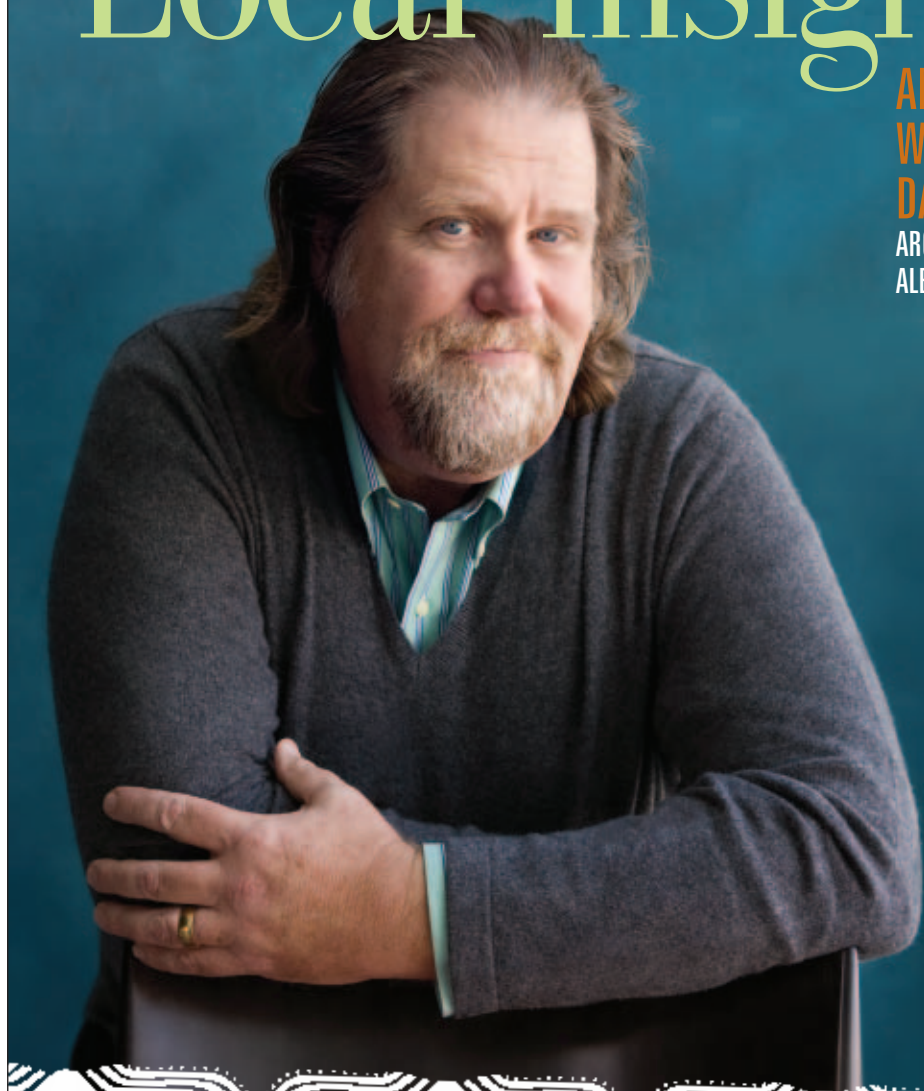


Local insight.

AN INTERVIEW
WITH
DALE DEKKER,
ARCHITECT AND
ALBUQUERQUE NATIVE



As both a native son and a founder of the architecture firm Dekker/Perich/Sabatini, Dale Dekker has a unique perspective on all things Albuquerque. He shared a few of his thoughts about Mesa del Sol. (Actually, he shared a lot of his thoughts, but we have room for just a few.)

“One of the things that really impressed me, as a local person, about the Mesa del Sol approach was when they said, ‘We’re not going to build just houses. We’re going to build jobs. And we have to build jobs in order to build houses.’ What a refreshing approach to building a community.”

“The community plan has open space corridors that align with major geologic features. One open space provides an unobstructed view to the Sandia Mountains. Another one orients itself towards Mount Taylor. I can’t wait to stand on the open space and see the mountains from the middle of the city.”

“The architecture that is proposed for Mesa del Sol was built around creating neighborhoods of authentic New Mexico houses. How you create rich vibrant neighborhoods is what Mesa del Sol is all about.”

“In forty or fifty years, long after I’m gone, hopefully there’ll be another group that’ll look at Mesa del Sol and say, ‘Oh, here’s how you build a community.’”

Mesa del Sol

the
start
of
something
big

A smart new district designed to celebrate art and industry, the individual and the community, Mother Nature and common sense. Located on Albuquerque’s south mesa.

To watch more of
Dale’s interview, go to:
MESADELSOLNM.COM

The five fatal flaws of green communications

BY IRV WEINBERG | GUEST COLUMNIST

In the green world, miscommunication is often worse than no communication at all. If you’re going to communicate with this demographic, here are five “no-no’s” no green communicator should ever commit.

Underestimating the intelligence of the audience. According to the New York Times, the green consumer is more inquisitive, less trusting, more experimental and better informed than any group of consumers have ever been before. They think about their values every time they make a purchase. Make sure you appeal to their head as well as their heart if you want your message to appeal to them.

Making and disseminating vague or misleading environmental statements.

When Ford launched its “Kermit the Frog” advertising campaign a couple of years ago for its Ford Escape Hybrid, it tried to convince the public of its commitment to the environment. One print ad read, “Green vehicles. Cleaner factories. It’s the right road for our company, and we’re well underway.”

Meanwhile back at the plant, Ford only planned on producing 20,000 of its hybrid SUVs per year, while continuing to produce almost 80,000 of its gas guzzling F-series trucks per month. That campaign backfired and the term “Greenwashing” became synonymous with the firm’s name. Greenwashing is a term describing misleading instances of environmental advertising. A definite “no no.”

Relying on sweeping generalities about the green consumer. The green demographic is not one thing. It ranges from deep greens (19 percent who are totally committed) to medium greens (33 percent who are open and willing) to light greens (16 percent who will buy green only when it makes economic as well as ecologic sense). Make sure you know who you are talking to before you start talking.

Committing sins of omission. Transparency is everything in this market. When Horizon Organic Dairy advertised happy cows, the green consumer found out they weren’t so happy and they organized a protest against them. All the great PR in the world won’t undo that.

Underestimating the power of the Internet. News spreads like a virus on the Internet. In a nano-second, millions of consumers can reach each other. Be sure what you say (and don’t say) you want everyone to know because with the click of a mouse, they will.

The green market is estimated to reach \$1 trillion in the next five years. If you want to be part of that growth, you have to be as smart, as aware and as authentic as the consumers you want to reach. Not being so is the greatest flaw of all.

IRV WEINBERG is a co-founder and principal of Mind Over Markets, www.MindOverMarkets.com, a green marketing and business development company in Santa Fe, N.M.