Building America: Introduction
November 14, 2011

Cheryn Engebrecth
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• Reduce energy use in new and existing residential buildings
• Promote building science and systems engineering / integration approach
• “Do no harm”: Ensure safety, health and durability are maintained or improved
• Accelerate adoption of high performance technologies

www.buildingamerica.gov
Today’s Speakers

**Steve Easley** specializes in helping the industry increase quality of construction, sustainability, energy efficiency and reducing costly mistakes that lead to construction defects and call backs. Steve has published numerous articles and hundreds of videos on best practice building techniques. Steve has over 25 years experience in the industry and is the building science team member of the BARA Building America Team.

**Bill Zoeller** is a Registered Architect and Sr. VP with Steven Winter Associates, Inc. (SWA). He has over 30 years experience in building design, construction, post-construction evaluations, tech-transfer and training, and building materials product development. Zoeller has specialized expertise in new construction and rehabilitation technologies including: advanced and traditional techniques for low and mid-rise construction; panelized and modular practices; design to resist natural hazards and; energy efficiency and sustainable building practices.
Today’s Speakers

Craig Savage is Co-President of Building Media Inc. His career evolved from custom homebuilder and remodeler for 25 years, to editor at the Journal of Light Construction magazine and then Sales Director for JLC LIVE Training Shows. He later combined the building experience with the media business to founded BMI.
Goals for the Cool Energy House Project

- Remodel a mid-90’s “builder designed” spec house to be more accommodating to a family of 6 (3 boys 1 girl)
- CARB to use BEopt to optimize the Energy Efficient and Affordable measures choices
- Implement Energy Efficiency guidelines and track costs and best practices
- Report on results to:
  - Builders attending the International Builders Show
  - Building America on the efficacy of demonstration projects to DOE goals
  - Outreach channels including magazines, TV shows, internet
COOL ENERGY HOUSE
AN INTRO TO THE COOL ENERGY HOUSE RETROFIT DEMONSTRATION PROJECT
AUDIT ANALYSIS AND ENERGY SAVINGS MEASURES
VIDEO: BLOWER/DUCT/IR
BeOpt Links:

www.beopt.nrel.gov
BeOpt Run CEH
IMPLEMENTATION
HVAC - BEOPT 23.4%
DUCT BLASTER
COMPRESSOR
FURNACE

CBX32MV
VENTILATION
WINDOWS/DOORS – BEOPT 1.3%
HOT WATER – BEOPT 5.8%
AIR LEAKAGE AND INSULATION
BLOWER DOOR
VIDEO: ATTIC SPRAY
VIDEO: PORCH SPRAY
LIGHTING - BEopt 4.2 %
POOL PUMPS  -  50 – 75%
EXISTING POOL PAD
POOL PUMP
True Rms Power
1540 Watts
QUESTIONS AND ANSWERS
CRAIG SAVAGE
Co-President, Building Media, Inc.
STRATEGY GUIDELINES FOR DEMONSTRATION HOUSES

Explore best strategies to create and implement retrofit demonstration projects for the Building America program by:

• Evaluating size of the project & establishing measurable goals
• Defining and setting expectations of project scope & intended results
• Choosing builder/remodeler, sponsors and sponsorship strategies, and manufacturer, trade, and media partners
• Selecting the right location and event
• Managing project during construction
• Creating effective project communications materials
• Promoting and preparing project for public viewing
• Making the most of show time, and post show opportunities
• Evaluating the success of the project upon completion
LIVE EVENTS

Mike Brings the Jobsite to You...

HOME BUILDER OR REMODELER ASSOCIATIONS
INDUSTRY SHOW PLANNERS

Have a Show that needs, more impact, more content? Your builders, remodelers and their crews will walk away with knowledge they can use for a lifetime.

Meet Mike...

Mike Guertin is a hands-on home builder and remodeler, specializing in energy and resource-efficient construction. He tackles everything from foundation installation and framing to tile setting and trim carpentry. Mike shares his construction techniques regularly as a contributing editor to Fine Homebuilding magazine and contributor to The Journal of Light Construction. His books include Roofing with Asphalt Shingles (Taunton Press 2002) and Precision Framing (Taunton Press 2001).

Contact...

For information on putting together a Better Builder "Hands-on" Program with Mike Guertin, please contact Cheryl Lewis at 518-922-8843 or cherylew@frontiernet.net

Knowledge... The Most Important Tool in the Box

Author and builder Mike Guertin presents his Incredible "Better Builder Programs" to
• Builders
• Remodelers
• Homeowners and Do-it-Yourselfers
SMART PHONES

Select Measure

- LIGHTING
- INSULATION
- WINDOWS
- APPLIANCES
- HVAC
- DOMESTIC HOT WATER
- ENCLOSURE
- MISCELLANEOUS

Lighting

Light your home more effectively and for less money. Find out how you can choose the right bulb for every room in your house while also improving the comfort in your home.

Visit www.ee.gov/124 or snap the code.
Go to myhomeenergy.com/scan to download the scanning app.
2D BARCODE
TEXT ANIMATION VIDEO

Sometimes you push the caulk...
REALITY
AUGMENTED REALITY

Energy Saving Measures

- Replace French Doors
- Dual Pane Fiberglass Frame Low - E
- Additional Insulation
- Seal around Doors
- Seal around Outlets
- Energy Star Fans
- LED Lights
COOL ENERGY HOUSE RECEPTION

- During International Builder’s Show
- Thursday, February 9, 2012
- Cool Energy House at Windermere, FL
- Evening Event Time TBD
- Busses from Peabody Hotel at Convention Center
- Invitations will be sent to all Webinar attendees
Thank you for attending Cool Energy House: An Intro to the Cool Energy House Retrofit Demonstration Project.

For more information about Building America programs, please contact Tami Svarfvar at tami@buildingmedia.com