

Expo highlights green as more than just a color

By Antonio Velarde
Daily Times Staff Writer

LaToya Williams had considered renovating a room in her family's home to make it more "green," but the 28-year-old mother and wife thought environmentally friendly building meant things like recycled materials and energy efficient light bulbs.

After visiting Garris Evans Lumber Company's Green Products Expo Thursday, however, Williams was taken aback.

"It's a little overwhelming, because when I thought about green, I didn't think about how much in depth it is," Williams said.

The company's expo, which organizers said was one of the first in the area, was a three-hour event where vendors from Wilson, Dunn, Greensboro and elsewhere first showed off their products to prospective contractors and then later the general public. Twenty-three vendors showed off green products ranging from recycled steel bathroom basins to carpet made from recycled plastic bottles.

Garris Evans manager and event organizer Doug Reynolds, who held a program in March where a Zebulon green home builder spoke to contractors, said the event brought out about 30 con-



Andrew Ethridge, right, of Big Dipper-Thermaco, Inc., details products to Kevin Lancaster at the Green Products Expo held at Garris Evans Lumber Co. Thursday.

Matt Handst / Daily Times

tractors to peruse businesses such as Richtie Balance Flooring, Olde Heritage and A.J. Etheridge & Company.

Tommy Barnes, who handles contractor sales for Garris Evans, said that "for the first one ever held around here, it was a success."

Chad Ray, owner of Olde Heritage, a Zebulon company that builds green homes, was at the event talking to people about his company and the merits of green building. Ray said that green buildings can lower the cost of a monthly electric bill, but can also re-

with breathing problems, he said.

"What you're selling is peace of mind, technology and a future investment," Ray said.

Other vendors, like Thrive Supply Company and Tri City Insulation, while not exclusively green companies, showed off products being marketed as environmentally friendly.

Richtie Balance, owner of Richtie Balance Flooring, said his company sell products such as a carpet made partially from corn fibers and cork flooring. He said the popularity of green products has increased over the past two years.

Walt Davis, of Tri City Insulation, was showing off an insulation made partly from recycled newspapers.

Kevin Lancaster of Kevin S. Lancaster General Contractor, and a certified green professional out of Greenville, said he felt it was important for the area to have such an expo, considering the role

green technology will have in the future.

But he said the public is still slow to catch on to it.

"The general public needs to understand it before it becomes mainstream," Lancaster said.

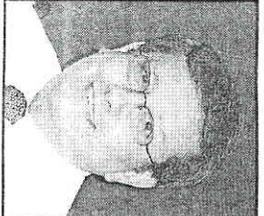
Reynolds said he hopes to have another, similar event in the fall.

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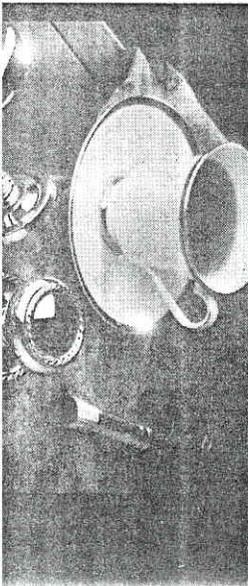
...working at Coastal Hospital in Rocky Mount, NC. Inpatient facility provides treatment for psychiatric and substance abuse patients from all areas of NC. A graduate of Johnson C. Smith University, Charlotte, NC, with Bachelor's degree in Communications. She was employed for seven years with Department of Social Service Wilson and went on to pursue degree in nursing from Wake Community College in 1999. Nursing experience includes nurse at Wilson Medical Center (New Foundations), from 1999, and has been employed by Celso Lobos, Medical Director Coastal Plain Hospital for the four years. She resides in Willard and is the daughter of the late Floyd and Thelma Dickerson.

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