

in the Loop

The Hartford Club: The heart of the city since 1873

The Hartford Club is a downtown institution with a storied pedigree: It has been the hub of the city's social and business community for 136 years, housed since 1904 in a Georgian Revival-style gem that is on the U.S. National Register of Historic Places. Its membership roster reads like a who's who of Hartford, including such notables as Samuel Clemens (Mark Twain), John Pierpont Morgan, Caldwell Colt and Katharine Hepburn. In the 1930s, Gov. Wilbur Cross even lived at the club before Connecticut had a governor's residence.

Though clearly proud of its venerable past, The Hartford Club – a steam and chilled-water customer of Hartford Steam Co. since 1965 – is no less a vital component of the city today. Flourishing with 700 members, it has survived and thrived through the decades by changing along with changing times.

The Hartford Club was established in 1873 as a social, literary and cultural society. As membership grew, it rented increasingly larger clubhouses until it merged in the early 1900s with another club and purchased land for its current home at 46 Prospect Street. By the 1920s it had evolved into a powerhouse business club. Membership became a necessity for the enterprising men at the helm of the city's banks, insurance companies and stores. The club admirably weathered adversity during the Great Depression and World War II, continuing to serve as a prime venue to launch political campaigns and host visiting celebrities and dignitaries.

As the country's business communities diversified, so did the club, welcoming women and minorities into its membership in the 1960s. (Its first woman president, elected in the 1980s, was Margaret Lawson of the Hartford Steam Boiler Co.) Over the years, as business has gone global and viral – no longer limited to face-to-face meetings within the confines of the city – The Hartford Club has remained relevant by continuing to meet its members needs.

“People join for the primary purpose of broadening their business and social contacts,” says Hartford Club General Manager Steve Till. “We're a first-class, private club with VIP amenities that provides a forum where members can come together to share ideas and address issues affecting our city and the region.”

Run by a staff of 60, the 70,000-sq-ft, four-story clubhouse has an elegant main dining room whose guests



Courtesy The Hartford Club. Photographer Robert Thiesfield.

The Hartford Club turned into a powerhouse business club in the 1920s and 1930s, becoming the center of what was happening in the Hartford area and remaining a vital community link today.

have included seven U.S. presidents and, in recent weeks alone, General David Petraeus, Ted Turner and Rudolph Giuliani. Members also have access to lounges, a billiard room, banquet and meeting facilities, concierge services, and privileges at 250 reciprocal clubs worldwide.

Members meet members through networking opportunities like wine tastings, cooking classes, family nights, themed dinners and the activities of any of 15 special-interest clubs-within-the-club dedicated to golf, gardening, poker and other pursuits. A Young Professionals Group caters to members 45 and under, and mentoring roundtables are held where members can learn from the area's most influential business leaders.

With many of the nation's traditional city clubs vanishing, The Hartford Club is, according to Till, a bit of a "lone wolf" in the region, with the exception of a club in New Haven. The key to The Hartford Club's viability, he maintains, is staying connected to the community and adding value through new offerings that the membership is looking for. Recently that has taken the form of a new cigar lounge, and it will likely soon also include new dining concepts and more entertainment.



Courtesy The Hartford Club. Photographer Robert Thiesfield.

Steve Till has served as general manager of The Hartford Club for three years and is now working with the club's strategic planning committee as it develops a five-year plan.

In addition, Till says the club has started a charitable foundation dedicated to preserving the club as a historic landmark. "This mansion is a part of the fabric of Hartford," Till explains, "and it will always have its place in the city's history. Our members are passionate about its legacy." Among the recent improvements made to the clubhouse is a \$250,000 heating, ventilation and air-conditioning system upgrade, with a computerized system that can balance pressure in the building.

Hartford Steam is proud to count The Hartford Club as a customer, and we look forward to supplying heating and cooling services to this historic clubhouse and its members for many decades to come.

The Intelligent Use of Energy: How green is LEED®?

Richard R. Vaillencourt, PE, LEED AP, Canterbury Energy Engineering Associates LLC

Editor's Note: This is the sixth in a series of articles on intelligent energy use in buildings by consulting engineer Richard Vaillencourt. The article also appears in full at www.hartfordsteam.com/articles/intelligent6.htm.

Everyone, it seems, is talking about 'going green.' Building owners, for their part, are increasingly focused on energy sustainability and conservation. Whether to lower operating costs or reduce their environmental impact, many building owners are pursuing LEED® (Leadership in Energy and Environmental Design) certification – the U.S. Green Building Council's benchmark for the design, construction and operation of high-performance green buildings. But is LEED status worth the effort? Once achieved, what then?

What Is LEED? LEED certification provides independent, third-party verification that a building project meets certain green building and performance measures. Commercial buildings are eligible for certification under five rating systems:

- LEED for New Construction
- LEED for Existing Buildings: Operations & Maintenance
- LEED for Commercial Interiors
- LEED for Schools
- LEED for Core & Shell

In each LEED category, four levels of certification are offered – certified, silver, gold and platinum –

corresponding to the number of credits, or points, that can be earned in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

It's important to note that LEED certification guidelines change regularly. A revised set of guidelines, currently out for review, will likely be adopted and implemented in 2009. Changes may include the terminology assigned to building categories. Building owners or developers interested in certification are therefore advised to keep up-to-date on rating system requirements (see www.USGBC.org).

In addition to recognizing high-performance buildings, the LEED rating system extends to building professionals with the knowledge and skills to successfully steward the LEED certification process. Individuals can earn designation as a LEED Accredited Professional (LEED AP). Though not required, having a LEED AP on the certification team does count for one credit point toward building certification.

What's the Payoff? All LEED-certified projects receive a plaque and the right to display the LEED logo – the nationally recognized symbol demonstrating that a building is environmentally responsible and a healthy place to live and work. But for all the work required to merit this distinction, is it worth the time and investment?

Achieving LEED status offers a number of potential environmental and financial benefits, including lower operating costs and increased asset value, reduced waste sent to landfills, conservation of energy and water, improved building health and safety for occupants, reduced harmful greenhouse gas emissions and the demonstration of the owner's commitment to environmental stewardship and social responsibility.

A recent study by CoStar Group further strengthens the business case for LEED certification as well as the Energy Star® label bestowed by the U.S. Environmental Protection Agency. Study findings show that nationwide these green buildings outperform their non-green peers in a number of ways, sometimes by wide margins. LEED properties command rent premiums of \$11.24 per square foot over non-LEED peers and have 3.8 percent higher occupancy, while Energy Star buildings rent at \$2.38 per square foot over comparable non-Energy Star buildings and have 3.6 percent higher occupancy. Both types of buildings also seem to be capturing the attention of institutional investors, with LEED-certified properties

selling for an average of \$171 more per square foot than their peers and Energy Star buildings commanding \$61 more per square foot.

Not Easy Staying Green. To fully reap the benefits of LEED certification, however, building owners and managers must not drop their commitment to green building performance once the plaque is on the wall. Unfortunately, there is evidence that this happens all too often. As noted in *District Energy* magazine article (fourth quarter 2008 issue), in an article by columnist Steve Tredinnick, a 2008 study found that about 42 percent of LEED for New Construction buildings fell short of their energy targets.

As Tredinnick explains, this may in part be due to 'point-grabbing' or simulating a building with so many efficiency enhancements that they actually don't work properly. He also notes, "No matter how green the building is designed, system performance is in the hands of operators who may not 'drive' the building per the design's intended roadmap." It is critical, therefore, to train operators and furnish them with the tools they need to maximize their building's energy performance.

That's wise business counsel for all building owners, whether or not their facility is LEED-certified. Given today's energy climate, everyone stands to benefit from doing whatever they can to improve energy efficiency and environmental health.



Cooling Season Is Here.

The baseball season is in full swing, which is a sure sign the weather is warming up. Please be sure you've prepared your building properly to use district cooling service as efficiently as possible in the coming months. Check out www.hartfordsteam.com/seasonal.htm for seasonal startup tips.

If you have any questions, please contact Diane Wojcik at (860) 548-7357.

New Employee Proves an Asset

Miami may have warmer weather and sandy beaches, but Charlene Reyes is glad to be back in Hartford.

Reyes grew up in Hartford, but headed south to be with family for four years. Now she is back and has worked in the accounting department at the Hartford Steam Co. for nearly a year. Her responsibilities have increased since first joining the firm, and she's handling accounts receivable, bank reconciliation, payroll and helping with month-end closeout.

She keeps busy outside work as well, attending Central Connecticut University, where she is working toward a bachelor's degree in accounting. Her goal is to become a certified public accountant.

Reyes enjoys both the people and the opportunities at Hartford Steam: "This is a stable place to work, which is important to me. Many of the people here have been here

for more than 10 years, and that makes for a good work environment. They're funny and get along well with each other. The guys from the plant are always helpful too."

While in Miami, Reyes worked for accounting firms, particularly helping out during the busy tax season. Now that she has returned to Hartford, she's enjoying reconnecting and spending time with old friends she considers family.

Hartford Steam is pleased to have Charlene as one of the newer members of the team and thanks her for a job well done!



Charlene Reyes is an accountant I for Hartford Steam Co.

Hartford Steam Co. serves six of the seven Energy Star-labeled buildings in its service area. Since there are a total of eight Energy Star buildings within the city limits, Hartford Steam serves 75 percent of the Energy Star buildings in Hartford!

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