



**BUILT GREEN**  
BUILT BETTER

March 20, 2009

Dear Built Green<sup>®</sup> members, partners, friends and supporters,

Since the mid 1990's, Built Green Colorado has been a leader in the green and energy efficient home building movement, and has in fact helped transform the housing industry. Together we - the HBA of Metro Denver, Built Green Colorado, our members and partners around the state and the nation - have helped shape the industry.

Today we are facing an economy that is extremely challenging for us all. Most recently the Denver Business Journal reported that housing starts in the West are down 59.1% compared to a year ago. And, as you all know, that is only the most recent bad news. Statistics like this only begin to tell the story that we are all experiencing. The financial realities of today's housing market force us to make very difficult decisions.

The HBA of Metro Denver has in fact reached one of those difficult decisions regarding Built Green Colorado: Built Green Colorado cannot afford to operate under its current structure and in its current form.

We will therefore immediately begin a transition that will provide support to our members and the industry while also best preserving future options for Built Green:

1. Built Green Universities scheduled for April 13-14 and 27-28 will proceed as scheduled with a somewhat modified focus:
  - BGU will expand its focus on ENERGY STAR<sup>®</sup> for New Homes, including the building science principles and information on available rebates and incentives.
  - BGU will provide science-based green building principles, in the tradition and spirit of Built Green Colorado and its technical guidelines.
  - BGU will expose attendees to the product and service providers who stand ready to assist in the application of sound green and energy efficient building principles.
  - BGU will provide energy raters valuable training in preparation for the responsibilities of verifying homes not only to ENERGY STAR<sup>®</sup> standards but to any green building program. While attending BGU *will* qualify raters to verify homes for compliance with Built Green, the opportunity to broadly market this qualification may be limited, at least in the immediate future. BGU does not provide reciprocity with other programs for verifier status.
2. Built Green Colorado will transition toward an 'intermission' in operations with the following steps:
  - Effective immediately new builder or sponsor member enrollments will not be accepted.
  - Effective immediately no further annual renewal invoices for existing builder or sponsor memberships will be issued.

- Currently enrolled builders can and should continue to register homes through May 31, 2009. No home registrations will be accepted after May 31. Current builder members and developers who require Built Green of their builders are encouraged to consider what projects they will want to brand entirely as Built Green and submit those registrations by May 31.
  - Any homes registered by May 31 must comply with the program's requirements, including Checklist and verification compliance.
  - In June the HBA will provide pro-rated dues refunds to builder and sponsor members whose enrollment year has not concluded.
  - Effective June 1 Built Green Colorado will enter a period we've come to refer to as 'intermission'.
3. Built Green Colorado and the HBA of Metro Denver will continue as Presenting Partners with EEBA for the 2009 Excellence in Building Conference & Expo in Denver, September 28-30. Excellence in building continues to be what we all strive for, and you are encouraged to take advantage of the member discount at EEBA.org.

Built Green Colorado has been and will continue working hard during this 'intermission' to identify how it can best serve the green and energy efficient building community going forward. As was recently acknowledged in a meeting of the Built Green Industry Leaders, sometimes we have to completely break things down in order to re-build. In the meantime we encourage builders and their trade partners to work together to implement the sound building science principles that Built Green has come to represent, including energy efficient and green building practices.

The HBA and Built Green leadership team is highly hopeful that, at some point in the near future, the credibility and value that has accrued to Built Green Colorado can continue serve the needs of the industry.

Please know that your concerns, ideas and questions are important to us; feel free to contact anyone of us. Thank you for your past and on-going support – it has been and will continue to be invaluable.

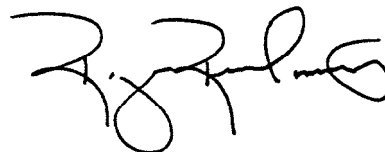
Sincerely,



Kim Calomino, Director,  
Built Green Colorado, 303-551-6733



Traci D'Alessio, Assistant Director,  
Built Green Colorado, 719-339-9639



Roger Reinhardt, Executive Vice  
President, HBA of Metro Denver,  
303-551-6729