually learn how homes should be built to prevent mold, to improve comfort, to save your customers money and to provide the quality that homeowners expect but often don't get.

What's Working has worked for years to develop a training program that goes deeply into how

buildings work. By understanding both the science of building dynamics and the practicality of what to do differently on Monday morning, graduates feel empowered to improve all aspects of their projects and their companies. They have now partnered with Real Estate Services Team (REST, Inc.) in Charlotte, NC to train building professionals and those interested in becoming trainers.

Certified green builders are staying busier than their conventional counterparts. From coast to coast green building is the only good news in the building industry. The best way to get started is to invest in your company's education and get certified.



******Once certified, you will also have the opportunity to list yourself on the www.greenbuilding.com and on www.greenadvantage.org site as a green advantage certified professional!**

About David Johnston

- Consultant, US Department of Solar Energy Program
- Founder, Passive Solar Industries Council
- Founder of Lightworks Construction, inducted into the Remodeling Hall of Fame
- Founder and President, What's Working, internationally recognized sustainability consultancy
- Co-founder of the California Build It Green Program
- Co-founder, Denver Homebuilders Built-Green program, the largest in the country
- Developer of the Boulder, Colorado green building code, the first in the country
- Co-Founder, Boulder Green Building Guild
- Co-director for USGBC LEED for Homes
- Marketing program development, LEED NC US Green Building Council
- Co-director Integral Institute Sustainability Domain
- Co-Developer, Boulder Colorado Green Building Guild
- Tipping Point Network, Coordinating Council Member
- Speaker and Contributor to the UN Earth Summit, Johannesburg, South Africa
- Consultant, Facilitator and Speaker at the Parliament of the Worlds Religions, 1993, 1999



Professional Memberships

- American Solar Energy Society - Member
- US Green Building Council – On the team that launched LEED-NC
- Build It Green, California - Co-Founder and served on it's board for the 1st year
- Sustainable Buildings Industry Council. Co-Founder
- Boulder Green Building Guild – Co-Founder

Awards for What's Working

- 2008 Lifetime Achievement Award, Boulder Green Building Guild
- 2007 International Sustainability Pioneer Award (European business community's "Nobel of Sustainability")
- 2004 Environmental Hero Award, Interiors and Sources Magazine
- 2005 Nautilus Book Award for Green Remodeling Book
- 2004 Corporate Excellence Award, University of Colorado
- 2004 American Institute of Architects Colorado, Contribution to the Built Environment
- 2003 Sustainable Buildings Industry Council, Sustainable Community Development Award
- 2002 Rotary International, Our World Award
- 1998 Boulder Community Foundation, NOVA Award
- 1996 Boulder Chamber of Commerce, Environmental Business of the Year
- 1995-1996 Denver Homebuilders Association Hall of Fame
- 1991-1992&1999 Marquis Who's Who in the World About Public Service to the Community
- 1980-1989 Board of Directors and Co-Founder, Solar Technology and Applied Research Foundation, Portland, Maine
- 1980-1993 Board of Directors: Whole systems Design, Inc., Washington, DC
- 1980-Present Board of Directors: Potomac Energy Group, Inc., Alexandria, VA

- 1982-1983 Board of Directors and Co-Founder, Renewable Energy Institute: Washington, DC
- 1987-1990 President, Entrepreneurs Group, Washington, DC
- 1990-1993 Board of Directors, Business Crafters Inc., Bethesda, MD
- 1990-1992 Board of Directors, National Association of Remodeling Industry, Washington, DC
- 1991-1993 Board of Directors, New Alternatives in Publishing, Retailing and Advertising, Seattle, WA
- 1994-1996 Board of Directors, Home Builders Association of Denver, Boulder Chapter
- 1996-2002 President, Board of Directors, Boulder Energy Conservation Center, Boulder, CO
- 1997-1999 Board of Directors, Boulder County Healthy Community Initiative
- 1998-1999 Board of Directors, International Sustainable Technology Business Center
- 1998-1999 Board of Directors, Sustainable Futures Society
- 2003-2005 Founder and Board of Directors, California Build It Green
- 2004-Present Co-Chair, Integral Sustainability, Integral Institute

About the Inspiration

Growing up in the woodlands of the upper Mid-west, Johnston spent a lot of time studying the flows and patterns of weather, nature and animals working as one whole balanced system. At Southern Illinois University, Professor Buckminster Fuller inspired David in a way that would change the direction of his life and fuel his passions. In Fuller, David found a teacher who believed that the world is comprised of inter-dependant systems. This thinking mirrored David's own thinking as a result of his younger experiences with nature. The ability to see the linkages and flows in any system is one of David's strongest skills. It has lead him to apply what he sees in nature to the construction industry and also to the larger market-wide transformation of sustainable living.

About the Talent/Experience

David Johnston, founder and President of What's Working, Inc. is one of the pioneers of the sustainability movement in the US. For the last 30 years he has been working to transform the building industry to become greener and more sustainable.

Johnston worked as a consultant to the USDOE solar program from 1978-81. During that time, he was involved with the early work at the Solar Energy Research Institute and the Regional Solar Energy Centers. He was responsible for the commercialization of passive solar technology and the integration into the residential building industry and the introduction of the technology to many building industry trade associations.

Johnston continued with his passive solar career by founding the award winning company; Lightworks Construction, Inc. For ten years, Lightworks built passive solar homes and offices across the DC, Virginia and Maryland market. He was named builder of the year by the DC chapter of the National Association of the Remodeling Industry and inducted into the Remodeling Hall of Fame for his innovative work.

In 1992, he sold Lightworks and moved to Boulder, Colorado to apply his experience in passive solar program development to green building. In 1995, his new company, What's Working, developed the first green building code in the US for the City of Boulder. He was inspired in 1992 after the first green building program in the US in Austin, TX and was given a Sustainable Development award at the Earth Summit in Rio de Janeiro to do the same thing in Boulder.

David established the first private sector green building program in Denver, CO through the local Home Builder's association. It is now the largest program in the private sector and was the catalyst for the National Association of Home Builders to develop national green building guidelines.

David was part of the development team for the Leadership in Energy and Environmental Design (LEED) that has transformed the market for green commercial buildings in the US. He was also a co-director of the original LEED for homes development process in 2000, another national market transformation program.

Over the last 8 years he has developed green building programs throughout Colorado, for the City of Los Angeles, the San Francisco Bay Area (now statewide), Minneapolis, Boston, Phoenix, Seattle, Boulder and has consulted with other cities across the country and Canada to create market-based building programs.

All together he has influenced the construction of tens of thousands of green homes built from coast to coast. The unique quality of his work is to use a whole-system approach that brings together all the relevant stakeholders who deliver a home to the consumer. This approach has focused on the human side of sustainability to create market demand for innovative solutions for affordable, environmentally friendly housing across the country.

About the Trainer/Speaker

David has been doing training in the building industry for 30 years. Skill as a communicator, teacher and trainer, David is able to communicate with people from a variety of professional and non-professional backgrounds and inspire them to build and live green.

As a communicator, David reaches that place in us where our skills and talents lie. He shows each individual how they can work within the larger community, supporting and being supported by each other, building the framework for new emerging sustainable systems. David's skills and talents enable him to bring hope and inspiration that is grounded in application.

Johnston is relentless in his drive for market transformation in cities, counties and states in the US and Canada. He conducts training for hundreds of building industry professionals each year and is one of the founding trainers for the Green Advantage Certification for green builders. While developing different green building programs around the nation, Johnston has incorporating a wide ranging set of experiences and a wealth of knowledge to the benefit of the building professionals he trains. One of the purposes of his training seminars is to share this vast knowledge with his audience while making the trainings specific to what they can do differently Monday morning.

Primarily, he teaches people not to see different parts of the building industry as independent and siloed , but as a whole, and also how this whole fits into the larger community. He not only teaches how to connect the dots, but also what directions to take, what next steps are in order, and how to get from here to there.

About the Author's Works

Johnston has written 3 books:

Building Green in a Black & White World (2000 – NAHB Press)

Green Remodeling – Changing the World One Room at a Time, (2004 – New Society Publishers)

Winner of the Nautilus Book Award

Green From the Ground Up (2008 – Taunton Press). Best seller on Amazon.com

These books have been acclaimed the definitive sources for green building professionals. Currently, Johnston is working on his fourth book on Zero Energy Homes.

