



Northeast Sustainable Energy Association Pro Tours | Efficiency Vermont

Once again, Wright Builders has been invited to participate in the Northeast Sustainable Energy Association's Pro Tours, where interested professionals get a first-hand look, on-site at green and sustainable building. New Harmony Properties, LLC's Hinckley Trace development in Florence will be NESEA's spring tour (April 20th). NESEA advances the adoption of sustainable energy practices in the built environment by cultivating a community where practitioners share, collaborate and learn. More info can be found here: <http://www.nesea.org/programs>

Roger Cooney, with others from Wright Builders will present again this year at the Better Building by Design Conference on February 8th, sponsored by **Efficiency Vermont**. Founded in 2000 as the nation's first energy efficiency utility with the goal of helping Vermonters save money by using less energy. The tools, incentives, and expert guidance Efficiency Vermont provides make Vermont businesses more productive and Vermont homes more comfortable and healthful. More than 15% of Vermont's electricity needs are now being met through energy efficiency, at about 50% of the cost of generated power. Find more info here: <https://contractors.efficiencyvermont.com/bbd>

While at last year's conference, Roger Cooney, VP of Sales, Design & Estimating had the opportunity to tour SunCommon's Commercial Solar Headquarters in Waterbury, Vermont. In this educational tour, hosted by the architect, our friends at Maclay Architects and Energy Balance Inc., the attendees learned about the design process and unique challenges of a commercial developer "built to suit" project while providing insights into the performance data from the building's first year of occupancy.

During the day, Roger also learned that NESEA members and anyone who lives or works in VT, can take advantage

of a variety of loans for financing efficiency and renewable projects. VGREEN Energy Savings Loan Program are made available from a Vermont-based credit union, VSECU. As a member of NESEA you now have access to low-cost financing solutions for energy efficiency and renewable energy projects for your home. NESEA has partnered with VSECU, a Vermont-based credit union, to expand access to VSECU's VGreen loan program, an innovative line of loan products and services designed to make residential sustainability projects affordable. **Now anyone who lives or works in Vermont, or who is a NESEA member, has access to the VGreen program.** Whether you want to go solar, better insulate your home, renovate your heating system, or purchase an energy efficient vehicle, VSECU's VGreen program has an affordable solution. Learn more about how you can take advantage of this new member benefit here. <https://www.vsecu.com/financial/clean-energy-loans/nesea>



UPDATE FOR VILLAGE HILL NORTHAMPTON

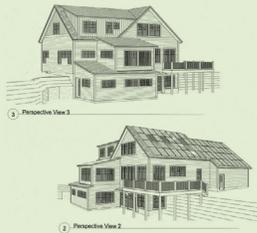


Seems each time we write you, another home at Village Hill has sold, which is true yet again for this Newsletter edition. We have but ONE home left at Village Hill of our 54 home, four-phase development project. With this last home, comes some sadness in that this is the culmination of our work there, but at the same time, a very good feeling about the sustainable, LEED and ENERGY STAR certified homes we have constructed for 54 families.



Our last 3-bedroom home, walking distance to downtown Northampton and the Smith College Campus, is located on the 1st floor of **EASTWIND @ 73 Village Hill Road**. This 1588 sq. ft. home offers bright living space, a ground level private back patio, covered canopy to adjacent garage structures, and solar ready connectivity with deeded roof top space. This beautiful home will be ready for occupancy early April. Contact your realtor or Alyx Akers at **Goggins Real Estate @ (413) 320-6405** for additional information. **Offered at \$499,000**
<http://wright-builders.com/homes-for-sale/upper-ridge-village-hill>

NEW HOMES AND RECENTLY COMPLETED PROJECTS



A new ENERGY STAR high efficiency home in Shelburne Falls, MA is under construction. Designed and sited with solar in mind, this beautiful new home will offer year-round comfort, cleaned air, a low carbon foot print, lower energy costs and a good feeling about taking care of our planet. This new home is projected to have a HERS rating with solar of 0 or less.



This recently completed new high performance VT home is VT Efficiency Certified, and has been warmed by its new residents this season. Let it SNOW!



Green River Commons – Smaller, healthy and better built are the new beautiful. Seven sustainable, comfortable, and beautiful single level condominium townhomes with river & garden views, are located just steps from downtown Greenfield with easy access to public transportation. Three market rate and four affordable homes are available to qualified buyers at up to 80% HUD Median income.

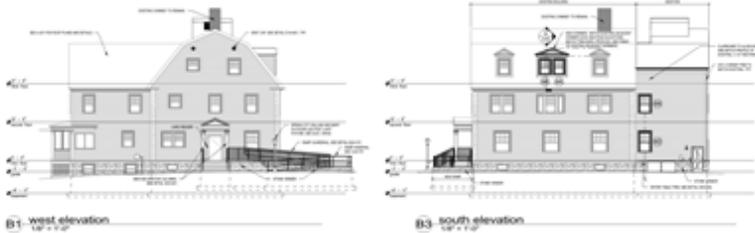
Green River Homes, LLC, the developer, and Wright Builders, Inc., the builder, are deeply grateful for the project affordability contributions of the Town of Greenfield through land and utility connection support, and also the many design, supply and trade participants whose favorable pricing has helped make this project possible.

Venturing out to the Berkshires!



With Coldham and Hartman Architects of Amherst, MA this new home will be state-of-the-art high efficiency net zero, with extensive gardens and a courtyard to enjoy from many locations in the home. A 2018 occupancy is planned.

COMMERCIAL AND INSTITUTIONAL PROJECTS



WILLIAMS COLLEGE

Renovations and energy improvements are under way at Hewat House at 100 Hoxsey Street in Williamstown for a conversion from a dormitory to a wellness center.

THE ERIC CARLE MUSEUM | BOBBIE'S MEADOW

Eric Carle and his wife Barbara (Bobbie) opened the Eric Carle Museum of Picture Book Art in 2002. Early 2017, the museum announced that it would create a memorial garden in Bobbie's name, who passed in 2015. Wright Builders is privileged to be part of this wonderful legacy project. We are working with Meyer + Silberberg Land Architects of Berkeley, California and Klopfer Martin Design Group of Boston to bring this garden to fruition. The project will be completed in early summer 2018.

JOHN P. MUSANTE HEALTH CENTER AMHERST, MA

Medical office buildout. This new health center will be located on the first floor of the Bangs Community Center in Amherst and is expected to open in early 2018.

YIDDISH BOOK CENTER | AMHERST, MA

A new handcrafted front door to welcome you.

RESIDENTIAL PROJECTS



DEERFIELD, MA Happy new homeowners are enjoying their updated master bath and new window to the nature in their back yard.



WHOLE HOUSE RENOVATIONS | AMHERST, MA

Check back next issue for updates on this exceptional project. But for now, imagine these beautifully handcrafted Motawi tiles in the kitchen and 2 full bathrooms. Stunning!!!



NEW GARAGE AND ADJOINING MUD ROOM AMHERST, MA

A beautiful new garage connected to the home gives easy covered access from the garage to the home.

FEATURED EMPLOYEE: TAMMY BOUTWELL

My name is Tammy and I started at Wright when my daughter was 1 ½ years old, and now she's 19 and in her second year of college. Time flies! If you call in, you're likely to hear my voice, or be greeted by me when you visit. I work closely with the sales and estimating team to move our new prospects through our sales process and with the operations and production teams as the project goes to construction. I maintain office supplies and manage the relationships with office equipment vendors.

Being in the great outdoors is my off-work passion so you'll find me walking, hiking, running and snow shoeing throughout the year. Time with my family is important and often involves watching a movie or a baseball and football game with my husband or relaxing out door around our fire pit.

I enjoy talking to new customers and I look forward to hearing your voice when you call for your next project.



Wright Builder's focus on green high-performance construction is not new news, but Melissa, our Director of Sales and Marketing, took a look at what it means to the home owner....

Take a look at our recent Greenbuild Blog @ <https://usgbcma.org/blog/comfort>

COMFORT | By Melissa Caldwell 10/31/2017

I just finished reading "If Only Green Homes Could be Sold like Breakfast Cereal", a blog from Martin Holladay's "Musings of an Energy Nerd". Although a seemingly big stretch from marketing boxed cereal to a green home, Martin says the bottom line is all about acknowledging what's important to the shopper, and their level of interest in whatever the marketer is using to sell the item or service. Holladay noticed that some sweet sugary cereals are sold, touting their 'g of fiber in every serving'. In this instance, the shopper knows what a "g" is and that the grams of fiber content justifies the purchase. Sure, why not! I can eat this mostly non-nutritive cereal and still do something good for myself. Go figure.

So, the quandary for us as sustainable builders is, if shoppers are savvy enough to know what a "g" is on a cereal box, can't we assume they would know what HERS ratings, LEED and ENERGY STAR certification are and what a sustainable home means to your energy savings? No, we can't! What we have found is that home owners don't care as much about green and/or sustainable, as they do COMFORT!

Wright Builders has been known for more than 40 years for its commitment to and execution of green and sustainable building; the use of energy efficient systems including state of the art minisplits, triple glazed windows, double stud walls, HERS ratings below code minimum, ENERGY STAR and LEED Certification. That's all well and good, but what Holladay and others are asking is, what about the comfort! According to Dr. Helen Ryding, only governments care about energy efficiency; homeowners care about comfort. And said differently by the author of "People Don't Care about Energy Efficiency", Leland Teschler says "Energy efficiency just isn't a priority for the vast majority of consumers." 'People are concerned about the predictable matters like the aesthetics of

their homes and comfort." Here's that word again. C-O-M-F-O-R-T! Okay, we can do this. We can talk about comfort first, then sustainable construction and weave the 2 together using any of our sustainable building attributes. Triple glazed windows as an example, now more often used in new green home construction. With these windows comfort equals reduced sound transmission, excellent resistance to condensation problems, decreased relative heat loss resulting in positively impacting your energy bills, security enhancement, as the thicker area will be harder to break in if someone wants to do some property damage, greater energy savings when compared to regular and double glazed windows, and in certain circumstances, installing triple glazed windows is equivalent to upgrading walls and ceilings from R-20 to R-40. That's all about year-round comfort when heating or cooling.

Comfort in a sustainably built home comes in many flavors and connecting the dots between comfort and sustainably built is easy. Lower indoor room temperature fluctuation; low operating costs achieved through ENREGY STAR compliance, low HERS rating and state-of-the-art building envelope design, and satisfaction of knowing that a long-term investment, enjoyed every day is also treading as light as possible on the planet. That all spells C-O-M-F-O-R-T. Here's an idea: Have your marketing materials show beautiful interiors, with lounging happy home owners, comfortable in their new home as a Nor' Easter blows through! With their double stud walls and R-35 wall insulation and triple glazing with a U .17, the windows aren't moving and the curtains aren't blowing in the breeze! And when the power goes out, knowing their home is minimally vulnerable during power outages as these homes hold their temperature for an extended period of time is just another plus. We are enjoying winter! How about you?

Indoor AirPLUS | Healthy Indoor Air Matters

As part of the Indoor airPLUS mission to build healthy and comfortable homes, Wright Builders employs a variety of construction practices and technologies to decrease the risk of poor indoor air quality in their new homes. Construction specifications include moisture and mold control, radon resistant construction, pest barriers, effective heating, ventilating and air-conditioning systems, safe combustion and healthier building materials. <https://www.epa.gov/indoorairplus/benefits-and-features-indoor-airplus-homes>

WRIGHT BUILDERS, INC. IN THE NEWS

USGBC'S GREEN GIANT AWARDS

Congratulations Jonathan Wright and Wright Builders, Inc. Nominated by Charles Roberts of Kuhn Riddle Architects, Jonathan Wright was subsequently selected as one of this year's United State Green Building Councils' **Green Giants**. The Green Giants award program honors the work of trades people, educators, and owners who help build, teach about, envision and fund the green buildings in Hampshire, Hampden, Franklin, and Berkshire

counties. This program is intentionally distinct from other building design awards in its attempt to honor a wider range of participants behind the sustainable building movement in our region. The Green Giants Awards program is sponsored by CET, Center for EcoTechnology.

This award was presented during Western Mass. American Institute of Architects Award Ceremony held this past December.

LEED & ENERGY STAR Certifications keep rolling in!

What's it all mean? The simplest translation is **more comfort, smaller carbon footprint, lower annual energy costs, cleaner indoor air, and often a higher market value.**

For Phase III of The Upper Ridge development at Village Hill, 3 of the Greek Revival townhomes were recently certified as LEED Gold and 1 as LEED Silver, and Westwind certified as LEED Gold. Another home on Village Hill was certified at LEED Platinum. We are on a roll! <http://wright-builders.com/green-living/wright-builders-leed-certified-homes/>

Creating Biophilic Buildings

Reviewed by Jonathan Wright

Jonathan, now as founder and senior advisor of Wright Builders is using some of his time to contribute to the literary side of green building. Jonathan reviewed Amanda Sturgeon's (CEO, International Living Future Institute) recent book, **Creating Biophilic Buildings**, published by Ecotone. Amanda turns her award-winning eye for sustainable buildings towards an emerging design discipline known as biophilic design that creates spaces where people and nature can thrive together as an integrated whole. Find more about Amanda's book here and Jonathan's review: <http://wright-builders.com/2018/creating-biophilic-buildings-amanda-sturgeon/>

KEEPING UP WITH BUILDING TECHNOLOGIES AND TRENDING SUSTAINABLE PRACTICES

Our commitment to our staff's continued education and ongoing understanding and application of sustainable building technologies placed some of our staff at various extracurricular educational events this year; keeping us dialed into the latest developments in sustainable and high-performance construction for residential, institutional and commercial buildings.

The homes in Wright Builders' most recent development projects were constructed with solar in mind and are ready for photo voltaics to be installed by the new owners. This commitment to sustainable construction, and a means by which new home owners can achieve a net zero energy lifestyle, is deeply seated in Wright Builders' company philosophy.

We recently aligned key people within Wright Builders to identify, stay ahead of, and share new knowledge regarding Mass. Building code requirements, including sustainable and renewable building materials and technologies which

assures us that we'll be ahead of, or at the very least, part of best case strategies for green building.

NESEA's (Northeast Sustainable Energy Association) annual Building Energy conference, the Northeast's premier gathering for sustainable design, green building, and renewable energy professionals, provides Wright Builders with an annual opportunity to be amongst some of the savviest and tuned-in builders, architects, and engineers in the country. We will attend the 2018 conference in Boston, in March 2018, taking advantage of the diverse and data driven sessions, and learning about cutting-edge technology from other industry leaders. <http://www.nesea.org/conference/buildingenergy-boston>

Mark Ledwell joined state and municipal officials, academics, community leaders and other business leaders at the Pioneer Valley 100% Renewable Energy Forum in November, to discuss how the Pioneer Valley can move to 100% renewable energy from sources like wind and solar.



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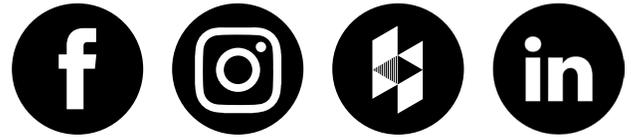


We're taking green a step further with our Newsletter. Sent to nearly a 1000 friends and customers, we thought it time go digital only via Constant Contact. All issues can be accessed from our website at: wright-builders.com/about-us/newsletters

If you'd like the paper version as well, stop by our office at 48 Bates Street and ask for Tammy.

Thanks as always for reading and sharing, and please don't hesitate to send your ideas and comments our way. (info@wright-builders.com).

Find us on Facebook, Instagram, Houzz & LinkedIn.



UPDATE ON HINCKLEY TRACE *Where life's paths cross*

It's hard for us to be believe that barely more than a year ago, this project existed only on paper, and now is home to six families with the last two now under contract. We broke ground in late October 2016 and worked to completion with move-ins this past September!

This project is a small cluster of eight homes in four duplex buildings, close to the centers of Florence and Northampton, and offers a new and esustainable neighborhood living experience. One floor living, with light and ventilation on

three sides, these homes offer the best of mid-century American style, and are designed for passive and active solar performance, which means bright winter light and summer shading. All homes have dedicated outdoor and garage parking, private patios with landscape and planting design that helps provide both privacy and a sense of connection. These homes were offered by Bridget Goggins, LEED AP, Eco Broker | 413 320 6405 | bridget@gogginsrealestate.com | gogginsrealestate.com

