2009 Symposium Caps a Successful Year

On Thursday, November 5, nearly 60 architects, engineers and related professionals gathered for the AIA MPC’s 2009 Symposium. Just the Facts – Straight Talk on LEED Certification and IBC Changes gave guests an insider’s look at what to expect from LEED certification and IBC changes in 2010 and beyond. For the first time ever, all attendees had positive responses. No negative responses were indicated on the questionnaires. We thank our speakers, sponsors and exhibitors for joining us for the event and we look forward to 2011. If you see or talk with any of our exhibitors listed below, please be sure to thank them for their support.

Architectural Clay Products
Architectural Resources
Avail Business Systems
CAD Research (SPONSOR)
Centre Hall Mason Supply
Centria
CH Briggs
CJL Engineering

Comfort Supply
Construction Supply Centers
Daltille and Natural Stone
DCI Exterior Products
Energy Controls Group, a Supply Source
Alliance Partner
Fierst Distributing
GAF Materials Corporation
Garden State Tile
Glen-Gery
Haworth, Inc.
Keystone Waterproofing
National Shelter Products
New Holland Concrete
Ollinger Brothers
Pennsylvania Aggregates and Concrete
Association
Pella Windows
Poole Anderson Construction
Powell Trachtmann Logan Carrle and Lombardo (SPONSOR)
Sherwin-Williams Company
Solitex
Velux
Zurn Engineered Water Solutions

Special thanks to Anne McGrath for all of her hard work and dedication to help make the Symposium a success.

See you in 2011!
Message From the President
Rick Cyman, AIA

I would like to start out by saying ‘Thank you’ to Tom Columbus for all of his efforts and dedication with organizing and planning our Chapter Symposium. The feedback we received from attendees, vendors and sponsors was outstanding. It was time well spent and a great opportunity for obtaining learning credits, meeting with vendors and visiting with colleagues. It was a wonderful day…..Many Thanks, Tom!

In other news, Carmen Wyckoff from Hayes Large Architects will be taking on the position of Treasurer on the Executive Committee. This post was previously held by Doug Henry, and I would like to thank him for his many years of service and look forward to seeing him at our future meetings and activities. In addition, I would like to thank Carmen for volunteering her time and expertise—it is greatly appreciated.

At the December Planning Meeting, we began the work of developing the calendar for 2010. Some of the events include our annual meeting with the Penn State AIA student chapter, the Penn State Lecture Series, the Brueggebor Memorial Competition, three “free” Lunch and Learn meetings, several building tours and, of course, the Annual Chapter Picnic….so, mark your calendars!

With the cold temperatures outside, this is a nice time of year to start thinking about a beach vacation. So, if you are in need of an excuse or justification to plan a trip to the beach, consider attending the AIA National Convention. This year’s convention will be held in Miami, FL during the week of June 6th- 12th and the theme is “Design for the New Decade.” There is no better way to obtain your learning credits, view the latest materials and technology, spend time with your friends and get a little sun!

Until next time, here is wishing you all good health and prosperity in the New Year…and looking forward to seeing everyone at the next meeting.

Thanks for all of your support,

Rick
For the Good of the Order

Comments on the Profession of Architecture by Tom Columbus Jr., AIA, LEED AP

ENERGY RENOVATIONS VS. NEW CONSTRUCTION

Some sobering statistics have been released by our friends at McGraw Hill: For the first time in 20 years, overall global construction has declined in back-to-back years. Also in the past year, of the total construction dollars, 86% has been committed to renovations/additions instead of new construction projects. The economy has also forced building owners to operate more efficiently than ever before. Approximately 50% of U.S. commercial buildings built before 1980 have not had any energy related renovations. Surprisingly, over 70% of these buildings did not have major HVAC or lighting renovations, and nearly 90% did not have major insulation renovations. LEED tells us buildings consume 30% of total energy used in the U.S. and 60% of the total electricity produced. It does not take rocket science to identify a potential energy related cost saving to current and new clients in this tough economy. Architects working with their allied engineers can come up with some potential existing building renovations that will result in energy savings and an identifiable payback period. A “win-win” for the client, the environment, and the A/E Firm seeking work in a tough economy.
DINNER CHAPTER MEETING

January 28, 2010
The Department of Architecture, Main Floor
Stuckeman Family Building, University Park, PA

6:00 PM
$25 PER PERSON
Make Checks Payable to: AIA Middle PA Chapter

Guests are welcome, so please bring your husband, wife, or significant other.

Parking is available at the Nittany Lion Inn
Parking Garage.

RSVP: Tuesday, January 26, 2010
TO RESERVE YOUR SEAT, PLEASE CONTACT:
TYNE PALAZZI
814-947-5366
TPALAZZI@SHEETZ.COM

Schedule of Events:
• 30 minute presentation by AIAS
Penn State representatives on
their experiences at the National
AIAS Convention
• Dinner
• Open Discussion

Image found at: http://www.hamline.edu/admissions/twin-cities.html

Twin Cities
“GOING GREEN”. Few marketing taglines have burgeoned into our jargon as rapidly as this largely ambiguous play on words. This is no surprise. Escalating energy costs, increased consumer acumen about environmental accountability, and greater demand for eco-friendly products and services have sprouted a variety of “green”-related industries, including “green building”. However, city, state and federal regulations and statutes related to “green” advertising may impose risks on design professionals if “green” advertising laws are not duly adhered to or deceptive or misleading “green” building claims are made about designs, building materials or furnishings. This article briefly summarizes the potential sources of legal risks associated with deceptive “green building” advertising.

FTC Green Guides And Eco-Friendly Claims.

For over a decade, the Federal Trade Commission (“FTC”), through its Guides for the Use of Environmental Marketing Claims (“Green Guides”), has overseen advertising claims related to eco-friendly products. The FTC started to revise the Green Guides in 2008 to focus on new environmental terms about “green” building marketing—such as those for carbon offset claims. The Green Guides also provide guidance for the use in consumer advertising of specific buzz terms like “sustainability” and “renewability,” and also address “greenwashing”—a term describing the disingenuous business practice of misleading consumers about the environmental benefits or performance of a product or service. With respect to all environmental claims, the Green Guides require product manufacturers and service providers to procure scientifically valid information supporting the claims before making them.

According to the Federal Trade Commission Act, the FTC has authority to charge a person or business for making deceptive or unsubstantiated “green” claims. Penalties for deceptive advertising include agency orders requiring businesses to (a) repay (in full or in part) monies paid by consumers who purchased falsely advertised products; (b) issue advertisements intended to correct the detriment caused by previous deceptive or misleading advertising; (c) provide frequent reports to the FTC to substantiate new advertising claims; and (d) cease and desist from further making deceptive or misleading advertisements.

Consequently, design professionals and builders should use caution in specifying and recommending products, building materials and furnishings that purportedly offer environmental benefits and demand that vendors and manufacturers making such claims meet the FTC’s guidelines. Likewise, design professionals and builders should be careful when using appellations like “green”, “renewability” or “sustainable” without grasping what these terms signify and should be able articulate those concepts to their clients. Design professionals should also make measurable (not subjective) representations about “sustainability” that can be verified by a credible, independent third-party evaluator as well as manage their client’s apprehension and ambitions by clearly annotating what clients can really expect from “green” residences.

State Law Regulation of “Green” Claims.

Depending on the State, deceptive or misleading “green” advertisements may be litigated or contested by consumers (or State attorneys general acting on behalf of consumers) under consumer protection statutes related to deceptive advertising, consumer fraud, or unfair business practices. A
handful of States have enacted laws particularly governing environmental advertising claims. If so-called “eco-fraud” lawsuits related to “green” building or design begin to emerge similar to other products and industries, it is reasonable to anticipate more States enacting similar “green” advertising laws. Thus, in addition to the Green Guides, design professionals should also be mindful of actual or potential State advertising regulations.

Possible Application Of Federal Law To “Green” Claims.

A separate federal statute known as the Lanham Act prohibits deceptive or misleading representations in the advertising of goods, services or commercial activities. Lawsuits under the Lanham Act are a risk where a competitor believes another’s “green” claims are deceptive or misleading. Although this federal law has not yet been used in court with regards to environmental advertising claims, its wide scope could make it a means to address “greenwashing.” This federal law provides no cause of action to consumers; only business competitors may bring private enforcement lawsuits. Thus, under the Lanham Act, unverified, subjective (intentional or unintentional) overstatements of environmental benefits or performance may theoretically result in additional legal exposure to design professionals from their competitors.

Industry Regulation And “Green” Claims.

The United States Green Building Council (USGBC), a non-profit organization, devised the Leadership in Energy and Environmental Design (LEED) rating system to identify and implement practical and measurable “green” building design, construction, operations and maintenance solutions. The system is credit-based, allowing projects to earn points for environmentally friendly actions taken during construction and use of a building. While, the advantages and concerns over the LEED scoring system are still debated, LEED is generally considered an important measurement tool for “green” design.

Legally speaking, it is reasonable to assume that a LEED certified design professional could rely on the certification in defense of accusations of deceptive or misleading “green” advertising. However, it is noteworthy that no published legal decisions currently exist scrutinizing the LEED criteria or the legal affect of LEED certification in connection with deceptive or misleading “green” building claims, let alone any published decisions in which such criteria or certification was asserted as a defense to these types of advertising claims. While seemingly influential, the LEED criteria and rating system have not been codified into federal law.

ABOUT THE AUTHOR

Andres Quintana, Esq. is the principal at the Quintana Law Group, APC, an intellectual property law firm in Los Angeles County, California. He may be reached at andres@QLGLAW.com or (818) 914-2100. For more information about the Quintana Law Group, APC, please visit www.QLGLAW.com.
COMPLIMENTARY CONTINUING
EDUCATION LUNCHEON
EARN UP TO 3 LEARNING UNITS

March 17, 2010
10:45am—2:30pm

Please join us for a workshop showcasing the following providers:

Marvin Windows & Doors
Fierst Distributing Company
iLevel by Weyerhaeuser

As a participant, you will be able to earn up to 3 learning units.

Location: Sheetz Facilities Support Center Conference Room
351 Sheetz Way
Claysburg, PA 16625

Schedule of Events:

10:45 am—11:00 am Arrivals
11:00 am—12:00 pm Marvin Windows
12:00 pm—12:30 pm Lunch provided by Sheetz, Inc.
12:30 pm—1:30 pm Fierst Distributing Company
1:30 pm—2:30 pm iLevel by Weyerhaeuser
2:30 pm Adjourn

To reserve your seat, please contact:
Tyne Palazzi @ 814-947-5366 or t_palazzi@sheetz.com
>> RSVP by Wednesday, March 10, 2010 <<

Directions from I-99 South/US-220 South
Take the Sorrell/King Exit (Exit #15)
Coming off the Exit, you will bear to the Right onto Appalachian Trwy/Old US-220
Proceed Straight until you come to a Signal Light (approx. 1.1 miles), you will turn Left here onto Quarry Road.
Proceed Straight until you come to another Signal Light (approx. 500 feet)
Proceed Straight, go down a slight hill and across the railroad tracks and follow the road to Entrance D. Keep going until the road ends at the Warehouse, park around back.
Resolution of Support for Development of the
International Green Construction Code

I. WHEREAS, there exists a global and rapidly increasing awareness that the creation of our built environment must evolve to
embody the principles of sustainability and resource conservation; and

II. WHEREAS, architects, as leaders in the creation of the built environment, are challenged with finding a balance among the
complex and often conflicting demands of our clients, our moral and ethical obligations to sustainable design, and the regu-
latory constraints in the design and construction industry; and

III. WHEREAS, the emergence and acceptance of green building rating systems has demonstrated that clear technical guidance
in the pursuit of high-performance buildings will result in substantive transformation in the design and construction indus-
try; and

IV. WHEREAS, jurisdictions at the local, state, federal and international levels have expressed a desire for a regulatory frame-
work reflecting a comprehensive approach to guiding green construction in enforceable language; and

V. WHEREAS, federal, state and/or local incentives, such as grants, tax credits, and expedited approvals, are available for green
buildings in many areas; and

VI. WHEREAS, the code development process employed by the International Code Council (ICC) and supported by AIA Policy
for code development ensures a comprehensive, coordinated and contemporary approach to the design of a consistent set
of model codes for all construction disciplines applicable and appropriate to each jurisdiction; and

VII. WHEREAS, The AIA has entered into partnership with the ICC and American Society for Testing and Materials (ASTM) for
the development of the International Green Construction Code (IGCC); and

VIII. WHEREAS, a multi-disciplinary Sustainable Building Technology Committee (SBTC) has been appointed with AIA archi-
tects represented on the committee and working groups to shepherd the development process of the IGCC through open
meetings, work groups, and public participation; and

IX. WHEREAS, the SBTC has indicated its commitment to an IGCC that works compatibly with the family of I-Codes, and
WHEREAS, the new IGCC will provide a regulatory framework for those jurisdictions planning to adopt additional code lan-
guage that will work in concert with the existing I-Codes; and

X. WHEREAS, the IGCC will provide a base code with options to accommodate degrees of regulation dependent upon the local
interests of the adopting jurisdiction;

XI. WHEREAS, architectural licensure is upheld as the means to assure protection of the health, safety and welfare of the pub-
lic; and

XII. WHEREAS, said protection of the public interest is most directly achieved through the experienced application of building
code knowledge to the creation of the built environment;

THEREFORE, The American Institute of Architects acknowledges its responsibility to be an active leader in the development,
adoption, administration and enforcement of model building codes; and

THEREFORE, The Board of Directors of The American Institute of Architects is directed to continue funding the work of the
SBTC through the 2012 code cycle and to provide support to state and local components of The AIA as they seek adoption of
the code in their respective jurisdictions.
THEM is an architectural collaborative platform established in 2006 by Peter Lynch and Gustavo Crembil after several years of a collaborative practice that has drawn from the fields of design, architecture, performance art, communication and political activism. THEM is an emerging practice within the American scene. In 2008 THEM was one of the finalists in the YAP / PS1 MoMA competition, and was recently recognized by JAE/ACSA for their "design as scholarship" practice.

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