The Leak You Can't See: How Smart Water Shutoff Valves Protect Buildings, Cut Insurance Costs, and Save Thousands of Gallons with Ian Greene | Transcript

00:02
Speaker 1
Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why. Green building. Green Building Matters.

00:33
Speaker 2
Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. This gives me energy. Every week I get to interview someone, learn more about their journey. And while we've been talking more and more about technology, even some hardware, we've got some of that today. It nets out to green buildings. And industry has been good to me, and I just want to make sure this podcast still serves all of you, our great listeners. So today, even though I'm in Atlanta, Georgia, not too far up the road, we've got Ian with us. Ian's with Flow Logic, and he's in North Carolina. How you doing today, man?

01:04
Speaker 1
Doing well, Charlie. It's great to be with you today.

01:07
Speaker 2
Yeah, thanks for hopping on. Well, there's a geek out on hardware and stuff. We'll talk about what you're doing, but you got to take us back first. So where did you grow up and go to school?

01:17
Speaker 1
Oh, well, I'm. I'm a North Carolina boy through and through. Kind of growing up, I thought, well, for sure I'm going to live somewhere else in the country or in the world. The life sort of. Sort of kept me here. So I went to Appalachian State University, majored in public relations. Loved my time in the mountains up there and sort of planned to find a job elsewhere, but got an internship in Greensboro, North Carolina, which quickly became a job. And life just sort of kept me rooted in North Carolina. But fortunately, I get to travel a lot for work and also for fun and certainly a citizen of the world, but rooted right here in North Carolina.

01:54
Speaker 2
Okay, well, western North Carolina. So I grew up in North Georgia, where Tennessee, North Carolina, and Georgia all touched. And so we'd go up towards Andrew, we go up towards Murphy, and one of my favorite places is Asheville. But for those listening, and you're like, hey, do you get snow in the South? Well, not much in Georgia, but where you went to college, Right? That's about the closest snow and ski slopes in the Southeast.

02:18
Speaker 1
Yeah. Most people don't realize North Carolina's got, I think, it's 45 or so peaks above 6,000ft. We've got a lot of tall mountains. And the snow. Snow likes that high elevation.

02:29
Speaker 2
Yeah, it's a beautiful part of the country. And of course, the Appalachian Trail starts in Georgia, goes right up there through the Smokies and the Carolinas. So, okay, besides your football team there always being the team

to upset people, just did, you know, what you wanted to be when you grew up? Like, what was it like there when you were going to college and then that early career?

02:49
Speaker 1
Yeah, you know, I sort of was never really sure in college. I was actually, I was a. A social work major for a couple years. I knew I wanted to sort of help people and be part of the solution in the world, you know, and I did some sort of internship work in that space and realized maybe this is not quite for me. Always been a. A big steward of the news and information and a fan of writing and communicating. And I fell into public relations and my first job out of college was at a PR agency.

03:23
Speaker 1
And I found it really fascinating, the challenge of a brand or a cause, you know, various things that needed to get their message out there, in some cases, some of the products I've worked on throughout my career, which has been mostly rooted in advertising, public relations and marketing, you know, creating brand new product categories. It's always been a fun challenge for me to recognize, here's a product or a solution that people could actually benefit from and finding the various means by which you can communicate, get that message out there or get the product or the service in front of the consumer and help make their lives better. So that's kind of been a golden thread throughout my career and, you know, still doing that today.

04:07
Speaker 2
Man, I love that. So I'd like to ask my podcast guests, you know, that early career, like, did you have any mentors? Right. A mentor sometimes is someone who, or even through current someone that you read their material, you see them from stage, they influence you. Sometimes, Ian, it's someone that meets with you, challenges you, maybe open stores. But have you any mentors along the way?

04:27
Speaker 1
I have, fortunately. You know, I really have. And I was a shy kid and I wasn't real sure about myself, you know, through college and even out of college. And I've had a couple of bosses over the years who really saw the potential I had, you know, saw things in myself that I didn't necessarily see in myself and really helped sort of harvest the potential I had to be a successful professional. I had one boss you know, earlier in my career, who's still a close friend of mine and a mentor, and I'll call him and meet him for drinks or dinner from time to time and just sort of bounce around what's going on in my life to him. He always gives me really good advice, particularly on the professional side.

05:09
Speaker 1
But even on the personal side, that perspective of a mentor, I think is invaluable. And it's something I try to, you know, find the opportunities where I can as a, you know, getting to be a seasoned professional with folks working underneath me and, you know, these younger people in my life to try to take advantage of those opportunities to help people see their full potential and provide a little bit of guidance and challenge them to be their best selves.

05:34
Speaker 2
I love that. And how about sustainability? When did sustainability show up in your life? Later, your career? Green buildings, like, when did that first show up for you?

05:44
Speaker 1
I have always been a big nature person. Like for me, time in nature and being in touch with the natural environment around me has been something that's helped help heal me in tough times, help energize me, been a source of adventure for me. So I've always been just very in touch with the natural world and, you know, very aware and conscious of the fact that, you know, we have limited natural resources out there and, you know, humans are putting a, making a big impact on the world that we live in. So I think I've always been sort of an appreciate appreciator of the natural world and nature and our natural resources.

06:27
Speaker 1
And then we're, wherever possible, you know, try to be a steward to help protect them, which is fortunately part of what I'm doing today in my role at Flow Logic and helping, you know, not only preserve property from damage, but protect from leaks which are a big source of water waste. Water scarcity is a thing. Here in North Carolina, we're in a significant drought right now. Of course, we've had in, I think close to 20 years.

06:54
Speaker 2
Oh, man. Yeah. I mean, you assume it's out west or something, but it's right here. Normally we get a lot of rain east coast, so we'll have to talk about that and just overall water conservation in a minute. But do me one more favor. Connect the dots there. So energy earlier in your career, overall planning, project management. But then you get into, like you said, creating entire product brands, product line. So anything else there as we stack your career and then we'll talk present day.

07:20
Speaker 1
Yeah, well, I've done. I worked at ad agencies for gosh, 16, 17 years. So I got touch a lot of different product categories and brands. But I was, I did a lot of work in sort of the home improvement durable goods category. A lot of products that were sold in the big box stores. Did some work directly consulting for the big box home improvement centers. Always been very interested in, you know, things that make up buildings. I enjoy carpentry myself. I've renovated a couple of houses. I've built out a detached garage into an apartment mostly myself. So I just love being, getting my hands on things and understanding how things work. And you know, I've worked in fortunately in product categories that are along those lines as well. I've also worked in product categories where we're trying to create new behaviors.

08:09
Speaker 1
So all those things sort of triangulate together to, you know, I'm feeling kinda like I'm in my element here at Full Logic and doing what I do today.

08:17
Speaker 2
Love that. So one final look back. What's on the highlight reel? What are some things you're real proud of so far?

08:24
Speaker 1
Oh, gosh. Well, you know, I've asked more. Most recently I, I helped Flow Logic which was, had been around for 20 years and was an offline sort of old school approach to a new technology help bring it into the present and make it a connected IoT product. When I first started at Fullogic, were not connected and not online. That was in the roadmap. So I felt like I was an, you know, instrumental part of bringing that to life and keeping the brand, the product relevant and not only relevant but sort of on the cutting edge. But I've worked, gosh, you know, in a lot of different categories and helped help quite a few brands sort of make their mark in retail and online and across categories and you know, that's, that's something to be proud of.

09:14
Speaker 1
I see some brands I've worked on in stores and they're doing well and I think I had a little part to play in that.

09:20
Speaker 2
That's exciting, man. Well, all right, let's talk about flowlogic. Let's talk iot. Let's talk sensors, water conservation. So yeah, if you would tell us more about your company, your role and what do we need to know?

09:33
Speaker 1
Sure. Well, Full Logic is the pioneering brand of flow based leak detection with automatic shut off. So that's a product category that, you know, still today most people, most consumers don't realize there's these smart leak

detection valves that can Go in your pipes and watch your water use and recognize leaks and shut them off automatically to protect property. But Falaj has been doing it quite a long time. Their first product was introduced in the year 2000. So we are on our sixth generation of the product today. As I said, I've been with the company about 10 years and today we are owned by Bradford White. Bradford White is the third largest water heater manufacturer in the U.S. an employee owned company. Fantastic company.

10:18
Speaker 1
Been a really just good partnership being part of their organization for the past two years, getting us more visibility within the plumbing space. They make water heaters that are sold to pros and installed only by pros and they're very proud of that fact. So the plumbing community is essential to leak detection because you need to cut pipes to put valves in. And that the most recent chapter being part of Bradford White has made the brand even stronger and our futures I think even brighter now as a result of that.

10:52
Speaker 2
So it's great to have that big backing that reach with the water heater side. You know you mentioned Iot. I mean I'm currently building a software company, a tech startup, more software based but there's hard tech. I mean some of the most valuable companies in the world literally this year, right? Tesla, SpaceX and we get into just the physical product side of things. It's still so important even in the world of AI. So can you talk a little bit about Iot? Maybe that's something that we talked about a long time ago but gosh, it's maybe needed more than ever. Smart buildings. I don't know what are the new categories that maybe you push your work under? Maybe that's the better question.

11:28
Speaker 1
Well yeah, that's a, it's a good kind of opening to let me discuss like what's going on in IoT? You know, I can't remember percent most homes have some type of IoT connected products. So the majority of people have a connected product. Most commonly is something that's entertainment based like a speaker. That's an easy one but. Or TV obviously. But there's a general mass growing trend of having connectivity over your home for two big categories. One is security. So more and more people have security cameras. Security web based security cameras are inexpensive. You don't have to have subscription services to have oversight and control over your home security. Then you have smart door locks and things like that can make your home even more secure and give you sort of command and control from your smartphone. The other thing is utilities management.

12:23
Speaker 1
So smart thermostats H Vac control folks. More and more people have that connectivity to their homes utilities control. So there's security and there's home utilities control and actually the sort of third piece of that are actually sort of. If you were to draw a Venn diagram and those overlapping circles would. Water is right in the middle of it. Because water is obviously a utility, a vital utility, some would argue the most vital utility. You can kind of go without power but while you cut your water off and don't have water access, you know you're not surviving for very long. So that's a vital utility that most people don't realize you can and actually arguably should be connected to. And water is the number one threat to your properties security. It is the by, by and far the insurance claim category.

13:16
Speaker 1
That is it's number two behind wind and hail. But it's a close second place behind wind and hail in the general insurance category. So water destroys property all the time. It's about one and a half percent of homeowners who have insurance are falling a water damage, a non weather related water limit damage claim. Every year the average claims about $15,000 in damages. So it's very common for water to disrupt and destroy property and really to kind of harm your homes, the security of your home. So that's the. I think the major trend that's happening is people are more connected to their homes. They're realizing that the water and cannon should be a part of that.

13:58
Speaker 1
And the other big element driving that is the insurance industry is beginning to recommend and in many cases require leak detection devices as a condition of insurance coverage or at the very least they're offering premium

discounts for the installation of in pipe flow based leak detection devices that are very attractive and helping people save on their insurance. So you have this macro trend of people being more connected to their homes, realizing that water should be a part of that and the insurance industry really driving people to install devices.

14:32
Speaker 2
And is this important for both residential and commercial buildings? You serve both?

14:37
Speaker 1
It is, yeah. We serve both commercial buildings, absolutely. I believe it's the number one category of loss with non weather water damage is the number one category loss on the commercial side. So these are huge loss categories, huge threats to property and not just property but obviously when you have a damaging catastrophic water event and that destroys a home or business, you know there's a, there's big ripple effects in terms of loss of use, disruption of services that goes beyond just the sort of pain and suffering of Your property getting damaged in the time out of your property. But you know, it really impacts people's lives in a significant way.

15:18
Speaker 2
And you know, they say in sales, right. You know, are you selling vitamins or you're saying selling painkillers. Right. So you're definitely preventing these catastrophic insurance claims, damage to buildings and homes. And, and I understand you probably get less. The, the cost of insurance actually goes down maybe when you use your technology. But over here we also want to tie it to conservation. Right. The more yes, as Jack well says, you can't manage what you don't measure. So, so what kind of customers are really like, whoa, thank you for saving me money on my insurance and also preventing damage. But you know, this is important to us too. So how do you swing the conversation that way?

15:58
Speaker 1
Absolutely. And I definitely don't want to lose sight of the conservation element because that's huge. It's sort of, and I'll admit I think it's actually kind of unfortunate that the primary drivers, people send out their wallets, they're thinking, okay, this is going to help me have insurance, I have to have insurance or you know, I'm going to save on my insurance. So this is going to drive me to do it and it's going to give me peace of mind. That's really what we're selling is peace of mind. But the conservation element is enormous water scarcity. I just mentioned we're in a drought here in North Carolina and other parts of the country. There's been perpetual drought for, you know, years and years. So there is real water scarcity.

16:36
Speaker 1
There was a study called the Residential End Uses of Water Study and it's been done every so many years. There's 20, 26, it's, there's a new study out. There's some good news from it. The overall water usage per capita has actually dropped. A lot of that's being attributed to, you know, water saving devices, more efficient toilets, showers, washing machines, dishwashers, all those things. The average use I think person is 38 and a half gallons. But 9% of water use, and this is actually down, but it's still 9% of water use is attributed to leaks. So if were just to stop the leaks that happen after the meter, that would make a huge difference in our water scarcity issue. Throughout the country, throughout the world, water leaks are a huge deal.

17:26
Speaker 1
And I'm just talking about any kind of leak right now, which most leaks are wasteful leaks. So people aren't worried about them. They don't think it's a big deal for their toilet to be running, particularly if they're not paying their water bill. Because maybe they don't get sub metered in a multi family situation or if they're on a well, they don't think that running toilet is a big deal or they don't think that drippy faucet is a big deal. And in some cases, things like a drippy faucet, they may not even show up on the, on your water bill. Because water meters can only see certain levels of flow. There needs to be a certain amount of water flowing before the meter can actually spin. So those little drippy leaks are probably what the utilities would call non revenue water.

18:03
Speaker 1
But that is wasteful water nonetheless. You know, you can just do some math like a little 4 ounce per minute

leak that's just like not even quite a string water that's just kind of a steady drip. In a day that's 45 gallons. In a month that's 1350 gallons. And a year that's 16,425 gallons. So little drippy faucets that don't even show up on your water mill water bill, you know, could be wasting tens of thousands of gallons of water every year. So if we are aware of that and do more to identify those leaks and then fix them, you know, we would be doing a lot better with our water scarcity problems.

18:41
Speaker 2
Yeah. So important. It's just that information, that data, you got to give it to people. I know you have an app, so it's just something you can see, you can visualize. So let's talk about kind of what's next in this kind of green building movement. So maybe that's a good transition to some of the work you do in and around buildings and homes. But anything you're seeing out there, you're kind of excited about what's next.

19:03
Speaker 1
Yeah, well, first of all, I'm seeing, you know, more adoption of leak detection. So that's exciting. Has been growing significantly over the past number of years. That's continuing, you know, and there's not real good data out there from an industry standpoint, but best guesses are maybe 5% of properties have some level of leak detection in them. And this includes the whole gamut of just people who have little sensors that maybe go into the highest high leak risk areas like behind the washing machine. So most properties have no level of leak detection installed in them. Flow based leak detection is the one category of leak detection. When insurance companies requiring or recommending and giving premium discounts. They're only accepting flow based systems that are in the pipe.

19:49
Speaker 1
And the advantage of those is they can catch a leak no matter where the leak is located, because any leak is going to cause abnormal flow. So that category is growing significantly. I think we're going to see that leak detection being specified in buildings from the get go. Most installations now are after a leak has happened or certainly after the construction has happened. So I think we're going to see a trend. And I just attended the American Society of Plumbing Engineers conference. A lot of good feedback and buzz from the plumbing engineers, the folks who are kind of specifying how plumbing ecosystems are going to be built in commercial and residential properties and they're interested in and slowly but surely starting to specify leak detection. We're also seeing some municipalities incentivize leak detection installation.

20:35
Speaker 1
For example, the Southern Water, Southern Nevada Water Authority, you know, a very water scarce area, is offering 200 rebates to their client base for installing a flow based leak detection product because they don't have the smart meters in many of their properties which are able to give data every day and help give the municipality an opportunity to tell people they may have a leak that they need to address. So they are seeing the opportunity that leak detection provides and giving people that real time oversight over their water use, flagging leaks. They're mostly worried about wasting water. So the municipalities or some in California, they're doing this as well. We're seeing a little bit of building code adoption of leak detection.

21:18
Speaker 1
For example, there's a municipality in Texas where if a water heater is in the attic, whereas, you know, a risk area if the water heater leaks, they're requiring a leak detection sensor to be in a pan next to that water heater. So I think that we're seeing, you know, not only from the insurance standpoint, but also from more of a municipal standpoint. And just, you know, it makes good sense to make build resilient properties and homes. Resilience is a big buzzword and all the insurance industry conferences I go to, they're building homes to be more, as much as possible resilient against wildfires and hurricanes and storm proof roofs and then plumbing leak prevention detection mitigation is a big part of that as well.

22:01
Speaker 1
So I think it's an interesting time to be in this category because we're seeing multiple forces and influences drive us toward smarter decisions and more resilient building decisions.

22:15
Speaker 2
Yeah, the new umbrellas I spent a Lot of time in green buildings, lead projects. On my podcast here for the last several months it's been some might want to call it decarbonization, some might want to call it resiliency, some might want to call it regenerative design. But you're right. In your world I would lean in towards resiliency, but it doesn't mean we can't save water along the way. And I think here in Atlanta, I live outside of Atlanta, you know, if you're anywhere near the city and on city sewer, right, the sewer rate is 7, 8 times the water rate. So there are some places where water is expensive, but I think here in the US as a whole, we take it for granted. It's pretty cheap resource and that's going to change. So we got to jump on it.

23:00
Speaker 2
So paint a picture for us. How many of these sensors do you need in like a, a home and how many do you need in a building? How do you place them there? I forgot to ask that question.

23:09
Speaker 1
Yeah, it's a good question. Well, the advantage of a flow based leak detection like system, like flow logic is just one valve. One system is going to protect the entire property. Certainly in a residential situation where you've got basically one meter or one water supply pipe coming in after the meter, or if you're on a well, you would put it after the pressure tank on the well. And it works on the simple concept that typical water use has a start and a stop. It starts and stops. You wash your hands, you flush your toilet, you take a shower, start, stop, start, stop. Whereas a leak, once it starts, usually doesn't stop because something's been compromised, whether that's a toilet flapper that's stuck open or a hole that's forming in a pipe, once those leaks start, they don't typically stop.

23:56
Speaker 1
So the way flow based leak detection systems like Flodgy work is they recognize your water use patterns and your, you have settings in the case of full logic. And as soon as water flow continues for longer than what would be considered normal and fullogic, there's a hall mode, there's an away mode where you have different parameters. As soon as that water flow extends beyond that time, it gets, you get an automatic shutoff. Of course you can get notifications before the shutoff. So sometimes you are intentionally using water for a long period of time that allows you to mitigate the nuisance. Shut offs. But that's the basic advantage of a flow based system is one valve is going to protect the entire property. But there are Also sensors obviously there are sensors that work in concert with the valves.

24:41
Speaker 1
Like Fologic has what we call pinpoint sensors. Either little sensors are looking for presence of water accumulation on the floor. You would put those in high, typically at higher risk areas. Washing machines are a huge area of walls. Toilets bind toilets under sinks, you know, behind ice makers anywhere there's a supply line that feeds an appliance. Those are the most common areas where catastrophic plumbing damage actually is rooted. So you can get a sensor there, you can catch those leaks immediately and have even you know, have a mop up versus a tear down. So we're really looking for then there are also the sensors can work by themselves. You don't have to have a valve that tends to be a much more cost effective in a DIY solution and that's a whole lot better than having nothing.

25:25
Speaker 1
But for those who really want their home to be protected as much as possible and if they're going after insurance incentives and savings the valves are going to be critical for that. The flow based leak detection valves are going to be critical for that. You know, in commercial properties there are some times where I don't know, I'll think of like a, a gym. So a gym there's somebody who's going to be showering nearly all the time in a gym. So you couldn't really put a valve in there that's going to distinguish that near constant water use from a leak. So in some commercial properties maybe the leak detection, the flow based system is only monitoring when it's unoccupied looking for leaks in. Otherwise you kind of have to allow unabated flow because that's just the typical water demand of that property.

26:08

Speaker 1
That's where sensors can work instead of flow based or in concert with flow based to protect it during the hours where you've got to allow the unabated flow. There's there's different sort of combinations of sensors plus flow base that work or especially for commercial properties but in single family homes or in multifamily homes where there's an individual water supply feeding that dwelling so you can actually shut the water off. Then you can use a flow based system. Some multifamily properties have central boilers with big recirc pumps and basically there's not a way to isolate or shut off the water to just one unit. If that's the case then that's going to kind of limit the availability of a flow based system. You're just going to have to use sensors in those properties.

26:54
Speaker 1
But there's some level of leak detection that's available for virtually any commercial property and certainly any residential property that's out there.

27:03
Speaker 2
Got it. No, thank you for that. You've been doing this for a long time there, so you've seen this industry and grow. And I guess it's just so important, though, to connect the information so people actually know it's there. It's not just a peace of mind. Great, but look at the numbers. That's what I'm taking away here. And then we can really save more water. Hey, quick question. You spent months, maybe years, earning LEED certification, so why are you still hanging a generic plaque on the wall? With buildingplaques.com, you can showcase what actually made your project achieve lead, highlight your scorecard, your design strategy, your team, architects, engineers, contractors, owners, all in one clean, modern display. Their plaques are fully customizable in minutes, built with durable architectural grade materials, and arrive ready to install. This isn't just a plaque.

27:57
Speaker 2
It's a storytelling tool for your building. If you're proud of the work, show the work, go to buildingplaques.com and design yours today. Let's get to know you more here. Ian, what would you say is your specialty or gift?

28:12
Speaker 1
Gosh, you know, I think my. My gift in my specialty, I'm not one to really brag, but yeah, I think I. I'm good at making people feel comfortable and helping them see a point. I mean, that point may be different things. Sometimes that point may be, you know, recognizing something that some. Someone has a blind spot that they need to see. Or sometimes that point may be a point I'm trying to make or that my client as is trying to make in my past life working in consulting and advertising. But I think I'm. I'm good at helping people connect dots.

28:48
Speaker 2
And is that you break it down and show the connection. Are you a good storyteller or do you make visuals? Any tips on how to really, you know, someone that thinks they're not good at that, how can they get better at that?

29:01
Speaker 1
Yeah, I think that, you know, as much as you can give examples, sort of analogs for a situation, you know, help people kind of see a new perspective on a situation. And you can use examples that may or may not be very closely related. But, you know, people love stories. Sometimes people tell stories and complete stories that are not necessarily true. So sometimes you have to help people unwind a conclusion or a story they've made up in their mind that's just. That's human nature. That's kind of how we're wired. We want to have some sort of, you know, begin, middle, and end to a thought, even if it may not have been materialized yet. So I think, you know, I'm pretty good at telling stories and being a storyteller, and then.

29:45
Speaker 1
And sometimes that means helping people kind of rewrite a story that they may have already written in their minds.

29:52

Speaker 2
That's good. I had a great pro tip there. Thanks, man. Do you have any routines, habits that keep you on point?

29:58
Speaker 1
Well, I mentioned earlier, I'm a big. I'm a big nature guy. I'm fortunate enough to live on a. On property with. With a bunch of woods. So I try to get out in the woods. I've got a beautiful creek that runs through my property. As much as I. As I can just get out there and enjoy some. Some silence. And in nature, you know, I have a great partner who's a big part of my life. I have a son, is a big part of my life, obviously. So, you know, being present for them every day is. Is important. They keep me grounded.

30:27
Speaker 2
That's awesome, man. No, I love that. I've got three boys. They're a little older now, 18, 15 and 13. And you got to have those good productive habits, too. So let's. Let's talk about bucket list. You know, you and I are getting to know each other. I like to talk about bucket list. Not everybody has one, but for some people, it's travel or adventure or read a book. I don't know. What are a few things on the bucket list?

30:51
Speaker 1
Yeah, travel is a big one for me. You know, there's different parts of the world, there's different experiences that I, you know, I've always thought I wanted to have. And fortunately, I've been blessed with the abundance to. To check a lot of them off. 1. One more recent, most recent one. Just about this time last year, I got to go to Iceland, which was a country I wanted to see. But the primary objective on the bucket list was to see the northern lights. And we're there for a week. You know, it was cloudy most of the time, and just, you know, we'd kind of resigned the fact that maybe we're not going to see him this time. Maybe there's next time. But the last night were there, were in Reykjavik. We drove outside of the city.

31:28
Speaker 1
There was a forecast for the lights, and we looked up and the most fantastic light show I've ever seen in my life. Just sort of almost an out of body experience to see the northern lights. That was a really cool one that I did recently. But gosh, you know, I want to go to as many countries as I can and I'm checking off those as much as I can. There's the experiences like just here in North Carolina, there's a little place called Sliding Rock where it's like a natural water slide. And I, I've lived here my whole life and I've never been to that. Well, just a few months ago I got to go to the mountains and slide down Sliding Rock. So, so that was one of the little things on my bucket list.

32:05
Speaker 1
But you know, I think the most important bucket list item I have is just to be in a loving family and, you know, provide for my loved ones and to, you know, feel like I've really built something. And you know, from a career standpoint, but also from a relationship standpoint. So, you know, that's one that you just kind of get to keep building on as you live on.

32:31
Speaker 2
It's, you know, I'm just a big fan of travel, adventure. I think when you have kids too, it's good to just get them that exposure in the world just so they have different perspective. You know, I was fortunate two years ago to take my family to Japan and. What a, what a different place. Magical place too, right? So you just, you gotta get out in the world and see how people operate.

32:50
Speaker 1
That is a, that is a high one on my list that I've not that I've got.

32:53
Speaker 2
All right, when you get to go, man, let me know. I'll let you know where we hit. Give me the protest. Everything from Tokyo, the largest city in the world, 38 million people, but you wouldn't know it, man. It's quiet, it's calm,

it's peaceful. And I'm on the subway saying, okay, next stop. My wife's like, man, be quiet. You know, everyone's quiet, you know, and peaceful. But. And then, you know, I can give you tips though. Kyoto and Osaka and in between is Mount Fuji.

33:16
Speaker 1
So I love asking from experiencing these different cultures.

33:20
Speaker 2
Only so much, man, so much. And, and you know, and I, I love the US and we have so many different, you know, every state and city is a little different. Like, I mean, I love New Orleans, right? If you've never been to New Orleans, like, that's a totally different place, you know, you gotta go. Yeah. Just a few more questions here Ian, this is great, man. You know, I love to ask my. My guests just, hey, is there. Is there a book you'd recommend? It doesn't even have to be about buildings.

33:44
Speaker 1
Gosh. You know, a book I read when I was still in college, Jack Kerouac's on the Road. And for me, at that point in my life, I had barely been anywhere, never been on an airplane, and never had, you know, traveled very far beyond North Carolina. And this sort of idea that you could just kind of just go, you know, you don't even necessarily have a plan. You can just go and do things was a little bit liberating to me. To realize, Josh, there's a whole world out there to be explored, and there's. There's kind of characters on the way, and all that's going to be an adventure and an experience. So I've done it in a much more methodical way than Jack Kerouac did in that book. But it. You know, that to me, that was an inspiration just to.

34:28
Speaker 1
Just to explore and to appreciate kind of sort of every turn in the road for what it is. You know, it's a lesson, and it's experience, and it's a gift. The whole thing's a gift. And there's just so much opportunity out there. If you just. If you just open your mind to.

34:43
Speaker 2
It, I can tell you're a positive person. And you're right, man. There's a lot of. You know, a lot of life is good. Sure. It gets busy, gets challenging. It's kind of some crazy times here in different ways, when you measure it. But thanks for that encouragement. All right, last two things. We're wrapping up. I. I like to ask, you know what? As you look back on your career, is there anything you wish you'd have learned earlier or just some career advice you wish someone had told you earlier?

35:07
Speaker 1
If I go back, even before my career, like in college, you know, I worked a little too much in college. I was trying to avoid student loans and had a couple jobs at the same time. I wish I would have actually had a little more fun and not. Not work so hard. You know, I think that we are, especially the United States, we're. We're such a capitalist and just a. Just a driven society, and we work so darn much compared to the rest of the world, and I'm guilty of that, and I've gotten rewarded for that, and I'm so grateful for the opportunities and the abundance that's given me. But I think there's always that perspective that there's a lot more to life than just earning a paycheck and trying to be there every single day. You know, strike some balance. Realize there's.

35:51
Speaker 1
There's a lot more to it than. Than just earning the paycheck. And there's a lot of beauty out there to take advantage of and to experience. So just always keep that perspective in your career path that, you know, there's. There's the work. There's the work part, and then there's the. There's the life part. And those are going to be overlapped a whole lot, but they don't always have to be.

36:13
Speaker 2
Yeah, what I'm hearing is there's a lot of different ways to measure, you know, success and happiness even in

and around the work that we love doing. So. Yeah, thanks for that reminder. Okay, last question. So let's say someone's listening right now. They're getting pumped about your career there in the Carolinas and just what you've done in this Iot part of the overall movement. Any words of encouragement to someone that's just now jumping in as we come to a close?

36:39
Speaker 1
Well, it's an exciting time. It's also kind of a scary time with AI obviously creating a lot of opportunity, but also creating a lot of threats to certain types of jobs, certainly certain levels of jobs. But I would say the most important thing to do is find a niche. Don't try to be everything to everybody. Find something that you're passionate about. You know, hopefully you can find some people that are passionate about it, too, who can mentor you, and just who knows where that's going to lead you? What you're doing now isn't necessarily what you're going to be doing 10 or 20 years from now, but it's, you know, it's an important step in that journey.

37:20
Speaker 1
But find something you can be passionate about that you can be good at, because everybody's can be good at something and certainly can be passionate about something and just work from that, man.

37:30
Speaker 2
Good stuff, positive. And I'm glad I finally got you on the podcast. So, to our listeners, hey, make sure you're checking out the work Ian's doing. Flowlogic. You know, you need this in your buildings and your homes and. And this can help us save a lot of water, and it fits into the green building movement. So, Ian, thanks for coming on. Tell us more about your career and the good work you're doing, man. Thank you.

37:52
Speaker 1
It was great to be with you today. Thank you very much.

37:56
Speaker 2
Thank you for listening to this episode of the Green Building matters podcast@gbes.com Our mission is to advance the Green Building movement through best in class education and encouragement. Remember, you can go to gbes.com podcast for any notes and links that we mentioned in today's episode, and you can actually see the other episodes that have already been recorded with our amazing guests. Please tell your friends about this podcast, tell your colleagues, and if you really enjoyed it, leave a positive review on itunes. Thank you so much and we'll see you on next week's episode.

fireflies.ai Transcribed by https://fireflies.ai/