



WEST
MICHIGAN

2019 ANNUAL PARTY &
LEADERSHIP
AWARD CEREMONY

USGBCWM.ORG



**WEST
MICHIGAN**

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Presenting Keynote Speaker, ***Dr. Ken Fawcett, M.D.***

Ken Fawcett, MD, is VP of Spectrum Health Healthier Communities. He works to further improve West Michigan's most pressing health issues while creating the most equitable health outcomes possible at the individual, neighborhood, and of West Michigan. Healthier Communities' highest priorities are addressing inequities and resulting disparities through helping at-risk adults prevent and manage chronic diseases, improving birth outcomes and reducing infant mortality, and increasing economic security as a means of improving long-term health.

Agenda

5:30 Networking

6:00 Dinner

6:45 Welcome

Cheri Holman, Executive Director of USGBC West Michigan

7:15 Our Health, Our Environment

Dr. Ken Fawcett, M.D., VP of Healthier Communities

7:45 Awards

8:30 Closing Remarks

Congratulations to our Awardees!

2030 Leadership Award

Transformando West Michigan,
West Michigan Hispanic Chamber
of Commerce

2019 Green Community Award

Habitat for Humanity of Kent County

2019 Certified Green Home Award

Preissner Passive House

2019 Green Schools Champion

Josh Gottlieb, Kalamazoo Public Schools

2019 Innovative Project

Circuit West

2019 Outstanding Green Building Award

Catalyst Partners, 502 Second St NW

2019 Volunteer of the Year

E3M Solutions



Pictured:: Cheri Holman speaking at the 2018 Annual Party and Leadership Awards

“

It is a privilege to provide a platform for our community and although we have made incredible progress, our work is not done.

- Cheri Holman, Executive Director

”

A Message from the Executive Director

dear friends, members, and supporters,

The U.S. Green Building Council of West Michigan supports, educates and advocates for the transformational design and operation of buildings and communities that improve our quality of life, health and vitality. Through programs such as the Michigan Battle of the Buildings, Grand Rapids 2030 District, Drawdown Michigan, Students for Sustainable Design, The Energy Assistance Program, and certification systems like LEED, Living Building Challenge, Energy Star and Passive House our community is able to monitor, quantify and gauge success toward individual and community-wide goals.

In my 5th year as Executive Director of the USGBC-WM, I reflect on the rich history of sustainability and the unique culture created by dedicated individuals and entities who lead the way and share their journeys to benefit their neighbors. It is a privilege to provide a platform for our community and although we have made incredible progress, our work is not done.

Now more than ever, our collaborative efforts are necessary and critical to our future. With a lack of political will and carbon emissions on the rise we must band together locally in an unprecedented way. We are well positioned for this challenge and I cannot imagine better people to be working alongside.

In Partnership,



Cheri Holman
Executive Director

*usgbc west michigan is your advocate to promote community **vibrancy***

Our mission is to transform the way buildings and communities are designed, built and operated, in a way that improves the quality of life in West Michigan. The organization accomplishes its mission through education, advocacy, programs and competitions including the Grand Rapids 2030 District, Michigan Battle of the Buildings, the Energy Assistance Program, Drawdown Michigan, and our Green Schools Program.

it's all in the numbers



\$14.1
million

Energy savings of building owners competing in Battle of the Buildings from 2014-2018

500

Community members brought together by Rise Up & Drawdown Michigan

288K

Square footage of businesses and organizations who received energy audits through the Energy Assistance Program

252

Buildings participating in the Grand Rapids 2030 District

136K

Metric tons of CO₂e mitigated by Michigan Battle of the Buildings competitors over the last 5 years



480K

Operating Budget of
USGBC West Michigan in 2019



15 million

Square Feet Committed to
Carbon Drawdown in the City
of Grand Rapids via the Grand
Rapids 2030 District



43

Nonprofit organizations
joined us in hosting Rise Up
& Drawdown Michigan in
Grand Rapids



21

Students received funding to
obtain their LEED GA via a
partnership through GRCC,
Builders Exchange of
Michigan, and our Green
Schools Program



232 million

Square Feet participating
in Michigan Battle of the
Buildings



staff

Executive Director

Cheri Holman, LEED AP

Program Manager

Gillian Giem

Communications & Media Intern

Isabel Soberal



Program Coordinator

Wendy Berg

Communications Manager

Morgan Pokora, MS

U.S. Green Building Council West Michigan

WHO WE ARE

Organized in 2004, we are a program-based, purpose-led nonprofit dedicated to transforming the way buildings and communities are designed, built and operated, in a way that improves the quality of life in Michigan. The organization accomplishes its mission through education, advocacy, programs and competitions including the Grand Rapids 2030 District, Michigan Battle of the Buildings and the Energy Assistance Program.



Pictured: USGBC West Michigan Board of Directors and staff at the 2018 Annual Party and Leadership Awards

Our Programs & Initiatives



The Grand Rapids 2030 District is a strategic initiative of USGBC West Michigan. The program is a public-private partnership committed to creating high-performing buildings and smart mobility options that:

- Drawdown carbon in Grand Rapids' built environment
- Increase marketability and profitability for property owners
- Strengthen the greater community's vibrancy



The Michigan Battle of the Buildings is an awards and recognition program for energy use reduction open to all Michigan area commercial, industrial & multi-family buildings. The program is a way to encourage energy-efficient practices in buildings across the state and to instill a spirit of friendly competition among the area's building owners and operators. This is a free program and registration period is open all-year round.



The Energy Assistance Program is a USGBC West Michigan program that helps businesses and organizations in the community by connecting them low-to-no-cost energy audits conducted by a team of experts. This helps lower energy bills, find resources to maximize energy savings, and allows building owners to better understand their buildings.



USGBC West Michigan organized the first-ever Rise Up & Drawdown Michigan, bringing together 43 local, statewide, and national organizations to produce a conference on climate change solutions. The full day conference focused on community, collaboration, solutions, and action. We will continue our mission to drawdown carbon through the Drawdown Michigan initiative via education and community engagement.



Green Schools is a program of the USGBC West Michigan Chapter that teams together with the community to engage students, teachers, and parents in service learning projects across West Michigan. Our goal is to help create healthy and sustainable learning environments for future generations. In 2019, we rolled out a robust auditing project using top green building professionals as mentors who are committed to overseeing the audit process and calculating Return on Investment, Net Present Value, etc.

District Advisory Council

Nate Carver, Consumers Energy
Sarah Chartier, Spectrum Health
Scott Ferguson, Rockford Construction
Eddie Tadlock, SMG DeVos
Kristen Trovillion, Grand Rapids Public Schools
Alison Waske Sutter, City of Grand Rapids
Bill Kirk, The Rapid

Green Certification Committee

Renae Hesselink, Nichols
Brett Little, GreenHome Institute
DeVon Miller, Western Michigan University
Ryan Musch, Fishbeck
Debra Sypien, The Christman Co.

Green Schools Committee

Dave Heinz, Odawa Casino
Renae Hesselink, Nichols
Larry Knight, Power Home Solar & Roofing
Rachel Smith, Indiana Michigan Power
Kristen Trovillion, Grand Rapids Public Schools

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Grand Rapids Public Schools

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Steelcase

Ana Jose, MBA
West Michigan Hispanic
Chamber of Commerce

2019 *leadership awards*

The USGBC West Michigan Leadership Awards promote outstanding green building projects, programs, and efforts by recognizing projects, organizations, and people who have made extraordinary contributions to achieving healthy, energy efficient green buildings in the state of Michigan. The winners embody the core values of transforming the way buildings and communities are designed, built and operated.



Pictured: Ana Jose (left) with El Globo Restaurant owners Oswaldo Cordeva and Evangelina Abundis



Pictured: Ana Jose, Program Manager of Transformando West Michigan as she introduces Mayor Bliss at Rise Up & Drawdown Michigan

2030 LEADERSHIP AWARD

Transformando West Michigan

Ask anyone in the Hispanic business community who Ana with Transformando West Michigan is, and they'll be sure to know her. Ana Jose, Program Manager of Transformando West Michigan, is a titanic force in the Latinx business community. She enables business owners to transform their dreams into reality. The U.S. Green Building Council of West Michigan is thrilled to acknowledge the Transformando West Michigan program with the 2030 Leadership Award for 2019.

The West Michigan Hispanic Chamber of Commerce, operating for 15 years and counting, facilitates a number of programs and services which serve West Michigan's Hispanic community. The Transformando West Michigan program launched in 2018, with the objective of assisting and empowering Hispanic business owners to grow their businesses. Ana Jose works to help these individuals navigate the world of business in a culturally competent and sensitive manner.

Hispanic-owned businesses accounted for nearly \$326.7 million in sales in 2012 in Kent County, according to an article by Rachel Watson of the Grand Rapids Business Journal. As such, it pays to invest in the business interests of Hispanic business owners. Ana Jose had the foresight to observe the impact sustainable practices have on the longevity of a business.

In Ana Jose's eyes, the opportunity was blatant, "You can't grow if you don't know how the system works." Ana facilitated breakfasts, workshops, financing meetings, and one-on-ones with the Grand Rapids 2030 District (GR2030) and Energy Assistance Program to bring sustainability resources straight to her clients. Ana embraces sustainability as an important measure in the Transformando curriculum. Ana Jose leveraged the existing resources of the GR2030 District and Energy Assistance Program to bolster the operating expense management skills of her clients.

The West Michigan Hispanic Chamber of Commerce is a voice of representation and gathering place for Hispanic business owners to find new opportunities and grow their businesses. Ana Jose and her team are dedicated members of the Latinx community and work every day to empower business owners to realize a brighter future than they could have imagined.

The Preissner Passive House

The Preissner Passive House, the first certified Passive House in Michigan, is the recipient of the 2019 Certified Green Home Award. The unique home was designed by Ann Arbor architect's Architectural Resource, built by Adaptive Building Solutions, and owned by Eric and Jo Ann Preissner. The construction of the Ann Arbor, MI home was completed in the past year and allowed the design and construction team to make unforgettable strides in innovation in 2019. Through its innovative construction, The Preissner Passive House is set to dramatically reduce energy costs by an order of magnitude per the PHIUS+ standard.

Features of the house, such as the Trombe wall, support the health of both the residents and the surrounding environment. A Trombe wall is a technology used to passively heat a home via the storage and slow release of solar radiation. The wall was employed to harness solar energy instead of an array of south-facing windows and a concrete floor. Michael Klement, of Architectural Resource, highlighted the creativity and synergy of working with the builder, Adaptive Building Solutions, in devising a symbiotic, functional design. The associated overhangs on the Trombe wall allow for the technology to work only when needed, truly capturing the essence of working smarter, not harder. Jo Ann Preissner, one of the owners of this home, highlighted the flow of the home. It's obvious that the design of the house was well thought out, both to the homeowners and their community. "We absolutely love being here," she declared with a sense of pride.

Passive House and passive design are not new concepts. Conceived in the 1970s, the idea has grown since its birth and is now serving to make housing count. In a world overrun with "brand new and obsolete homes" ("BNO's" to those in the business), passive homes set out to make it matter that someone has built a home.



Pictured: The Priessner Passive House, awarded the 2019 Certified Green Home Award



HAWORTH®

“

We absolutely love being here.***- Jo Ann Preissner, Owner***

”

Only recently having gathered momentum and assembled public support, the passive house, according to Michael Klement of Architectural Resource, is a component of the answer to our energy crisis. Alex Jackson, a project designer with Architectural Resource agrees with the sentiment and went above expectations to help realize the dreams of the Preissners. Amidst obstacles, Jackson maintains that this project changed the way he saw building. The Preissner Passive House is not the only passive house being built in Michigan. Architectural Resource currently has several passive house projects in the works. This speaks to the growing rapport that passive homes and energy efficiency have with the public eye. Even so, it is the goal of Architectural Resource and the Preissners to increase accessibility to the general public within the near future.

The upfront investment, while heavy by most standards, is being gradually lowered. After all, we really can't afford to put a price on our damaged environment. Moving forward, we must be armed with innovative solutions; Architectural Resource and the Preissner Passive House are working to achieve just that. It is estimated that in the year 2020, the rate of single-family home building will increase by 10 percent. If this trend continues, the design of communities must be more intentional.

BECAUSE GREEN BUILDING DOESN'T STOP WITH THE BUILDING



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SUSTAINABLE EDGING SOLUTIONS

Habitat for Humanity of Kent County

Habitat for Humanity of Kent County (HHKC) has showcased its commitment to sustainability by constructing LEED certified homes for families across Kent County. In the last year, HHKC has certified 6 affordable housing projects securing the U.S Green Building Council of West Michigan's 2019 Green Community Award. These homes, with features such as air sealing, increased insulation, no- to low-VOCs, and material-efficient framing, work to prove that sustainability and affordability can go hand in hand. These LEED certified homes are environmentally sustainable and a great return on investment.

In their work, HHKC strives to teach others that sustainable housing can be financially possible for many people. These homes should be viewed as an investment in the health and finances of the family, as well as one in the health of our planet. Indeed, many new LEED homeowners have reported lower and more stable utility bills, due in great part to the improved air sealing and insulation of the home. In addition to the financial benefits, there is much to be said for the health and happiness of a family who moves into a LEED certified home. In addition, HHKC provides classes that specialize in homeowner's skills; after these courses, families will be prepared to enter the world of homeownership. Many people reported a renewed sense of purpose after moving in. This increase in self-confidence is beneficial for both parents and children.

Overall, HHKC is making lifelong investments in families. Likewise, families are encouraged to invest in themselves and their futures.

Kristin Rahn-Tiemeyer, Director of Communications and Strategy at HHKC, expressed many things of which she was proud in regards to the LEED certified homes. In agreement with her colleagues, Rahn-Tiemeyer expressed pride in the fact that through these homes, HHKC has provided environmentally and financially conscious homes for many families.



*Pictured: Family in front of their new home
via Habitat Kent*



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Many people, she reported, experience lower stress levels and feel a renewed sense of hope for the future. The stories of these families are heartwarming and evoke a sense of inspiration. HHKC seeks to push the boundaries of their industry; not only do they want to provide housing for those with limited incomes, but they also seek to lead the way in sustainable building practices. The dedication that HHKC shows is admirable, but more so is their commitment to their clients. They are truly in the business of helping individuals to renew the lives of themselves and their families. It is the residents that make a house a home. Habitat for Humanity of Kent County is invested in their residents, and to the residents of this planet. The staff of this organization is steadfast in their endeavors and commitment to the greater community.



BOOST EFFICIENCY. BOOST SAVINGS.

Lower temperatures can mean higher energy consumption for Michigan businesses. But DTE has tips to keep your bill low and comfort high. For example, replacing your thermostat with a programmable one could knock 3% off your bill. Sealing air leaks and adding insulation can save you up to 10%. And fewer hours of natural light mean you can save a bundle with highly efficient LED bulbs. You see, DTE wants to help make saving easier for your business.

So get more tips at dteenergy.com/savenow.

DTE

2019 GREEN SCHOOLS CHAMPION

Joshua Gottlieb, Kalamazoo Public Schools

The U.S. Green Building Council of West Michigan (USGBC-WM) is proud to present Josh Gottlieb of Kalamazoo Public Schools with the 2019 Green School Champion Award. Over the past year, Josh and his students have worked to combat climate change within Kalamazoo and beyond. Josh, a physics teacher at Kalamazoo Central High School, continues to work in partnership with his passionate students to convey the urgency of climate change to the world. This fall, Kalamazoo Central High School declared a climate emergency and was the first high school in Michigan to do so. Beyond this, Josh and his students are working with Consumers Energy and USGBC-WM on an initiative to increase the efficiency of energy consumption at the Kalamazoo School District. They plan to quantify the success of their efforts, then study the data to do even more. They are also in the midst of organizing a large-scale voter registration drive; the goal is to allow voters the opportunity to cast their ballot in the upcoming election.

It is evident that Josh is a passionate and hard-working educator. Even so, he is humble and wholly grateful for the strength and tenacity of his students. He comments on their ability to work in spite of their anger and dread of what is to come if patterns do not change. It is admirable that, even in the face of resistance, Josh continues to work every day to educate people on climate change impacts. He described the moment he knew that he must do something as a switch; although he had known about climate change for most of his life, his knowledge went from “intellectual to visceral”. It is a dreadful knowing which one feels in the pit of their stomach- a fear that Josh and his students work to eradicate for the children of our future. They have seen the fruits of their labor already and will continue to do so. Their attitude is wholly optimistic- they will continue to fight for themselves, the citizens of Kalamazoo and beyond.



Pictured: Joshua Gottlieb (Second left in Front) with Kalamazoo Public School students



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In working toward becoming a zero-waste school, Gottlieb aims to make Kalamazoo Central High School a replicable model for schools across the nation. "You don't need full support, you just need 1% to be convinced," said Josh, in regards to the goals of him and his students. Even more intricate ideas, such as the installation of a nuclear technology plant in Kalamazoo, or the creation of West Wing-style Netflix series about the possibilities of life within the next 30 years, were expressed with such pragmatism. "We aren't doing this to be cute," stated Josh as he elaborated on his students' plans for future efforts.

Josh Gottlieb is on a mission, and while he and his students face resistance every day, they will stand in the face of it. This award serves to recognize the perseverance and selfless dedication that we admire.



Pictured: Joshua Gottlieb (Far Right) with Kalamazoo Public School students at Rise Up & Drawdown Michigan



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY



**REDUCING THE
ENERGY INTENSITY
OF THE WORLD™**

Circuit West

In the face of constraints such as the built environment, movement of people, and urban traffic flow, Circuit West has shown the true spirit of innovation. A project of Consumers Energy in partnership with Rockford Construction, the U.S. Green Building Council of West Michigan is proud to present Circuit West with the 2019 Innovative Project Award. Circuit West is a glimpse at the future of the generation and distribution of electricity and a demonstration of success to other cities.

Within the past year, these partners have seen to the construction and operation of an 1,800-panel rooftop solar array in combination with a half-megawatt battery storage system. The systems work in tandem to ensure energy efficiency along with a positive customer experience. In this way, energy is generated on-site in the most effective way possible. These technologies were designed to support one another in their functions, and Circuit West has seen great success in this process. In their innovative process, they asked, “how might we work to benefit, or even rethink the energy grid?” Questions like these spark creative processes, of which Circuit West has no shortage.

In addition to the dual-energy system, Circuit West has made several system updates, many of which are underground, in order to enhance the customer experience while benefiting the environment to the greatest extent possible. Not only did the underground construction solve the issue of aesthetics, but it also gave Circuit West the opportunity to showcase the automation of the system. Seventy-four minutes of power outage time has been avoided, compared to the system average, due to the system innovations made by Circuit West. The automation of the underground workings benefits the employees of Consumers Energy, as well as the customer.

“*Leave it better than you found it*
- *Consumers Energy*”

The credo of Consumers Energy is: “Leave it better than you found it”. This attitude is easily found in every endeavor of Circuit West. Each project aims to improve upon an idea, all while providing the best possible experience to the customer. At the heart of innovation lies the will to make the lives of people better; Circuit West takes this a step further. Overall, Circuit West exemplifies sustainable innovation in the face of obstacles, and it is their ability to prioritize the needs of customers while working to benefit the environment that makes their work admirable.



Pictured: Circuit West Energy Park, Grand Rapids, MI

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Pictured: 502 Second Street Northwest, Grand Rapids, MI

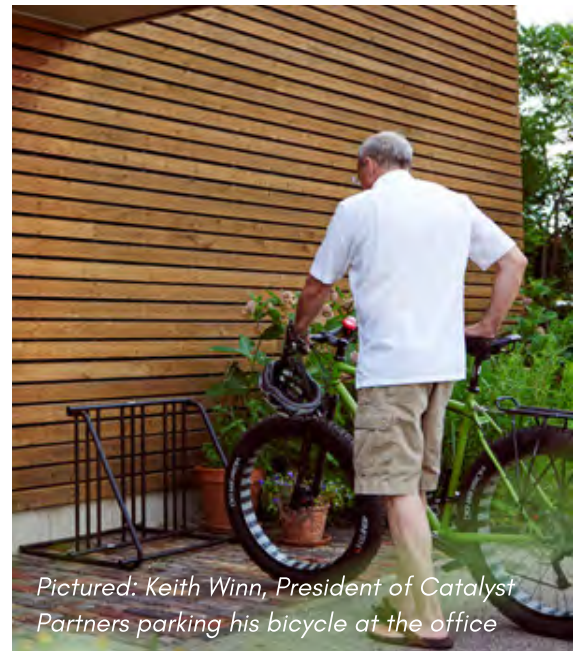
2019 OUTSTANDING GREEN BUILDING AWARD

Catalyst Partners, 502 Second St NW

The U.S. Green Building Council of West Michigan is proud to present Catalyst Partners with the 2019 Outstanding Green Building Award. When one thinks of their ideal workplace, they may unwittingly imagine an environment similar to that of 502 Second Street. This 100+ year old building is now an example of modern energy efficiency standards.

Within the past year, Catalyst Partners completed their LEED for Existing Building, Operation & Maintenance (EBOM) Platinum Certification. This rigorous certification takes a deep dive into daily processes and helps owners and managers put together policies that include a layer of sustainability. It moves beyond new construction and ensures that building occupants are making daily decisions that include important aspects of sustainable longevity. When Catalyst Partners first set out to become LEED certified in 2012, they might not have foreseen all the benefits that have culminated. Today, Catalyst boasts a double LEED Platinum certified workspace and can fly their flag as one of the most sustainable companies in the country.

Grand Rapids based Catalyst Partners offers services such as energy and certification auditing, indoor air quality testing, healthy building consultations and much more. Their work spans every scale; from assisting local businesses to Fortune 100 companies, they stand at the center of a thriving market. *(con't)*



Pictured: Keith Winn, President of Catalyst Partners parking his bicycle at the office

Sustainability is a core value of Catalyst Partners, and they work daily to show what is possible in the field of sustainable innovation. The evolving nature of technology demands evolving standards, which Catalyst Partners takes in stride. Many of the sustainable features of the building, such as the natural carbon reserves and natural daylight, lend themselves well to the LEED EBOM certification. Not only does the natural and built environment benefit from this certification, but the employees at Catalyst Partners do as well. Thanks to the EBOM certification, Catalyst added several innovations to improve the quality of life for building residents. Technologies such as variable speed fans and cost effective solar panels tailor the experience of usage to the consumer.

Here one may find another core value of Catalyst Partners: they are wholly dedicated to creating a quality and healthy work environment. As a bike friendly company, Catalyst works to create incentives for employees to use their bike friendly resources. In return, Catalyst Partners sees economic and environmental payoffs. Above all, they strive to retain a happy, healthy and multigenerational workforce.

In their Strategic Plan, Catalyst Partners resolved to carry out only positive net energy projects by 2030. Along their way, they have milestones to track their progress. This approach makes it possible to work on several projects at once, all with the same goal of energy efficiency. Catalyst Partners is putting forth powerful efforts to achieve this goal; striving to show how their technology can be applied elsewhere. In a time where work-life balance is challenging, Catalyst makes time to make their employees feel happy, valued and individualized. The technical goals of Catalyst Partners can only be achieved through the hard work of a dedicated staff. This company works to make sure that this is achieved, all for the benefit of the natural environment. It is admirable to see such work, and we look forward to their continued growth in the future.



2019 VOLUNTEER OF THE YEAR

E3M Solutions

The U.S. Green Building Council of West Michigan (USGBC-WM) thrives on volunteerism. It's the passionate people who give their time and experience to the mission of creating a sustainable community that creates real change. The USGBC-WM is pleased to present E3M Solutions with the 2019 Volunteer of the Year Award. Through their partnership with the USGBC-WM, E3M Solutions addresses three key goals: environmental sustainability, financial viability, and risk management. In pursuit of this, E3M has donated their time mentoring with the USGBC-WM Students for Sustainable Design program and also lead workshops centered around building and energy codes. USGBC-WM is grateful for E3M Solutions and their continued support.

In the five years that they have been in business, E3M Solutions has already built a wide base of satisfied customers. Offering services such as support in mechanical and electrical engineering practices, energy audits, and practical applications for energy efficiency, this company believes that engineering and energy are interrelated. As a company, E3M Solutions is passionate about environmentally sustainable engineering practices. Energy, according to E3M Solutions' Eric DeVries, is too often an afterthought in engineering. Through their work and services, E3M works to correct this and educate others on how to do the same. A company founded on principles of creativity, flexibility, and accountability, E3M is committed to serving people and the environment to the fullest possible extent.

The volunteer work that E3M has provided over the past year has been invaluable to the USGBC-WM. Since 2018, E3M Solutions has donated time and resources to mentor students and educate others on energy and building codes. Over the past two years, E3M Solutions alongside Fishbeck & Steelcase have also been working with both Grand Rapids Community College and Grand Rapids Public Schools to support their educational efforts.



Pictured: The E3M Solutions LLC team at the Michigan Celebrates Gala May 8, 2019.

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With the mindset of both creativity and pragmatism, E3M combines realistic expectations with innovative ideas. Not only do they ask, "what will this cost", they also ask, "how might we make this more economically and environmentally viable?". Overall, E3M Solutions has gone above and beyond to support their community and USGBC-WM in its sustainability endeavors. Beyond this, they have shown dedication to sustainability and the core values of USGBC-WM.

Eric DeVries, President and Energy Management Engineer at E3M Solutions, stated that we are "far better off together than we are apart." As a society, we are more effective in solving any issue, than we are when we work in silos. In this way, DeVries captured the essence of volunteer work: the world benefits from the combined efforts of many individuals. The same can be said of the staff at E3M Solutions; it is through collaboration and shared experience that they have built their success, and in this way, they will continue to grow. The USGBC-WM is happy to commemorate this dedication to E3M Solutions' work.



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