



ASSESSOR PROFILE: RON LINCOLN AIA, GGA



Like many colleges in the 1970s, University of Michigan's architecture program heavily emphasized the importance of ecology in design, and that left a lasting impression on Ron. In fact, he was puzzled that it took decades for the eco-movement to truly take hold. "Why wouldn't you want to save money? Why wouldn't you want to save water or make buildings function better?" Ron asks. "It's good for people's health, the environment, and operational costs."

Now a Principal at A3C Collaborative Architecture, Ron has more than 35 years of experience, with an expertise in the technical aspects of projects such as code reviews, ADA, energy audits, and technical walk-throughs for clients to identify the weak and strong points of a project. His firm incorporates sustainability into every aspect of their work, especially items with no associated extra costs that lead to lower water use, lower energy costs, and healthier workplaces (like low- or no-VOC products).

Becoming an assessor in 2011 was a professional development choice for Ron. He likes to see what others are doing in all kinds of buildings and apply that in his work. Ron most enjoys engaging Green Globes customers early in their process by offering insights on the first-stage assessments. "You've missed half the value if you pursue certification later on," Ron asserts. "I bring my technical knowledge to the survey and document review to identify items customers might have missed, points that look feasible, and how to make the project to do better. For me, it's a great opportunity to help make the world - and buildings - better places.

