



JOHN GAPS III/REGISTER PHOTOS

**GOING GREEN** One goal of the remodeling of the new Strategic America offices was open work stations that let in more natural light and let 95 percent of employees see outside. The remodeling used Leadership in Energy and Environmental Design guidelines.

## Strategic America, as tenant, does a green remodeling

The ad firm moved from Clive and made the building it moved into energy efficient.

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**J**ohn Schreurs has a message for businesses: You can go green without owning your own space.

Schreurs, president and chief operating officer of Strategic America, moved the advertising firm from Clive to 6600 Westown Parkway in West Des Moines in December. The building is the former headquarters of Regency Homes, the defunct homebuilder, and is now owned by National Life Group of Vermont.

Strategic America remodeled the space in a way that followed the Leadership in Energy and Environmental Design guidelines. The company is applying for LEED certification for commercial interiors. The designation allows tenants to become certified in buildings they do not own.

Only a couple of organizations in Iowa have such certifications, according to the U.S. Green Building Council's database: The American Institute of Architects Iowa Chapter, which leases space at Capital Square in Des Moines, and Neumann Monson Architects in Iowa City.

Building or remodeling to meet LEED standards often costs more, but companies can be eligible for tax incentives. Also, they can save on energy costs.

Schreurs believes it will cost about 5 percent more to remodel according to the LEED guidelines. "We were fortunate that we were able to repurpose materials, which helped reduce the costs," he said. The remodelers reused doors, woodwork, glass and other materials that existed at the site.

Plus, he said, "it was the right thing to do." The company had surveyed employees, who said they wanted a

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**GOING GREEN**

Glass repurposed from old Regency space was used in hallways. The film on the doors is new and was introduced to give offices some privacy but at the same time allow for natural lighting.



**GOING GREEN**

Lisa Holtorf and John Schreurs led the company's move and the green remodeling. "We were fortunate that we were able to repurpose materials, which helped reduce the costs," Schreurs said. He is president and chief operating officer of Strategic America.

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work space that reflected green concepts. Many of their clients, including Lennox and Hunter Douglas window treatments, had also embraced energy efficiency.

Strategic America occupies about 25,000 square feet on the first floor of the old Regency building. The space is actually smaller than its former home, but the company is using it more efficiently and has room to grow.

Schreurs and Lisa Holtorf, director of production and design services for Strategic America, led the move and remodel with the help of architect Eric Wessels of Dallas Center.

"If you are moving to a new location, you don't necessarily have to go to a LEED building to make your space green," Wessels said.

Developers of new commercial buildings have typically assumed tenants weren't interested in green spaces, he said.

"They just didn't think there was a market they needed to tap into. That's changing considerably," he said.

Wessels said he was impressed that before leaving the old space, Strategic America worked hard to reuse, recycle or give away as much of its old material as possible. It reduced its paper files,



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Remodelers used LEED guidelines to create cutouts and provide more space and light in this hallway. Interface floor carpeting was made of sustainable materials, and the remodelers reused wood from the building to add wainscoting and other features.

and about 95 percent of what was left, including chairs, cubicles and desks, was donated to 14 United Way agencies.

Strategic America then remodeled its new home to:

- Install more energy-efficient lighting, including LED lighting. Sensors shut off lights when employees aren't using a space.
- Add cubicles from MaiSpace made from environmentally sensitive products.

- Install automated sensor sinks, low-flow toilets and Dyson Air Blade hand dryers in the restrooms.

- Create more natural light by opening work spaces. Remodelers created cutouts in a long internal hallway to create more space and light.

- Use local products, including glass and steel beams.

- Reuse wood for paneling and other features.