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# Marketing Tactics for the New Economy

Learning Strategies to Position Your Architectural Firm  
to Stand Out from Competitors by Rebuilding  
and Honing Your Brand for Today's Marketplace

Stephen A. Mouzon, AIA • CNU • LEED-AP

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# Marketing Tactics for the New Economy

Learning Strategies to Position Your Architectural Firm  
to Stand Out from Competitors by Rebuilding and  
Honing Your Brand for Today's Marketplace

1 AIA LU



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# The Profession of Architecture





Very Few Left









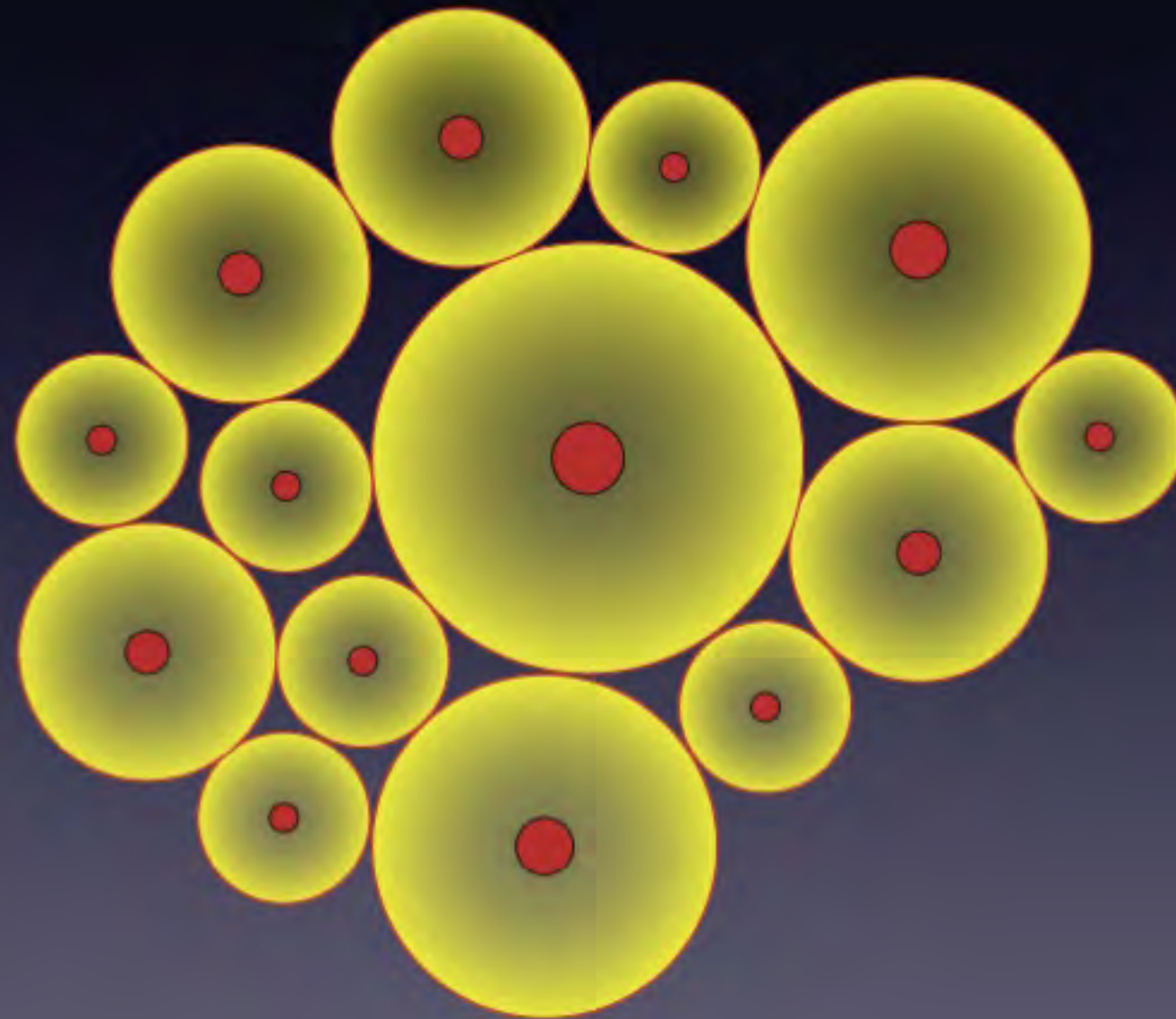
# The Failure of Traditional Marketing

- Golf?
- Parties?
- Committees?
- Boards?
- Sponsorships?



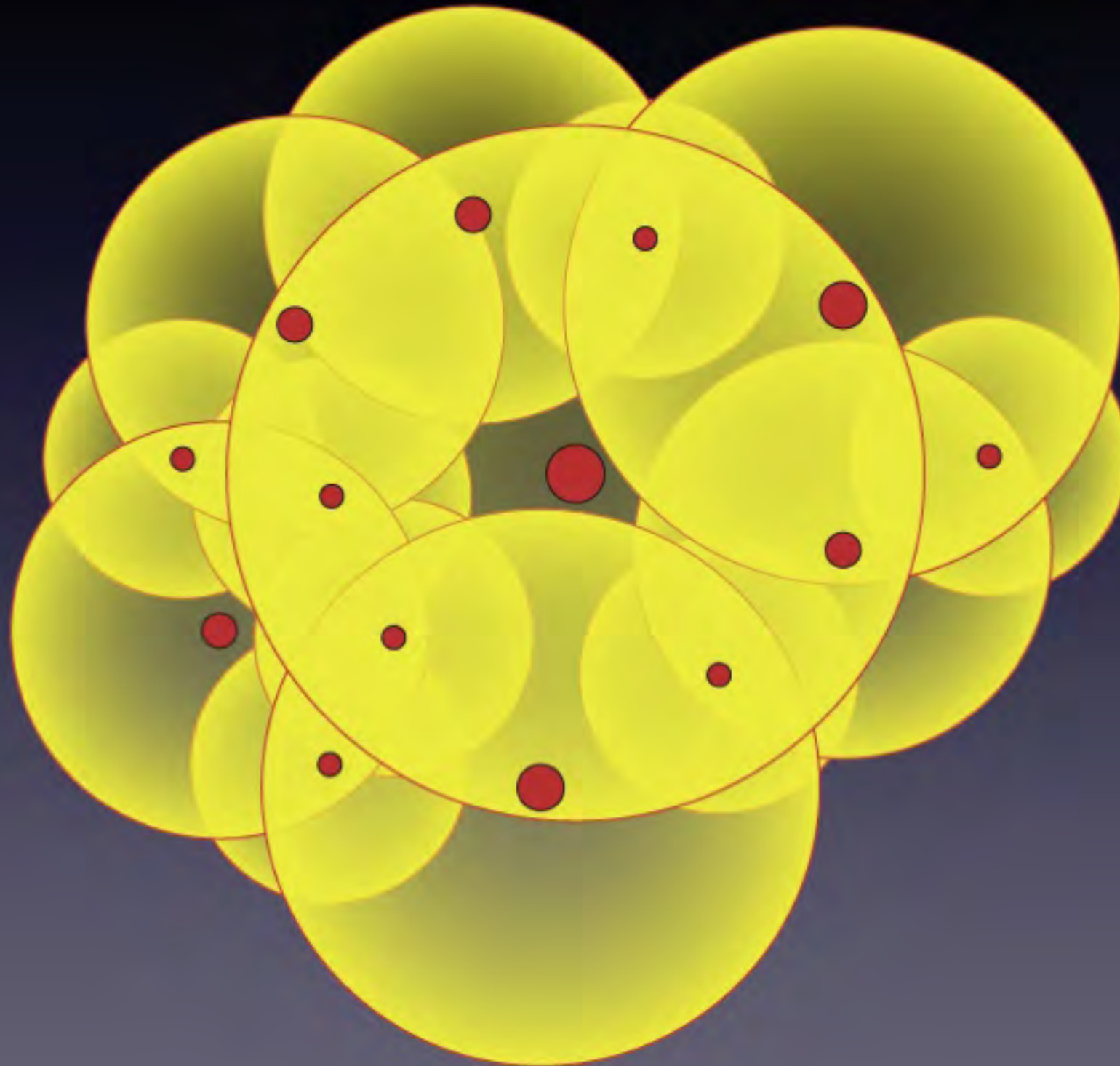


# The Problem of Physical Reach



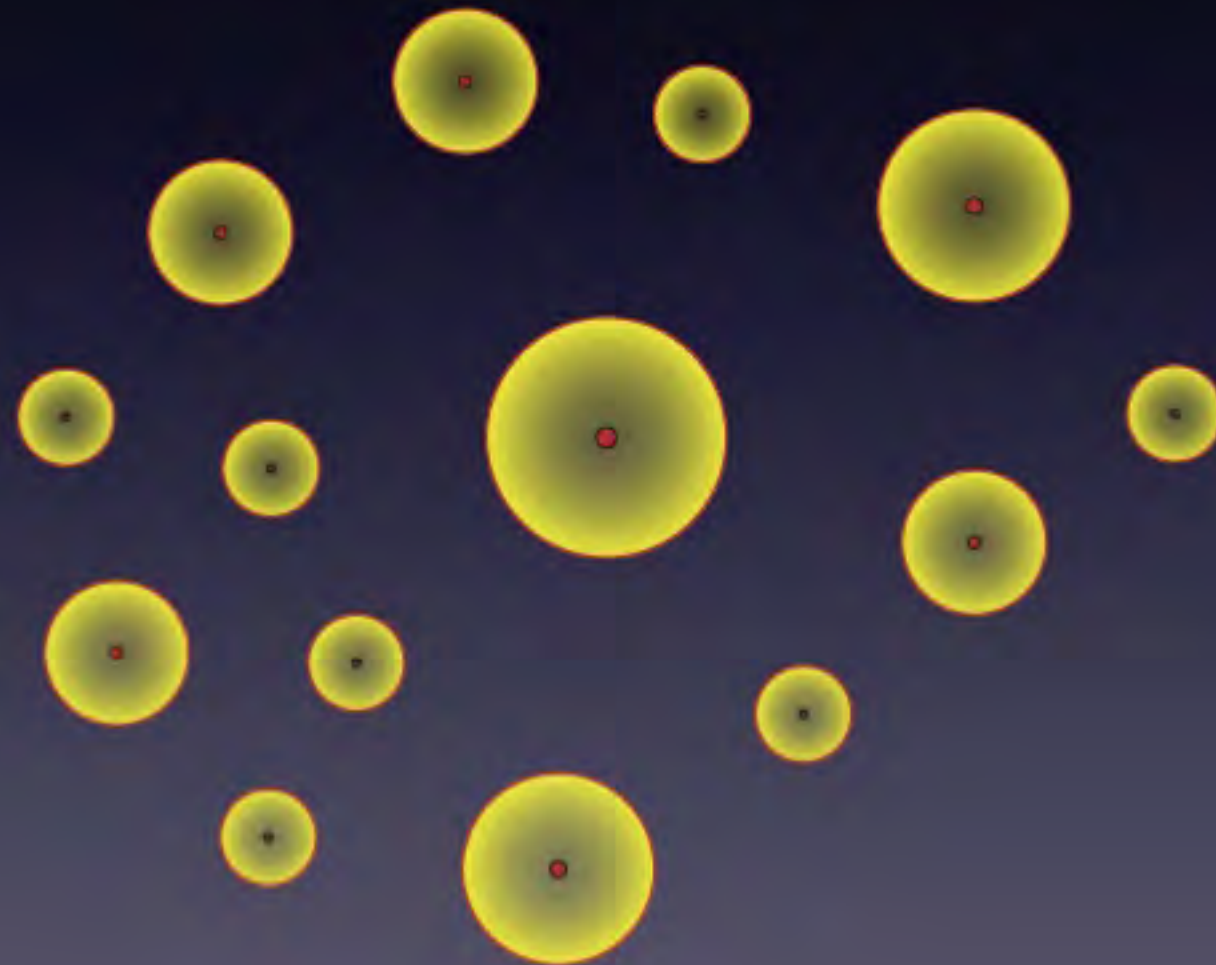


# Explosion at the Meltdown





# Implosion That Followed





# The Death of Advertising

- Print
- Radio
- TV
- ~~Spam~~





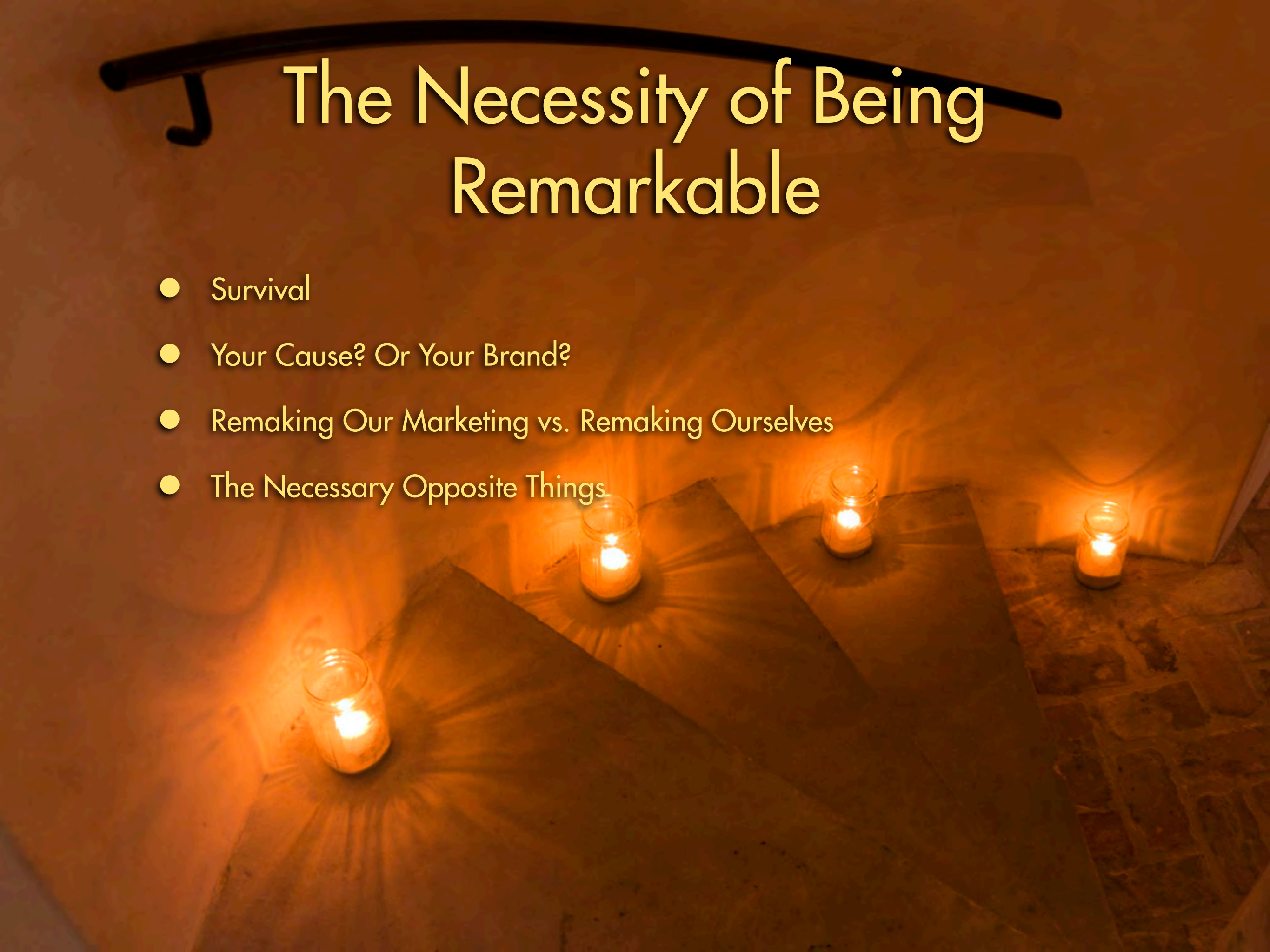
# The Spam Vaccination





# The Necessity of Being Remarkable

- Survival
- Your Cause? Or Your Brand?
- Remaking Our Marketing vs. Remaking Ourselves
- The Necessary Opposite Things





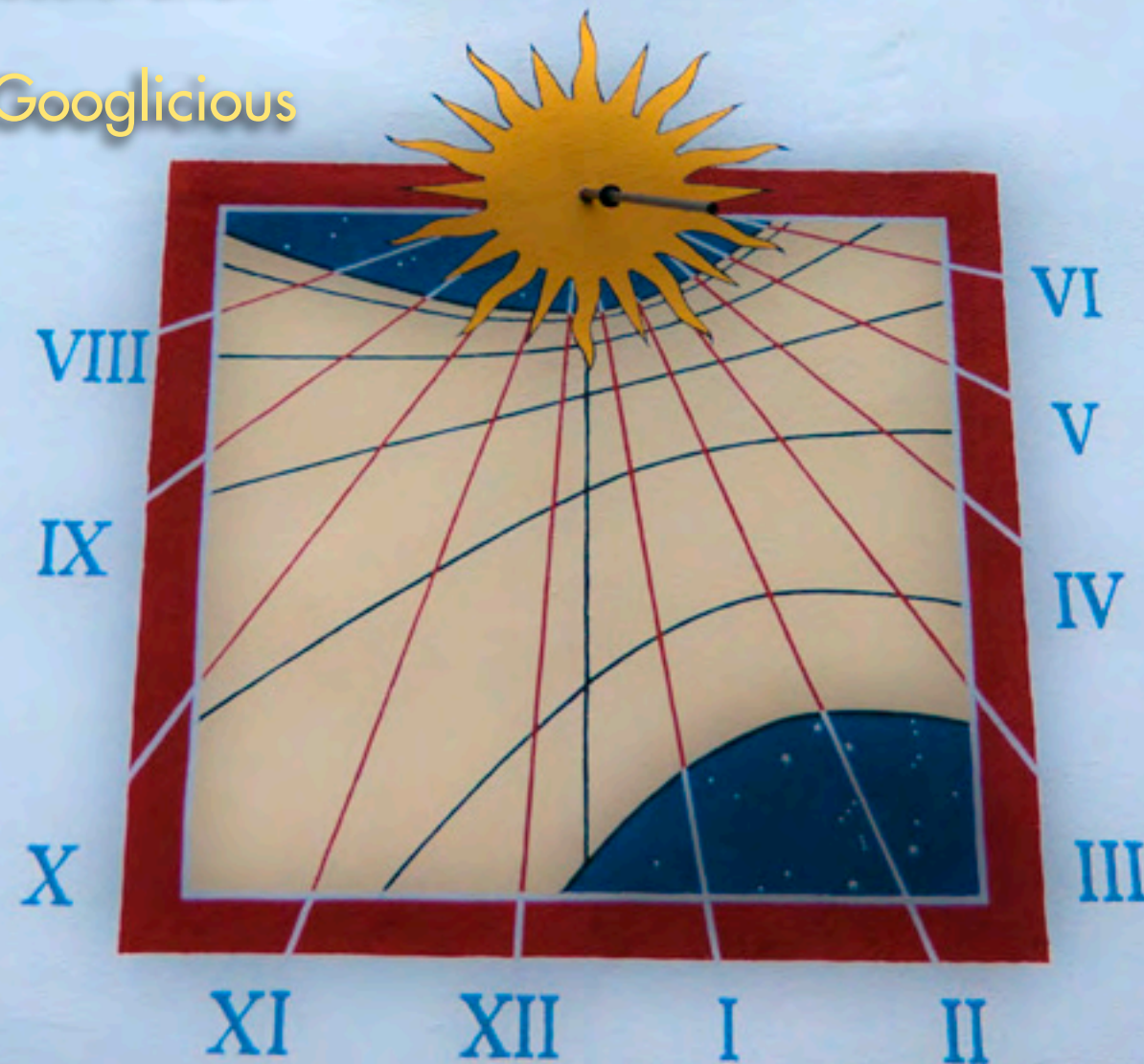
# Idea Cards, Not Business Cards





# Patience

- Growing a Body of Work
- Follower Acceleration
- Becoming Googlicious





# Generosity

- Sharing vs. Selling
- Gulps vs. Nibbles
- Products or Services?





# Participation

- Virtual Idea Groups: #letsblogoff, #aiachat
- Email Idea Groups: listservs
- AIA vs. CNU





# Collaboration

- Consortiums
- Guilds





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## Useful Stuff

Useful Stuff is kinda like a second brain for me... a place to remember stuff I've discovered about all the things I do, so that I don't forget and have to discover it all over again!

Home

10, 2011

### Recovering from a Mac Hard Drive Failure

I'm writing this because I made a big blunder I'm going to have to fix when I return home, and want to write it all down while it's fresh on my mind so I don't make the same mistake again. Hopefully, it might help someone else as well.

I've had a long, good history with Macintosh hardware, so in the nearly 3 years that I've been backing up to Time Machine, I've never had to recover more than just a few files that had been lost due to my error. This weekend, however, I had a complete hard drive failure. I did everything I could think of, but it was beyond resuscitation. After many hours, I finally gulped and hit the Erase Disk button.

Here's how it happened: I back up every computer in the office to a 6 TB LaCie RAID drive attached to my file server machine. Time Machine isn't supposed to be able to do that, but I found a little freeware utility that allows Time Machine to back up over a LAN to an external drive. Don't remember the utility name, but I'll post it as a comment when I can get to it again. But it's not the main story here...

There were problems all along the way. The computer kept trying to do a safe reboot, but failed again and again. What next? I have a huge deadline on a very important job, so waiting until I could get to the Apple store simply isn't an option. Compound that with the fact that I had to board a train this morning and will do a lecture at Rollins College in Winter Park before returning home, and it's clear that it was essential to get the thing started before leaving. But how?



Hi, I'm Steve Mouzon. I'm an architect, urbanist, author, activist, speaker, and photographer... and try to do whatever else needs to get done. I've always tried to find needs that weren't already being met and fill them, so I do some fairly unique stuff.

Here's my Original Green Blog:  
<http://www.originalgreen.org/OG>

These are my other websites:  
<http://www.originalgreen.org>  
<http://www.newurbanguild.com>  
<http://www.katrinacottages.com>  
<http://www.mouzon.com>

You can follow me here on Twitter:  
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Here's the Original Green Cause on facebook:  
<http://apps.facebook.com/causes>

Here are my books on Amazon:  
<http://www.amazon.com/shops/m>

And here are my photos on Zenfolio:



# the Original Green

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## the Original Green Blog

This blog discusses in plain-spoken terms various in-depth aspects of Steve Mouzon's proposition of the Original Green, which is that originally, before the Thermostat Age, the places we made and the buildings we built had no choice but to be green. The Original Green is holistic sustainability, and broader than Gizmo Green. If this blog interests you, please subscribe to it by clicking the RSS button to the right.

[Go to archive](#)

### Writing My Obituary

*Tuesday, January 4, 2011*



I believe the best obituary most of us could hope for is one that cannot be fully written for a thousand years after we're forgotten. Sadly, countless millions of people give up living long before...

[Read more...](#) [6 Comments](#)

### Original Green Discussion Group

*Sunday, December 26, 2010*



Dr. Matthew Hardy of the Prince's Foundation for the Built Environment established the Original Green discussion group last week. Judging from the first few days, it promises to be quite lively....

[Read more...](#) [No Comments](#)

### The Wellness Lenses of the Original Green



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#### **Presentations**

We're continuing to add dates to the Original Green Book Tour. Check back soon for more presentations.

*January 12, 7:00 PM*  
Rollins College  
Winter Park, Florida

*February 2*  
New Partners for Smart  
Growth  
Charlotte

*March 11*  
Pearl Fellowship Lecture  
University of New Mexico  
Albuquerque

*April 11*  
College of Architecture &  
Planning  
University of Colorado  
Denver



### 30 Years After Adopting a Mystery

Tuesday, November 16, 2010



The day after Thanksgiving this year marks the 30-year anniversary of the uncovering of a mystery that changed many things for me, and hopefully has helped others as well. The unlocking of that...

[Read more... 5 Comments](#)

### A Time for Healing

Friday, October 29, 2010



The years before the Meltdown were a time for building, but that is clearly over now. We're now in an era where banks are so traumatized that most of them aren't lending money for new developments no...

[Read more... 2 Comments](#)

### the Coming Golden Age of Great Necessities

Monday, October 18, 2010



Many are asking today "is there reason to be optimistic?" My own profession of architecture is lying in smoking ruins, as I wrote recently. And the end is not in sight; we're likely to endure even...

[Read more... 10 Comments](#)

### What Should Students Do Now?

Saturday, October 16, 2010



The profession of architecture lies

### Speaking

Steve Mouzon speaks on the Original Green across the US and abroad. Would you like for him to come and speak at your next event?

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### Got an Idea?

If you have an idea for a story, or know about work we need to feature...

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Steve's Useful Stuff & News:



NU Guild & Mouzon Design:



Project:SmartDwelling:



Original Green Book on Amazon:





Saturday, October 16, 2010



The profession of architecture lies today in smoking ruins. Most students don't have a snowball's chance of getting a job in this environment. What should they do? Many architecture firms have...

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### the Importance of Blogging

Tuesday, October 5, 2010



Bloggging just might help bring us back from our current highly unsustainable condition. How? Let's look at how we got there: The history of industrialization is one of increasing scales. As the...

[Read more...](#) [8 Comments](#)

### the Mysteries of Lovable Buildings

Wednesday, September 29, 2010



If a building cannot be loved, it will not last, and its carbon footprint becomes meaningless once its parts are carted off to the landfill. But how do you define lovability in clear enough terms that...

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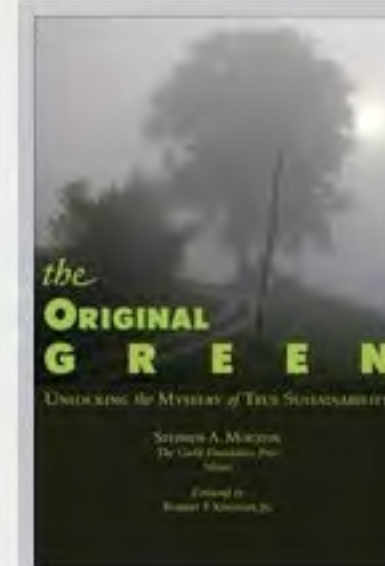
### the Failure of Architecture to Learn

Wednesday, September 22, 2010



Both sides of the "trad-mod" debate make serious blunders that prevent true sustainability. We really must get beyond both sets of errors if we hope

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### Walkable Paradise

*Tuesday, September 7, 2010*



Where would you rather be if you could be somewhere else, and how do those places draw you so long across the miles? For me, that would be Key West. Or Paris. Or New Orleans. Or London. Or Charleston....

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### The Green Academy - Or Not

*Tuesday, August 24, 2010*



Today's academic experience prepares architecture students to design sustainably in some ways, but leaves them hideously unprepared in others. Let's look at the hits and misses (and how to fix the...

[Read more... 3 Comments](#)

### the Gizmo Green Conundrum

*Tuesday, August 17, 2010*



Chicago's new Greenway Self-Park illustrates the problems created by the Gizmo Green approach better than anything I've seen recently. Gizmo Green, of course, is the proposition that we can be green...

[Read more... 5 Comments](#)

### The Luxury of Small

*Wednesday, August 11, 2010*

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Wednesday, August 11, 2010



Americans have endured the Poverty of Large for far too long; it's time to return to the Luxury of Small. That's my son Sam above, a newly-graduated chef from the Culinary Institute of America in Hyde...

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### The Grand Lie of Urban Forestry

Tuesday, August 3, 2010



Urban forestry has lots of useful information to offer, but there is a big lie at the heart of the majority of the work of urban forestry which threatens to discredit the entire discipline if anybody...

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### Neighborhood Schools

Wednesday, July 21, 2010



Schools should be located in neighborhoods for many reasons, and their positioning is important to the walkability of the entire neighborhood. This is a far cry from the way schools are usually built...

[Read more... 9 Comments](#)

### 1 Bryant Park and the LEED Problem

Friday, July 2, 2010



1 Bryant Park in New York, which opened recently to great fanfare as the first LEED Platinum skyscraper, highlights one of the biggest

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## The Wellness Lenses *of the Original Green*

Monday, December 20, 2010

The ways we build our places and our buildings have effects that range from the notable to the profound upon our wellness. Specifically, this is wellness of body, wellness of mind, and even wellness of spirit. Our places and our buildings aren't the only things that affect our wellness; many things affecting wellness operate completely outside the realm of the built environment, of course.

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It is often helpful to look at an idea through the lens of a different set of ideas. Today's post lays out the framework of the Lenses of Wellness through which we'll look at the

Original Green a number of times next year. We'll also look through other sets of lenses, including the Lenses of Value, Meaning, Delight, and Connectedness.

### Wellness of Body



Before getting into specific types of wellness of body, let's consider that while the people watching the race above might be well, the runners running the race are not only well, but also fit. Wellness is the threshold below which we are ill; fitness occurs by getting well above that threshold. For the purposes of this discussion, let's consider fitness a higher form of wellness.

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the world can rob us of our wellness.

Wellness of body can also be enhanced or lost by what we do to our bodies. Accessible Places are great places to bike, walk, and run, which enhance wellness. Sprawl, on the other hand, is where you have to drive everywhere, and the resulting sedentary lifestyle is arguably the single largest contributor (just ahead of processed foods) of our obesity epidemic.

Finally, wellness of body can also be impacted by where we put our bodies, such as in harm's way. Automobile accidents account for tens of thousands of deaths each year, and hundreds of thousands of serious injuries in those who survive.

## Wellness of Mind



This image of the entrance to a university represents the fitness of mind, which as noted for the body, is a higher form of wellness. There are at least four attributes of the built environment which contribute to wellness of mind: Community, Balance, Nature, and Love.



A community is a group of people united

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Balance is achieved in many ways that have nothing to do with the built environment, but there are ways it can contribute to or detract from our balance. Variety in the places we inhabit and the people that inhabit them with us allow us to experience life more broadly.



Nature lies at the opposite end of the spectrum from community, because non-human forms of nature flourish most heartily when there aren't so many humans around.



But we can't do without it. We have known for millennia that humans have a great need for connection with the rest of nature that is not human. Places that allow us the occasional immersive experiences in nature without too much difficulty or distance clearly contribute to our wellness of mind.

Let's be clear about love: the built environment typically does not elicit the



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-Steve Mouzon

## 11 Comments

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**Monday, December 20, 2010 - 10:50 PM**

**Wanda Mouzon**

Wellness of spirit indeed should be our utmost effort. Such a thoughtful, well structured blog Steve. Thanks!

---

**Tuesday, December 21, 2010 - 12:00 AM**

**Kaid@NRDC**

What a fabulous essay, Steve - one of your best, and that's saying a lot. I'll be referring to it. Best wishes for a well, fit, and nourishing 2011!

---

**Tuesday, December 21, 2010 - 08:57 AM**

**Steve Mouzon**

I appreciate that, Wanda! And thanks so much, Kaid! If anyone hasn't read Kaid's blog (<http://bit.ly/aNszDg>) you really should... it's highly useful stuff.

---

**Tuesday, December 21, 2010 - 10:46 PM**

**Hazel Borys**

Steve, thank you for the beautiful words and images! The connections are powerful and invigorating. I'm with Kaid, I'll be returning to them in the new year.

---

**Thursday, December 23, 2010 - 09:05 AM**

**Steve Mouzon**

Thanks so much, Hazel! Kaid, when you and Hazel blog in connection with this post, please remember to post links here so that everyone can read your posts... thanks!

---

**Saturday, December 25, 2010 - 08:20 AM**

**RSS Unsubscriber**

Congratulations, you just overloaded my bullshit meter.

At least you managed to use 400 words to say nothing, you'll always have that to admire.

---

**Sunday, December 26, 2010 - 12:30 PM**

**Steve Mouzon**

Not sure how to respond to this, since you didn't give any indication what in particular you're objecting to. If you've done what your name implies and unsubscribed, we won't ever know, either. I do think unsubscribing was probably a good move on your part, because if you regard everything in this post as worthless ("...say(ing) nothing...") then you'd likely be unsatisfied with future material here as well.

---

**Sunday, January 2, 2011 - 01:21 PM**

**Geoffrey Mouen**

Wonderful essay Steve. I am especially appreciative of your discussion on the wellness of Spirit. All too often we avoid



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http://digg.com/environment/the\_Expanded\_Comfort\_Range

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**the Expanded Comfort Range**

originalgreen.org — More efficient mechanical equipment is a big concern to green building advocates, but the benefits pale in comparison to what would happen if the human comfort range were a lot larger, like it was for 98% of recorded human history before the Thermostat Age. It turns out that the best way of expanding the range is something highly pleasurable...



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- 04 Jan 11 **Writing My Obituary**  
Some people give up living long before they're buried, whereas others create ideas that live on after them. This post looks at the progression from insight to cause to movement to living tradition, which is the operating system of the only proven delivery system for real sustainability that humanity has ever known.  
[more from www.originalgreen.org](#) - Not Cached - Edit - Delete - Share - Preview  
Insight cause movement living tradition Modernism traditionalism SteveMouzon
- 27 Dec 10 **Original Green Discussion Group**  
Dr. Matthew Hardy of the Prince's Foundation for the Built Environment established the Original Green Discussion Group last week. Please join us for what promises to be lively and provocative discourse!  
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**1**  
View

**the Original Green**  
 🌱 Rated Jan 13 • 1 review • environment • originalgreen.org

More efficient mechanical equipment is a big concern to green building advocates, but the benefits pale in comparison to what would happen if the human comfort range were a lot larger, like it was for 98% of recorded human history before the Thermostat Age. It turns out that the best way of expanding the range is something highly pleasurable...

---




**1**  
View

**the Original Green**  
 🌱 Rated Jan 12 • 1 review • environment • originalgreen.org

Sustainability isn't possible so long as our stuff has to go around the world to get to us... for several reasons: Fuel prices are uncertain, as are the environmental consequences of sources of stuff that we can't see because it's on the other side of the ocean. And that's just for starters...

---




**1**  
View

**the Original Green**  
 🌱 Rated Jan 11 • 1 review • car parts, environment peakoil • originalgreen.org

China's car sales surged past those in the US in stunning fashion in 2009, according to reports this morning, but that's only the tip of the iceberg. Read why this morning's news means nothing will be the same again.

---




**the Original Green**

**SAMouzon**

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# the Original Green

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## the Expanded Comfort Range

Wednesday, January 13, 2010

The human comfort range has shrunk to its smallest size in human history over the past half-century. Our ancestors had a comfort range of probably 30 degrees Fahrenheit. Near 90 degrees, they might cool themselves with a hand-held fan.

### Prefab Gr

Beautiful, sustainable special off  
www.Bambool

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[stevemouzon](#) the Expanded Comfort Range: if you like

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Jan 12	<b>113</b> Out of 126	<a href="#">the Original Green</a> <small>Edit</small> <ul style="list-style-type: none"> <li>the Source of Stuff: why Embodied Miles matter if we want to...Tue, 12 Jan 2010 15:51</li> </ul>
Jan 12	<b>13</b> Out of	<a href="http://www.miamiherald.com/entertainment/arts...">http://www.miamiherald.com/entertainment/arts...</a> <small>Edit</small> <ul style="list-style-type: none"> <li>MiamiHerald story <a href="#">http://bit.ly/8a1PnC</a> on Smart Growth Map...Tue, 12 Jan 2010</li> </ul>

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## Sustainable places are...

Nourishable



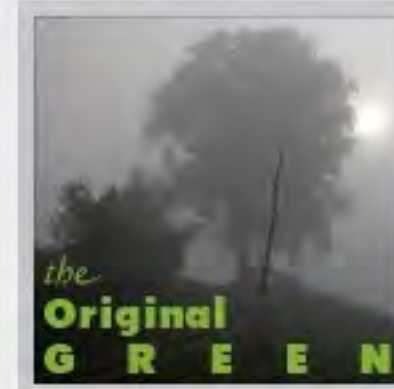
Accessible



Serviceable



Securable



## Sustainable buildings are...

Lovable



Durable



Flexible



Frugal



## Sustainability is More Than Gizmo Green

Originally, before the Thermostat Age, the places we built and buildings we built had no choice but to be green, otherwise people would freeze to death in the winter, die of heat strokes by summer, starve to death, or other really bad things would happen to them. Today, as we are working to re-learn how to live sustainably, much of the focus is on the gadgetry of green: Gizmo Green. This notion that we can simply invent more efficient mechanisms, and throw in some bamboo to boot, is only a small part of real sustainability.

Here's how the Original Green works: First, we must build sustainable places, because it does not matter what the carbon footprint of a building is if you have to drive everywhere in order to live there. The four foundations

### Presentations

We're continuing to add dates to the Original Green Book Tour. Check back soon for more presentations.

*January 12, 7:00 PM*

Rollins College  
Winter Park, Florida

*February 2*

New Partners for Smart  
Growth  
Charlotte

*March 11*

Pearl Fellowship Lecture  
University of New Mexico  
Albuquerque

*April 11*

College of Architecture &  
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building performs if it is demolished and carted off to the landfill in a generation or two because it cannot be loved. Even a landmark so revered by the architectural profession as the Boston City Hall is now in danger of just such a fate because it is famously unlovable. Only after the building is lovable can it go on to be sustainable by being Durable, Flexible, and Frugal.

So this is what the Original Green makes... sustainable buildings in sustainable places... but what *is* it, really? The Original Green is the collective intelligence *behind* those places. In common terms, it's the sustainability all our great-grandparents knew by heart.

The operating system of the Original Green is something called a Living Tradition; it spreads the wisdom of sustainability in ways vaguely similar to how nature spreads genetic material. Living Traditions bear about as much resemblance to an historical tradition as a living creature does to a fossil. One is alive, while the other is not. With that having been said, preservation is the act of ongoing sustainability, because how can we live sustainably if we keep throwing places and buildings away?

The best living traditions are held by the public at large, rather than just a few people. And if a living tradition is to produce sustainability, it must involve everyone. Our behavior must improve, or our machines can't save us. In short, there's something for everyone to do. And while Gizmo Green solutions are hurt by economic downturns, Original Green measures fare much better, because most of them operate naturally.

Make sure you check out the Original Green Blog, which regularly discusses all of these things and their implications in detail. And please make sure to leave your comments... let's have a discussion!

## Steve's Twitter Timeline Often Deals with Sustainability



- Exactly! The old place-making relationships are broken. Once/century chance to fix. RT @Urbanverse Sky Method remakes the relationships [10 minutes ago](#)

## Speaking

Steve Mouzon speaks on the Original Green across the US and abroad. Would you like for him to come and speak at your next event?

## Make a Request



## Got an Idea?

If you have an idea for a story, or know about work we need to feature...

## Please Let Us Know!

### Cause & Timeline:



### Steve's Useful Stuff & News:



### NU Guild & Mouzon Design:



### Project:SmartDwelling:



### Original Green Book on Amazon:



# the Original Green

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## *Where did the Original Green idea come from?*

Many people now agree that achieving sustainability is a bigger challenge than just buying more efficient devices. Steve Mouzon coined the phrase "Original Green" several years ago to describe the sustainability that existed before the Thermostat Age. The Original Green is the most important initiative being pushed forward by Steve Mouzon and Wanda Mouzon.

Steve is the founder of the New Urban Guild in Miami. The New Urban Guild is a group of architects, designers, and other New Urbanists dedicated to the study and the design of true traditional buildings and places native to and inspired by the regions in which they are built. Involving a number of designers brings authenticity to a place that simply cannot be achieved when all buildings are designed by a single hand, no matter how talented that hand may be. The Guild was instrumental in the creation of the Katrina Cottages concept, and continues to foster the movement, including



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[Original Green Bookstore](#) *contains a growing collection of books that contribute to various aspects of the Original Green. All orders through the Original Green Bookstore are fulfilled by Amazon.*

[Original Green Links](#) *is a collection of links to organizations that contribute to the Original Green ideals in some way.*

[Original Green Tweeters](#) *is a collection of Twitter streams that may be of interest to those who support Original Green principles.*

[Original Green Presentations](#) *is a list of all the times and places that the ideas of the Original Green have been presented. Eventually, most of them will be linked to a pdf of the presentation file, available for download.*

[Original Green Curator](#) *is our archive of the Curator, which first goes out via email. Read all the back issues here for great blog posts both on the Original Green Blog and elsewhere.*

### **Original Green Images**

[Original Green poster.pdf](#) *is a ledger-size poster containing icons of the four foundations of sustainable places and the four foundations of sustainable buildings.*

### **[Nourishable Places Resources](#)**

### **[Accessible Places Resources](#)**

### **[Serviceable Places Resources](#)**

### **[Securable Places Resources](#)**

### **[Livable Buildings Resources](#)**



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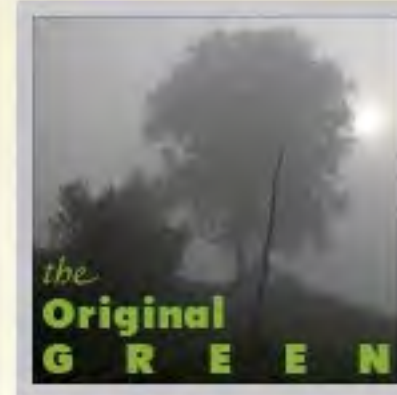
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### Place-Making Sustainability Institutions

[INTBAU](#) is the International Network for Traditional Building, Architecture & Urbanism; sponsored by His Royal Highness the Prince of Wales

[CNU](#) is the Congress for the New Urbanism; New Urbanists have been building sustainable places since 1980

[The Prince's Foundation](#) is sponsored by His Royal Highness the Prince of Wales; the Prince's Foundation has, for over a quarter-century, been working to reawaken living traditions that can foster true sustainability

[ICA/CA](#) is the Institute of Classical Architecture/Classical America; they sponsored the first Original Green lecture

[CATS](#) is the Center for Applied Transect Studies. The Transect is one of the theoretical frameworks that underlies the Original Green.

[CNUFlorida](#) is the Florida chapter of the Congress for the New Urbanism; this chapter is sponsoring several sustainability initiatives

[CEU](#) is the Council for European Urbanism

[ACNU](#) is the Australian Council for New Urbanism.

[NextGen](#) is the Next Generation of New Urbanists

### Technical Sustainability Institutions

[USGBC](#) is the United States Green Building Council; they sponsor the LEED standard

[Building Green](#) is an independent publishing company committed to providing accurate, unbiased, and timely green building information. They sponsor Environmental Building News, the GreenSpec Directory, and the BuildingGreen Suite of online tools

[Green Building Advisor](#) is the digital sustainability arm of Taunton Press. It contains a suite of guidelines, construction details, blogs by leading green building experts, and product guides.

### Educational Institutions

[Andrews University School of Architecture](#) has an excellent program built in recent years based on the New Urbanism and regionally-particular architecture



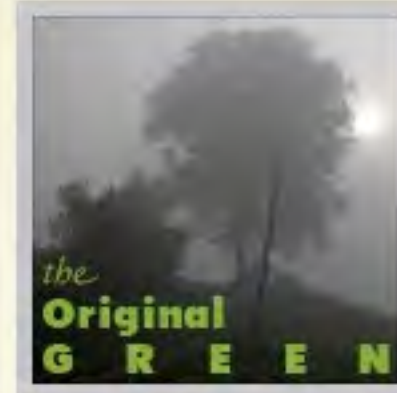
### **Sustainability Strategy**

Recycle Roof Replacement Waste Insist on the Green Option; LEED;

### **LEED Commissioning**

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## Twitter Streams

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The following people tweet on a broad range of subjects that may be of interest to those who value the principles of the Original Green:

[@stevemouzon](#) *Steve Mouzon is the founder of the Original Green and the New Urban Guild*

[@180\\_Degree](#) *180° Studio is New Urban Guild architects Brian Hendrickson and Kevin Klinkenberg*

[@3north](#) *New Urban Guild architect David Rau is a principal of 3 North*

[@BFDonnelly](#) *Bruce Donnelly is an urbanist in Cleveland*

[@BrianDiSab](#) *Brian DiSabatino is New Urbanist developer in Delaware.*

[@BrownDesignStd](#) *Eric Brown is a New Urban Guild architect in Beaufort, South Carolina*

[@CivicByDesign](#) *Civic By Design is a group Twitter stream by DPZ's Charlotte office*

[@classicist](#) *The Institute of Classical Architecture/Classical America is a joint effort of the Institute*

[@clmarohn](#) *is Charles Marohn, New Urbanist and "recovering civil engineer."*

[@cnunextgen](#) *CNU NextGen is a joint stream by Mike Lydon, Matt Lambert, and Russ Preston*

[@Cooper\\_Designs](#) *Chad Cooper is an architect in Houston*

[@Denese\\_Bottrell](#) *Denese Bottrell is a content marketer with a keen eye for design*

[@DinoMarcantonio](#) *Dino Marcantonio is a classical architect in New York and an instructor at Yale*

[@EdwardKeegan](#) *Ed Keegan is a Chicago architect, Notre Dame adjunct professor, and editor of ARCHITECT*

[@Farmer\\_D](#) *Daron "Farmer D" Joffe is a noted organic/biodynamic farmer and agricultural evangelist*

[@geoffreydgraham](#) *Geoff Graham is a New Urbanist and founder of Guild Quality*

[@Gil\\_lopez](#) *Gil Lopez is a landscape designer and local food activist in Orlando*

[@gosner](#) *George Osner is an urban planner in Modesto, California*

[@GrantHumphreys](#) *Grant Humphreys is a New Urbanist Town Founder (Carlton Landing) in Oklahoma*

[@GreenCurmudgeon](#) *Carl Seville is a green building writer, speaker, and teacher*

[@Greg\\_Lindsay](#) *Greg Lindsay is an author and Fast Company writer*

[@hblackson](#) *Howard Blackson is a principal of PlaceMakers, a planning firm specializing in the SmartCode*

[@hborys](#) *Hazel Borys is also a principal of PlaceMakers, a planning firm specializing in the SmartCode*

[@HistoricalArch](#) *Historical Concepts is an architectural firm in Peachtree City, Georgia*

[@HistoricShed](#) *70-Ann Peck is a preservationist in Brooksville, Florida*



- 10 October 10 • The Whistle Stop • San Diego  
the Original Green
- 10 October 04 • Southeastern Regional Association of Physical Plant Administrators • Point Clear  
the Original Green on Campus
- 10 September 30 • Preservation Resource Center • New Orleans  
[the Original Green: Sustainability for the Long Run](#)
- 10 September 23 • Prince's Foundation for the Built Environment • New Orleans  
the Original Green
- 10 September 15 • Beaufort, South Carolina  
[Beaufort and the Original Green](#)
- 10 September 14 • Civic by Design • Charlotte  
Living Traditions and the Original Green
- 10 September 10 • Judson University • Elgin, Illinois  
Living Traditions and the Original Green
- 10 July 08 • St. Paul University • Ottawa  
the Original Green
- 10 June 16 • JPHorizons • Dallas  
A Challenge to the Green Industry
- 10 June 11 • AIA National Convention • Miami  
The Art & Science of Design for Coastal Hazard Mitigation
- 10 June 03 • GreenTrends 2010 • St. Petersburg  
the Original Green
- 10 May 21 • Congress for the New Urbanism 18 • Atlanta  
Affordable Housing & Sustainability: How Can We Afford Affordable Housing?
- 10 May 20 • Congress for the New Urbanism 18 • Atlanta  
Opening Up the Original Green
- 10 May 19 • Congress for the New Urbanism 18 • Atlanta  
The Sky Method
- 10 April 05 • Institute of Classical Architecture/Classical America • San Antonio  
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- 10 March 21 • INTBAU Scandinavia • La Habana, Cuba  
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- 10 March 09 • Prince's Foundation for the Built Environment Master Class • London  
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A Better Way to Make the Green Industry Green
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## CURATOR

*Common-Sense, Plain-Spoken  
Architecture & Urbanism*

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### Volume 1, Issue 1

Thursday, December 30, 2010

The Original Green Curator is like a "best-of" the [Original Green App](#): blog posts hand-selected from both the Original Green Blog and also from great blogs by other authors who deal with common-sense, plain-spoken sustainability.

*the ORIGINAL GREEN?  
There's an App for that!*

Join the [Original Green Discussion Group](#) for provocative and insightful discourse.



Here's where you can find the [Original Green book](#) on Amazon:

#### [The Wellness Lenses of the Original Green](#)

Original Green Blog - 10 DEC 20

It's obvious that places and buildings we build can affect our bodies' health; unwalkable places are a major culprit in obesity, for example. But did you ever think how they could also affect our mental health, or even the health of our spirits? Explore these possibilities in this post.



#### [Let's Get Small: Placemaking as Antidote for Shrinking City Budgets](#)

PlaceShakers and NewsMakers - 10 DEC 10

Most cities can't afford to sprawl any longer. This excellent post puts it all together in compelling fashion. Must-read.





Here's where you can find the [Original Green book on Amazon](#):



Like the images used in the Original Green book? Here's where you can download them at full resolution:



### 30 Years After Adopting a Mystery

Original Green Blog - 10 NOV 16

What happens when you take a mystery home with you, and feed it, and give it a place to live? It might take decades, but if you don't let the mystery die, it just might open your eyes to groundbreaking insights someday.



### Sustainable Places: Where the Healing Can Begin

Kaid Benfield's Blog - 10 NOV 03

This post weaves together a riveting case for healing ourselves and our places by designing and repairing them (and us) differently than we've done heretofore. Chock-full of great resource links.



### The Coming Golden Age of Great Necessities

Original Green Blog - 10 OCT 18

Until recently, we've been wealthier than ever before, but we've built some of the most wretched and unsustainable places in human history. This post lays out the reasons why the





### [The Luxury of Small](#)

Original Green Blog - 10 AUG 11

Even if the Urge for Big hadn't helped cause the Meltdown, it's still a horrible idea because it leads toward the Poverty of Large. This chronology of consumption tells a national story, but is also my own story as well.



### **All-Time Favorites**

[BP or Us?](#)

[A Gift to the Street](#)

[Earth Day - A Symptom of Our Disease?](#)

[Curing Cancer of the City](#)

[The Long Tail of Housing Demand](#)

[The Curse of the Craftsman](#)

[Living In Season](#)

[Down the Unlovable Carbon Stair-Steps](#)

[The Wall Street Journal on SmartDwelling I](#)

[After Earth Day - What's Next? What Can I Do?](#)

[The Trouble With Consumption](#)

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## Original Green TV

Here's the Original Green video channel. You can also find the [Original Green Channel](#) on YouTube... the only difference is that the quality of video is better here. Subscribe here or there, and you'll have the latest.

[Go to archive](#)

### Original Green Views 1 - The Fragility of Walkability

Tuesday, August 17, 2010

Original Green Views are a series of discussions about Original Green issues. They address hard points in some way or another. This one, for example, deals with how easily walkability can be...

[More...](#) [5 Comments](#)

### Original Green Clips 1 - Sidewalk Comfort

Tuesday, August 17, 2010

Original Green Clips will illustrate a single issue that contributes to the Original Green, which is common-sense, plain-spoken sustainability. Many of the patterns we show may be old, having been...

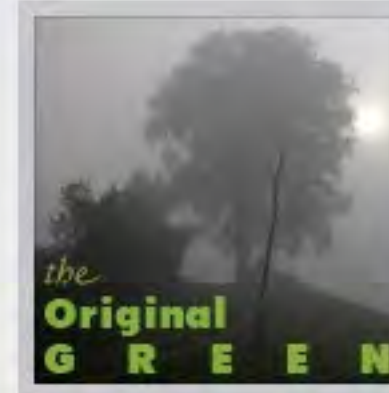
[More...](#) [No Comments](#)

### BeachWalk 1 - Office to Apple Store

Tuesday, August 17, 2010

BeachWalks are shot in South Beach, where I live and work with Wanda and our three miniature dachshunds, Buddy, Tanner, and Sally. They will illustrate how we live within walking distance of almost...

[More...](#) [1 Comment](#)



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#### **Presentations**

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Albuquerque

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Denver



# Top 10 Blog Rules of Thumb

10. Live Links, Embedded

9. Focus

8. To-The-Point Paragraphs

7. Concise Posts

6. Scannable Text

5. Be Sociable

4. Images

3. Human Voice

2. Don't Bury the Lead

1. Compelling Title



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**ze  
en**

**Dezeen**

1 sec

RT @charlottecramer: creepy or beautiful? <http://t.co/lyGolQO> via @dezeen



**INFILLnc**

22 secs

Yestetdays sleep deprived post, Architect at 3am | Coffee with an Architect <http://su.pr/AsZDyR> #architeture



**brainpicker**

1 min

In 1588, Galileo gave two lectures questioning the physics of Dante's Inferno <http://j.mp/fUZs4i>



**JamesHPerry**

5 mins

"to be a Negro in America is to smile when you want to cry" @mharrisperry quoting MLK #mlkday

↻ by thenation



**peterrothberg**

5 mins

Smart post by my new intern! RT @kgosztola: What Progressives Can Learn from Martin Luther King Jr at <http://bit.ly/gU3ZQc>

↻ by thenation



**qbike**

1 min

#Bicycling Magazine suggests 5 friendly small cities for #bike riding - <http://bit.ly/aRzflG>



**EcoGOP**

1 min

Свидео ми се YouTube видео -- Ryan Paris - Dolce Vita <http://youtu.be/08lmZiX1zVc?a>



**thenation**

2 mins

Putting Poverty on the Agenda. New post by @katrinanation <http://bit.ly/ePX8R1>



**bgardner**

8 mins

5 Sources to Find Tweetable Content --> <http://t.co/PKnR2EJ>

↻ by chrisbrogan



**chrisbrogan**

2 mins

Just sent out this week's blog topics, about how to catch trends and work with them. - <http://chrisbrogan.com/blog-topics>



**joeblalock**

2 mins





**Urbanverse**

16 mins

@stevemouzon maybe that should be... I hope! might be one more way some cities get ahead and others fall behind. that concerns me too.



**Urbanverse**

17 mins

@stevemouzon I think trends are on the side of this thinking. our old method is too siloed, preferential. and creates dysfunctional cities.



**Urbanverse**

37 mins

@stevemouzon would be intriguing. b/c it remakes the relationships. that's what we need to try to do. refocus interests.



**Urbanverse**

41 mins

@stevemouzon excellent comment, thank you. Love your sky method, brilliant. fascinating. has any one used it?



**MarkJohnsonFAIA**

48 mins

The ArchitectureDesign Daily is out! <http://bit.ly/dVChOY> ▶ Top stories today by @stevemouzon @myarchn @architect\_news



**SHUEDA**

2 days

The Architecture Daily is out! <http://bit.ly/ha6M2K> ▶ Top stories today by @ig\_construction @stevemouzon @romeroarch @jmassengale



**KarjaCH**

2 days

RT @MontacoTruck: Food Truck Party 6-11 Saturday in Wynwood! <http://bit.ly/fgbDkZ> cc @SteveMouzon @wandamouzon



**SLSCONSTRUCTION**

2 days

RT @stevemouzon: I'll be speaking @ Smarter Codes & Growth in Charlotte on 2/2: <http://bit.ly/gfONSX> Lots of grt speakers... please come!



**OneProjCloser**

3 days

Thx!! RT @SLSCONSTRUCTION: More Great #FF @buildSupplyCC @LEEDforHomes @concretedetail @stevemouzon @Bensonwood @dogwalkblog @EnergyCircle



**arqpalazzo**

3 days

#FF says /afa by @AlecFa @StephenKeritz



the  
**Original  
GREEN**

Hi, I'm Steve Mouzon.

I'm an architect, urbanist, author, activist, speaker, and whatever else needs to get done.

I've always tried to find needs that weren't already being met and fill them, so I do some fairly unique stuff.

You can also find me here:

[www.originalgreen.org](http://www.originalgreen.org)  
[www.newurbanguild.com](http://www.newurbanguild.com)  
[www.katrinacottages.com](http://www.katrinacottages.com)  
[www.mouzon.com](http://www.mouzon.com)  
[mouzon.typepad.com](http://mouzon.typepad.com)  
[samouzon.zenfolio.com](http://samouzon.zenfolio.com)



## Steve Mouzon

@stevemouzon Miami Beach

Steve is a principal of the New Urban Guild and Mouzon Design in Miami. He is an author, and lectures frequently across the country and abroad.

<http://www.originalgreen.org/OG/Blog/Blog.html>

Edit your profile →

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**stevemouzon** Steve Mouzon  
Exactly! The old place-making relationships are broken. Once-in-a-century chance to fix. RT @Urbanverse Sky Method remakes the relationships  
34 minutes ago

**stevemouzon** Steve Mouzon  
Not yet, but several cities have asked me about it... stay tuned RT @Urbanverse Love Sky Method, brilliant. has any one used it?  
43 minutes ago

**stevemouzon** Steve Mouzon  
@Urbanverse Important subject... Thanks! I've spent a lot of time on the Gulf Coast in the years after Katrina... <http://post.ly/1UNAw>  
1 hour ago

**stevemouzon** Steve Mouzon  
@Urbanverse Of all the C topics you could have chosen, Cindy, I'm delighted you picked this one! The grand projects ...  
<http://post.ly/1RXZH>  
1 hour ago

**stevemouzon** Steve Mouzon  
The Urbanism Daily is out! <http://bit.ly/fb4Unk> • Top stories today by @urbanatl @mikesoron @lindsaybanks @clayforsberg  
27 hours ago

**stevemouzon** Steve Mouzon  
The slowness of facebook's iPhone app is absurd. Every other app I have is many times faster. Makes me want to ditch facebook  
15 Jan

**stevemouzon** Steve Mouzon  
Just because you don't quite know how an idea will turn out yet doesn't mean you shouldn't present it. Everyone should watch it grow  
15 Jan

**stevemouzon** Steve Mouzon  
Some things we present should be well-seasoned and compelling. Other ideas should be young & vulnerable. We need both.  
15 Jan

**stevemouzon** Steve Mouzon  
Lots of Art Deco Weekend posts on Steve Wright's blog:  
<http://bit.ly/c1UlmZ>  
18 Jan

**stevemouzon** Steve Mouzon  
Real traditional architecture comes from a living tradition. Volume builders = fake patina factories when they knockoff "traditional"  
19 Jan

**stevemouzon** Steve Mouzon  
Vernacular isn't a product, it's a process. Give me the sterility of Modernism over fake patina.  
19 Jan

About @stevemouzon

2,917 Tweets 840 Following 1,227 Followers 172 Listed

Following 840



Followers 1,227



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# Twitter Rules of Thumb

10. Cross-Pollinate #FF
9. Don't Be Afraid to Unfollow
8. Don't Use Direct Messages Unless Replying
7. Favorite Your Favorites
6. Use Hashtags (#) Freely
5. Use @username
4. Leave Room for RTs
3. Give Proper Credit
2. Follow Useful People
1. Post Useful Stuff



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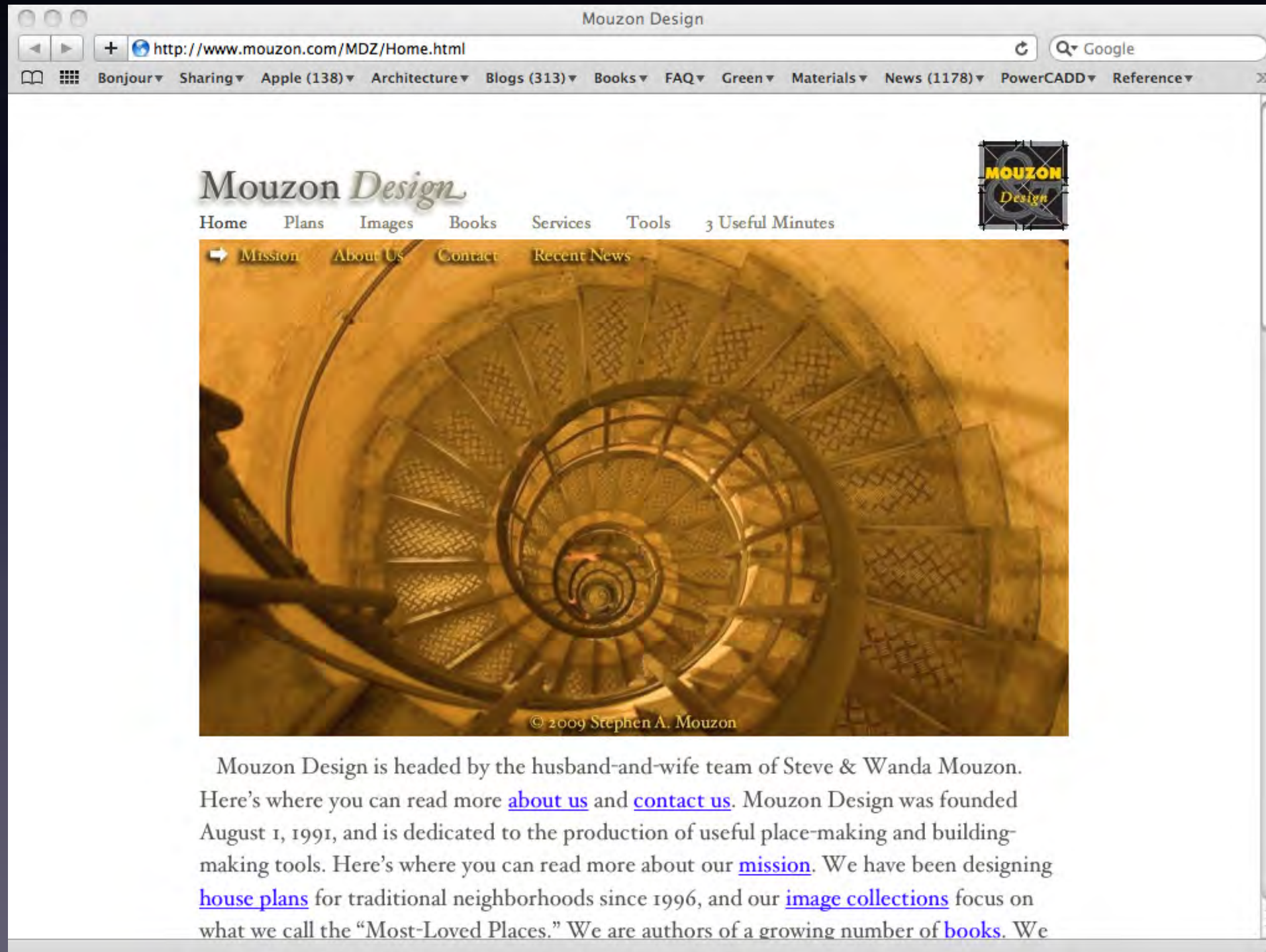
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# The New Web Paradigm



The screenshot shows a web browser window with the title "Mouzon Design" and the URL "http://www.mouzon.com/MDZ/Home.html". The browser's address bar includes a search engine icon and the text "Google". Below the address bar is a navigation menu with items: "Bonjour", "Sharing", "Apple (138)", "Architecture", "Blogs (313)", "Books", "FAQ", "Green", "Materials", "News (1178)", "PowerCADD", and "Reference". The main content area features the "Mouzon Design" logo in a stylized font, followed by a horizontal menu with "Home", "Plans", "Images", "Books", "Services", "Tools", and "3 Useful Minutes". Below this is a secondary menu with "Mission", "About Us", "Contact", and "Recent News". The central image is a high-angle, top-down view of a spiral staircase with a metal railing, set against a warm, golden-brown background. A copyright notice "© 2009 Stephen A. Mouzon" is visible at the bottom of the image. Below the image is a paragraph of text: "Mouzon Design is headed by the husband-and-wife team of Steve & Wanda Mouzon. Here's where you can read more [about us](#) and [contact us](#). Mouzon Design was founded August 1, 1991, and is dedicated to the production of useful place-making and building-making tools. Here's where you can read more about our [mission](#). We have been designing [house plans](#) for traditional neighborhoods since 1996, and our [image collections](#) focus on what we call the "Most-Loved Places." We are authors of a growing number of [books](#). We





# the NEW URBAN GUILD

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→ Mission About Us Members Affiliates Contact News Archive



image © 2009 Stephen A. Mouzon

Here's our [Mission](#). Want to know more [About Us](#), including our history? Here's our list of [Members](#)... you'll likely find some familiar names here, and you really should get acquainted with the rest of the Guild, too... it's a remarkable group of architects and designers. Our [Affiliates](#) program will soon be online... it will include other architects, designers, planners, developers, or builders, who support Guild principles. Here's our [News Archive](#) of current



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**STEVE MOUZON**  
1253 WASHINGTON, SUITE 222  
MIAMI BEACH, FL 33139  
7 8 6 • 2 7 6 • 6 0 0 0  
STEVE@MOUZON.COM

PROJECT:SMARTDWELLING  
*is being hosted by the*  
NEW URBAN GUILD

[WWW.NEWURBANGUILD.COM/NUG/SMARTDWELLING.HTML](http://WWW.NEWURBANGUILD.COM/NUG/SMARTDWELLING.HTML)



PROJECT:SMARTDWELLING



*SmartDwelling I  
was featured in the  
Wall Street Journal's  
Green House of the Future story.*



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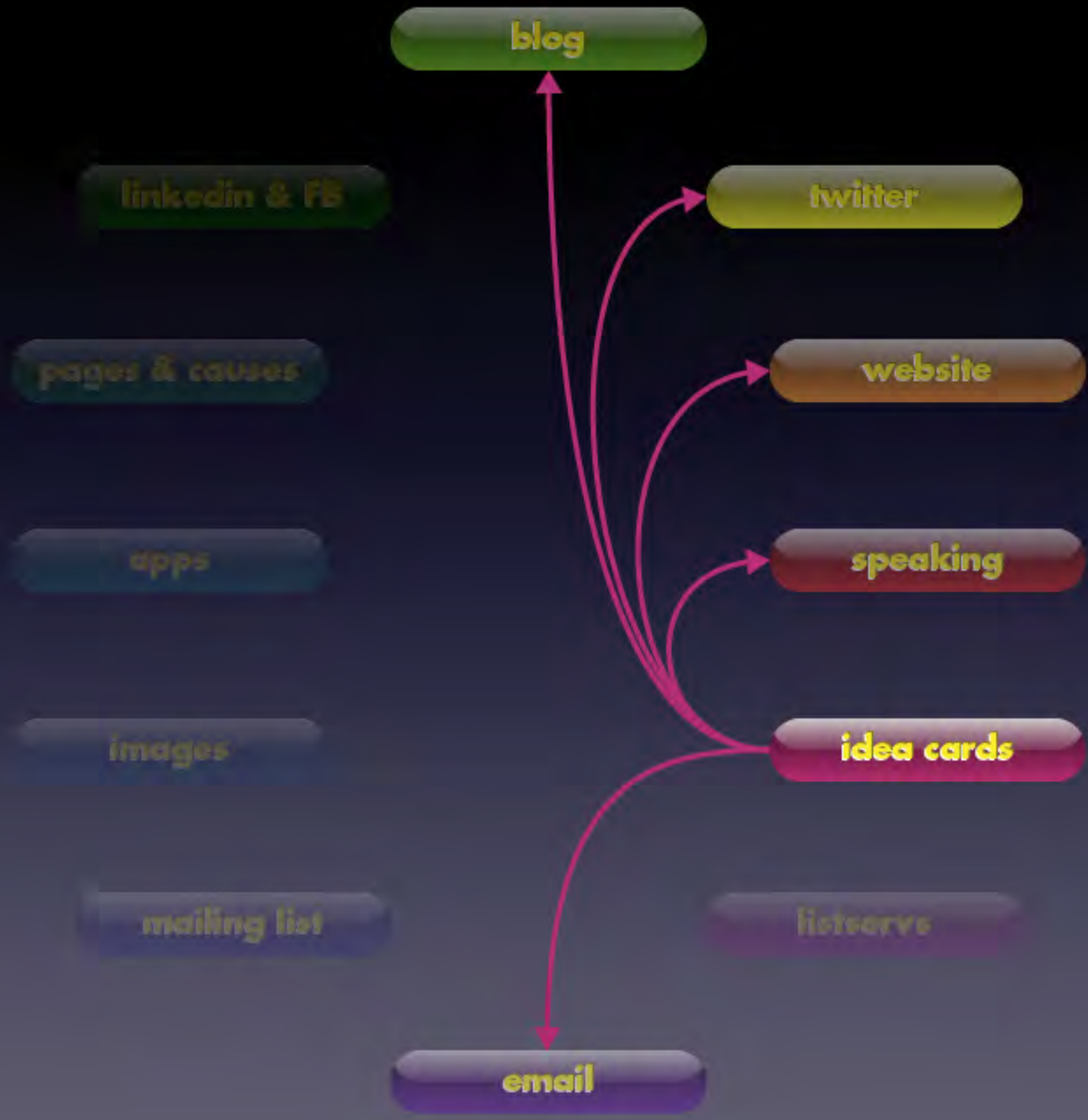
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Urbanists — On My Mac (16894 messages, 1 unread)

Get Mail Delete Junk Reply Reply All Forward New Message Note To Do Flag Threads Address Colors Chat Search

From	Subject	Date Received	S...
Gate Pratt	Re: [URBANISTS] Exterior Plaste...	Today 12:23 PM	74.9 K
Sara Hines	Re: [URBANISTS] Exterior Plaste...	Today 11:50 AM	73.1 K
Gate Pratt	[URBANISTS] Exterior Plaster (w...	Today 11:37 AM	65.3 K
Sara Hines	Re: [URBANISTS] The Problem w...	Today 11:30 AM	51.1 K
Ann B Daigle	Re: [URBANISTS] The Problem w...	Today 11:21 AM	70.7 K
Patrick Condon	[URBANISTS] Sustainable transit...	Today 11:15 AM	4.9 KB
Gate Pratt	Re: [URBANISTS] Adele Scheele:...	Today 11:11 AM	12.4 K
Gate Pratt	Re: [URBANISTS] Adele Scheele:...	Today 11:08 AM	9.7 KB
John Massengale	[URBANISTS] Adele Scheele: Aci...	Today 11:04 AM	4.7 KB
Gate Pratt	Re: [URBANISTS] The Problem w...	Today 10:53 AM	52.2 K
Ann B Daigle	Re: [URBANISTS] The Problem w...	Today 10:39 AM	53.1 K
Gate Pratt	Re: [URBANISTS] The Problem w...	Today 10:06 AM	35.9 K
Sara Hines	Re: [URBANISTS] The Problem w...	Today 9:58 AM	11.5 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 11:08 PM	14.0 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 10:58 PM	14.0 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:27 PM	12.7 K
Frank Gruber	Re: [URBANISTS] The Problem w...	Yesterday 7:23 PM	4.2 KB
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:21 PM	12.1 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 7:16 PM	12.2 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:04 PM	10.3 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 6:55 PM	33.7 K
Sara Hines	Re: [URBANISTS] The Problem w...	Yesterday 4:55 PM	31.6 K
Jason Miller	Re: [URBANISTS] The Problem w...	Yesterday 4:19 PM	18.7 K
Jennifer Hurley	Re: [URBANISTS] The Problem w...	Yesterday 3:48 PM	8.6 KB
Gate Pratt	Re: [URBANISTS] The Problem w...	Yesterday 2:33 PM	28.1 K
Sara Hines	Re: [URBANISTS] Tstat Wars and...	Yesterday 2:31 PM	8.5 KB
Sara Hines	Re: [URBANISTS] The Problem w...	Yesterday 2:23 PM	23.4 K
Rich Mintz	Re: [URBANISTS] The Problem w...	Yesterday 12:22 PM	10.6 K
Martin Dreiling	Re: [URBANISTS] Tstat Wars and...	Yesterday 12:19 PM	8.2 KB
Randy Vinson	Re: [URBANISTS] Tstat Wars and...	Yesterday 12:13 PM	6.1 KB
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 12:13 PM	3.5 KB
Jennifer Hurley	Re: [URBANISTS] Monsanto's G...	Yesterday 12:02 PM	13.2 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 12:01 PM	22.1 K
Garv Justiss	Re: [URBANISTS] The Problem w...	Yesterday 11:58 AM	30.7 K

MAIL ACTIVITY

From: Sara Hines  
 Subject: **Re: [URBANISTS] Exterior Plaster (was thermostats)**  
 Date: January 14, 2010 11:47:31 AM EST  
 To: The free discussion list for New Urbanism  
 Reply-To: The free discussion list for New Urbanism



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To:

Cc:

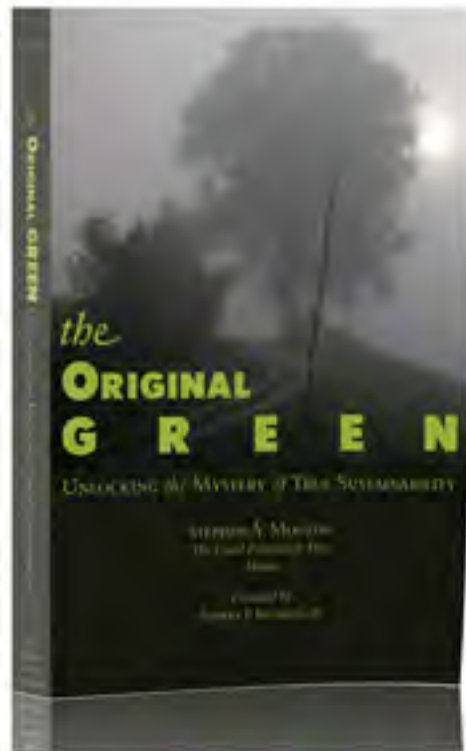
Bcc:

Subject:

From: Steve Mouzon <steve@mouzon...> Mouzon server Signature: MDZ

Thanks!

Steve



Steve Mouzon  
AIA ~ CNU ~ LEED AP

Mouzon Design  
1253 Washington Avenue  
Suite 222  
Miami Beach, FL 33139  
USA

786-276-6000  
[steve@mouzon.com](mailto:steve@mouzon.com)



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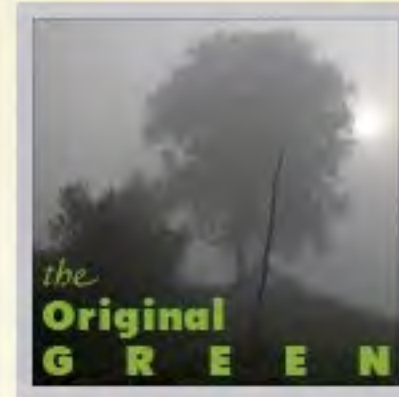
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# Subscribe

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Subscribe to receive periodic news releases on Original Green events. The only required information is your name and email address, but the more we know, the better we can tailor your news releases. For example, we send news releases about local events only to people in that area, so if we don't know where you live, you won't get the news release. We also send some news releases only to people in a certain line of work, so if we don't know what you do, you'll miss those, too. We will not share your info with anyone else, nor will we sell it to anyone.

• Email	<input type="text"/>
Name Prefix	<input type="text"/>
• First Name	<input type="text"/>
• Last Name	<input type="text"/>
Name Suffix	<input type="text"/>
Phone	<input type="text"/>
Company Name	<input type="text"/>
Job Title	<input type="text"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/>

These organizations may also be of interest (same privacy terms as above):

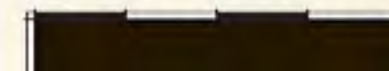
Click here to [subscribe to news releases from Mouzon Design](#), founded by Steve Mouzon.



*The*  
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## Contact Info

Address **1253 Washington Avenue  
Suite 222  
Miami Beach, Florida, 33139  
United States**

Daytime phone **786-276-6000**

E-mail **send message**

Web site **www.mouzon.com**

**Mouzon Design  
New Urban Guild  
the Original Green  
Useful Stuff  
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## Featured Galleries &amp; Collections

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Welcome, [steve@mouzon.com](#)  
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### Your Applications

Support



**Original G**  
RSS MashUp Application

### Developer Accounts

Default Developer Account: AppMakr as App Author

iPhone Distribution: Steve Mouzon

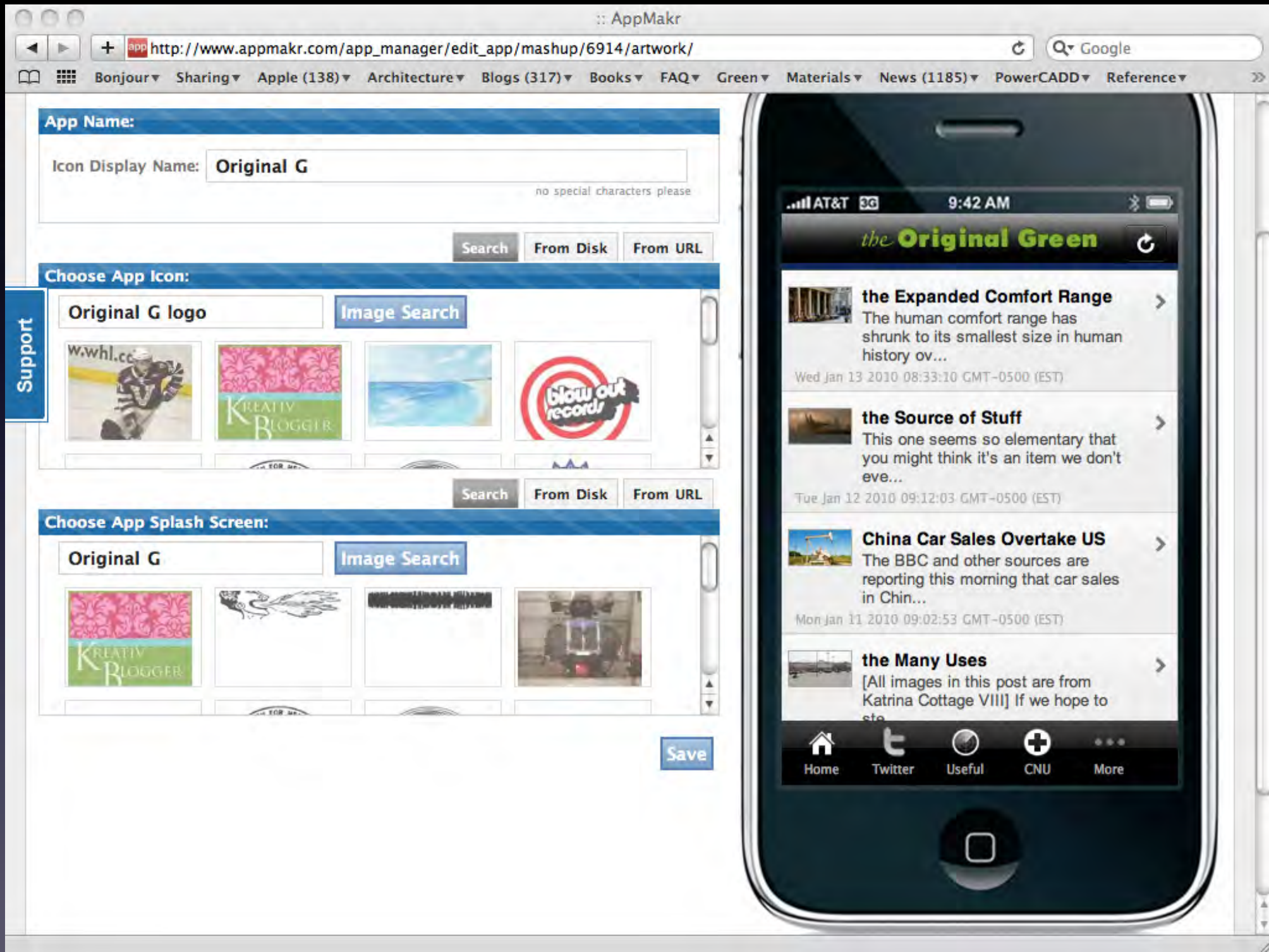
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### Recent Build History

**Original G** (Bld#1749) status: *Jan 09th* | Request: *Jan 10th*  
AppStore: AppMakr will publish to iTunes

**Original G** (Bld#1523) status: *Complete* | Request: *Jan 07th*  
Distribution: You must upload to iTunes (Self Publish)





Support

App Name:

Icon Display Name: Original G

Search From Disk From URL

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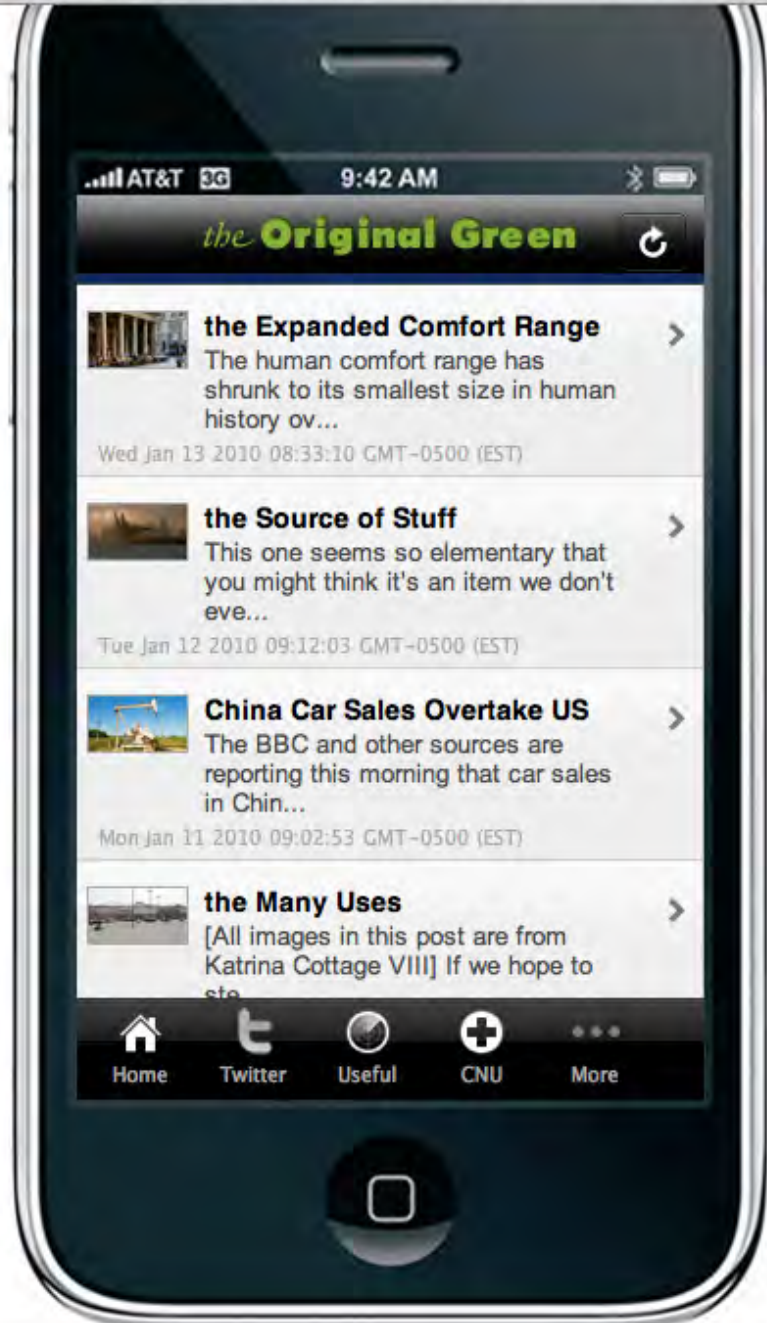
Original G logo Image Search [Grid of image thumbnails]

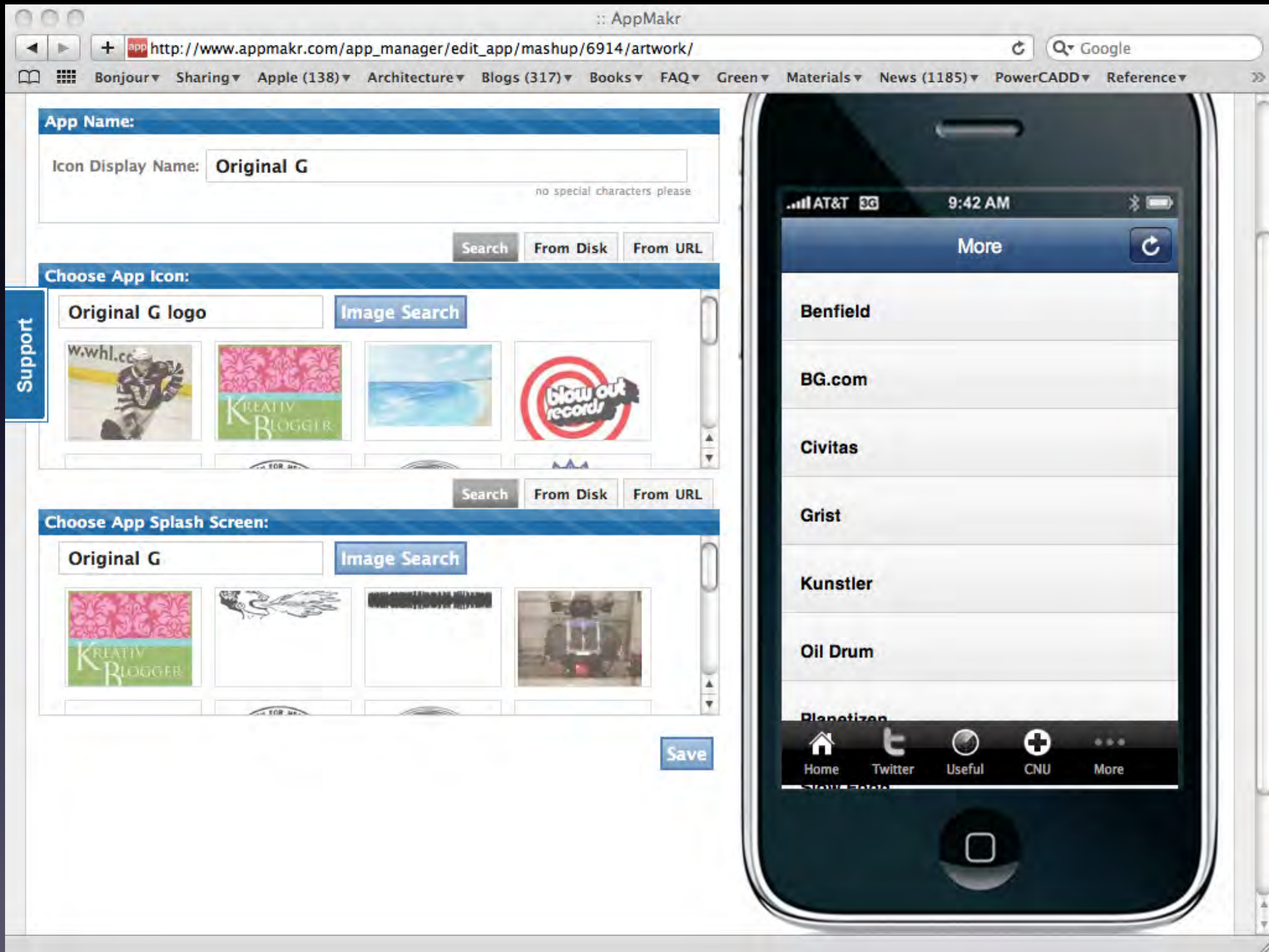
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Choose App Splash Screen:

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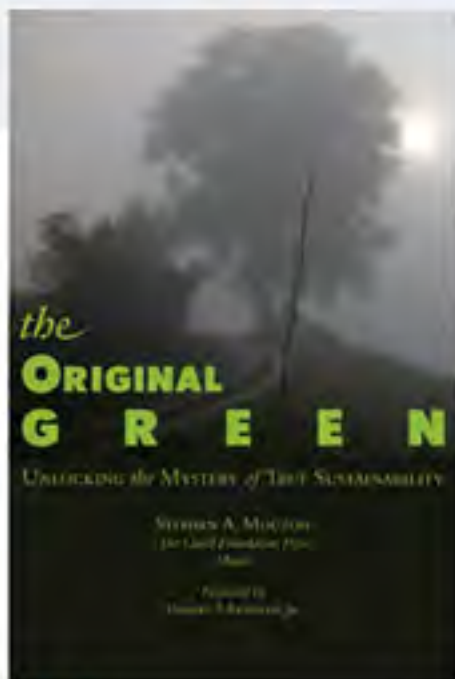
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Originally (before the Thermostat Age) we had no choice but to build green, otherwise people would not survive very long. The Original Green aggregates and distributes the wisdom of sustainability through the operating system of living traditions.

Information

Founded: April, 2010

Insights

See All

- 24 Monthly Active Users
- 0 Daily New Likes
- 0 Daily Post Views
- 0 Daily Post Feedback

Insights are visible to page admins only.

692 Friends Like This

6 of 692 Friends See All

# the Original Green [Unlocking the Mystery of True Sustainability]

- Wall
- Info
- Photos
- Discussions
- Wall Paper

Share: Status Photo Link Video

Write something...

Options



**SustainableThinking Platform** New submissions for our multimedia competition are up. Let the voting begin!!!!  
 Deadline has been extended until 31 December and we are also giving away five cool sports bags made out of recycled PVC advertising banners for the most active forum participants.  
<http://www.sustainablethinking.eu/news/deadline-extended-new-...>

See More



**Deadline Extended - New prizes for forum participants | Sustainable Thinking Platform / Vinyl 2010**  
[www.sustainablethinking.eu](http://www.sustainablethinking.eu)

The deadline of the second edition of the Sustainable Thinking Platform multimedia competition has been extended until 31 December.

November 16, 2010 at 11:07am · Like · Comment · Share



**Charles Luck Stone** After hearing Steve Mouzon speak in Chicago we are inspired to learn more about the ideas behind the Original Green [Unlocking the Mystery of True Sustainability] and how we can become a part of an amazing movement!

**the Original Green**  
[www.originalgreen.org](http://www.originalgreen.org)

Steve Mouzon speaks on the Original Green across the US and abroad. Would you like for him to come and speak at your next event?

November 9, 2010 at 9:51am · View Post



**Caroline Savery** Hey... your ideas are very interesting to me... we should be in touch! I'm making an experimental film about the deep meaning of sustainability, in all its complexity... Please check it out and support! <http://kck.st/94ATa2>



**Kickstarter >> Sust Enable: The Metamentary by Caroline Savery**  
[kck.st](http://kck.st)

Caroline Savery is raising funds for Sust Enable: The Metamentary on Kickstarter! An experimental feature-length non-fiction film exploring the deep meaning of sustainability.

October 14, 2010 at 4:57pm · Like · Comment · Share



**Ed Seymour** Follow the FIU Solar Decathlon on Twitter...

**FIU Solar Decathlon (FIU\_SD\_2011) on Twitter**  
[twitter.com](http://twitter.com)

The PerFORMIDlance House is completely solar-powered and

Get More Connections

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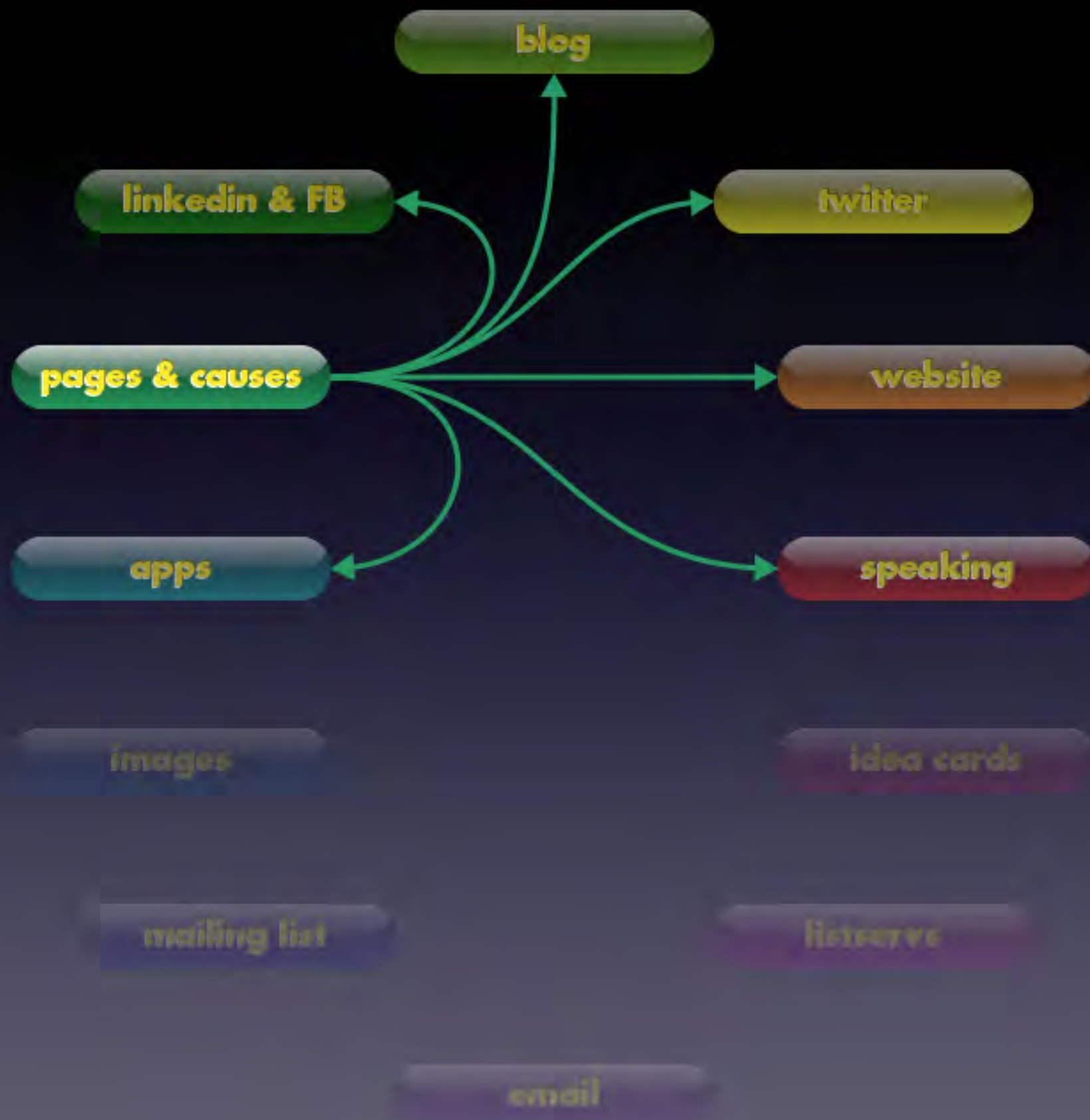
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Steve Mouzon (3)

http://www.facebook.com/steve.mouzon

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### Steve Mouzon

Principal at New Urban Guild Studied Architecture at Ball State University Lives in Miami, Florida Married to Wanda Mouzon From Miami Beach, Florida Born on December 28, 1959 Add languages you know Edit Profile

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What's on your mind?

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- Photos (58)
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Married to

Wanda Mouzon

Friends (3287)

- Karen W. Russo
- Susan Henderson
- Ty Reid
- Janna Whitley

Steve Mouzon  
Just completed a 3.83 mi run with RunKeeper - Ocean Drive run on Art Deco Weekend.

**RunKeeper stats and mapped route of my run**  
Distance 3.83 mi | Duration 0:46:46 | Calories Burned 605  
Average Pace 12:12 / mi | Average Speed 4.92 mph | Elevation Climb 55 ft

Yesterday at 11:03am via RunKeeper · Like · Comment · Track your fitness

John Morrison, Hazel Borys, Victor Brandon Dover and 2 others like this.

Write a comment...

Steve Mouzon  
My answer on Quora to: New Urbanism: What are the most influential New Urbanist blogs? <http://qr.ae/248g>

Steve Mouzon's answer to New Urbanism: What are the most influential New Urbanist blogs?  
[www.quora.com](http://www.quora.com)

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Email Password

Find Friends

Facebook won't store your password.

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partners.livingsocial.com  
365 Things to do in Miami before you die.

**Brick-It, Thin Bricks**  
brickit.com  
The largest selection of real clay thin bricks and easy DIY installation system. Ships anywhere in US.

**1 Flat Abs Tip**  
31dayfatlosscure.com  
This "strange" video reveals 1 little known ab exercise that gives

Carl Erwin

Chat (158)



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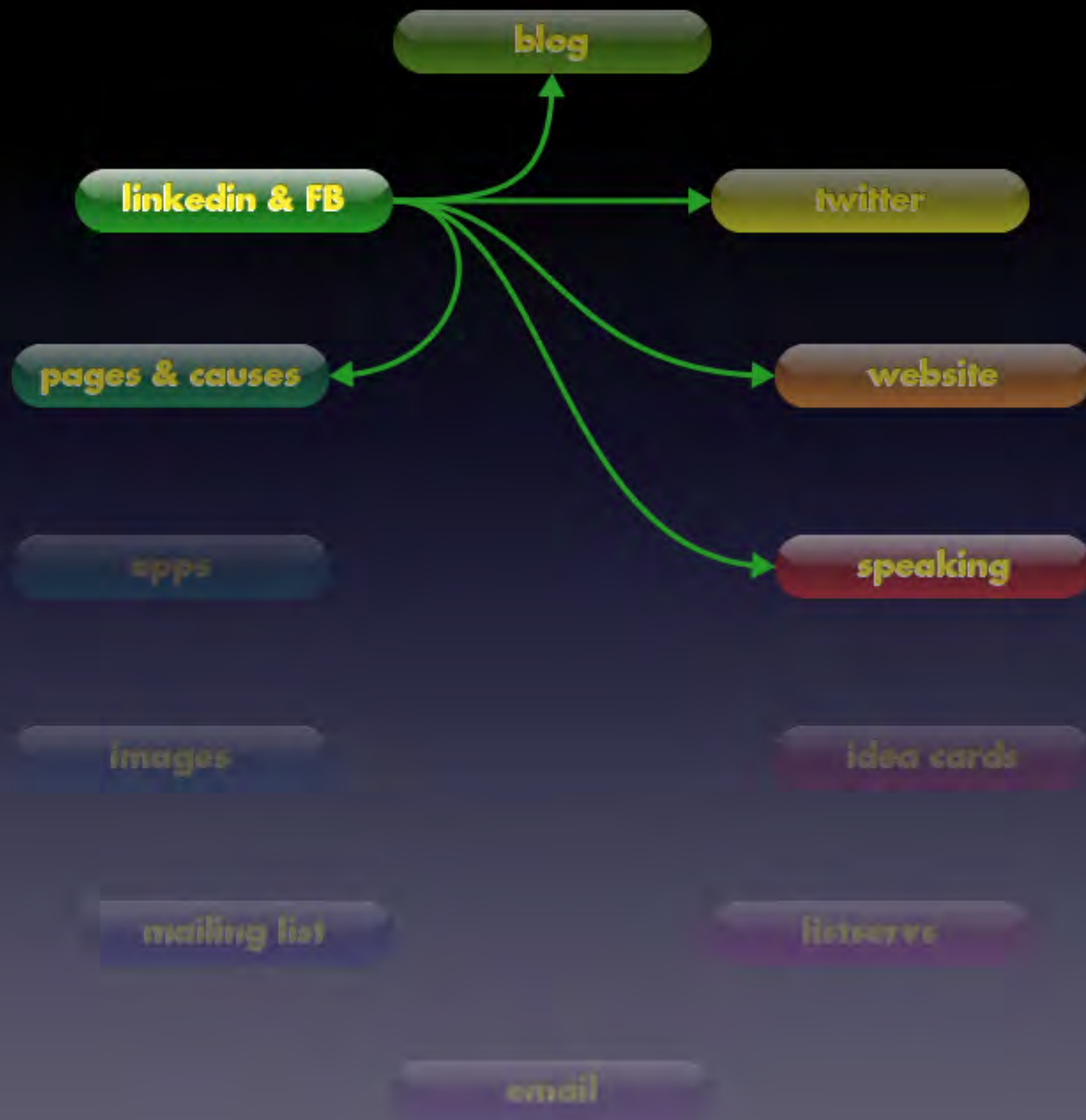
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# Resources

- New Media Resources (essential books): <http://bit.ly/NMResources>
- Top 10 Characteristics of New Media People: <http://bit.ly/NMCharacters>
- First 10 Things (to get started): <http://bit.ly/NMGettingStarted>
- The Importance of Blogging: <http://bit.ly/ImportanceOfBlogging>
- Thoughts on Social Media: <http://bit.ly/NMThoughts>

If you want live links rather than having to write all these down, please email me at [steve@mouzon.com](mailto:steve@mouzon.com) and I'll be happy to send them, as well as a few other resources you might find helpful.



# What Next?

1. Open your Twitter account.
2. Open your bit.ly account.
3. Start your blog.
4. Print your Idea Cards.
5. Start your mailing list.

If you'd like my recommendations on the best ways to do all of these things, please email me at [steve@mouzon.com](mailto:steve@mouzon.com) and I'll be happy to send them, as well as a few other resources you might find helpful.

# Learning Objectives

After attending this session, participants will be able to:

- Identify five things you can do right now to win more business;
- Use the power of social media and the internet to cast your marketing net wider;
- Convey your skills as an architect by educating clients about safe and durable designs; and
- Target market segments authoritatively based on your practice's work.
- Enter design competitions with a competitive edge.



# Course Evaluations

- In order to maintain high-quality learning experiences, please access the evaluation for this course by logging into CES Discovery and clicking on the Course Evaluation link on the left side of the page. The Course Number is TBP211.
- Please complete the printed evaluation and return it to your instructor as well. Thank you.

# Questions & Answers

- Thank you. This concludes the AIA Continuing Education Systems Program
- Contact: [jhayward@restoremedia.com](mailto:jhayward@restoremedia.com)