

Coming next Sunday

healthy

Good stuff

Arnie and Reva Miller are selling a world of products aimed at promoting a healthy mind, body and soul. They operate Simply Natural, an online business based in Hooksett that specializes in selling macrobiotic foods and an array of products.

► Next Sunday



stranger-safe

Kids love them

Debby Yennaco, owner and designer of Lit'l desi9s, is shown with her children, Jalen, 6, Bayla, 2, and Aidan Peretz, 9, in their organic cotton Lit'l desi9n T-shirts, which she created in earth-friendly ink.

► Next Sunday

farm-fresh

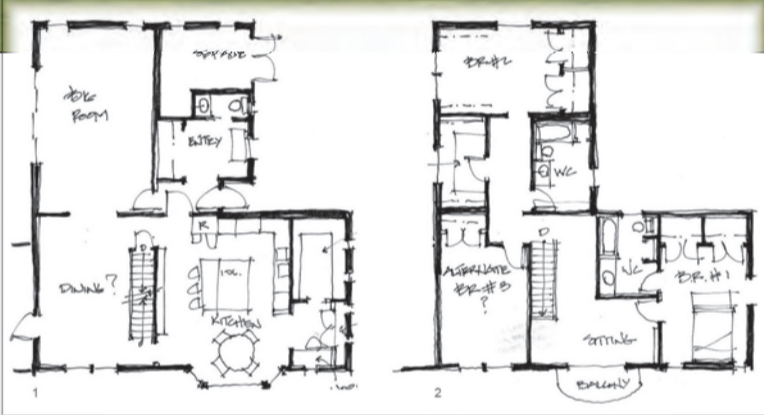
Where is that food from?

More people want to know where their food is coming from these days, so Kathy Gallant is making sure the meals she serves at her Exeter restaurant start at local farms. "We get our food as close to home as possible," said Gallant, owner of Blue Moon Evolution.

► Next Sunday



Chris Carley of C.N. Carley Associates Architects & Planners serves both commercial and residential clients in New Hampshire. He has developed a program called Archisketch that allows his firm to take on many small-scale projects that in the past would have been cost-prohibitive. Shown at left is an artist's rendition of the final addition to the home shown below, with the floor plan developed by Carley.



# For this architect, no job is too small

◆ **Face-to-face session:** Architect Chris Carley no longer has to turn people away and helps green-thinking clients design small-scale sustainable projects using a service he calls Archisketch.

By LEWELLYN HALLETT  
Special to the Sunday News

CHRIS CARLEY of C.N. Carley Associates Architects & Planners began practicing architecture in the late '70s in the midst of the Arab oil embargo and the energy conservation movement. Energy efficiency and environmental impact have always been elements of his

work. What's new in the last five years is that clients are increasingly aware and concerned about these issues, too. "The spotlight on global warming has changed clients more than designers," said Carley. "As designers in the marketplace, we can only design what the client is willing to pay for. We can have some influence and give advice, but in the end the client decides what he wants to build, and that's true in commercial or private settings. Now clients are much more receptive to suggestions and even take the lead in asking for sustainable or green design." C. N. Carley Associates serves both commercial and residential clients. Over the years, people with projects such as additions, remodels, and small home design have come seeking professional help to implement their ideas. But it was difficult to provide small-scale services that were

affordable to the client and profitable to the firm. Many were turned away. Carley did not like turning away business or seeing folks go without help they needed. So he developed his Archisketch™ service and registered the name as a trademark. Archisketch clients bring in their ideas, measurements, and rough sketches, and sit with an architect to develop a design using 2-D and 3-D tools. Much of the work is done right in the face-to-face session, with perhaps some tweaking and follow-up. The firm cuts out hours of drawing time, and the client walks away with a workable design on paper that he can show people, including his contractor. The cost is usually \$500 to \$600 per three-hour session. Sometimes more than one session is required. Carley explained that there are basic elements that will make the project more sustainable and economical.

The first question is usually "Where is the sun?" It is important to consider light, heat gain, and the movement of the sun compared to daily activities in the building. This is a good start to organizing any project. Though there are various technologies for generating energy such as solar cells or geothermal systems, and gizmos that will retrieve heat, the greatest gain in energy efficiency and economy comes from the outside of the building, or the "envelope." "As long as there have been buildings, the purpose has been to separate humans from the weather," said Carley. "It's not new or glamorous, but it's the key to the building's efficiency." Many New England wood-frame conventions are not typically efficient. For example, fiberglass blanket insulation shifts

► See Architect, Page H2

# Slash your grocery bill while going green

◆ **Reduce your footprint:** Here are some ideas to put in place while at the supermarket so you can lower your costs and help Mother Earth.

By TERRI BENNETT  
McClatchy Newspapers

We're all looking for ways to cut down on our bills. Grocery shopping is a necessity but there are ways to lower your costs each week while lowering your eco-footprint. Here are my top five ways to do your part for the planet and your pocketbook.

**No. 1: Stock up on green cleaners.** When you create a green cleaning kit with baking soda, white vinegar, borax, and hydrogen

peroxide, you have all you need to clean everything in your home. And, it's just a fraction of what it'll cost you to buy store-bought household cleaners. For instance, a 76-ounce box of Borax can produce 19 gallons of mold and mildew cleaner. You would need to buy more than 150 16-ounce bottles of store-bought cleaners to produce the same amount.

**No. 2: Do the prep work yourself.** A few extra minutes in the kitchen really can save you a few bucks each week. If your family

eats a lot of chicken, buying the chicken whole or with the skin on, will bring immediate savings. Boneless and skinless chicken breasts cost about \$4.99 a pound. Compare that to chicken sold with bone and skin that's priced around \$1.99 a pound. You could use the savings to buy organic chicken and feel good about serving your family a healthier piece of poultry. Also, instead of buying fruits and veggies that have been cut and peeled for you, do the work yourself and pay half the price.

**No. 3: Buy in bulk.** You know those individually packaged crackers, cookies, or other snacks? You'll probably want to ban

them from your home after finding out the true cost of convenience. Plus, the packaging on those small items is usually tough to recycle. Your best bet is to go big when it makes sense. My family loves those popular cheese crackers. The big box of them costs \$3.79 or \$0.28 an ounce. If you get them in the individual size, it costs \$0.40 per ounce! That's a \$0.12 savings on every ounce.

Instead, put the crackers from the large box into a small reusable container that your child can bring to school.

**No. 4: Shop in season.** Shopping in season for produce is smart for you, your pocketbook, and the planet. When you buy

foods at their peak, they aren't being shipped around the world to arrive at your grocery store. That means they're usually much more affordable than at other times of the year. If you're not sure what's in season where you live, check out DoYourPart.com/Columns for more information.

**No. 5: Do what grandma did.** When you spot organic fruits and veggies on sale — buy up! Then, you can do what our grandmothers did by preserving them. Whether you freeze, can, or dehydrate your foods — you'll have the next best thing to fresh, organic produce for a time when you'll want them and they are no longer in season.

# Baskets of NH goodies for gifting and going local

◆ **All made locally:** Chichester woman has been designing gift baskets for every occasion for the past 10 years.

By LEWELLYN HALLETT  
Special to the Sunday News

Dana Sonia of Chichester was browsing Yankee Magazine and noticed the variety of New England products within those pages. She jotted down a list on an envelope, tucked it away and forgot it — until she was ready to start her own company.

Then that list became the inspiration for Gift Baskets by Your Design, featuring New Hampshire-made products.

That was 10 years ago. Since then, she has been designing personalized gift baskets for every occasion and enjoying her relationships with local vendors.

"I focus on New Hampshire," Sonia said. "If it's not made here, then I'll look further. But each product has its story, and those stories are my inspiration. If I ordered from out of state, I'd never hear those stories. Plus, with each basket I can support at least five New Hampshire businesses."

Sonia saves gas and shipping as well, because she can pick up the products she needs on her daily rounds of errands and deliveries. She hand-delivers

throughout New Hampshire because, well, she can. It's an additional personal service that many gift companies don't provide, and she enjoys it.

She also looks for green and organic products and is continually amazed at the variety of products made (not just labeled) in New Hampshire. She recently discovered plastic bags made locally from recycled water bottles.

She buys from local farms that raise their own ingredients and from businesses with green practices. She has applied for a liquor license because of the many requests for wine baskets. Soon she'll be frequenting New Hampshire vineyards.

Gift Baskets by Your Design has a retail location for production and shipping, but it's not a walk-in gift store. That's as Dana likes it. She prefers not to stock ready-made baskets or large quantities of products.

How does she know what should go in a basket before she confers with the customer, and how could she guarantee freshness? She buys quantities of items specific to the orders she is filling, though she can also prepare hundreds of baskets at a time.



COURTESY

Dana Sonia uses these New Hampshire products and more in her Gift Baskets by Your Design. The products pictured represent 12 different NH businesses or families.

This successful one-woman business began when Sonia lost her corporate job in 2001. She was newly remarried, with a new house, a new car to transport her to a job she no longer had, and with plans to have more children. Once she recovered from the shock, she decided she'd never work for anyone else again. She prefers to be her own boss so that she always knows where she stands.

Her field was customer-

service management, and she wanted her own business to focus on serving the customer. Gift baskets are the ultimate people-pleaser, and she had that wonderful list of local products to incorporate.

She contacted New England gift basket companies to ask about the nature of their businesses. Of the two that responded, one was located on Martha's Vineyard and invited Sonia to visit. She and the owner hit it off, and since

that owner was ready to phase out, she sold her inventory to Sonia for a song. They loaded it all into Sonia's truck and suddenly, she was in business for herself.

Gift Baskets by Your Design grew slowly, and Sonia has not incurred any business debt. Her conservative, local approach to inventory reduces cash outlay, as does her selectivity. There are so many cute gift items out there, and she gets lots of suggestions, but unless she can

use a product in multiple types of baskets, she passes it by. She has also seized opportunities to buy inventory from gift companies that were closing.

The company website has drawn customers nationwide and in 11 countries. Sonia has even designed baskets for celebrities Bill Cosby and Arnold Swarzenegger. She has now shipped baskets to every state in the union. Montana was last on the list, when an order finally came in over the holidays.

"I have standard baskets posted on the website because some people order online in their pajamas and never call me," Sonia explained. "They like to just pick out a style and a price. But I like it when a customer tells me about the recipient and the occasion, and says, 'Dana, this is my budget. Do your thing.' I love that and I can work with any amount they want to spend."

"My concept has always been 'your needs, your budget, New Hampshire products,'" said Sonia, summing up her mission.

Visit the website for examples of New Hampshire-inspired gift baskets, and for contact and ordering information: [www.nh-giftbaskets.com](http://www.nh-giftbaskets.com). The company is also on facebook, twitter and LinkedIn.

# Sun shines on Moat Mountain's renewable energy plan

◆ **Traditional flavor retained:** Brewing company, restaurant uses solar hot-water collectors that it expects will save about 520 gallons of oil every year.

By STEPHEN FRISSELLE  
Special to the Sunday News

**NORTH CONWAY** — Taking a drive up New Hampshire's White Mountain Highway, or Route 16, is more than just a way to get where you're going.

The trip is a destination in itself, offering stunning mountain views and the quintessential New England towns with their well-preserved, historic buildings. But if you look closely as you appreciate the fine points of colonial architecture, you may also discover a prime example of a green business.

Moat Mountain Smokehouse and Brewing Company uses state-of-the-art solar

technology to conserve energy and reduce consumption of traditional fuel. It does this while preserving the traditional flavor of its gracious North Conway inn.

Owner Stephen Johnson wanted to do something positive for the environment, and he saw an opportunity to help conserve natural resources and cut the cost of doing business at the same time.

As a 174-seat brew pub, restaurant and inn, Moat Mountain uses a substantial amount of water for cooking, food preparation, laundering, hand washing and showering. Water is also used in the production of its award-winning ales and lagers, which are



STEPHEN FRISSELLE

Look closely at the roofline for a prime example of a green business. Moat Mountain's flat-plate solar hot-water collectors blend into the roofline.

brewed on-site. In 2010, Johnson contracted

ReVision Energy of New Hampshire to install six solar

hot-water flat-plate collectors on the south-facing side of the

building. Propylene glycol, heated by the sun, runs from the rooftop to the heat-exchange coil located in a solar storage tank in the basement of the building.

"By pre-heating the water tank, this system offsets oil usage and will save us about 520 gallons of oil each year," Johnson said. "It's also expected to reduce carbon emissions by about 9,000 pounds."

Conservation and cost-reduction were not the only factors that made the solar solution appealing, however. "The \$20,000 federal tax credit works really well for businesses such as ours in terms of the return on investment," Johnson said.

And blending nicely into the roof line, the architecturally friendly panels work well with the traditional structure, helping to preserve the scenic view.

# Green home building continues to flourish across U.S.

More than 10,000 homes across the U.S. have earned LEED certification through the LEED for Homes program, according to the U.S. Green Building Council (USGBC).

LEED for Homes is a national voluntary certification system that promotes the design and construction of high-performance green homes that use less energy and water and

fewer natural resources; create less waste; and are healthier and more comfortable for the occupants. Since its launch in 2008, 10,161 homes have certified with over 38,000 additional units in the pipeline.

LEED-certified home projects span the residential market, from multi- and single-family, to market rate and affordable housing.

"Reaching this milestone signifies the continued transformation of the home-building industry towards high-performing, healthy homes that save homeowners money," said Nate Kredich, vice president of residential market development, U.S. Green Building Council.

The 10,000th home to earn LEED certification was Tacoma

Housing Authority's 91-unit development, Salishan 7 in Washington. Salishan 7, built by Walsh Construction Co., is the first federally funded HOPE VI Redevelopment project to achieve LEED Platinum. The project was built within an affordable budget and was designed to be at least 30 percent more energy efficient than the average home, effectively

removing 27 homes from Tacoma Power's electrical grid.

"We are proud to be a part of the community of over 10,000 homes that have committed to excellence through the LEED for Homes program," said Michael Mirra, executive director, Tacoma Housing Authority. "Our LEED Platinum housing projects are less expensive to operate and are healthier

inside, which means a world of difference to our residents."

Supporting the growth of the LEED for Homes program is the robust and dedicated network of LEED for Homes Providers; a community of nearly 400 LEED AP Homes credential holders.

For more information, visit [www.usgbc.org](http://www.usgbc.org).

Continued From Page H1

## Architect

and distorts as it goes around wires and installations. These gaps let air circulate. In addition, wood studs form a thermal bridge transmit external temperatures into the house, or vice versa.

Solutions can be layers of insulated sheathing on the outside to protect the studs, and spray polyurethane or cellulose insulation in the walls to form a more com-

plete seal. Carefully planned framing results in fewer studs to act as conductors, and uses less wood.

"These are not new concepts," Carley explains. "These are good practices that the right builder or contractor will be familiar with, but it's important that the client be educated as well."

Doors and windows are not a place to scrimp. Even

a savings of \$5,000 achieved with cheaper products is not an economical choice in the long run. Carley encourages clients to go with the best they can afford since they will last longer, which is a sustainable factor in itself, and conserve more energy.

Other important elements are heating and mechanical systems — which must be explored with each client to

determine how sophisticated a system they want or need. Also, building materials and scale affect sustainability. Big is not always better.

"If it's bigger than it needs to be," said Carley, "it's not sustainable, not a green building, in my opinion. Plus, it costs X dollars per square foot, which is compelling."

Natural ventilation is also a consideration, to introduce healthy fresh air and regulate temperature. Here in New England, a well ventilated house should not need air conditioning, according to Carley. Also, ventilation reduces trapped moisture that grows dangerous mold, or condenses into water causing damage to walls.

To learn more about Archisketch, or review "Ask the Architect" questions and answers, visit [www.cnarley.com](http://www.cnarley.com). C.N. Carley Associates Architects and Planners are located at 72 N. Main St., Concord, and may be reached at 228-3815.

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