

# American Sustainability Initiative

Balanced Economic, Social & Environmental Change

FOR IMMEDIATE RELEASE

## AmeriSus Kicks Facebook Out the Door with “Getting Smarter” Program

Penns Park, PA - May 17, 2013 - The American Sustainability Initiative (AmeriSus) announced today an unorthodox stance regarding social networking. Effective Memorial Day a new corporate program called **Getting Smarter** will be put in place encouraging all company personnel to remove Facebook from their mobile hardware. Although the program is not mandatory, the company will provide an inducement in the form of a \$50 per month credit at iTunes to be used by participants for the purchase of books and/or music.

“There are a lot of good things about social networking and there are others aspects that seem to be disruptive and a waste of time, said Charlie Kamps the company’s founder. The AmeriSus team works hard everyday to drive waste out of the home building process and it seems contrary to that agenda to have people stop what they are doing to tell somebody what they ate for lunch on Facebook. Everyone can get a bit smarter by reading a good book or relax listening to some quality music. Our **Getting Smarter** program encourages people to kick what might have become a habit and start spending a bit more time with something more educational. Six hundred dollars a year for those that elect to participate can open up a new world through reading and music.”

AmeriSus has a list of firsts using the internet including its Home Eco Lease Program called HELP™, a community investment program called City Benefits™ and a Social Impact Income Fund™ offering high returns for those supporting Eco-home construction.

Since its formation four years ago AmeriSus has become the nation’s leading creator of affordable Eco-homes. The company is growing nationally providing high value full featured kit homes that small to medium sized builders (its primary customers) can build anywhere in as little as eight weeks. The company’s proprietary Ready Build™ system goes beyond what can be accomplished with modular construction and employs a just-in-time manufacturing process that creates local jobs with professionals doing all the construction at the job site.

AmeriSus has a product offering that goes from stunning multilevel vacation homes down to simple cottages that are affordable for everyone including minimum wage earners. Each home comes standard with an unmatched blend of energy efficiency and finish features using high-end materials and products.

Only days after super storm Sandy hit shore the AmeriSus team launched the nation's only trade organization solely focused on restoring hard hit beach areas. It is called the Rebuild Our Coastline Consortium aka R.O.C.C. and pronounced "ROCK-SEA". The group includes nationally recognized companies like CertainTeed, Armstrong World and Dupont and will be changing how homes get built after disasters.

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