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## Contractor Highlight

### **Hurst Mechanical Launches *Battle of the Buildings***

GreenSTAR contractor Hurst Mechanical of Belmont, Mich., started a new contest through the West Michigan chapter of the U.S. Green Building Council (USGBC) in which companies are pitted against each other to determine which has the most energy-efficient building. Similar to the T.V. show, *The Biggest Loser*, this year-long competition will motivate companies to reduce carbon emissions and save energy throughout West Michigan. The companies with the largest percentage reduction in each building class will be recognized at a 2015 energy summit hosted by the local USGBC chapter.

This contest was inspired by the national *Battle of the Buildings* competition sponsored by the U.S. Environmental Protection Agency (EPA). Hurst Mechanical's program has received private sponsorship in addition to endorsements from the EPA, ENERGY STAR, and Gov. Rick Snyder's office.

To read the news story, click [here](#). Visit the [website](#) to learn more about the 2014 USGBC West Michigan *Battle of the Buildings*.

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## MSCA and GreenSTAR Updates

### **Mark Your Calendars for the 2014 MSCA Energy Summit**

If you want to become the energy-saving leader in your HVACR marketplace, but don't know where to start, the 2014 Energy Summit is for you!

**When:** May 5-7, 2014

**Where:** Pittsburgh, PA

Taught by in-the-trenches mechanical service contractors, this two-day program will kick-start your entry into the lucrative energy services world. You will learn practical and proven techniques these leaders use every day to successfully capture energy services business for your company.

But, this summit is *not* like any other. You will be a part of a *Battle of the Buildings* challenge where you will be assigned into teams to compete for the winning title by identifying Energy Conservation Measures (ECMs) in an actual building walk-through. Instructors will also guide you in developing the "eagle eye" needed to zero-in on building energy sappers, so you can walk away with all the basic skills needed to begin reaping benefits as your customers' energy cost-saving provider.

Check the [MSCA website](#) and your e-mail regularly for registration information. Space is limited to 30 registrants, so be sure to register early.

## Get LinkedIn with Your Fellow GreenSTARs!



MSCA invites GreenSTARs to unlock the power of the network by joining the MSCA GreenSTAR LinkedIn Group. Don't miss out on becoming a part of this community that enables you to:

- Exchange ideas, discuss new opportunities, and network
- Get updates on events, webinars, classes and conferences
- Gain access to insider marketing and social media tips and tricks
- Stay on the pulse of current news from ENERGY STAR, BOMA, etc.
- Read contractor success stories and case studies

[Join the MSCA GreenSTAR LinkedIn Group today!](#) If you do not already have a free LinkedIn account, [signing up](#) takes less than five minutes. With LinkedIn, you can:

- Establish your professional presence online
- Stay up-to-date on the competition, your business, suppliers and vendors, customers and colleagues
- Promote your personal brand and qualifications
- Tap into the knowledge of your network
- Recruit new employees

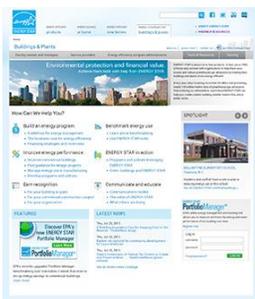
Share the value of the MSCA GreenSTAR LinkedIn community, and encourage others at your company to get involved in the conversation. Pass along this invitation to join the [MSCA GreenSTAR LinkedIn Group](#).

Take advantage of this unique chance to get connected by joining today!

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### Green News

## ENERGY STAR Relaunches Website



ENERGY STAR's Building & Plants website was recently redesigned to make the navigation more user-friendly, offering three distinct categories: facility owners and managers, service providers, and energy efficiency program administrators. The tools and resource library was also improved for functionality. Additional enhancements include new categories and a heightened search capability, which will be released in the next few months.

Click [here](#) to visit the new website. If you have any questions or comments about the site, visit [www.energystar.gov/buildingshelp](http://www.energystar.gov/buildingshelp).

## Updated ASHRAE GreenGuide Now Available

The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) recently released its fourth edition of the *GreenGuide: Design, Construction, and Operation of Sustainable Buildings* in print and e-book formats. The guide uses an integrated perspective on building systems for the design team.

There are several changes to the *GreenGuide* that will impact green building design. The first is a complete revision of the indoor environmental quality (IEQ) chapter. Most of the content is now based on the *Indoor Air Quality Guide: Best Practices for Design, Construction and Commissioning*. Another change is the addition of a new chapter on sustainable sites.

The print book and the e-book cost \$103 each (\$87 each for ASHRAE members). Visit [www.ashrae.org/bookstore](http://www.ashrae.org/bookstore) to order the guide.

## Survey Reveals U.S. Mayors to Invest in Energy Efficiency



The *Energy Efficiency and Technologies in America's Cities* survey results, which were unveiled during the U.S. Conference of Mayors 82<sup>nd</sup> Winter Meeting, showed that U.S. mayors were expected to significantly expand their investment in energy technologies over the next five years despite budget constraints. Nearly 300 cities participated. It was shown that a significant number of mayors from these cities expect to use their own local resources to finance these technologies, followed by private sector partnerships.

Click [here](#) to view the survey results. To read the press release, click [here](#).

## Submit an App for the American Energy Data Challenge

As part of the U.S. Dept of Energy's commitment to a clean energy future, the administration launched the *American Energy Data Challenge*, a competition to promote the creation of new apps intended to address today's energy challenges. The *Apps for Energy II* contest, which is the second one in the year-long challenge, will encourage contestants to leverage ideas developed during the first contest, and open data sources.



*The American Energy Data Challenge*, which began in November, consists of four contests held quarterly. More than 100 ideas were submitted during the first contest, with a total of \$10,000 awarded to 12 winners in December. The *Apps for Energy II* contest will run until March 9, and award \$100,000 in prizes. Winners will be announced in late March.

Two additional challenges -- *Energy Data by Design* and the *American Energy Challenge* -- will be rolled out in the coming months, culminating in a call for bold ideas to re-imagine America's energy infrastructure. More information and rules are available [online](#).

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## Thanks to Our MSCA 2013 Sponsors!





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