

"There is no revenge so complete as forgiveness."

Josh Billings



Boca Raton News

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Leading the community to a better tomorrow

52nd Year/Issue 175

Sunday, August 31, 2008

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Green



SRD Builders in Boca Raton to have multiple certifications on new Royal Palm Yacht & Country Club home.

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From left: David W. Roberts (of Royal Palm Properties); Danielle Sharp, Scott Dingle and Steve Dingle, SRD Builders



The day Bob Sandelman changed the world

By John Johnston
MANAGING EDITOR

September 1 is a day when much in history was recorded, i.e., Sept. 1, 1715, King Louis XIV of France died after a reign of 72 years -- the longest of any major European monarch; on Sept. 1, 1897, the Boston subway opened, becoming the first underground rapid transit system in North America; and on Sept. 1, 1923 legendary boxing champion Rocky Marciano was born.

Sept. 1 was also to become of historical note for yet another reason. That's because it was Sept 1, 1968 when Bob Sandelman changed the world.

Sandelman, retired now in Boca Raton for many years, was in St. Louis that day. It got up to a high of 79 degrees Sept. 1, 1968 in St. Louis. And it rained a bit -- about .14

inches -- barely enough for anyone to notice.

Sandelman as well likely didn't notice one way or the other -- but in all other ways, water was uppermost on his mind that day.

Water Ways

Persons born after about 1973 or so won't remember when the following was standard practice: you've just been seated at a restaurant, and almost before you look up to accept a menu from your server, on the table in front of you is a glass of water.

You didn't ask for it. Most of you don't drink much of it, if any at all -- and if used at all, it's often to quickly remove some would-be-stain after dropping food in your lap.

Nonetheless, beginning the



dining ritual with a glass of water was so commonplace that not to receive a glass of water would have seemed strange -- even for the 90 plus percent who didn't drink a drop.

Sandelman, then owner of the nation's first marketing firm -- Robert Brian Associates, New York City -- men-

tally wallowed around in that water fact one day, while at the same time, further back in his mind was one of his clients -- the United States Brewers Association (USBA) -- and in need of a new idea.

You also need to know that all of this occurred against the backdrop of the devastating drought that had struck the northeastern United States from 1961-1967. Those were the years when the longest and most severe drought in modern American history hit 14 northeastern states, affecting five million people, or 28 percent of the US population.

"How Much?"

During those years, one out of every eight communities was forced to reduce water usage. In addition, water

quality decreased as pollutants became concentrated in topsoil, and salt water pushed up river systems into wells. Industries that depended on water decreased production, while record forest fires occurred during that period, along with severely reduced recreational water use.

All of this -- and also then charismatic New York Mayor John Lindsey's constant reminders about "conserving water" -- found marketer and profit-minded Sandelman asking himself the rhetorical question:

"How much profit is there in a glass of water?"

None, of course, rhetorically replied Mr. Profit, a constant presence in Sandelman's ear.

Hmmmm? What's wrong with this picture? continued Mr. Profit: An on-going need

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COVER STORY

By John Johnston
MANAGING EDITOR

Al Gore took credit for inventing the Internet — so it's not surprising that he's also taking a lot of credit for what's become a dramatic shift from viewing environmental concerns as automatically being economically unfriendly, to a nation now where, and if you're not "green" then just get the heck oughta town.

Both providers and consumers are now recognizing the benefits of going green — but what is "green"?

In general, being green means purchasing green equipment, materials, even clothing; designing and building green solutions; paying attention to energy consumption, and disposing of and recycling hardware conscientiously — all of which helps us:

- Save cash on energy.
- Meet consumer demand for cleaner, more eco-friendly products.
- Appeal to consumers and partners who want to affiliate with and patronize green firms.
- Comply with government regulations.
- Take care of the planet — its animals, plants and humans.

And there's also agreement that the recent economic downturn is actually making "green" (with its investment in energy saving and pollution control) more economically attractive, i.e., the Bank of America is committed to investing more than \$20 billion in corporate green plans, products and services in the next decade.

None of this is lost on veteran Boca Raton homebuilders, SRD Builders.

Building homes for 18 years in Boca Raton, SRD is now building a 6,669 square foot "eco-luxury green" home in Royal Palm Yacht and Country Club — one of seven SRD homes under construction there.

SRD, which will have built a total of 77 homes in Royal Palm when the current seven are completed, has been "building with green practices for awhile now," SRD President Scott Dingle said, adding:

"But this will be our first certified home."

The Certifications

Anyone can (and many do) claim to be green — but it's the certification that makes the claim more than just a marketing tool. And when Dingle says certified, he means certified. The home in question will have the following certifications:

- ENERGY STAR®: Probably the most recognized of the Green Building Practices standards, was created by the US Environmental Protection Agency (EPA) and emphasizes en-

ergy conservation. In addition to utilizing energy efficient HVAC equipment, ancillary components and appliances, an ENERGY STAR® home is airtight in its exterior envelope and ductwork, major factors in achieving a healthful and safe indoor environment.

- FORTIFIED® ...for safer living is a standard created by the Institute of Business and Home Safety, which is supported by the property insurance industry. The Fortified standard specifically addresses protection against wind, flood and wildfire. The standard focuses on structural fortification which includes resistance to wind and rain penetration, therefore contributing to maintaining the quality of indoor air. This standard is growing in recognition and support -- notably in South Florida.

- LEED® for Homes is a national standard created by the U.S. Green Building Council. It emphasizes environmental sustainability including energy conservation with special emphasis on indoor air quality. This standard addresses various regions of the United States and therefore is custom tailored to our warm humid South Florida climate. Minimum requirement for LEED® for Homes is ENERGY STAR® certification.

- FLORIDA GREEN HOME: This standard was created by the Florida Green Building Coalition and emphasizes environmental sustainability including energy conservation and indoor air quality. Within this standard the South Florida climate is well addressed and therefore generally addresses indoor air quality issues. Protection against hurricanes, floods and wildfires is generally addressed. However, a Florida Green Home does not necessarily have to be an ENERGY STAR® home.

- FLORIDA WATER STAR™ is a win-win initiative for Florida's home builders and new home buyers. Incorporating Florida Water Star™ standards and features inside the home as well as the irrigation system ensures water conservation and gives residents the opportunity to save money -- 30 percent or more -- on utility bills.

- CRYSTAL QUALITY BUILT™ designates a package of services provided by Environment, Safety and Health, LC -- services which include guidance in selecting green practices that are

Green

SRD Builders in Boca Raton to have multiple certifications on new Royal Palm Yacht & Country Club home.



meaningful to the home owner and will enhance and protect the indoor environment. Crystal Quality Checks™ include inspections and performance testing to verify the home's tightness, slab dryness, air distribution, air filtering, air quality, climate control, noise and electro-magnetic radiation.

"Paperwork"

Steve Dingle, Scott's partner and brother, noted that the home would actually be rated for 160 mile per hour winds, not the 140 MPH required for certification.

"And even if we don't build another certified home," Steve said, "we're looking to fine tune our skills" for all future construction in general.

It's SRD Project Coordinator Danielle Sharp's job to do what Scott said has been the primary difference in many cases, between previous SRD projects, and the current "green" home.

"Paperwork," said Scott.

Sharp said her "daily" job is to keep up with the paperwork stream necessary to satisfy and obtain all of certifications noted above, and that this home will have. Sharp's work also includes on site reviews of the on-going work, she said.

"We're committed to environmental stewardship, and utilization of the products that are out there," said Scott.

SRD expects to complete the five bedroom, six full and two half bath home by July 2009.

SANDELMAN FROM PAGE 1

to conserve water, coupled with a client's desire to sell more beer, and at the same time, an automatic serving of water at restaurants -- 90 percent of which isn't consumed and just dumped down the drain?

Not to mention, of course, Mr. Profit added, the cost of cleaning, drying, and storing water glasses. (Mr. Profit was then interrupted by Miss Miscellaneous, pointing out the additional cost of replacing broken water glasses.)

Sandelman hushed the crowd in his ear, and said out loud:

"If you could influence them to stop serving water, we could easily save over a million glasses of water a day."

He pondered a few minutes more. Who could do that? Who could cast such an enormous influence?

Mr. Profit sighed, and in doing so pushed the USBA to the front of Sandelman's mind. "Call Henry," Mr. Profit whispered.

Henry was Henry King, president of the USBA. And at Henry's office on 5th Avenue in New York later that day, Sandelman asked: "Henry, how much profit is there in a glass of water?"

King should his head, nodding slowly: It's a complete loss," he said finally. From a luncheonette to a four-star restaurant, when you walk in, the waiter, without asking you, brings you a glass of water."

But it's customary," King sighed, and so we continue a bad habit."

Sandelman paused for effect, then dropped the "big idea" he had phoned King about earlier.

"If you could influence them to stop serving water, we could easily save over a million glasses of water a day."

King's eyes widened, and he began to smile.

Sandelman continued: "Henry, how long would it take us to tell the restaurants in the United States to stop serving water?"

King's smile was now

broader. "We have thousands of beer salesman calling on restaurants every day."

"Because of the current water shortage" Sandelman continued, "water conservation is on everybody's mind --- and we have a real opportunity to call attention to the wasteful extravagance of...."

King laughed out loud.

The men were beside themselves with joy as the simplicity and the enormity of what had just been presented, and decided, hung in the air between them.

King called in his assistant. "Listen to this," he

said, nodding toward Sandelman.

Moments later, King observed, "We can make this the theme of our forthcoming gala -- in San Francisco," he said. "Next month."

"It's your idea," he smiled at Sandelman. "You present it."

"Missionary Men"

Sandelman recalls, "In the audience was Auggie Busch, the Third (maker of Budweiser) and Adolph Coors, and other great beer personalities."

"When I presented the

idea, they rose and applauded," Sandelman said.

There were then three months between the San Francisco gala and the national USBA meeting -- when the "missionary men" would attend, Sandelman said.

He explained that in the intervening three months, the USBA's regional managers could be equipped and trained to present the idea to on-the-street salespeople -- the "missionary men."

At the annual sales meeting in the Chase Hotel was the time and place decided

to launch the new marketing plan -- Sept. 1, 1968 in St. Louis, Missouri.

"A drink before dinner... of course. A beer with your meal... naturally," smiled Sandelman.

"The idea caught on faster than wildfire," said Sandelman "and by the end of 1968, a majority of eating places weren't serving water any longer."

The dining habits of Americans, and then later the world at large, had changed forever.

Mr. Profit was happy.

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