

IN THIS ISSUE: 2021 Golf Tournament page 8

Bulletin

THE OFFICIAL PUBLICATION OF THE WASHINGTON BUILDING CONGRESS

MARKETING+ COMMUNICATIONS Issue



**Social Media Marketing & Strategy
Explained: A/E/C Edition**

**Changes in Construction Business
Development Tactics and Strategies
Due to the COVID-19 Pandemic**



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I'm sure you will enjoy this special edition of the WBC *Bulletin* featuring some excellent content provided by members of the Marketing & Communications Committee. The group is headed by Chair Stacey Holsinger (Steel Toe Communications), Vice Chair Erek Dorman (Mid-Atlantic Utility Locating) and Board Liaison Dave Singleton (Singleton Electric). Thank you for putting together this collection of informative information.

Please also take some time to enjoy the annual WBC Golf Outing layout recognizing our generous sponsors, players and winners. I would like to provide special acknowledgment to Tournament Sponsor Siemens Industry for their ongoing high level support of this event. 288 players came out for a beautiful day of golf on June 14, followed by the festive outdoor awards reception at The Golf Club at Lansdowne. Thank you to the Golf Outing Committee and Board Liaison Bill Voigt (Siemens Industry) for overseeing this popular WBC event.

The WBC is moving forward with a welcome series of live events over the next several months. On May 20, we started back up with the well-attended outdoor Lakehouse Spring Networking, followed by the Golf Outing in June. You won't want to miss the return of the Cactus Cantina Summer Networking August 25, Fall Kickoff Bull & Oyster Roast September 30, and the industry favorite WBC Holiday Party December 14 at Congressional Country Club.

I would like to once again recognize the WBC Diversity Task Force, Chair David Stocks Jr. (Stocks General Contracting), and Vice Chair Maria Snyder (Construction Cleaning Service) for their continued focus on this important industry issue. The following goals have been established by the Task Force and a report including recommended strategies was presented to the Board of Directors in June:

- Promote and increase diversity in the industry that WBC represents.
- Promote and increase diversity of membership and participation in WBC.
- Promote and support the diversity of WBC committees, leadership & board.

I would like to personally recognize the 2021 Craftsmanship Awards Committee, Chair Joe Dabbs (IBEW Local # 26), Vice-Chair Lynn Maia (Clune Construction) and Board Liaison Greg LaRosa (Dynaletric Company) for their service. Thank you also to all of the in person and virtual judges who helped make the evaluation of nominations a resounding success. We received 278 entries this year, of which 243 were judged onsite and 35 virtually. The Craftsmanship Awards presentation will once again be presented in a virtual format, with a premiere release date of August 26. The Craftsmanship Awards program clearly sets the WBC apart from other industry organizations by recognizing the individual men and women who keep our industry going strong!

The Community Services Committee has volunteer opportunities with the Capital Area Foodbank scheduled for July 10 and August 21, both from 9:00 a.m. to noon. Please visit the WBC website if you would like to participate. I also wanted to thank Mike Holland (Boston Properties) for his heroic performance in putting together the hugely successful WBC Jobsite Food Drive in April. Thanks also go to the Community Services Committee, Chair Andrew Tomlinson (G&M Services), Co-Vice Chairs Gael Perichon (LSM) and Vanessa Carrion (Stream Realty), and Board Liaison Bill Voigt (Siemens Industry) for their excellent services to the association.

I look forward to seeing you in person at WBC program or event soon. Thank you for your ongoing support.

Best regards,,

Emerson Teer
WBC Chairman of the Board



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Industry Report

Emerald Iron Works Wins Award in International Metalcraft Competition



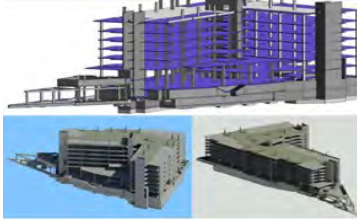
Emerald Iron Works based in Woodbridge, Virginia, has won a Silver award in the 2021 Ernest Wiemann Top Job Competition for outstanding craftsmanship administered by the National Ornamental & Miscellaneous Metals Association (NOMMA). The Top Job contest is a peer-judged competition named after NOMMA past president, Ernest Wiemann to honor outstanding work.

Emerald Iron Works received the Silver award in Category L: Stairs Complete - Commercial.

The award was announced at NOMMA's 2021 Awards Announcement on April 22, 2021. To win an award, entrants must submit photos and a description of their work. This material is then publicly displayed in a where NOMMA members then vote. Winning a Top Job award has special meaning, since it represents a "voice of approval" from industry peers. **F**

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June 9, 2021

Re: September 11th - 20th Anniversary Dinner

We sent most of you directly or through others a notice that we were thinking about this – **well it is a done deal now.**

We will send a “formal” electronic invitation with all of the specifics in a couple weeks once we have everything confirmed with a hotel, but so you can “save the date” and we can plan now:

We are planning on a dinner on Saturday, September 11, 2021, with a 5pm cocktail hour and a dinner beginning at 6pm (dress casual/ business). We will also arrange for a block of rooms (at a reduced rate) at the host hotel for out-of-town attendees.

We are writing to the firms and individuals (when we have contact information for them) to invite, who worked on the Phoenix Project, since we do not know if people are still working at the same place. We’ve tracked down about 180 for attendees so far but want to make sure we don’t miss anyone.

Would you please let us know if you think you can attend (with or without a guest). We need this information very soon, so we can arrange hotel dinner space.

Let’s roll,



Allyn E. Kilsheimer, PE
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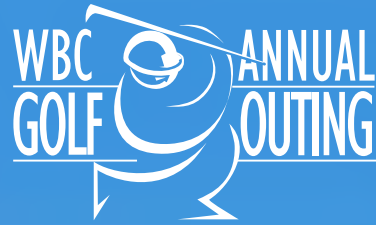
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by **Stacey Holsinger**, *Chairperson*
WBC Marketing & Communications Committee

ocial Media Marketing & Strategy Explained: A/E/C Edition

Keeping up with social media for your business can be overwhelming. New platforms. New updates. New apps. New tools. Does your business need to be on every channel? No, but your business should be where your customers spend their time. Should you re-evaluate your social strategy year-to-year, especially after a pandemic? Absolutely.

D

During the pandemic, we were introduced to TikTok, a Chinese video-sharing social network focusing on

dances, comedy and education and Clubhouse, a social network where users are presented with a list of virtual rooms to join. Users can listen to a group of speakers talk about any topics imaginable. If you find value on LinkedIn and you're an avid podcast listener, you may find it a great resource to learn and share best business practices. As a business, it's smart to be aware of these channels, but too early to dive all in. Not enough data has been collected, and both are far behind on the top four most-used social platforms. It's highly recommended to sit tight before you invest in time and money into platforms in their early stages.

While TikTok and Clubhouse sparked a ton of interest, the main social platforms for business shifted during this time. For B2B marketers, Facebook and LinkedIn remained the top two channels to reach customers, but Instagram saw significant growth and Twitter fell behind as YouTube took its place (Social Media Industry Marketing Report 2021). It comes to no surprise as Twitter has seen a decline over the last five to six years. A large portion of our industry isn't impressed with their engagement metrics. So where do you start with your social strategy post-pandemic?

First you need to define your goals. Do you want to generate leads, improve sales, increase exposure, develop loyal fans, recruit people to fill positions, increase traffic to your website, or maintain company culture? Your social goals should align with your strategic and marketing plans. Also, it's important to factor in the time and resources you have into managing your social accounts. If they can't be maintained on a consistent basis, then it's a no-go. If that means only one account, that's better than having four inactive accounts and no leads at all.

Let's break down the top four social platforms you should consider adding to your marketing strategy and why:



Facebook:

Most engagement occurs between friends, family, and co-workers. It's a personal platform, a place to keep in touch with loved ones. Views and interests are shared widely and wildly.

It's a space where people take pride in their work and want to feel recognized by their employer and peers.

Establishing a business page allows you to improve company morale or maintain company culture by recognizing top performers by way of highlighting their accomplishments and storytelling. Marketers find this the best platform for advertising, when their goals brand exposure and attracting talent.



LinkedIn:

Personal profiles vs. business profiles. Which one performs better? People want to connect with people, not logos. Social selling sees the highest ROI from your sales teams' personal profiles.

Now is the time to invest in your teams' personal brands to maximize the online exposure of your company brand. After you meet someone at an in-person networking event, chances are you continue to build that relationship online. What do they see on LinkedIn? Who are the faces of your organization? It could be your business development, sales, marketing or recruiting teams. How do they reflect your organization on LinkedIn?

Social Media Marketing & Strategy Explained: A/E/C Edition

There are several benefits in helping your employees with their personal brands. Your prospects will learn more about your company and the opportunities you present. You'll be able to drive more traffic to your website and build more valuable relationships. Your employees will also appreciate the additional investment you made in their professional development.


Business profiles still serve a purpose. Sharing best practices allows your company to provide added value to your client and establish your company as a thought leader. In addition, you can post timely updates regarding company news.

Instagram:

Think of the platform as the best place to showcase your portfolio visually in real-time. Pictures and video allow your employees and clients to be a part of the process and progress.

YouTube:

People turned to YouTube during the pandemic to replace in-person networking events. It's the second most visited website in the world. Videos that you posted five years ago can still drive traffic to your website and generate leads today. Contractors use the platform to showcase their capabilities, show testimonials, take clients on behind-the-scenes tours, convey project performance, explain complex process, train employees and recruit candidates to their organization.

In closing, you can't be everything to everyone. Defining your goals on a yearly basis is key to developing a strong social strategy and building relationships online in the A/E/C industry. Remember, social selling is a long-term strategy. You can't build a hospital, school, airport, bridge, relationship, community or brand overnight. 

An example of how to use social media in a campaign for A/E/C:



We take pride in our projects.



Our team is highly skilled on this project.



Here's a picture of our project.



Here's a progress video of our project.



We are working on this #project.



Check out the interiors of this project.



Here's Foreman Fred belting out some serious tunes.

About the Author



Stacey Holsinger
Owner
Steel Toe Communications, LLC

As a digital marketing leader in the A/E/C industry and owner of Steel Toe Communications, LLC, Stacey Holsinger has over 15+ years of experience helping small and medium contractors compete with larger regional and national firms. In the complex and highly competitive world of construction, she creates compelling campaigns that help establish thought leadership and credibility while cultivating company culture. Stacey aims to inspire you to build a brand that showcases the work you are proud of and recruits suitable candidates for your organization. She writes and speaks about how contractors can escape marketing mediocrity to achieve tangible results through marketing plans that include public relations, email, video, and social media.



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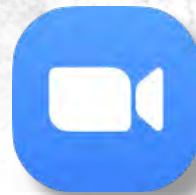
CHANGES IN CONSTRUCTION BUSINESS DEVELOPMENT TACTICS AND STRATEGIES DUE TO THE COVID-19 PANDEMIC



by **Kaitlin Krasic**
WBC Marketing & Communications Committee

Relecting on this past year, it is safe to say that COVID-19 has changed the way we all work and interact. When thinking of a career in which the pandemic required professionals to think outside of the box to ensure their success, Business Development comes to mind. Before COVID hit, Business Development within the construction industry was centered around the idea that in-person events and outings were the only way to develop and maintain relationships with customers. Taking customers out for lunch, attending networking events, and in-office visits were common occurrences for Business Development Professionals. After COVID shut everything down, however, employee and employer safety concerns restricted these activities. Those within this field had to immediately get creative and figure out ways to continue cultivating relationships with their customers. After more than a year into this pandemic, Business Development Professionals have not only been able to survive throughout the challenges, but they found a way to flourish! The question is how?

COVID-19 forced all Business Development Professionals to completely change the way that they do their jobs. Building relationships transitioned from an in-person process to a virtual one. The use of different technologies and applications was a huge factor in ensuring the success of these individuals. Zoom



and Microsoft Teams video chat platforms became everyone's new conference room and venue for networking events, webinars, and panel discussions. Some companies embraced the technological wave. Jodi Paci, Business Development

Manager at DPR Construction, said that they created their own internal app. The app could be used by DPR's employees to check in every day and record their temperatures or symptoms if any, as well as disseminate other information to ensure everyone's safety. Others explored new technology options as well, including associations. Our very own WBC for example decided to try a platform called REMO, a

unique application used to enhance virtual events by mimicking in-person networking much more so than a typical Zoom call.

Individuals who were looking for ways to keep in touch with customers and build new relationships all came to the same conclusion – there is nothing that beats genuine human empathy and connection. Brian Skipper, Project Development Director at Hensel Phelps, said that the most impactful thing he learned from this past year was to ditch the typical PowerPoint presentation or phone call with the purpose of ending with a sale. Brian found that just calling his customers to genuinely check in on them was the best way to maintain a relationship. In these unprecedented times, everyone was having to face a burden too big to bear alone. Checking in on people's emotional and physical health speaks volumes towards you and your company. Every other Business Development Professional that I spoke with not only agreed with what Brian had said, but they practiced this with their customers as well. The way that everyone reached out to their customers, however, varied dramatically.

Jodi Paci came up with the “walk and talk,” allowing her and her customer to speak on the phone as they typically would. The key difference was that both committed to simultaneously getting outside and breath in some fresh air while speaking. Others had similar ideas of enjoying time outdoors. Janelle Becker, Business Development at Branch Builds, said that she would invite customers to meet outdoors, where they could socially distance, converse and enjoy food or drinks. When the ability to go out to lunch with customers was restricted, Ibrahim Sagatov, Business Development Director at Kastle Systems, and Janelle Becker had a similar thought – “If I can't go to lunch with my customers, then I'll just have to bring the lunch to them!” That is exactly what they did. If a Zoom meeting was scheduled around lunchtime, both Janelle and Ibrahim would send a gift card to their customer beforehand. That way everyone could eat lunch while speaking with one another remotely.

Former Vice President of Business Development at Shapiro and Duncan, Mark Drury had a different view on the situation. He believed that keeping things simple in a time that has been anything but, is something that can be seen as refreshing and welcomed. He did this by sticking to checking in on his customers via phone calls as well as zoom call conferences and networking events. Mark evaluated the hectic, rapidly



“IF I CAN'T GO TO LUNCH WITH MY CUSTOMERS, THEN I'LL JUST HAVE TO BRING THE LUNCH TO THEM!”

—Ibrahim Sagatov, Kastle Systems and Janelle Becker, Branch Builds

changing environment and decided to find calm in the storm. He adapted where it was needed, but he did so in a way that followed the changes that his customers already adopted.

Despite the challenges that the pandemic presented, it has also created multiple silver linings. It forced BD Professionals to innovate communication within this industry. With that being said, it is safe to say that everyone is excited to get back to more normalcy. Being able to attend some of the annual events such as the holiday party is something that everyone is looking forward to. Others are excited to do something as simple as pop into the office of a friendly customer or to casually and spontaneously grab lunch or drinks with an industry friend. We have all had our highs and lows throughout this grueling and seemingly endless pandemic, but we are now starting to see a light at the end of the tunnel! We all faced struggles, learned from them, and quickly adapted in ways that we never imagined were possible. Now we have the opportunity to bring these new tactics with us into the future and continue innovating communication strategies to further revolutionize this industry. **FB**

About the Author

Kaitlin Krasic
Marketing and Business Development Associate
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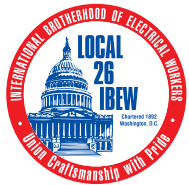
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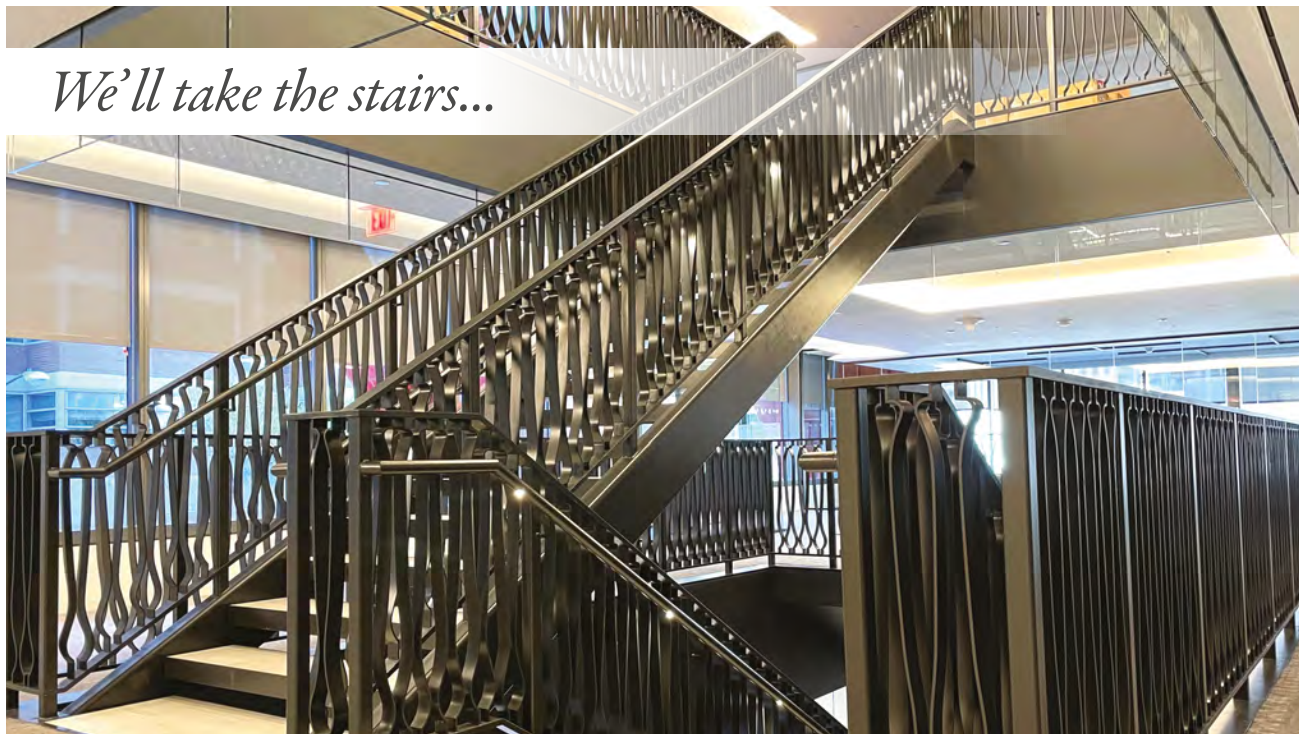


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Construction Risk Partners are construction specialists. The company's specialization enables it to have a deep understanding of each client's business environment, allowing them to design customized products and services that actively deliver value. The firm does not accept "one size fits all" solutions and enjoys challenging the status quo. Construction Risk Partners is a nimble, solutions-focused company that is

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Ralli Consulting provides services throughout the program. The company develops and oversees the award of contracts, budgets, schedules, manage the construction, necessary inspections, reporting and communications.

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Scheibel Construction specializes in general contracting, design build, construction management, owner representation, and LEED-certified construction.

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Timmons Group provides civil engineering, environmental, geotechnical, GIS/ geospatial technology, landscape architecture and surveying services to a diverse client base. Their clients receive more than just the best engineering and professional services available. Timmons Group's specialized market sector expertise makes them trusted advisors and valuable consultants on clients' projects – from conception through completion. **FB**



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Calendar of Events

Please check www.wbcnet.org for the latest information about event status. Dates and times subject to change.

July 2021



JULY 21
Time TBD
Material Cost Escalation Package
 Cohen Seglias Webinar

August 2021



AUGUST 25, 2021
5:00 p.m. to 7:00 p.m.
Summer Networking
 Cactus Cantina
 3300 Wisconsin Ave.
 Washington, DC

Please join us for the highly anticipated WBC Summer Networking at Cactus Cantina on Wednesday, August 25. The relaxed restaurant and bar atmosphere provides a great setting for getting back to in person events while enjoying a summer evening.

The return of this WBC member favorite annual event will feature an open bar and unlimited Tex-Mex food served in our own inside and outside private areas.

Register Now!

Advertising Information

The **Bulletin** covers issues of importance to the building industry, news about WBC members and information about upcoming events. The topics listed below will be covered as feature articles in upcoming issues of the **Bulletin**. Persons interested in contributing information or advertising should contact WBC before the third week of the month preceding the issue. The **Bulletin** is published six times a year by WBC. To place an ad, submit material or for more information call **202.292.5922**.

Editorial Calendar

December / January	Members Giving Back
February / March	Technology & Innovation
April / May	Community Service/Rebuilding Together
June / July	Marketing & Communications
August / September	Craftsmanship Awards
October / November	WBC Leadership & Committees

Advertising Rates

Member Rates:	1 time	3 times	6 times
1/6 horizontal or 1/6 vertical	\$155	\$130	\$110
1/3 vertical or square	\$230	\$190	\$150
1/2 horizontal or vertical	\$430	\$350	\$290
Full-page	\$630	\$510	\$410

Position

Inside Front Cover	\$830	\$670	\$540
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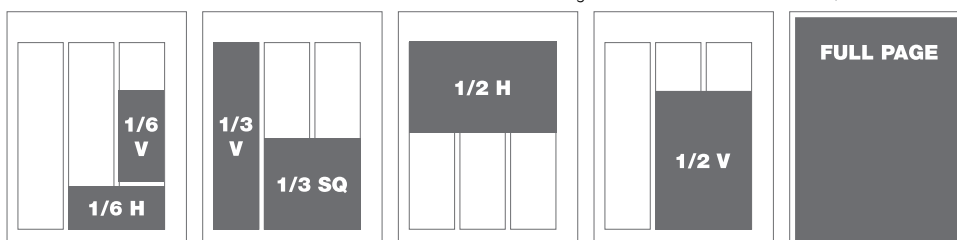
Non-Member Rates:	1 time	3 times	6 times
1/6 horizontal or 1/6 vertical	\$210	\$176	\$149
1/3 vertical or square	\$311	\$257	\$203
1/2 horizontal or vertical	\$581	\$473	\$392
Full-page	\$851	\$689	\$554

Position

Inside Front Cover	\$1,121	\$905	\$729
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Ad Sizes

Magazine trim size: 8.5" w x 11" h | Live area: 8.375" w x 10.875" h



1/6 horizontal	4.43" w x 2" h
1/6 vertical	2.1" w x 4.2" h
1/3 square	4.43" w x 4.2" h
1/3 vertical	2.1" w x 8.6" h
1/2 horizontal	6.75" w x 4.2" h
1/2 vertical	4.43" w x 6.38" h
Full-page	8.25" w x 10.75" h
Full-page + bleed	8.5" w x 11" h + .125" bleed



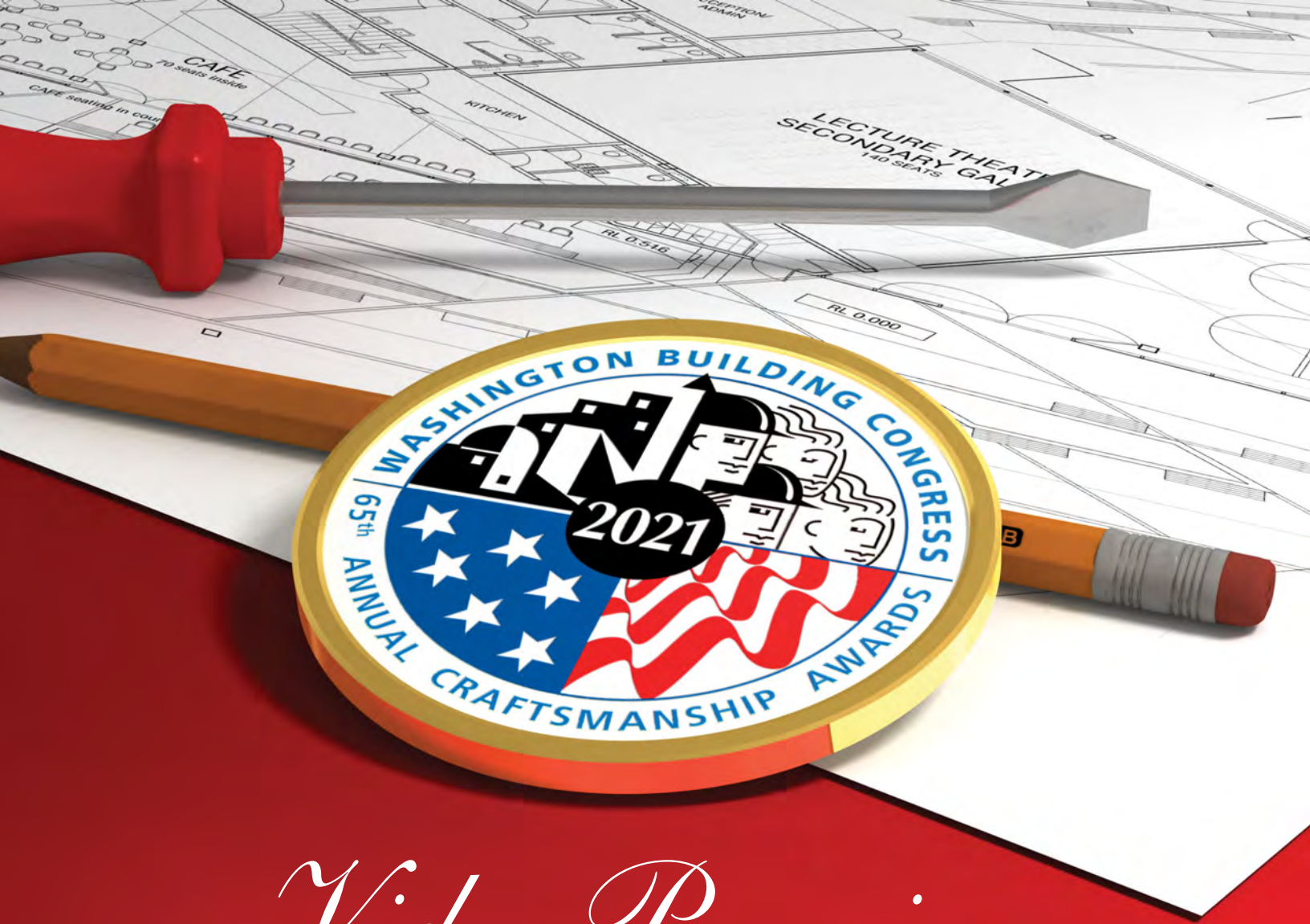
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