

editor's note



AS I LISTENED TO BILL CLINTON DELIVER THE KEYNOTE ADDRESS AT THE RECENT GREENBUILD CONFERENCE, I couldn't help but think about how much I could charge for tickets for a conversation between Clinton and Dan DiMicco, CEO of Nucor Steel.

While Nucor under DiMicco has been a huge proponent of a strong and sustainable environment (and has some notable green success stories), DiMicco is a huge opponent of the Kyoto Protocol. As I understand his objection, the problem with Kyoto is it has the effect of increasing the cost of U.S. manufacturing. As a result, a certain percentage of U.S. manufacturing will move offshore to places like China, where the factories produce more than nine times as much pollution. Therefore, in an interesting twist, the net result of Kyoto is not just a drain on the U.S. economy, but also a net increase in carbon emissions worldwide.

Clinton presented an opposing viewpoint during his presentation. He believes that reducing energy consumption and greenhouse gas emissions actually makes U.S. manufacturing more competitive and will have the result of bringing more business to the U.S., therefore further reducing carbon emissions worldwide. To make his case, he uses Denmark as an example of where strong environmental regulations have spurred economic growth.

Ever the pragmatist, Clinton stresses that the sustainability movement needs to be "operationalized"—that sustainability can't be presented as "a bottle of castor oil but also must have an economic benefit." As part of his "Greening America's Schools" program, his foundation is providing seed money to show that operation savings will pay for green retrofits, that the cost to make a building more energy-efficient is more than offset by the savings that result from that energy efficiency. "In 18 months, people will accept that buildings should be energy-neutral. Within five years, we'll be talking about energy-positive buildings."

During the same session in which Clinton spoke, George David, CEO of United Technologies, pointed out that "going green doesn't cost more, it saves money." I like that approach. At *Modern Steel Construction*, we've taken a similar approach. We use soy-based inks because they're not only environmentally sensitive, but also economical. We're thinking about switching to a recycled paper stock not just to help the environment, but because it's also 9% lighter, which will reduce our postage costs. We've introduced a digital edition so people who don't want a paper copy can read the entire issue (ads included) online at www.modernsteel.com.

Likewise, the digital edition means less fossil fuel consumption from shipping the magazine.

Our parent company, AISC, has taken green even further. Our offices use energy-efficient lighting and we have occupancy sensors on the light switches. Offices all have recycling boxes. As a benefit, AISC offers its employees the opportunity purchase public transit cards with pretax dollars—and more than 96% of AISC's headquarters staff commutes by public transportation. We've moved to using eFax (where our faxes come to our Outlook inboxes) instead of paper faxes. We've introduced ePubs, where members can access *Engineering Journal*, design guides, and about 15,000 pages of technical information online rather than purchasing paper copies that need to be printed and sent through the mail. We don't print out and store membership applications and subscription renewal forms; instead we accept electronic files that we store on our servers—no paper needed (an economic benefit not just from less paper use, but also from less printer maintenance and supplies). And, of course, we're trying to make NASCC: The Steel Conference as green as possible (more on this in the coming months).

Of course, we're not alone. Steel mills have reduced energy consumption and greenhouse gas emissions by more than a third. A number of fabricators have re-lamped for energy efficiency and are looking to incorporate daylighting into their shops. Recycling is de rigueur. In fact, there's even a session at the upcoming Steel Conference (April 3–5 in Nashville) called "Greening the Shop"—visit www.aisc.org/nascc for more information. (And talking about recycling, steel of course is the most recycled material in the world and all of the wide-flange rolled in the U.S. uses more than 95% recycled material. Steel is recycled, recyclable, and reusable.)

What are you doing to be green at your company? Drop me an email at melnick@aisc.org or log on to www.modernsteel.com, click on "reader feedback" and post a comment to start a conversation.

SCOTT MELNICK
EDITOR

MSC

MODERN STEEL CONSTRUCTION

Editorial Offices

One E. Wacker Dr., Suite 700
Chicago, IL 60601
312.670.2400 tel
312.896.9022 fax

Editorial Contacts

EDITOR & PUBLISHER
Scott L. Melnick
312.670.8314
melnick@modernsteel.com

MANAGING EDITOR
Keith A. Grubb, P.E., S.E.
312.670.8318
grubb@modernsteel.com

ASSOCIATE EDITOR
Geoff Weisenberger
312.670.8316
weisenberger@modernsteel.com

AISC Officers

CHAIRMAN
Rex I. Lewis
VICE CHAIRMAN
David Harwell
TREASURER
Stephen E. Porter
SECRETARY & GENERAL COUNSEL
David B. Ratterman
PRESIDENT
Roger E. Ferch
VICE PRESIDENT
John P. Cross, P.E.
VICE PRESIDENT
Louis F. Geschwindner, Ph.D., P.E.
VICE PRESIDENT
Roberta L. Marsteller, P.E.
VICE PRESIDENT
Scott L. Melnick

Advertising Contact

Account Manager
Louis Gurthet
231.228.2274 tel
231.228.7759 fax
gurthet@modernsteel.com

For advertising information, contact Louis Gurthet or visit www.modernsteel.com

Address Changes and Subscription Concerns

312.670.5444 tel
312.893.2253 fax
admin@modernsteel.com

Reprints

Betsy White
The Reprint Outsource, Inc.
717.394.7350
w.betsy@verizon.net