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Contacts:

John Cosby at 502.429.6000  
or [john@hbal.com](mailto:john@hbal.com)

Brian Miller at 502.429.6000  
or [brian@hbal.com](mailto:brian@hbal.com)

# HOME BUILDERS ASSOCIATION OF LOUISVILLE PARTNERS IN CREATING GREEN BUILD KENTUCKY

**LOUISVILLE, KY, April 22, 2008** – In conjunction with the announcement of Green Build Kentucky, the Home Builders Association of Louisville (HBAL) is bringing an increased awareness of energy efficient home building to Louisville. Louisville has worked over the last 12 months to create this program with Lexington, Northern Kentucky and the Home Builders Association of Kentucky. Green Build Kentucky is a new statewide green building initiative announced Monday, April 21 in Lexington by Governor Steve Beshear.

We're proud to play a part in launching the first ever Green Build Kentucky program," commented HBAL Executive Vice President Chuck Kavanaugh. "Through Green Build Kentucky, we're giving local builders an opportunity to offer Louisville-area consumers the option of investing in more energy efficient and sustainable homes," he said.

The new voluntary residential green building program is designed to help bring more energy-efficient and environmentally-friendly homes to Kentucky by providing a baseline for practical green building methods and training resources for builders. Efforts put forth by local builders will help Louisville become a part of a national movement toward energy efficient and sustainable construction.

The new Green Build Kentucky is a voluntary statewide program based on the National Association of Home Builders (NAHB) Green Building Guidelines and the federal Energy Star Program. Homes built according to these standards will all be Energy Star certified by a third party certifier as an official Green Home. "Many of our builders have taken the initiative to build Energy Star homes already, and they tell us there's a growing demand for their products. By following a consistent set of voluntary guidelines, everyone is on the same page. Our builders can market the homes they build as green homes as long as the individual homes have been certified as meeting or exceeding the guidelines," Kavanaugh added.

HBAL's partners in this new statewide program include the Home Builders Association of Kentucky (HBAK), the Home Builders Associations in Lexington and Northern Kentucky and Green Building Initiative™ (GBI), a not-for-profit education and marketing initiative dedicated to accelerating the adoption of green building practices.

The voluntary Model Green Home Building Guidelines are designed to help systematize the green design and construction process and assist builders toward incorporating more green building features into homes. According to Bob Weiss, executive director of HBAK, Green Build Kentucky is comprised of seven guiding principles outlined in the National Green Building Guidelines, which include:

- Lot Preparation and Design
- Resource Efficiency
- Energy Efficiency through the Energy Star Program
- Water Efficiency and Conservation
- Occupancy, Comfort and Indoor Air Quality
- Operation, Maintenance and Education

Under Green Build Kentucky, a home product book is required to provide homeowners with information on products specific to their new home and how the regular maintenance of these products can lead to further savings on their utility bills. Education is a key component in the statewide program. HBAL's Green Building Committee Chairperson Cecily Adwell, Olympia Homes, LLC., commented on the need to educate consumers on the options available regarding home building. "As builders, we have a responsibility to educate our clients on what they can do to make their homes more energy efficient. There's a lot in the media about building green, but that's such a vague term. People may be familiar with the Energy Star logo, but they don't fully understand what that constitutes. It's more than just putting energy efficient appliances in your home. Building an energy-efficient home starts before the ground is even turned," she explained.

According to HBAL President, Rocky Pusateri, the Home Builders Association of Louisville is committed to educating its members on how to achieve building a home that qualifies as a "green home" in Kentucky. In addition, the association is positioning itself as a resource for the media and homeowners who want to learn more about green building. For more information on Louisville's program for Green Build Kentucky please contact John Cosby at [john@hbal.com](mailto:john@hbal.com).

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