



## NEWS RELEASE

**Mechanical Contractors Association  
of America, Inc.**  
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### **W.E. Bowers, Inc. First MSCA GreenStar Beltsville, MD Firm Earns Distinctive Designation for Environmental Leadership**

ROCKVILLE, MD—The Mechanical Service Contractors of America (MSCA) has announced that W.E. Bowers, Inc., a full service mechanical construction, service and plumbing company located in Beltsville, MD, is the first MSCA STAR contractor to qualify for the organization's environmentally oriented GreenStar designation.

The company earned this distinction by successfully demonstrating their commitment to environmental stewardship throughout their entire organization. The GreenStar designation is evidence that W.E. Bowers possesses the skills and expertise necessary to deliver energy-efficient, cost effective indoor environmental solutions to meet customers' needs and ensure tenant safety, health and comfort.

The decision to achieve GreenStar designation grew out of the company's long-standing belief in environmental responsibility. "We want the community to know that we truly care for the environment and this belief strongly influences the way we do business," said Kenneth Colburn, executive vice president of W.E. Bowers. "We are very proud to be the first company to attain the GreenStar designation, and to have an organization like MSCA recognize our commitment to green and sustainability. We would like to thank MSCA for being a leader in the mechanical service industry by providing education on environmental issues and for their establishment of GreenStar."

W.E. Bowers has been a member of the U.S. Green Building Council (USGBC) since 2007 and they are currently involved in several LEED EB projects in the Washington metropolitan area including the headquarters building of National Geographic Society, the first building to obtain LEED EB certification in 2003. Bowers has implemented an in-house green policy which includes a recycling program, hybrid vehicles, water conservation initiatives, in-house training and more.

“MSCA is pleased to recognize W.E. Bowers as our first GreenStar contractor,” commented MSCA Executive Director Barbara Dolim. “They have truly demonstrated their dedication to environmental issues and placed the highest degree of importance on educating and training all their employees and customers on these crucial concerns. W.E. Bowers has clearly established the company as a leader in sustainable service exemplifying an MSCA STAR contractor who has embraced environmental stewardship.”

MSCA GreenStar has been recognized by the USGBC as the first contractor group to establish this type of program. At an MSCA STAR Summit in May, where GreenStar was first announced, a letter was read from USGBC President, CEO and Founding Chair Richard Fedrizzi commending MSCA for the creation of GreenStar and demonstrating leadership and stewardship within the HVAC industry.

To qualify for MSCA GreenStar, a contractor must first qualify as an MSCA STAR contractor. MSCA STAR is a qualification program that recognizes contractors who meet or exceed rigorous operating and training standards set by MSCA. In addition, to become a GreenStar, an MSCA STAR contractor must meet the following criteria:

- Employ at least one LEED Accredited Professional;
- Be a member of the USGBC—either with a local chapter or the national organization;
- Verify that at least 25 percent of their total employees have participated in a green training or education program;
- Demonstrate that they promote environmental responsibility by offering specific sustainable services and recommending green procedures and equipment;

- Establish an internal commitment to green by attaining LEED certification, of any type, for their building, or by developing an internal “green policy”; and
- Have participated as part of a project team with a LEED EB or LEED NC registered project within the past three years.

GreenStar applications are reviewed and approved by a third-party independent company.

For more information about the MSCA GreenStar, visit [www.msca.org/greenstar](http://www.msca.org/greenstar), or contact MSCA Executive Director Barbara Dolim at [bdolim@mcaa.org](mailto:bdolim@mcaa.org), or (301) 869-5800.

### **About MSCA**

MSCA is the leading national trade association for HVACR contractors, providing education, marketing and labor/management services to assure its members deliver quality performance, value and expertise for all building system needs. MSCA contractors perform service, maintenance, replacement, retrofit and repair work resulting in enhanced reliability, tenant satisfaction, and efficiency. MSCA’s contractor qualification program, MSCA STAR, recognizes contractors that have met the highest standards of excellence in the industry and employ highly-skilled UA STAR certified technicians. MSCA has over 1,200 members and is a subsidiary of the Mechanical Contractors Association of America. For further information, go to [www.msca.org](http://www.msca.org).

### **About MCAA**

The Mechanical Contractors Association of America, Inc. (MCAA) serves the unique needs of approximately 2,500 firms involved in heating, air conditioning, refrigeration, plumbing, piping, and mechanical service. We do this by providing our members with high-quality educational materials and programs to help them attain the highest level of managerial and technical expertise. MCAA includes the Mechanical Service Contractors of America, the Plumbing Contractors of America, the Manufacturer/Supplier Council, the Mechanical Contracting Education and Research Foundation and the National Certified Pipe Welding Bureau.

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