



Green Building: Follow the Savings

Buying green is definitely popular with consumers, whether driven by saving the environment, saving energy, or saving money. Green businesses are benefiting from this trend as, according to a recent national survey, US consumers plan to double their spending on green products and services in 2008 to reach \$500 billion.

But will those same businesses see the benefit of greening their own existing buildings? Those that do are discovering surprising financial benefits.

In the past, facility owners hesitated to make green improvements due to fears they may not increase property values. But companies and valuers now recognize the true cost of a building is not the initial project, but the also the costs of heating, cooling, and maintenance over the life of the structure. Logic suggests that efficient, high-performance buildings cost less to operate and last longer. Surprisingly, additional savings may also be realized through lower costs to insure the facility.

If that's not convincing enough, the greening of offices and factories can lead to higher profits from increased productivity. Companies that have created green working environments are



often also seeing a significant decrease in employee sick days.

Businesses have opportunities to benefit from the greening of our economy. First, opportunities come from the trend of consumers buying green, and second from the benefits of green building.

To learn more about greening existing buildings, explore the LEED®-EB program at www.usgbc.org. For more information on WGBA and green building in Wisconsin, visit www.wgba.org.

Gaining Credits for Green Reduction

The Wisconsin Voluntary Emission Reduction Registry is a hidden jewel for Wisconsin businesses interested in green strategies. There are at least three reasons for Wisconsin businesses to use the registry.

1. To protect early reductions.

Today's voluntary emission reductions could have significant future value in Wisconsin. Wisconsin's base load power needs are met primarily by coal-fired sources. Business reductions in energy uses are associated with significant carbon dioxide reductions given the coal-fired base load profile. In the future, carbon dioxide emission reduction will almost certainly be required by federal or state law, and such regulatory programs will likely allow a "reach back" to prior reductions for meeting greenhouse gas emission requirements. Thus, the registry's recognition of current voluntary reductions provides significant value when future mandatory reductions are in place.

2. To receive public recognition for voluntary efforts.

The registry is a way to publicly recognize Wisconsin businesses that desire to green their image. This official, state-sanctioned recognition makes an excellent marketing device for Wisconsin businesses that are courting consumers who value green companies.



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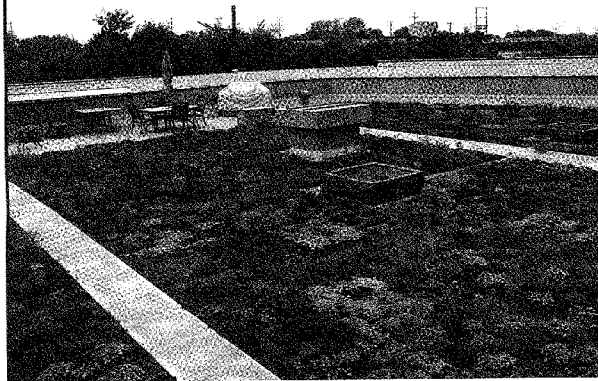


3. To create markets for trading.

The registry promotes the development of markets for parties seeking to purchase credits associated with voluntary emission reductions in order to green their image. A vibrant market is developing for consumers and businesses who want to "buy out" their carbon footprint associated with various activities such as airplane travel or energy use associated with daily living. The registry is a source of information for facilitating such buyout transactions.

For these reasons, Wisconsin-based businesses should seriously consider the incentives associated with registering voluntary emission reductions on the Wisconsin Voluntary Emission Reduction Registry. For more details visit <http://dnr.wis.gov/org/aw/airregistry/>.

Benefits of Green Roofs



- Storm Water Retention
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Milwaukee Center Office Tower Leads the Way

The Transwestern management team at Milwaukee Center Office Tower, in the process of pursuing LEED-EB certification, has discovered that the benefits to sustainability have surpassed expectations.

The journey has had its challenges, but great strides have been made in reducing the environmental footprint at the 28 story Class A multi-tenant-office building. Occupant recycling increased from 38 percent to over 50 percent, construction waste recycling went from zero to 75 percent, and all mercury lamps and batteries are now recycled. 90 percent of all janitorial products are sustainable and a green cleaning program has been implemented. In addition, energy performance has improved, water consumption reduced and a low impact pest control program was instituted.

The anticipated cost to implement all these changes: \$0.

Lisa Tatro, Vice President - Management Services for Milwaukee Center, was most impressed with the results in construction waste recycling. "The amount of construction waste we create in the real estate industry that ends up in landfills every year has always troubled me. Not only has our construction waste program reduced landfill waste significantly, it's turned out to be essentially cost neutral."



Tenant interest and participation were surprisingly positive. Tatro added, "My main concern was keeping our tenant services streamlined and minimizing the impact on our tenants' day to day operations. I was pleasantly surprised at everyone's willingness to embrace every facet of change that was presented, especially those programs that require effort on the part of tenants. The tenants at Milwaukee Center genuinely want to contribute to improving the environment both internally and externally."

From the beginning, the building owner, Transwestern Investment Company, has embraced this initiative. Andrew Hess, Owner's Representative for Milwaukee Center, shared, "As a building owner, the LEED-EB certification provides a real opportunity to differentiate ourselves in the market. Making even the smallest operational changes yields not only financial rewards, but provides a better work place where everyone benefits."

For information on Transwestern, visit our website at www.transwestern.net/green or call 414.291.5912.