

Green Building Institute E-Newsletter

Q&A with Stan Sersen

Upcoming Classes & Local Events

Marketing Opportunity for Green
Building Businesses!

Get Involved

Green Roof Bus Tour photos (10/21/06)



Dear Lynn,

Hope you can join us for a Green Building Institute class. We have 3 classes coming up in the next 2 weeks - please sign up today!

Please feel free to forward this e-newsletter along to your colleagues and friends with the link at the bottom.

Q&A with Stan Sersen

Board President & Founder of the Green Building Institute

This month, **Hannah Wood**, Executive Director of the Green Building Institute, caught up with **Stan Sersen**, Board President & Founder of the Green Building Institute. Stan discussed why he got involved in green building and what projects he has in the pipeline.

Hannah: How did you first get involved in green building?

Stan: In the late 1970's, as a response to oil shortages and long gas lines, the architecture schools began looking at ways to minimize energy consumption. The University of Maryland curriculum at the time included an environmental design focus. I supplemented that curriculum with engineering courses in solar design and structural engineering.

After graduating and working in the



Daylight Tube Installation workshop
photos (10/28/06)



architectural field for a couple of years, I worked on the National Solar Data Network and monitored the performance of both active and passive solar heated buildings throughout the country. Back then, we didn't call them green buildings, we simply referred to them as "solar buildings" or "environmental buildings". In reality, all buildings should be fully responsive to the environment where they are placed. The reliance on mechanical systems to overcome environmental effects has dramatically changed the field of architecture over the last hundred years. Being responsive to the local climatic forces on a building should be the norm as opposed to the exception. Building owners are now beginning to see this, and are also adding other health and site responsive benefits to create a total green package. I applaud those who are committed to this movement.

Hannah: What is your viewpoint in working within the green industry and on a larger scale?

Stan: It is truly gratifying to really see building owners and building occupants embracing the green industry concept. The proof arrives when people recognize that green buildings are healthier environments in which to work and live and that green buildings also have the added benefit of being more energy efficient, thus, saving money to boot.

On a larger scale, when you think about buildings consuming almost 60% of all the required energy for heating, cooling and manufacturing, it becomes quite clear that reducing that overall growing demand will be of utmost importance in order to slow down the need for additional nuclear, coal and natural gas fired power plants. Conservation has the fastest return.

Another added benefit of green buildings and the sustainable design approach is that we reduce our impact on the local environment. This means burning less coal to produce electricity and minimizing the stormwater runoff that adds pollutants into our local waterways and drinking aquifers. Our most precious commodities, clean air



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and clean water, will become more and more scarce if we continue with a non-sustainable development approach.

Hannah: What do you think is your greatest accomplishment so far?

Stan: Other than raising three fully sustainable children and maintaining a marriage for over twenty-six years, my proudest professional accomplishment is providing jobs to good people and creating the concept of a green professional executive office building, known as the Enviro-Center.

Hannah: What did you have in mind when you created the Enviro-Center?

Stan: It started out as simply just buying a building to house my architectural firm so I would not have to pay rent any longer. Then, as a building owner, I realized that I needed to make sure I could build or modify the building in a sustainable manner. I envisioned a sustainable office building that included an educational non-profit for those committed to a sustainable future, and products to support all of those who came to the Center. The concept quickly grew into a much larger building than anticipated. Now that we are in the Enviro-Center, the synergies of having all three of the green aspects is so much more powerful than I had ever envisioned.

Hannah: So with having this Enviro-Center created, where do you go from here?

Stan: The Enviro-Center is to include an additional 7,000 square feet of office space and 4,000 square feet of warehouse with bio-diesel production space. So, anyone you know who may want a suite or know of a Green Architect or Mechanical Engineer looking to move into a more sustainable direction in an executive green office building, please have them contact me.

We are also developing the Enviro-Center Development Corporation, which will be the entity that looks to develop Enviro-Centers in other cities. So if any of your readers would like an Enviro-Center in their location

or are certified investors, we would love to hear from them.

Lastly, we are committed to making the Green Building Institute a fully sustainable non-profit with multiple locations, and an increasing following of wonderful people interested in a healthier and more sustainable future.

Thank you Stan!

Upcoming Classes & Local Events

Green Building Institute class titles in BOLD.

Please click on link for more information and register on our website .

Friday, November 3, 2006

[Chesapeake Conservation Landscaping Council's](#) Inaugural Conference
Bethesda, Maryland

Saturday, November 4, 2006

10:00 am – 2:00 pm
Chesapeake Bay Foundation's
[Wetland Restoration and Reforestation Project](#)
Upper Marlboro, Maryland

Tuesday, November 7, 2006

Election Day!

6:30 p.m. - 8:30 p.m.

[Green Building Network](#)

@ The Enviro-Center
7761 Waterloo Rd. (Rte.175)
Jessup, Maryland

Thursday, November 9, 2006

7:00 p.m.- 9:00 p.m.

[INTRO TO DECONSTRUCTION & BUILDING MATERIAL REUSE](#)

- What is deconstruction?
- What takes place during the process?
- What is a building material reuse?
- Are there potential tax benefits

- associated with deconstruction?
- Who typically benefits from reuse centers?
- What are the costs involved?

Green Building Institute
7761 Waterloo Rd. (Rte.175)
Jessup, Maryland

Saturday, November 11, 2006

8:00 a.m. – 2:00 p.m.

[SOLAR DECATHLON WORKSHOP](#)

Join the University of Maryland (UMD) LEAF House team to design and engineer:

- Bio-inspired systems - rainwater collection, living wall, radiant heating and cooling
- Kitchen and bathroom
- Lighting, Casework & Finishes

Green Building Institute
7761 Waterloo Rd. (Rte.175)
Jessup, Maryland

Tuesday, November 14, 2006

7:00 p.m.– 8:30 p.m.

[INTRO TO SOLAR PHOTOVOLTAICS \(SOLAR ELECTRIC\)](#)

- What are the differences between residential solar power and solar hot water systems?
- How can solar energy reduce greenhouse gas emissions?
- How can solar photovoltaic home systems help against rising utility costs? & much more

SATELLITE CLASS LOCATION:

The Common Market
Frederick, Maryland

Wednesday, November 15, 2006

Virginia Dept.of Conservation & Recreation's

[Virginia Outdoors Plan Meeting](#)

Fairfax, Virginia

November 16 - 17, 2006

Green Roof Symposium

Wheaton, Maryland
Contact: Dr. Andrew Ristvey
410-827-8056, x113 or aristvey@umd.edu

Saturday, November 18, 2006

[Greenovation: An Expo for the Home](#)
National Building Museum
Washington, D.C.

Saturday, December 2, 2006

8:30 a.m. - 5:00 p.m.

[HOW TO BE GREEN](#)

Introductory seminars on:

- Efficient and healthy buildings
- Solar hot water for your home
- Rainwater collection for garden use
- Solar electric for your home

Green Building Institute
7761 Waterloo Rd. (Rte.175)
Jessup, Maryland

December 4-7, 2006

[EcoBuild Federal Conference & Exhibition](#)
Washington Convention Center
Washington, D.C.

Tuesday, December 5, 2006

8:30 a.m. - 5:00 p.m.

USGBC LEED for [New Construction Technical Review workshop](#)
Timonium, Maryland

Wednesday, December 13, 2006

7:00 p.m. - 8:30 p.m.

[Movie Night: The End of Suburbia](#)

Green Building Institute
7761 Waterloo Rd. (Rte.175)
Jessup, Maryland

Thursday, December 14, 2006

[Green Advantage® Certification training](#)
Arlington, VA

Tuesday, January 16, 2006

7:00 p.m. - 9:00 p.m.

INTRO TO PASSIVE SOLAR DESIGN

- Healthier indoor air quality
- Lower energy bills, increased freedom from utilities
- Low maintenance & reduced operating costs and repairs

- Sunny interiors & open floor plans

Green Building Institute
7761 Waterloo Rd. (Rt. 175)
Jessup, MD 20794

Register for a Green Building Institute class

Marketing Opportunity for Green Building Businesses!

Deadline: Monday, Nov. 6th

The Greater Baltimore Urban League and the Baltimore Regional Chapter of the US Green Building Council has coordinated with the Home Builders Association of Maryland (HBAM) to promote a Green Building Section at the HBAM annual Builder Mart event in Timonium on March 21, 2007.

You are invited to participate as a vendor at a special rate.* The event is consistently sold out and only for building professionals. There are 600 booths and about 7,000 participants.

HBAM is excited about highlighting green building at this event as they are embracing a new green rating system.

There is limited space! For information, to be a potential vendor, or to offer a workshop please contact Wendy Cooper at 410-308- 8867 or email WendyCooper8@comcast.net by November 6, 2006.

*The special rate applies to non-HBAM members and businesses that have not exhibited at Builder Mart during the past two years.

Get Involved

There are many opportunities to get involved with the Green Building Institute. Please contact us if you are interested in any of the following:

- Interning
- Serving on a committee
- Staffing a class
- Sponsoring a seminar or workshop
- Volunteering

Get Involved

The Green Building Institute, a 501 (c) (3) non-profit organization, fosters sustainable building practices through education and example.

Sincerely,

Hannah C. Wood
Executive Director
Green Building Institute

email: info@greenbuildinginstitute.org
web: <http://www.greenbuildinginstitute.org>

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