

## A note from Sam Rashkin: Words matter...they matter a lot

Have you ever heard of the Patagonian Toothfish? The fish industry tried to peddle this awful sounding name for edible food, and surprise, they crashed and burned. Sales were dreadful. Fast forward to a reintroduction of this species, the now well-known Chilean Sea Bass, and sales exploded. All because of a simple name change, not the fish itself or how it tastes. Words do matter and the DOE Zero Energy Ready Home and Building America programs have gotten the message. Following an Expert Meeting on 'Power Words,' a draft [Building Science Translator](#) has been completed that translates technical jargon into a language of value. This was achieved by looking at building science terminology as a system and crafting a whole new glossary based on consumer experiences rather than technical function. We have to be better communicating the value of high-performance homes to consumers and that begins with the words we use. The ZERH team is inviting all of our program partners and stakeholders to review this historic document and provide feedback. Following this review process, DOE will incorporate feedback, complete the Building Science Translator this summer, and introduce an exciting web tool for utilizing the new terminology in the fall. DOE will then initiate a collective impact process engaging all housing industry stakeholders to immediately start using this terminology. Who knew it's time to learn a new language.

### Power words feedback

Your feedback is important to us. We invite you to provide your comments and edits to the [Building Science Translator Document](#). Please save a copy with your full name in the file name, comment and make your edits **IN TRACK CHANGES**, and then email it to [PowerWordsFeedback@ee.doe.gov](mailto:PowerWordsFeedback@ee.doe.gov) by **Friday, July 11, 2014** (until 5:00 PM EST). If you have any questions, please send them to [PowerWordsFeedback@ee.doe.gov](mailto:PowerWordsFeedback@ee.doe.gov).

## First deep zero energy ready rehab goes to veteran

[Green Extreme Homes, CDC](#), a Texas based 501c-3 non-profit, completed the first national “deep rehab to Zero Energy Ready” home in Garland, Texas, and sold it to a disabled Veteran. Bonnie Sanchez, a retired disabled Veteran, was the recipient of the 1953 vintage home that now hosts all the latest technologies that contributed to its acknowledgement in the program. The new estimated energy costs for this extremely energy efficient home will be approximately \$35-\$40 per month.

Green Extreme Homes, in conjunction with its builder, [Carl Franklin Homes, L.C.](#) completed the rehab in approximately 5 weeks. Along with volunteers from its partners in the venture, CitiBank, Home Depot, and the City of Garland, the home went from a dilapidated blight to the neighborhood to a state of the art home featuring a ductless HVAC system from Mitsubishi, an ERV from Tempo Mechanical, and many products such as energy efficient appliances, cabinets, low VOC paints and sealants, and renewable bamboo floors, all from Home Depot.

The home was dedicated in a ceremony with guest speakers Sam Rashkin (Chief Architect Dept. of Energy), Mark Brezina (Regional HUD Office), Ron Curry (EPA), and various other contributors from the City of Garland, Home Depot, and CitiBank. Watch the [Green Extreme](#) video on You Tube.

### Have you submitted your Housing Innovation Awards application?

Prestigious national awards are hard to come by. You have already joined a select group of the nation's top builders by committing to the DOE Zero Energy Ready Home program. Take this chance to further differentiate your product and receive recognition for the innovative practices that make your homes truly special. The DOE Zero Energy Ready Home program will recognize outstanding builders during the 2014 Housing Innovation Awards in front of hundreds of industry professionals at the Annual EEBA Conference on September 23, 2014, at [EEBA's Excellence in Building Conference](#) in St. Louis, MO.

Any [registered builder](#) who has certified a DOE Challenge Home or DOE Zero Energy Ready Home between April 1, 2013 and June 30,

2014 is eligible to compete. Applications are due June 30, 2014. Please [contact us](#) if you need assistance.

## **Tech Training Webinar Series**

DOE Zero Energy Ready Homes include critical systems that ensure energy efficiency, comfort, quality, health and long-term durability. Each webinar in this series features an expert who will go into detail on how to get these systems right. Information on upcoming sessions is available on the [events](#) page.

**Thursday, June 5, 12:00 PM - 1:30 PM EDT: Fred Malik, IBHS presents, "*Going Green and Building Strong: Building FORTIFIED Homes - Part 1*"**

Over the past 16 years, property owners in the U.S. have suffered an average of \$20 Billion dollars of insured losses each year due to severe weather. Billions more are spent to cover uninsured losses. The vast majority of these losses stem from high wind events. With more and more homes being built in at-risk communities and the severity of extreme weather on the rise, builders need to know more about how the projects they build will respond during natural disasters. The Insurance Institute for Business & Home Safety (IBHS) studies the impact of natural disasters on buildings at its research facility and uses the lessons learned as the basis of its voluntary FORTIFIED building programs. Join us to learn how buildings and wind interact, and how FORTIFIED uses a holistic systems-based approach to improve the durability of residential properties, helping clients protect what is priceless in their homes.

**Registration:** <https://www1.gotomeeting.com/register/199639632>

**Monday, June 16, 2014, 12:00 PM - 1:15 PM EDT: Sam Rashkin, DOE, presents, "*Marketing and Sales Solutions for Zero Energy Ready Homes*"**

Plan review... energy modeling... field inspections... certification...done! Right? If only it were that simple to successfully transition to Zero Energy Ready Homes. The reality is that there's a lot more involved to successfully market and sell high-performance homes. This session will present resources from DOE Zero Energy Ready Homes to help builders more effectively communicate how their homes live better, work better, and last better. Attendees will learn how to:

...use a new language of value instead of technical jargon.

- easily convey major consequences associated with lower performance homes;
- translate powerful value propositions;
- earn recognition as a leading builder of excellence;
- maximize value recognition in the appraisal process; and
- train in-house sales professionals and real estate agents to more effectively sell high-performance.

**Registration:** <https://www1.gotomeeting.com/register/650780696>

**Wednesday, June 25, 2014, 12:00 PM - 1:30 PM EDT: Fred Malik, IBHS, presents, "Going Green and Building Strong: Building FORTIFIED Homes - Part 2"**

Part 1 of this series introduced the basic concepts of building and wind interactions and how the FORTIFIED building programs can reduce property damage and loss. In Part 2, IBHS will discuss the building systems that are most vulnerable and how getting the roof right can reduce as much as 50% of the \$20 billion of insured property losses that homeowners experience each year in the U.S. After completing this webinar series, builders will have a solid understanding of the FORTIFIED programs – how it works and the benefits of participating in the program. Builders who build FORTIFIED homes provide their clients with the peace of mind that their homes are built to last.

**Registration:** <https://www1.gotomeeting.com/register/339222672>

## Get the credit you deserve!

There may be homebuyers looking for your zero energy ready homes and they can't find you. Don't forget to [send](#) in your DOE Zero Energy Ready Home verification form from your RESNET-accredited software to get credit for your hard work!

Update your subscriptions, modify your password or email address, or stop subscriptions at any time on your [subscriber preferences page](#). You will need your email address to log in. If you have questions or problems with the subscription service, contact [support@govdelivery.com](mailto:support@govdelivery.com).

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