

WATTWORKS

Energy Efficiency Newsletter

April 2009

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The month of April is shaping up to be a pretty busy month! It's exciting to see so many events centered around Earth Day. So many, in fact, that we have started calling April **Earth Month**. I put together a list of a few of these events coming up that I thought might be of interest to you. So get out there and enjoy some eco-fun!

SATURDAY, APRIL 18TH, 9AM-5PM BODHI'S EARTH DAY CELEBRATION

Special areas throughout the Zoo will feature local conservation and wildlife organizations that will share their earthly knowledge through interactive exhibits. Be sure to visit the Asian elephant Bodhi as he celebrates his 5th birthday! Then, visit My House at Habitat Hollow, a storybook house focusing on conservation.

Columbus Zoo and Aquarium

9990 Riverside Drive, Powell, OH 43065 (614) 645-3550
REGULAR ADMISSION RATES APPLY, FREE TO MEMBERS



SATURDAY & SUNDAY, APRIL 18TH & 19TH PICTURE THIS EARTH DAY 2009

DAY 1

Picture this: thousands of central Ohioans working together with shovels in hand planting trees, cleaning the banks of our scenic rivers, removing non-native species from parks, establishing vegetable gardens in communities, and otherwise beautifying the city we call home. **Worksites throughout central Ohio.**

DAY 2, 12-7PM

Then picture this: a pedal powered photo pavilion, green living workshops, kids' activities, booths for every environmental organization you can imagine, Mayor Michael B. Coleman, great music from local favorites including Two Cow Garage, cold beer, good food and more. **Goodale Park.**

Volunteer registration and details at WWW.PICTURETHIS09.ORG

Featured Product



Cold Cathode Bulbs

Looking for an alternative to incandescent bulbs but

WEDNESDAY, APRIL 22ND, 10AM-2PM THE GREEN FAIR

The Ohio State University at Newark is hosting a Green Fair! They are inviting organizations and businesses to set up tables and offer information on environmental issues and sustainability, as well as environmentally-friendly products. Guest speakers and live music. At the **Newark campus of The Ohio State University** (only 30 minutes east of Columbus). For directions, [click here](#).

have been disappointed with the quality of most compact fluorescent bulbs? Cold cathode bulbs last 3x as long as CFLs, use half the energy and contain a fraction of the mercury! They come in dozens of shapes and sizes to fit you needs.

What is a Cold Cathode bulb?

A cold cathode is a tubular light that works by using a high voltage to pass an electrical current through a gas or vapor, just like a neon sign.

Cold Cathodes use 80% less energy than an incandescent bulbs:

- 3W equivalent to a 15W
- 5W equivalent to a 25W
- 8W equivalent to a 40W

Features:

- Dimmable
- Warm White, 2700K
- Available in candelabra or standard base
- 25,000 Hour Life
- Suitable for indoor or outdoor applications
- 1/10 the mercury of a CFL
- Three year warranty



Shapes:

- Standard A-shape
- Flame-tip
- Torpedo
- Globe (G20, G25, G30)
- R20 and R30
- Par 30 and Par 38

Available in Clear, Frosted or White

WEDNESDAY, APRIL 22ND, 11AM-6PM EARTH DAY-SCARLET, GRAY AND GREEN FAIR

The 2nd Annual Scarlet, Gray and Green Fair where the theme is "Green is for Life!" Visit over 75 environmentally focused exhibitors, enjoy cooking demonstrations and watch local schools compete in a variety of competitions. Recycling services will be on hand collecting office electronics, documents for shredding, fluorescent light bulbs and cell phones. Parking and admission are free. **OARDC Wooster Campus.** [Click here](#) for more details.

THURSDAY, APRIL 23RD, 7-8:30PM SUSTAINABLE WESTERVILLE MONTHLY MEETING

Sustainable Westerville is hosting an event with Andrew Boatright, Westerville Electric Utility Manager, and Don Hall from Watt Works. They will talk about the launch of the SmartGrid and Solar Power for Public Power Utility Consumers pilot project. **Westerville Electric Division, 139 East Broadway Avenue, Conference Room.** More information, go to www.SustainableWesterville.org

SATURDAY, APRIL 25TH, 11AM - 4PM EASTON'S "GOING, GOING GREEN"

Join Easton Town Center and local organizations for this environmental awareness event and learn how to "think globally" and "act locally." A stage on the Square will host musical performances. Bring the kids for interactive activities! **Easton Town Square, 160 Easton Town Center**

➔ How Do You Build a Better House?

by April Kasun, Sales Manager at Watt Works

It's so obvious when you hear Roger Beck, www.greentechconsultants.com, explain how he built the highest LEED rated home in Ohio. You properly seal and insulate the home, you install energy-efficient systems and appliances, you use renewable energy and sustainable materials. We already know this, right? So why aren't all homes built this way? I was struck with this question as I sat down to discuss what made the house Roger Beck and his 2007 Home B.A.S.E high school class built so much better than every other home built in the state of Ohio.



First of all, I should explain what I mean by "better". This home, located at 258 N. 21st Street, in the North of Broad neighborhood of the King Lincoln District of Columbus, just received the highest Leadership in Energy and Environmental Design (LEED) rating ever awarded to a residential property in Ohio by the United States

Price:

\$14.95-\$22.95 each
depending on shape and
wattage

To buy, stop by our
showroom at 1078
Goodale Blvd. in
Columbus, or [click here](#) to
buy online.

(Not all shapes and wattages are
available online. Call for 614-458-
1162 for more info)

Showroom hours:
12-7pm Monday-Friday
12-5pm Saturday

Additional Energy Efficient Products from Watt Works

[LED Lighting](#)

[Home Power Cost
Monitor](#)

[Kill A Watt](#)

[Lexin Heating Panels](#)

[Geothermal HVAC
Systems](#)

Watt Works is proud to be
a Lighting Facts LED
Product Partner and to
sell Energy Star products.



Green Building Council rating system - Platinum. Which means this house will have lower energy and water bills, reduced greenhouse gas emissions and fewer problems with mold, mildew and other indoor toxins. And not only that, it also received a Home Energy Rating System (HERS) rating of 28 - meaning is 72% more efficient than the average home built today. Better indeed!

Roger Beck began building houses in 1996 as part of the curriculum for Home B.A.S.E. (Building Academic Skills and Experiences). Home B.A.S.E. was a unique educational initiative created at a central Ohio High School to change public education in America. Home B.A.S.E. was not a vocational construction program. By creating a cohesive student/teacher/parent learning community, the program integrated the subjects of senior year (English, Government, and Technology Education) through the powerful and emotionally engaging event of building affordable housing for America's working urban families.

Eventually, Roger's interests led him to investigate more sustainable, environmentally friendlier options for building homes. He found Betsy Pettit, president of [The Building Science Corporation](#). With their help and the help of Josh Lloyd, an intern architect at [Phillip Markwood Architects](#), Roger gained the knowledge needed to build this home, and in 2006 he was able to launch the project.

Every detail from the foundation to roof was carefully planned. Roger discovered that the original house on that site had been built sometime after 1916 and had been torn down in 2000. He was determined that this house would last far longer than the first. To accomplish this, the home had to be built durable materials. For example, the recycled metal roof, from local company [Dimensional Metals](#), should last at least 60 years. The siding, which looks like wood but is actually fiber cement siding, is one of the most durable and resistant materials there is for a home's exterior. It is insect-proof, fire-resistant, moisture-resistant, and is not prone to warping or cracking - and it comes with a 50 year warranty.

Roger incorporated advance framing techniques to minimize waste, took extra steps to properly seal the home to avoid air and water leaks, installed triple pane windows, solar PV and solar thermal systems, a 97% efficient furnace and, of course, used cold cathode and dimmable LED lighting from [Watt Works](#). For a complete list of technologies and techniques used, see the homes website: www.homebase07.blogspot.com.

The result - a comfortable, efficient home that will last for hundreds of years. He built a better house with better materials. It's refreshing to know that there are those willing to take the extra steps to leave a legacy. Roger Beck and his students built this home to prove that houses aren't disposable. He hopes that this house will last 200-300 years.

Would you like to tour the home? Roger's partner in the project, The Columbus Housing Partnership, will be setting up tours in the next month. See the home's website for more details: www.homebase07.blogspot.com.

More information regarding the products mentioned in this newsletter can be found on our website at www.wattworks.com. Products can be purchased online, by phone at 614-458-1162 or in our Columbus store.

SALE
\$99

Try the best in LED lighting at a special price! This month only, buy the LR6 LED downlight module for only \$99 - a savings of over \$25 off our retail price!

The LR6 fits into existing 6" recessed cans, lasts 50,000 hours, uses 85% less energy, is dimmable and comes in warm or cool white. Call, [click](#) or stop by for more details.

In-store only. Limit 1
Offer Expires: 4/30/09

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