

## **The Nuts & Bolts of Real Green Building**

Subtitle: Connecting the dots between high performance design & appropriate  
“vetted out” green building strategies

### **Brief description of presentation:**

A Power Point presentation addressing what “green” or “high performance” building is REALLY about – not the mainstream media rhetoric.

In these serious economic times one approach to success is offering pragmatic, affordable and “buildable” green building expertise. In this talk you will learn how to design and build high performance homes and small commercial buildings that are healthier and more comfortable to live in, less expensive to own, to operate and to maintain as well as ones that tread more lightly on the environment. Well thought-out planning decisions yield the best return on your investment – especially when it comes to implementing green building strategies.

### **Relevancy to building professionals:**

“Green by design” is cost effective; “green by device” may not be. An integrated approach starting with smart project programming decisions and ending with implementing appropriate building science strategies will be presented. Advanced green building techniques that are “builder relevant” – what worked and what hasn’t so well over the past three decades of the presenter's experience will be critiqued.

This high-energy seminar will present the “Will Rogers” practical approach to the pillars of “High Performance Green Building”. How various design decisions and building component selections interact with each other to effect occupant health & comfort; building durability & maintenance; conservation of natural resources & project waste management; water conservation, re-use & collection; and energy efficiency will be addressed in an enlightening and relevant format.

This is a “how-to” seminar presenting down-to-earth strategies those in the building and development industry can put into place right away to improve the way they articulate the real value of what they have to offer through smart design & building – and to avoid the pitfalls of those who have gone before them. Some fundamentals of physics and an understanding of how they effect design & building decisions will be covered in a humorous, yet effective, manner. Many myths and urban legends that persist within our industry will be exposed in the process.

What is the single most important design decision that effects energy conservation? How do aesthetic choices affect the Urban Heat Island effect and Global Warming? Is a wall system's "R" value really that relevant in your climate? Is increased ventilation truly the key to good indoor air quality?

Perhaps most importantly, how does one get their clients to care?

### **Learning Objectives – You will be able to:**

- "connect the dots" between client expectations, climatically appropriate design, sound building science, and furthering US energy independence.
- clearly articulate the value of thoughtful programming and design decisions as they relate to sustainable architecture and land development.
- prioritize and apply high-performance design and green building strategies.

### **Presentation Format:**

A 90 minute "Power Point" seminar that encourages audience participation.

I enjoy articulating the significant values of green building beyond the current popular rhetoric. I utilize simple and effective cartoons to carry my points, as well case studies of actual projects – including one of the first Department of Energy funded "Zero Energy" single family residential projects in the US. Example projects have been designed or built by our architectural practice over the past quarter of a century. Some are even owned & operated by us. The study of them includes mistakes that we would no longer advise repeating! It is a stimulating Power Point presentation that encourages audience interaction.

Rarely have participants left my talks before they were over. My seminars addressing sustainability have consistently ranked in the top-ten of ALL presentation given at diverse national venues such as previous AIA national conventions between 2000 and 2007, the NAHB annual International Builders Show since 1999, most of the USGBC "Green Build" conferences, the NAHB National Green Building conferences (including the opening keynote address in 2005), and the national EEBA (Energy & Environmental Building Association) symposia (one of which is where I received the "Conference Chair's Award"), to name only a few.

AIA national convention statistics ranked my talk given at AIA 2001, entitled "Mainstreaming Green", as the top attended HSW program among US architects (as published in the AIA/CES Provider's Manual in December of 2005). In 2008 attendees ranked this talk in the top ten of all presentation at the NAHB International Builders Show and number one in its class at the 2008 AIA national convention. Its relevance to our profession and value to architects was nicely summed up by a note I received shortly after presenting at the 2007 AIA convention:

*"Peter, I have attended many talks at AIA conventions, but none were as outstanding as your four hour session last Wednesday. I'm a BIG building guy, having served as Chairman, President of RTKL Associates for 37 years (now retired) and I really got turned on by your talk. I'm ready to do a green/energy independent house! Keep up the good work!"*

- Harold L. Adams FAIA (5/2007)

### **Speaker contact information:**

Speaker's Name: **Peter L. Pfeiffer FAIA**

Title: Principal Architect Company Name: **BARLEY + PFEIFFER ARCHITECTS**

E-mail Address: **GREENARCHS@aol.com**

Mailing Address: **1800 West 6<sup>th</sup> Street**

City, State, Zip Code: **Austin, Texas 78703**

Office Phone Number: **(512) 476-8580**

Cell Phone Number: **(512) 426-3306**

Assistant's Name: Lynne Connellee (512) 476-8580