

MSCA GreenSTAR™ Case Studies

Fellow GreenSTAR Contractors Share Lessons Learned

Networking and sharing best practices and experiences are only a couple of benefits of being a part of the GreenSTAR community. Case studies, in particular, are posted to the GreenSTAR website to illustrate how a GreenSTAR contractor was able to solve a problem for a client in a way that exceeded expectations and the valuable lessons learned along the way.

Two contractors recently shared their stories with us - one from the company perspective and another from a personal perspective. Both are sure to provide you with insights that can be applied to you and your company.

University Mechanical Contractors Helps GSA Reach Top 1% in Energy Efficiency

Due to the dependability, expertise and timeliness of GreenSTAR contractor University Mechanical Contractors, Inc. (UMC), the Federal Center South Building 1202 (Seattle, Washington) set a new standard in high-performance, cost-effective workplace environments. Aligned with the 2009 American Recovery and Reinvestment Act (ARRA) and the U.S. General Services Administration's (GSA) Design Excellence Program, the Federal Center South Building 1202's integrated design-build team developed a design and construction solution that synthesized active and passive systems, materials and strategies. With a team consisting of UMC, ZGF Architects and Sellen Construction, UMC's solution transformed the 4.6 acre brownfield site into a highly flexible and sustainable 209,000-square-foot regional headquarters for the Northwest Division of the U.S. Army Corps of Engineers (USACE). [Read more](#) to learn how UMC accomplished this.

Your First Visit: The Road to Success

As a GreenSTAR contractor, you are in the business of sales and lifelong relationships. To make a sale, you need to deliver a compelling message that makes a prospective client want to learn more—but where do you start? All great relationships begin with face-to-face communication. If you craft your first conversation strategically, your prospective client will listen to you closely, stay a bit longer, disclose the information you need, and ultimately, award you their business. In this case study, you will learn how to scope a project and develop a relationship with a client to deliver exceptional results from the experiences of “Woody” Woodall, who has worked in the mechanical contracting industry for more than 40 years. [Read more](#) to get the insights.

GreenSTAR Updates

Get LinkedIn with Your Fellow GreenSTARs

Unlock the power of the GreenSTAR network by joining the MSCA GreenSTAR LinkedIn Group where stories and information are posted exclusively for this network. Don't miss out on becoming a part of a community that allows 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

Here are some of the stories you may have missed on the LinkedIn Group:

- Benchmarking Multi-Family Housing
- 5 Challenges for Campuses and Commercial Buildings
- House Passes Energy Efficiency Bill for Commercial Buildings
- New Toolkit Helps Businesses Expand Market for Energy Efficiency Projects
- What's Going on in the Energy Management Industry?

[Join the MSCA GreenSTAR LinkedIn Group today!](#) If you do not already have a free LinkedIn account, you can [sign-up](#) in 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! Contact Dania Soto at dsoto@mcaa.org with questions about the getting started.

Upcoming Training Opportunities

Start the Year Right with ENERGY STAR® Training

The U.S. Environmental Protection Agency (EPA) is offering several ENERGY STAR training opportunities this month. To register for upcoming programs, visit <https://esbuildings.webex.com>. If you are unable to attend, the sessions will be made available for viewing on the website after the conclusion of each webinar. Contact estraining@icfi.com with any questions.

Thursday, January 22, 2015 - 1:00 p.m. EST

Portfolio Manager® Office Hours, Focus Topic: Portfolio Manager 2015 Priorities

Portfolio Manager "Office Hours" is a live webinar that gives users an opportunity to ask their questions directly to EPA in an open forum. In January, we will be discussing Portfolio Manager 2015 priorities. The first 20-30 minutes of the session will be spent on this topic, while the remaining hour will be used to answer any questions you have about Portfolio Manager (not limited to the focus topic).

Tuesday, January 27, 2015 - 1:00 p.m. EST

Portfolio Manager 101

Get started using EPA's Portfolio Manager tool. We'll introduce and demonstrate the core functionality of the Portfolio Manager tool, including how to enter properties, enter energy and water data, share data with others, and generate performance reports.

Wednesday, January 28, 2015 - 1:00 p.m. EST

Portfolio Manager 201

Take a deeper dive into the more advanced functionalities of Portfolio Manager, such as managing changes in property uses over time, using spreadsheet templates to quickly upload data, setting goals, and creating custom reports.

EPA Finalizes Timeline for R-22 Phase-out

When EPA Administrator Gina McCarthy signed the final rule on allowances for virgin production and importation of HCFCs, which are primarily R-22, the agency set limits of new and imported R-22 in 2015 from the proposed 36 million pounds to 22 million pounds. This accounts for a 60 percent decrease from 2014, and will continue in a step-down approach until it reaches zero by January 1, 2020. While drastic, the EPA's decision is meant to balance the supply and demand of R-22. [Click here](#) to read more.

Study Reveals Trained People Are the Missing Ingredient in Energy-Efficient Buildings

More than one-third of new commercial building space includes energy-saving features. But, without training or an operator's manual, many occupants are in the dark about how to use them. One researcher uncovered that making the best use of a highly efficient building means carefully creating a culture focused on conservation. Instead, she often found that sustainable building features were simply mentioned in a meeting or in a brief email sent to everyone, so people did not truly understand how their actions could affect the building's overall energy use. [Click here](#) to read more.

VRF Gaining Acceptance in the U.S. Marketplace

With rising energy costs and expanding energy consumption awareness, it's no wonder variable refrigerant flow (VRF) technology continues to gain ground in the U.S. marketplace. VRF has the potential to achieve 34 percent energy savings compared to older systems, according to a study by the U.S. General Services Administration.

The U.S. market was estimated to be worth \$7.25 billion in 2012, and is expected to grow at a compound annual growth rate of 5.2 percent through 2019, according to a report by Transparency Market Research. A senior product manager for Panasonic Air Conditioning Group said that, because the U.S. has a history of preferring ducted systems, most contractors' skill levels revolve around sheet metal and ductwork installations. However, the market is now experiencing a paradigm shift. [Click here](#) to read more.

How to Effectively Sell VRF Technology

When it comes to selling VRF technology, one of the first things contractors need to do is determine when and where the technology should be applied. After determining VRF is the best fit for a project, the key is to talk about efficiency up front. However, sometimes clients do not leave contractors much of a choice when it comes to determining when to use certain equipment. The key is to address cost concerns and communicate the numerous advantages of the technology that the client is usually unaware of. [Click here](#) to read more.

Training on VRF technology is now also in reach because of Mitsubishi VRF Training, which is currently offered through the UA. Specifically, the CITY MULTI Service Course provides participants with an in-depth understanding of the technologies used in the CITY MULTI system. Additionally, an in-depth functional study of the system is conducted as well as a thorough discussion of theories associated with properly applying, installing, commissioning and troubleshooting these systems. Concepts and theories are reinforced through practical hands-on exercises.

To learn more about this training, visit www.mcaa.org/msca/recruiting. Contact your local UA Training Coordinator to register through UA University. These classes are being offered at no charge to attendees - registration fees will be covered by the International Training Fund (ITF). Employers are responsible for wages and all travel costs. Class size is limited and these courses fill up quickly, so register early.

DOE Provides \$9 Million in Funding to Improve Efficiency of Commercial Buildings

The U.S. Department of Energy (DOE) announced the availability of \$9 million in funding to encourage investments in energy-saving technologies that can be tested and deployed in offices, shops, restaurants, hospitals, hotels, and other types of commercial buildings. The funding is intended to facilitate the implementation of market-ready solutions across the U.S. to improve commercial-building energy efficiency, with a goal of demonstrating 20 percent savings or more across a variety of approaches.

This funding opportunity seeks to support five to 10 projects that will increase energy savings in commercial buildings by advancing the use of tools, solutions and resources that DOE has developed to help commercial building owners, managers, and professionals overcome barriers to efficiency. Organizations are encouraged to partner on applications to enhance the overall deployment impact by leveraging current deployment channels, market orientation, and strategic relationships. [Click here](#) to read more.

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