

A Letter from the Publisher



It is with great pleasure that we present the first edition of **WHO'S GREEN 2006**, the preeminent resource for determining who's who in the field of green building. It is our belief that this small publication will prove to be a valuable tool for developers, building owners and professional practitioners hoping to identify the best expertise in sustainability across the United States and Canada.

Working on the first volume of this series has proven to be a daunting task – difficult as it is to judge true expertise. We did our best to sift out organizations that are truly producing exemplary work, from those merely seeking a quick marketing advantage now that being green is part of the mainstream. Each organization listed in the publication filled out an application form to document its experience – and each entity was investigated by our expert staff to find corroborating evidence. Listings are free in *Who's Green*, so no organization can buy its way into our publication. Since almost anyone can become a LEED Accredited Professional, and marketing

firms are becoming more savvy related to this field – it is becoming more difficult to determine true experience from hype. We hope to cut through this fog – with each edition of *Who's Green*.

It is important to note that *Who's Green* is not a directory of products – there are enough organizations focused on those issues. *Who's Green* is about individuals and organizations only. You will see a few select ads for green building materials in the directory, from our sponsors, who have also been carefully screened to avoid greenwash. There is nothing worse than an environmental publication with ads for gas guzzling SUV's in them. Only product ads we support are included in this directory.

We are the first to admit that the 2006 edition of *Who's Green* is incomplete. Despite our best efforts there will be dozens of well-deserving organizations not listed. For this we apologize, and we hope that these firms contact us at www.whosgreen.com and send in an application to be included in the 2007 edition. We are content in the knowledge that each year *Who's Green* will improve and become more complete. We ask for patience and understanding in this quest. In 2007 we will be adding new categories, such as Green Builders and Landscape Architects, that are not represented in this issue.

In addition to the resource lists, there are several other key features to be found in this publication. The first is a great cover story, featuring interviews with David Lake of Lake Flato Architects, and Steve McDowell of BNIM Architects pertaining to the design of the new School of Nursing and Student Community Center at The University of

Texas Health Science Center at Houston – a highly green and beautiful structure.

Also, of note, is the Living Building Challenge described near the back of the book, where we hope to inspire project teams to go beyond LEED Platinum to truly sustainable levels of performance, along with all of Ecotone's exciting catalog titles that are each highlighted.

Please enjoy this book and use it to find talented architects, engineers, consultants and more around the United States and Canada- and if you're not listed and should be, help us correct that by the next issue.

Jason F. McLennan
CEO Ecotone Publishing