

GREEN BUSINESS QUARTERLY

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USGBC
MEMBER ISSUE

Contractors & Builders
Distributors
Consultants

Cambridge CM, Inc.

Forward-thinking management, design, and construction firm
invests in technology and staff to create sustainable structures



PLUS

A LOOK AT USGBC'S NEW HEADQUARTERS—
LEED V3 PUT INTO ACTION



CONTRACTORS & BUILDERS

Commercial and industrial heating, ventilation and air conditioning

LOCATION:
Philadelphia, PA

USGBC MEMBER SINCE:
June 2008

YEAR FOUNDED:
1954

EMPLOYEES:
70

Energy-efficient air-conditioning equipment on Tasty Baking Company's rooftop in Philadelphia.



EDWARD B. O'REILLY & ASSOCIATES

BY SARAH LOZANOVA

CONCERN FOR CLIMATE CHANGE AND VOLATILE energy prices have boosted interest in and demand for energy-efficient and environmentally friendly heating, ventilation, and air-conditioning systems. As leaders in the green movement within the HVAC industry, Edward B. O'Reilly & Associates, Inc. has expertise in implementing sustainable mechanical services and indoor environmental solutions.

The company has worked on six projects seeking LEED certification from the USGBC. Edward B. O'Reilly & Associates also has experience installing HVAC units that compliment geothermal energy systems.

Conte Luna Foods in Norristown, Pennsylvania and Saint Andrew's Church in Newtown, Pennsylvania are examples of this.

In 2008, Edward B. O'Reilly & Associates and its service group, Edward B. O'Reilly Servicing Corp., became 1 of only 17 GreenStar-certified companies in the United States. This designation by the Mechanical Service Contractors of America honors companies who demonstrate an exceptional commitment to sustainable mechanical service. "We are the only GreenStar company in Philadelphia," explains Add Anderson, sales manager for Edward B. O'Reilly. "People are very aware of being

environmentally safe, and customers are happy that we have this rating."

Thorough knowledge of mechanical systems and energy management yields a variety of choices for clients. "We like to give the customer some options for what they can do with existing equipment or new equipment to have sustainable services incorporated with green procedures," says Anderson. "We try to think outside the box with certain things we do. Just like motion detectors turn lights on and off, you can literally have air conditioning in a particular part of the building turned down when not being used."

PROJECTS

Edward B. O'Reilly & Associates has installed HVAC systems for six projects seeking LEED certified including:

- University Crossings, Chester, Pennsylvania – This multiuse building will contain apartments, a hotel, a restaurant, office space, and a police substation.
- Tasty Baking Company, Philadelphia – The state-of-the-art project includes the Tastykake bakery and an office building for its corporate headquarters.
- 777 South Broad, Philadelphia – This cutting-edge building has a glass and brick exterior and will feature 146 loft apartments and retail space.

Mounting concern for climate change and rising energy costs has changed the trade considerably. “The industry has definitely become more environmentally aware in the last 20 or 30 years, just like you and I have become more environmentally aware in recent years,” says Anderson.

There are numerous benefits from the use of environmentally friendly HVAC systems, including improved indoor air quality, greater productivity, and increased energy efficiency. “There is a bigger upfront cost, but that percentage is going down,” explains Burr Daly, the chief financial officer for Edward B. O'Reilly. “That payback period is getting shorter and shorter.” Further innovation, such as Building Information Modeling (BIM), will continue this trend.

BIM generates and manages data to boost overall building performance and assists in design. “In construction, there are always mistakes that are made,” says Daly. “If you can anticipate with a computer system exactly how things go together for all the trades, then it will be a lot more efficient. It will in fact become part of the green building equation. It's the future for us.”

The company is also employing innovative means to be green internally—a majority of the company volunteers for a green committee that makes internal sustainability improvements. “We wanted to get everyone in the company involved as much as possible,” explains Daly. “It turned out that we had about 75 percent of the company volunteering. We have a dispatcher named Angie Yeager who took charge of recycling all the paper generated and she donates it to her church. Our IT guy, Dave O'Brien, volunteered to encourage people not to print on paper in the first place. We got various suggestions, a majority of which we used.”

In an economic climate where many companies are cutting corners, Edward B. O'Reilly & Associates is unwilling to waver on providing top-notch products and service. “There are a lot more bidders showing up for jobs,” says Daly. “Sometime, there are two to three times as many bidders. Some companies have cut their quality or cut their prices more than they can sustain. We haven't gone ahead and done that because we plan to stay in business for a long time and we're continuing to deliver a quality product.” GBQ



30 W. Highland Ave
Philadelphia, PA 19118
215-242-8100
215-242-8423 (Fax)
www.eboreilly.com