

CARL SEVILLE SERVING AS PROJECT/SPONSOR COORDINATOR FOR SOUTHERN BUILDING SHOW'S '09 SHOWCASE HOMES

Carl Seville, who is an Atlanta area-based green builder, educator and consultant, has been named to serve as project and sponsor coordinator for The 5th annual New & Renew Showcase Homes Projects for the 16th Annual Southern Building Show and Conference in Metro Atlanta.

Scheduled June 4-6, 2009, at the Cobb Galleria Exhibition Center in the Northwest Atlanta metro area, the Southern Building Show (<http://www.southernbuildingshow.com>) is the south's premier event for builders, remodelers, and design professionals. A highlight of the show since 2005 have been the Showcase Homes, which feature the latest green building techniques and products.

As project and sponsor coordinator for the New & Renew Showcase Homes Projects (<http://www.southernbuildingshowcase.com>), Seville is responsible for finding and working with the sponsors for the projects, as well as working with the project builders on special events, public relations and other activities throughout the process. He will also provide LEED and EarthCraft Certification services for these homes. Seville, who originated the concept of the Southern Building Showcase Homes in 2005, previously served as project/sponsor coordinator in 2006 and 2008. He was the builder for the Showcase Home in 2005 and 2007.

The new home for the 2009 Showcase Homes project, which will be in Buckhead, was designed by Michael Tucker and is being built by Mike LaBelle of AFG Builders. An EarthCraft House certified project, it is an example of “mainstream green” techniques, demonstrating how any project can be truly “green” while meeting the average homeowner’s needs. The project will be a pilot project for the Building America/National Home Builders Association research project targeting 40-70 percent reduction in energy usage and will be the subject of a case study and articles when completed, including being featured in Today's Custom Home magazine.

The 2009 Showcase Homes renovation project, which will also be in Buckhead, will be built by The Hoots Group, an Atlanta-based building and remodeling company specializing in creating healthy, energy-efficient homes which also built the 2008 showcase house. This contemporary custom project, a **LEED** certified renovation, will push the limits of high performance residential renovation.



Showcase Homes sponsorships at a variety of levels of donation are available to manufacturers of building products. The sponsors' products will be installed in the home and will be demonstrated during the show. In addition to exposure to the estimated 7,000 building professionals attending the show through the showcase magazine, sponsors will

have the opportunity to demonstrate their products in place to the builders and remodelers who visit the projects during the show, at events before and after the show, and benefit from extensive website and media coverage.