



## “EVERYTHING COUNTS” ... A Different Opportunity to be Green

Energy efficiency, responsible living, preservation of the environment. They are each, and all, applications of “green”.

While many of our County’s citizens have heard of renewable resources and conservation, it’s still a bit vague as to how, and to what extent, we can make a difference. There has been a lot of buzz, but not much real education up to now.

**Some examples, and some inspiration, are needed so we may be more conscientious in the way we live and do things.**



Robert Rogers Owner/Architect  
Architectural Alternatives, Inc.

A recent conversation with Bob Rogers, of the Board of Directors at Jacksonville Center, Floyd, and Founder and President of Architectural Alternatives in Blacksburg, proved insightful:

Bob and his staff have worked

some decades to preserve and enhance both community and environment through sustainable projects. By the responsible design and construction of current buildings and/or in development, we can function today and in the future, with a smaller environmental footprint.

As it relates to architecture, “green” may mean a lesser use of electricity or other energy, a reduced amount of materials, fewer emissions, a controlling of waste, etc.

Bob Rogers tries to think “from the ground up” when employing conservation techniques and when designing a master plan for renovation or restoration. See examples of thoughtful projects at Bob’s website, [www.archalt.com](http://www.archalt.com).

Bob said, “Every region has a different opportunity to be green”. He told of ways that we may be responsible, different from the ways of another locale.

He pointed out the certain synergism of people and businesses within Floyd County, their focus to explore ideas for sustainability, and to practice, as much as possible, conservation of environment and energy.

**He suggested that each one of us should analyze:**

- What we have,
- What we need
- What we want to get rid of

We should use good sense in determining our “proper use” of resources. Are we living newer, richer and bigger at the expense of an endangered environment? Would it be responsible to trim down our consumption of water, fuels, etc.?

David Larsen of LCF Group listened then noted, “It doesn’t have to be all or nothing. There are important steps which can be taken at the appropriate time.” Bob agreed, adding that “everything counts”.