

# Go Green with Gurtz!

Gurtz Electric Co. (Gurtz) has always recognized the importance of investing our time, money and effort to pursue endeavors that proactively strengthen and broaden the firm's value to our customers, our employees, our families and the communities we work for. The importance of **GREEN** construction, technology, materials and behaviors continues to grow throughout our industry and the world at large. We believe strongly in this initiative and we invite all of you to [Go Green with Gurtz!](#)

Some may ask, "What is 'green building' anyway and why should we go green?" "Green building" refers to the design, construction and operations of buildings that are environmentally responsible, profitable and healthy places to live and work. As a contractual requirement on many past and current Gurtz projects, we have provided electrical installations following the basic requirements of the Leadership in Energy and Environmental Design (LEED) Rating System. But, we want to do more. There are a host of environmental and humane reasons to go green. Those reasons are written and discussed daily in the media. We also see many positive business opportunities from the economic, financial, profitability and marketing viewpoints. Certainly, we recognize that there is an added initial cost to go green. But, our initial investment will pay back overtime as a result of energy cost savings. Further, we believe the marketplace and our customers will recognize our extra efforts in the green building movement, providing yet another area that will help differentiate Gurtz from the 'rest of the pack' during the subcontractor selection process. So, we consider going green a smart move for many sound reasons. As a leader in the electrical contracting business, Gurtz is committed to become a role model in green building.

Following is our current action plan developed to advance our efforts in green building:

- As of April 2008, Gurtz has become a member of the U.S. Green Building Council (USGBC), a non-profit organization committed to expanding sustainable building practices. Members includes building owners and end-users, real estate developers, facility managers, architects, designers, engineers, general contractors, subcontractors, product and building system manufacturers, government agencies, and nonprofits.
- Promote green building practices jointly with the National Electrical Contractors Association (NECA). Like Gurtz, NECA has also recently joined the USGBC and together we are supporting the green movement throughout our industry and NECA membership.
- Become knowledgeable with LEED certification and accreditation requirements. Encourage employees to obtain LEED AP certification. As a member of the USGBC, all full-time employees of Gurtz have access to online member resources and discounts on the USGBC website.
- Pursue and evaluate a supplemental solar power system for Gurtz home office and seek other green opportunities for the existing Gurtz home office building.
- Identify guidelines and practices that will promote green behavior throughout the Gurtz workplace and our jobsites.
- Identify and improve green recycling practices at the home office, warehouse and at our jobsites.

Again, we ask everyone to join this important campaign and to [Go Green with Gurtz!](#)



Frank Gurtz  
President and CEO