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Interview with Renee Loveland, Gerding Edlen, 2010 (audio)

Renee Loveland

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Interviewee: Renee Loveland

Interviewer: Jena Orr

Date: 11/17/2010

Location of Interview: Gerding Edlen corporate office in Portland, OR

Research Assistant: None

Interview Series: Sustaining Northwest Landscapes & Communities

Recording Equipment: Digital Recorder (Windows Media Audio File) with and External, Omni directional microphone

- 1) 00:29 How long have you lived here in Portland?
 - a. Since she was 11, moved from Southern California. Considers herself a native Oregonian. Lived in Paris for 5 years for college.
- 2) 01:20 What inspired you to go to Paris for college?
 - a. Traveled to Paris during a summer in high school, met a gentleman and went back for school to be with him.
- 3) 02:36 What got you into sustainable practices?
 - a. Started with Gerding Edlen as a part time receptionist when the company was first starting out. Grew with the company, and found herself responsible for understanding sustainable building practices, educating property owners etc.
- 4) 05:18 What is your definition of sustainability?
 - a. Being conscious and aware of the impacts our choices have on the natural environment.
- 5) 06:50 Do you practice sustainable actions in your home as well as at work?
 - a. Yes. Just started a garden. Has always recycled, donated to Good Will, limits wastes, composts, own energy efficient appliances, etc.
- 6) 08:25 As the Development Manager of Gerding Edlen Sustainable Solutions, what are your duties during a typical week?
 - a. Tracking information, project management, working with clients, business development, internal knowledge sharing of incentive programs, meetings.
- 7) 10:24 How many projects do you typically work on at one time?
 - a. Has been as many as 20 LEED projects at one time. Now fewer due to economy and shift in company practices.
- 8) 12:30 What was your inspiration to become a LEED Accredited Professional?
 - a. To be recognized in the broader community, and to really understand the LEED program and how to design and achieve sustainable projects.
- 9) 15:05 As a LEED Accredited Professional, you obviously have a good understanding of LEED certification and their practices. Do you think there are any changes that need to be made?

- a. Yes. The problem is that there are so many different types of buildings and projects that don't fit under the one standard. They are evolving the LEED program as problems are found. Now the main problem she sees is multi-family high-rise property retrofitting.
- 10) 19:34 What do you think is the best part of the LEED program? What makes it special?
- a. The LEED program causes builders to really look at the sustainability of the building, and start from the beginning looking at practices they may not have otherwise. It has caused the evolution of Gerding Edlen to look at sustainable building practices as well.
- 11) 22:51 You used the term "Living Building". What is a living building?
- a. A building that sustains itself, and lives within its energy and water footprint. Recycles and cleans its water. Considers the materials used in the building as well as the aesthetic beauty of the building. Much more stringent requirements than LEED. Use a pedal system that resembles a flower. There are many companies around the country working on building focusing on one or two of the pedals, but Gerding Edlen is working on the Oregon Sustainability Center that will focus on all of the pedals.
- 12) 25:27 If you were to choose a single sustainable building practice, which one do you think is the most important?
- a. Energy and water is a common focus in sustainable building practice.
- 13) 28:05 Through my research, I saw that you won the Better Bricks Advocate award in 2008. What specifically did you do to be nominated for this award?
- a. Had been doing work to make the teams consider sustainable building practices. Also working with the local business community and department of power and water to share the successes in sustainable building to show that these practices can be done in their community as well.
- 14) 30:48 Did receiving this award make any changes to your career?
- a. Gave her validation that was personally gratifying. May have changed the perceptions of others about the work that she does. No major changes in her career though.
- 15) 31:45 What is your proudest achievements in your personal life or career?
- a. Going to college and doing very well. Her children and having raised them as a single parent for a time. Being a professional at Gerding Edlen and being part of their amazing team.
- 16) 34:00 What are some of your persistent challenges in your career?
- a. The work is very challenging, with a constant need to push the envelope to make a more sustainable building while considering costs and performance. Also, communicating properly with the community and property owners in a way that they can both be profitable and also have a sustainable building.
- 17) 35:32 Please tell me about any projects that your company has in the near future that hold a special place in your heart?
- a. The Oregon Sustainability Center for the Living Building challenge. Is significant for Gerding Edlen, the City of Portland, as well as the state of Oregon. A project that is

combining the latest and greatest ideas all together for one building. Also the financing of energy efficient projects through their relationships with the investor community. This has helped to shape their understanding of financing of projects to help owners. Envision in the future financing for new and improved energy efficient practices to increase their use and efficiency.

18) 38:19 That is all the questions that I have for you, is there anything else you would like to add?

- a. No, Thank You for the opportunity to participate in this project.