

# MONEY

"Given the tightness of supply and demand, it isn't taking much to push energy prices sharply higher."

Oscar Gonzalez, chief economist at John Hancock Financial Services in Boston

# 8B

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THURSDAY, JANUARY 19, 2006

Wed., Jan. 18, 2006

**Dow Jones Ind. Average** **41.46**  
Close: 10,854.86

**NASDAQ** **23.05**  
Close: 2,279.64

## Buzz on business

### Entrepreneurship program offered

Information sessions on a new microenterprise program for low-to-moderate-income parents who want to start their own businesses will be presented Tuesday-Jan. 28 at three branches of the Shreve Memorial Library.

Dates, times and locations are:

- Tuesday** 2 p.m. Wallete Branch, 363 Hearne Ave.
- Jan. 26** 11 a.m. David Raines Branch, 2855 Martin Luther King Jr. Drive
- Jan. 28** 10 a.m. Mooretown Branch, 4360 Hollywood Ave.

For more information, call (318) 797-5144.

### Consumer prices rose in 2005

Consumer prices rose by 3.4 percent in 2005 with 40 percent of the increase blamed on the biggest jump in energy costs since 1990.

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### Evacuees offered free cell phones

Alltel, Cellular South, Dentsel Wireless, Cingular, Sprint Nextel, T-Mobile, Tracfone and Verizon Wireless are offering free cell phones and 300 free minutes to Hurricane Katrina evacuees.

The phones are available to 300,000 households who have been determined eligible for FEMA disaster housing assistance.

Evacuees may get their free cell phones at any participating retailer. Call (888) 225-5322 for more information.

### Manufacturing up in first days of '06

The economy chugged ahead as the new year opened with manufacturing picking up, employment improving and retail sales rising, the Federal Reserve reported Wednesday.

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### What's going on?

See the Business Calendar online at shreveporttimes.com.

— Staff, Wire Reports

### Diesel in drive

Diesel fuel is expected to be used in far more vehicles in



Ben Margot/AP

Work continues earlier this month at the site of the levee breach on the Industrial Canal caused by Hurricane Katrina in the Lower 9th Ward district in New Orleans.

# The lean toward green

Conference to showcase environmentally sustainable way to rebuild New Orleans, southwest Louisiana

By Anubhav Tagore  
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An iconic American city that almost got buried under the crushing weight of a terrible hurricane season is trying to make a comeback.

And organizers of a conference in Shreveport Jan. 26 want the rebuilding of New Orleans done in an environmentally sustainable way.

The Green Building Conference and Expo will focus on rebuilding parts of New Orleans and southwest Louisiana that were badly damaged by last year's hurricanes. The conference will promote techniques to rebuild safer communities by improving design and construction standards.

"You have to rebuild a lot of the school and hospitals ... some of these buildings, the air quality is worse than it is outside," said Patti Cox, an environmental consultant based in Shreveport who is promoting the conference. "So what you're doing is you're making a building that is more productive to work in."

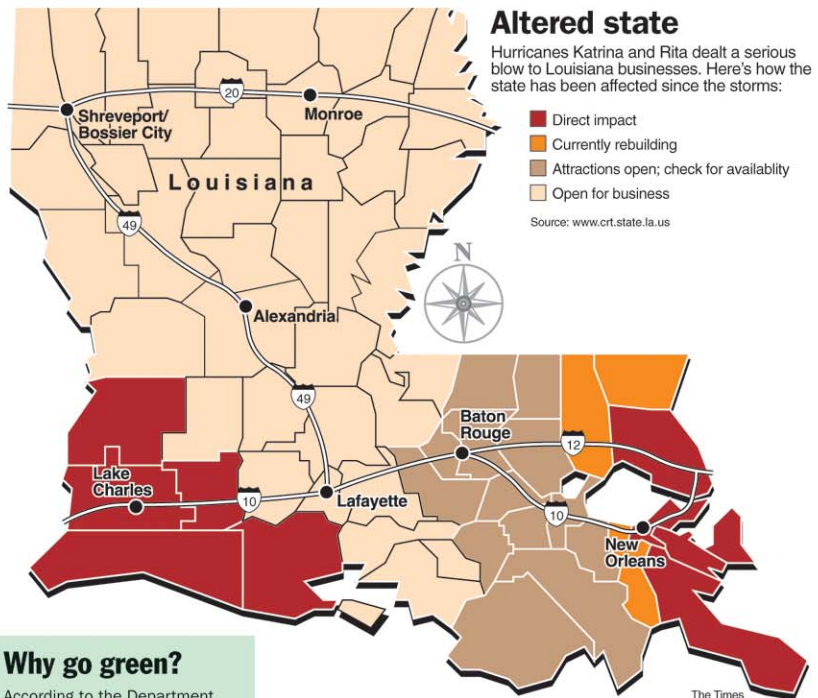
Building "green" can impact businesses and investors in another green way: money.

"If (hotels) are not paying a higher utility bill, they're making more of a profit ... there is a cost advantage," Cox said. "The other advantage is you're going to get more return on your investment down the road when you're going to sell it."

For people who think green building is an unnecessary strain on an already crushed region, Frederic Schwartz, a New York architect and keynote speaker at the conference, brushes aside such fears. Building economically is building green, he said.

The traditional homes in New Orleans were built green, Schwartz said. They had raised porches, trees were used for shade, the ventilation was effective. The traditional-style houses — Creole, shotgun, double shotgun, camelback — were economically built.

"In the '50s and '60s, people started turning on the air conditioner, and people started to forget the right way to build," Schwartz said, who advocates using modern technology with traditional design, which will ensure the city becomes safer while retaining



### Altered state

Hurricanes Katrina and Rita dealt a serious blow to Louisiana businesses. Here's how the state has been affected since the storms:

- Direct impact
- Currently rebuilding
- Attractions open; check for availability
- Open for business

Source: www.crt.state.la.us

### Why go green?

According to the Department of Energy, there are more than 76 million residential buildings and nearly 5 million commercial buildings in the United States (2002 data). Collectively, these buildings consume 37 percent of all energy, 38 percent of all electricity, 12 percent of fresh water supplies, 88 percent of potable water supplies and 40 percent of raw materials.

Green or high-performance buildings have a number of advantages:

- Green buildings save 25 percent to 30 percent of building energy by using extra insulation, high-quality glazing and solar control measures.

- Such buildings achieve higher levels of indoor air quality through the careful choice of paints, sealants, adhesives, carpets and coatings.

- These buildings incorporate daylighting and views to the outdoors not only for occupant health and productivity gains, but also to reduce energy costs.

- Green buildings that are properly "commissioned" have lower maintenance costs because all problem areas are ironed out by having a comprehensive testing of all energy-using components and systems prior to occupancy. "Buildings — they are the gas guzzlers," Cox said.

the essential New Orleans charm. "We should save and preserve all that we can," he said.

Rebuilding green is not just a choice for the present but will become a legacy for future generations, proponents contend. According to Cox, social accountability to the next generation and the next is important so that they have the same natural resources we enjoy.

### If you go

**WHAT:** Green Building Conference and Expo.  
**WHERE:** Louisiana Tech Technology Center, 8028 Shreve Park Drive, Shreveport.

**WHEN:** 7:30 a.m.-4:30 p.m. Jan. 26

**KEYNOTE SPEAKER:** Frederic Schwartz, Schwartz Architects, New York.

**REGISTRATION FEE:** \$75 before Friday; \$85.  
**CONTACT:** Patti Cox, (318) 221-0761 or (949) 500-1372.



Schwartz