



# EarthCraft House Celebrates Growth at Annual Builders' Breakfast

EarthCraft House begins each year by thanking the program's builder members and sponsors at an exclusive event, the annual Builders' Breakfast. The HBA and Southface are working to prepare for the 2007 Builders' Breakfast, which is tentatively scheduled for Jan. 18.

The yearly breakfast has been a time to review EarthCraft House successes and take a look at how the program will change as it matures. For 2007, the EarthCraft House worksheet and inspection process will introduce tiered levels to recognize builders who go above and beyond in building high performance homes. The breakfast has also traditionally been a time to recognize builders for outstanding achievements. At the event, we the process for awarding the next Builder, Development, Sponsor and Renovation of the Year will be reviewed.

The breakfast is also a chance for builders and sponsors to get together and discuss the benefits and challenges of the program. EarthCraft House staff will be on hand to provide answers to your questions and listen to your thoughts. The breakfast is a great opportunity to develop additional ideas and sow the seeds for future strategic and procedural program improvements.



Monte Hewett, left, of Monte Hewett Homes, EarthCraft House 2005 Builder of the Year

## HIGHLIGHTS FROM THE 2006 BUILDERS' BREAKFAST

- Guest speakers Danny Orlando, Environmental Protection Agency (EPA) southeast regional ENERGY STAR® coordinator, and Lisa Surprenant, ICF consultant to the EPA, gave in-depth overviews of ENERGY STAR program improvements.
- Exclusive for EarthCraft builders, a HOME DEPOT benefits program and retail consumer awareness campaign about Earth-Craft House program.
- Presentation of the WSB Radio Marketing

## EarthCraft House Partners

**GRAND PARTNERS**

- The Atlanta Journal-Constitution
- DOW StyroSystems
- Georgia Environmental Facilities Authority
- Georgia-Pacific
- Home Depot Foundation
- Icynene Insulation Systems
- LP TechShield
- P²AD
- Packer Industries
- U.S. Department of Energy Building America
- Whirlpool

**PARTNERS**

- Energy Star
- Johns Mansville
- Marvin Windows and Doors/ Integrity from Marvin
- Milesbrand

**ASSOCIATE PARTNERS**

- Exceptional Residential Mortgage
- Pestban of Georgia
- Premier Indoor Comfort Systems

Campaign sponsored by four 100 Percent EarthCraft House Premier Builders: Haven Properties, Hedgewood Properties, Monte Hewett Homes and Oakwood Homes.

#### EXCELLENCE AWARDS AND SERVICE COMMENDATIONS


- EarthCraft House Builder of the Year – Monte Hewett Homes
- Development of the Year – Serenbe EarthCraft Community
- Sponsor of the Year – Icynene Insulation Systems
- Renovation of the Year – Renewal Construction, Inc.

#### OUTSTANDING SUPERINTENDENTS

- Phil Gresly – Summerfield Homes
- Bryan Carringer – Hedgewood Properties
- Cruz Oviedo – Hedgewood Properties
- Dan Marsch – Leland Homes
- Pat Kurek – Hedgewood Properties

#### OUTSTANDING BUILDER ASSISTANTS

- Dwayne Pope – Live Oak Builders
- John Dennis – Northbrook Homes

The 2007 Builders' Breakfast will focus on the new EarthCraft House tiered worksheet, to be released Jan. 1, 2007, and the adoption of 100 percent ENERGY STAR into the Atlanta EarthCraft House program. The new worksheet and ENERGY STAR adoption are changes made in response to builder feedback at previous Builders' Breakfasts and EarthCraft House builder steering committee meetings. 

### NEW ENERGY STAR GUIDELINES ANNOUNCED

In September 2005, the EPA announced new guidelines for the ENERGY STAR-qualified homes program. The new guidelines went into effect for homes permitted on or after July 1, 2006 in most locations, including the Southeast.

The EPA introduced new guidelines for the ENERGY STAR-qualified homes program to:

- ensure that ENERGY STAR-qualified homes continue to perform significantly better than local code requirements
- continue to offer builders the choice to qualify homes by either a performance path (a full HERS rating) or a prescriptive path by installing a builder option package
- ensure the presence of some ENERGY STAR-qualified products and appliances in homes that earn the ENERGY STAR label
- enhance the value of third-party verification through a new required inspection called the thermal bypass checklist

Combining ENERGY STAR with EarthCraft House will provide member builders added marketing value and further increase their differentiation among the local competition.



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