

## West Coast Green Early Adopter's Workshop Interview Questions

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1. What inspired or caused you to get involved in green building & how many years ago was that?

This is a long story of my life, but I will consolidate it greatly:

Growing up in the Chicago & metropolitan WA D.C. areas, I was distressed to see the farmlands succumb to housing developments, and at such a rapid pace. Entering the construction industry in 1972, I was appalled at the shoddiness of production construction. For 10 years, I participated in the status quo in construction, however, 5 years into it, in 1977, I got an immersion education in conservation, alternative energy and the dangers of nuclear power.

Living in the shadow of the twin nuke plants under construction at Satsop was the impetus for this new learning that spanned several years. The first year we occupied the Satsop site to try to stop the bad thing. Then, the next two years we rented the Grays Harbor Fairgrounds in Elma and threw The 1<sup>st</sup> and 2<sup>nd</sup> "Northwest Alternative Energy Fairs" The 3-day event was attended by all the schools and was also well-attended by the population in general. We had 50 exhibitors, plus a mock legislative session, a second hand fashion show and healthy food booths. We were the Grays Harbor Crabshell Alliance and learned from each other, from our exhibitors and from Seattle events and people. I would say that these years marked the true beginning of my green building practices.

2. 2 or 3 examples of what do you do to keep you on your edge.

To keep my edge, I keep studying and learning and trying new things. I also listen to what people are saying who tour our homes. I also listen to myself a lot and try to stay away from trends that are strictly promoted by the media for the purpose of wanting us to consume more or the latest fashion in housing. To keep my edge, I also look backwards at traditions in housing styles that make sense.

3. What are the next steps for you to get to the next level?

To get to the next level, I need to get closer than 31 to zero energy home and do it more affordably. I also need to have a waiting list of people who want to buy my homes. If you want to know how I will get there, that is still a mystery!

4. What feelings come up for you when you think of these steps?

Here are some of the feelings I have about my next project and getting to the next level: This is hard! This is scary! This is a challenge and this is what we must do!

5. What are a couple of success stories of bringing along your network to their next level?

I'm not sure what you mean by this question, but here's a shot at it: My painter now prefers using low VOC paints on all of his projects, even when his customer doesn't care, because he says the product actually performs better.

One of my plumbing contractors immediately said YES when I asked him to help us modify a solar hot water system that needed adjustments. He did it under the supervision of a solar expert and in the end will be one step closer to doing his own solar installations.

6. If you were to describe your network as a metaphor that comes to mind...what would it be...?

A network of people that includes realtors, bankers, appraisers, contractors suppliers and buyers that work together in producing green buildings is actually a community that is exposed to new ways of thinking and the individuals help to disburse that knowledge throughout the industry, the same way any new information spreads. A good virus? Mycelium running? Mormon missionaries?!

7. Next steps in working with your network in helping & inspiring them to the next level.

I hope to spend more time with my subcontractors on my next project so that I can make sure they fully understand why we are doing what we do. On the next project, I will be "training" our HVAC sub on how to properly install an HRV. On the last 4 homes, we installed these systems because we weren't happy with the lack of knowledge the contractors had about these systems.

Training realtors, appraisers and buyers is an on-going challenge.

8. Which ones are you most drawn to?

Which group in the network am I most drawn to? I will answer that the group I am most at home with are the on-site workers, however the most important group(s) to be drawn to are the realtors, appraisers and bankers. They hold most of the power.

9. Resources you'd suggest.

There are so many resources available to learn about green building ideas and techniques, that I suggest taking a broad approach: Read web sites such as Rocky Mountain Institute, Passiv Haus, go to conferences such as ACI Inc which

focuses on “house as a system”, go to a conference by ARCSEA (American Rainwater Catchment Systems Association), read as many books as possible and talk to your subs and suppliers.

10. Anything else you'd like to tell me that I haven't asked?

We can never be done learning about how to build in a more environmentally friendly way.