



Thoughts on quality living, from your hometown builder

FALL 2007



## "Getting to Green" Sustainable Living Seminar

### Celebrating 25 Years of Green Homebuilding!

We're proud to be celebrating a quarter century of building energy-efficient residential and commercial properties. As part of Schmidt Homes' renewed commitment to protecting the planet, we'd like to help our customers make environmentally smart choices.

Please join us at our **"Getting to Green" Sustainable Living Seminar on Saturday, August 18, noon to 5:00 p.m.**, at our Ontario Circle model at 2107 Erie Drive, Northfield.

This not-to-be-missed event also kicks off our exciting new **Green Points Program!** Homebuyers who incorporate energy-saving features into their homes are awarded so many points per feature, which convert to

credits toward other upgrades. This innovative program saves homebuyers money two ways, with short term savings on popular amenities, and long term savings on utility bills.\*

Whether your goals are to make your current residence more energy-efficient or choose eco-friendly features for a new home, you'll get the information you need at our "Getting to Green" Sustainable Living Seminar. We look forward to seeing you on August 18th!

\*Terms valid until December 31, 2007, and subject to change without notice.

#### FREE AND OPEN TO THE PUBLIC

**THIS INFORMATION-PACKED EVENT FEATURES AUTHORITATIVE PRESENTATIONS ON:**

- **Leaving a Lighter Footprint** – Bruce Anderson of Northfield EnergySmart Building Works provides practical tips on incorporating energy efficiency into your home.
- **Green Building Products & Practices** – Steve Schmidt gives home tours, highlighting resource protection and energy conservation in construction.
- **Eating Local** – Just Food Co-op shows how to "think global, act local" when buying food . . . and be good to your health in the process.

#### Statement of Environmental Commitment

**This magnificent planet is home to us all.**



Let us take good care of it, in order to safeguard quality of life for us and for future generations.

At Schmidt Homes, we promise to do business with environmentally responsible companies, to utilize work practices and products that reduce waste and conserve energy, and to offer innovative green options in the homes that we build.

In this way, we will create properties of quality, value and beauty, that also do their part in preserving our global home.



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## Message from the President

# Not Easy Being Green? We'll Show You How

First it was Kermit, bemoaning the challenges of living life green. Now there's a British sitcom, "It's Not Easy Being Green," that documents one family's hilarious attempts to convert an old house into an ecologically friendly residence. In its premier episode, they construct an ill-fated wooden aqueduct from a stream to a water wheel to provide energy for electricity. At one point the owner complains: "I don't want to wear a hemp shirt. I want a 21st century lifestyle with a coffee machine."

Being a successful green homebuilder involves recognizing this profound truth: *no one wants to wear the hemp shirt!* Most homeowners would like to do the right thing by the environment without sacrificing economy, comfort or convenience. After 26 years of serving as Northfield's green homebuilder, I'm here to tell you it CAN be done.

To celebrate our quarter century of commitment to the environment, on Saturday, August 18 we're hosting a "**Getting to Green**" Sustainable Living Seminar at our Ontario Circle model in Northfield. Like our successful green seminar held in July at the Schmidt Home in Lakeville's Spirit of Brandtjen Farm, this not-to-be-missed event provides expert, practical guidance on achieving a sustainable lifestyle, including how to make your existing or future home more energy-efficient.

I'm especially enthusiastic about a new, ongoing Schmidt Homes program called **Green Points**. Homebuyers who choose to incorporate energy-saving features into their homes are awarded so many points per feature, which convert to **credits on other Schmidt Home upgrades**. This helps homeowners make sound environmental decisions that will save them money now on desirable amenities *and* over the long term through lower utility bills.

One of the best ways to preserve our environment is to do business with vendors dedicated to energy and

resource conservation. After an intensive search, about a year ago we chose the Alabama-based **Wellborn Company** to be the exclusive provider of cabinets for our homes. This family-run company not only builds exceptional quality cabinets; it also has a phenomenal ecology-friendly track record. Given the large volume of wood products that go into our homes, it's the kind of quality partnership that really helps us leave a lighter footprint on our planet.

I thank all of you who, for 26 years, have helped us become Northfield's favorite green homebuilder. Please join us August 18 at our "Getting to Green" Sustainable Living Seminar at Ontario Circle, 2107 Erie Drive, Northfield. Feel free to leave the hemp shirt at home!

Steve Schmidt  
President, Schmidt Homes

## DID YOU KNOW?

Schmidt Homes began building highly energy-efficient homes more than a quarter century ago! When the Xcel Energy Star Program was created in 2005, Schmidt Homes met the stringent Energy Star Certification criteria with almost no modifications. Energy Star buildings must meet energy-efficient guidelines as dictated by the U. S. Environmental Protection Agency.

We're proud to be a modern "pioneer" of energy conservation in Northfield homebuilding. In January 2007, Schmidt Homes was named EnergySmart partner of the month by Northfield EnergySmart Building Works. Today, with our new customer awareness seminars and "Green Points" Program, we are doing even more to support sustainable lifestyles.



# WELLBORN CABINET, INC.<sup>®</sup> *The Essence of Cabinetry*

## An Open-and-Shut Case of Excellence

Wellborn, Schmidt Homes' exclusive supplier of kitchen cabinets, is not your ordinary company.

Ordinary cabinetmaking companies don't have their own day care facility, fire department, cement plant and sawmill. They don't employ nearly an entire county of loyal, skilled workers. They don't have quality ingrained in each and every work process, from log selection to finishing to packaging.

And ordinary companies definitely don't have Wellborn's Environmental Commitment Program . . . which in itself is an extraordinary story.

Lori and Mary Schmidt were on the receiving end of many Wellborn stories on their recent week-long visit to this thriving Alabama-based company. Though Wellborn is a major presence in the cabinet industry, it is still privately owned and under the hands-on man-



Wellborn Cabinets will bring the beauty of quality craftsmanship to your kitchen.

Photo courtesy Wellborn Cabinets

agement of Paul Wellborn, who may be seen walking around the plant at all hours of the day, greeting his employees by their first names.

Mary Schmidt clearly felt right at home on the premises. "At Schmidt Homes we don't have our own cabinet company, but Wellborn comes close. Their goals, dedication to quality, and commitment to the environment mirror our own. Wellborn doesn't do business with the 'big box' stores; instead, they cater to companies that share their values."

Schmidt Homes made the critical decision to choose Wellborn as its exclusive supplier about a year ago, and

**Wellborn Cabinets continued next page**

## **NEW** Green Points Program Rewards Eco-Smart Choices!

We at Schmidt Homes don't believe that "going green" should mean making sacrifices. Quite the opposite: we'd like to reward you for making environmentally responsible choices. Starting August 15, for every energy-saving home upgrade you choose for your new Schmidt Home, we'll award you Green Points that translate to credits toward other upgrades. The greener you make your home, the greater your discount on other amenities. It's that simple!\*

***Some of the upgrades that award Green Points include:***

- Icynene (Foam Insulation)
- Triple-paned Windows
- 90% Efficient Furnace
- Air Conditioner Rated 15 SEER
- Hardie Board Siding
- LP Smart Siding
- Fluorescent Lighting
- Solar Water Heating
- Solar Electric Heating
- Radiant Floor Heating
- Low-flow Toilets
- Energy Star Appliances
- ICF (Insulated Concrete Form) or SIP (Structural Insulated Panel) construction
- Groundsource Heating and Cooling Systems

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**Wellborn Cabinets continued from previous page**

has never looked back. Customer satisfaction is high for Wellborn’s beautifully designed lines of cherry, maple and oak cabinets, which are built like fine furniture and incorporate the latest features in kitchen storage. Lori Schmidt states: “At Wellborn, cabinetmaking is still an art. Many things continue to be done by hand: the selection of wood, the checking of such items as proper stain match on cabinet doors. The finishing and sanding are important – for example, cabinet doors are sanded front and back, which is rare.”

Perhaps the most impressive aspect of the company, apart from the products themselves, is its commitment to protecting the environment. Wellborn uses only logs from local, sustainable forests, which eliminates the energy costs associated with transporting timber over long distances. In 2006, the company recycled 350,942 pounds of cardboard, 30,327 pounds of paper (vinyl), and 33,060 gallons of solvents.

In 1993, the company installed a three-boiler co-generation plant that consumes 95% of manufactured wood waste (primarily sawdust) as fuel, meeting 20% of the plant electricity requirements and all plant process steam requirements. Since 1995, Wellborn has reduced boiler air emissions 50% lower than required by state and EPA regulations. Finished products are well within compliance standards for formaldehyde emissions. The company also developed and managed a 35-acre freshwater lake and deep water habitat for wildlife and recreation.

Wellborn is certified by the Kitchen Cabinet Manufacturers Association’s Environmental Stewardship Program, which develops industry performance standards for air quality, product and process resource management, and the practices and policies of key vendors and contractors. Wellborn’s decision to supply Schmidt Homes came only after a careful review of the company’s environmental stewardship policies.

“Wellborn has demonstrated that being a sustainable company is also good busi-

ness,” commented Lori Schmidt. “The way this company treats its people and the way it treats the planet are all part of the same value system, the same respectful approach to resource utilization . . . always recognizing that people and their environment come first.”

Mary Schmidt agrees. “Schmidt Homes and Wellborn are really like one big family. In all major processes – from training to product quality to customer service – we share similar perspectives. We’re glad to have this kind of quality partnership, one that not only benefits our customers, but protects our global home as well.”

*For an overview of Wellborn’s extensive line of cabinets, their Environmental Commitment Program, and facts about forestry, please visit [www.wellborn.com](http://www.wellborn.com).*



*Partners for your next project (l to r): Mary Schmidt, Lori Schmidt and John Wellborn.*

