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# Bulletin

THE OFFICIAL PUBLICATION OF THE WASHINGTON BUILDING CONGRESS

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## The 5 Keys to Business Development

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A TESTIMONIAL  
TO EXCELLENCE



Premium Grade Architectural Woodwork and Casework  
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Hospital and Laboratory Casework and Lockers  
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## hairman's letter

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Washington Building Congress is a nonprofit association made up of professionals from a variety of disciplines, all with an active interest or involvement in the Washington Metropolitan Area's real estate, design, and construction community. The organization was established in 1937 to represent the collective interests of its members by providing education and networking opportunities and by promoting the advancement of the building industry. For additional information about membership, joining a committee or the WBC Bulletin, call (202) 293-5922 or visit us on the web at [www.wbcnet.org](http://www.wbcnet.org).

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**A**s we conclude the last month of my term as WBC Chairman of the Board in September, I am pleased to report that thanks to a remarkable team effort the association continues to thrive. I am confident that incoming Chairman of the Board Mike Baruccheri (AECOM Tishman) and the new Board of Directors will keep the momentum going strong next year and lead the WBC to new heights. My term as Chairman ends September 30 and Mike will officially take office on October 1. I thank all of you for the opportunity to serve our great organization.

The WBC is finishing another successful year highlighted by record membership success and a series of excellent programs. The 62<sup>nd</sup> Craftsmanship Awards received 255 nominations and recognized 84 winning entries. An amazing 1,100 people attended the Awards banquet in honor of over 400 individual craftsmen. We also inducted the 11<sup>th</sup> class into the *Craftsman Hall of Fame*, including the first woman, and culminated the fundraising campaign dedicated to the exhibit honoring this esteemed group at the WBC office.

We enjoyed record attendance at each of our popular networking and Hammerheads events this year. An impressive 767 people joined us for the Holiday Party and 432 players participated in the sold out 81<sup>st</sup> Summer Golf Outing. In addition, WBC held an outstanding series of programs and seminars this year and will continue to bring the industry together for noteworthy networking and professional development opportunities next year.

I would like to extend a special recognition to the entire Membership Services Committee team, Chair Kelly McGuire (Ruppert Landscape), Vice-Chair Rush Seale (Insurance Associates) and Board Liaison Tara McCarthy (Gael Force Recruiting) for a tremendously successful membership year. The team recruited a record 35 new company members, in addition to 18 new small business members. The committee also achieved a record 92% retention rate for renewing members and reached 107% of the annual dues revenue budget.

If you have not already done so, please be sure to renew your WBC membership. Your firm recently received an FY'19 dues invoice and *Industry Index* correction form. The *Index* advertisement form and annual sponsorship information will be sent separately. The WBC membership year runs from October 1 to September 30 each year and annual renewal payments are due September 30. If you have any questions regarding your membership or the WBC, please contact Rita Reis or Steve Kenton at (202) 292-5922.

I would like to extend a special thanks to all of our devoted committee members, chairs, vice-chairs and board liaisons. The WBC committees will continue to address the needs of our valued members throughout the coming year. I would also like to encourage new members and those of you who have not been active recently to volunteer a little time to our exceptional association. Please see the committee volunteer sign-up form online or contact the WBC for further information.

My year as WBC Chairman has been extraordinarily rewarding. It has been my honor to serve as WBC Chairman of the Board over the past year. I look forward to your continued support of our outstanding association.

Best regards,

Dan Buckley  
WBC Chairman of the Board



RECENT AWARDS

↓  
ABC 2014, 2016 & 2017  
Masonry Subcontractor  
of the Year

↓  
ABC 2014, 2015, 2016 & 2017  
Safety Training & Evaluation  
Process Award, Gold Level

↓  
WBC 2014 & 2017  
Craftsmanship  
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↓  
ASA 2014  
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————— YEARS —————

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# Industry Report

## Insurance Associates Announces New Partnership with Marsh & McLennan Agency LLC Company

Insurance Associates, now a Marsh & McLennan Agency LLC Company, is announced that they joined Marsh & McLennan Agency LLC (MMA), a wholly owned subsidiary of Marsh LLC. Marsh formed MMA in 2008 to primarily serve the property/casualty, surety, and employee benefit needs of clients throughout the country. Since that time, MMA has been building out its national platform by joining forces with entrepreneurial insurance brokers across the country. Insurance Associates will now be part of the Mid-Atlantic region for MMA.

Stephen Spencer, President of Insurance Associates, added, "Joining MMA is an excellent opportunity that allows us to keep and grow our local team while giving us the capabilities of a national platform to build upon our success."

## Moorefield Promoted to Chief Operating Officer



Brian R. Moorefield

Mona Electric Group, Inc. has promoted **Brian R. Moorefield** to Chief Operating Officer.

Moorefield joined Mona in 1988 as part of the estimating department and has over 30 years of industry experience. During his time with Mona Electric, he has been involved with many different types of projects and has gained a vast knowledge in all areas of the industry. In his new role he will oversee the Operating Groups which include service and construction.

Mona recognizes the continued challenges facing today's electrical contracting industry and has no doubt that Moorefield will continue to exceed market demands while continuing to provide its clients with superior service.

## Grunley Announces New President, Reorganization Plan and Accompanying Promotions



B.H. Scott, II (Chip)

To prepare the company for future growth and innovation, Kenneth Grunley, CEO of Grunley Construction Company, Inc., announced a reorganization plan and accompanying promotions amongst the firm's senior leadership. **B.H. Scott, II (Chip)** has been named president of the \$400 million general contracting company.

Scott joined Grunley 14 years ago as a project executive. In his most recent role as senior vice president of operations, he oversaw the execution and success of Grunley's active construction projects. As president, Chip will be responsible for overall company performance and strategic direction. "Over the years, Chip has demonstrated exceptional leadership, team-building, project management, client relations, strategic business development, and revenue and profit growth skills," says Grunley, who will continue to serve as the firm's CEO since relinquishing the president's role.

Other changes to the executive leadership team include:



George Rusk

**George Rusk** has been promoted to senior vice president of preconstruction. In his new role, Rusk will lead the integration of the preconstruction, GMP pricing and overall purchasing efforts. Specifically, he will oversee conceptual, schematic and design budgets; GMP estimates; subcontracts; owner contracts review; and pre-construction procedure implementation.



Kenneth Terry

**Kenneth Terry** has been promoted to vice president of operations. Terry will provide leadership and oversight of all functional aspects of the Operations Department. Additionally, he will retain executive level responsibility for several Grunley projects.



Mark Laudo

**Mark Laudo** has been promoted to vice president of preconstruction. In his new role, Laudo will continue to develop project leads with new and existing customers and oversee preconstruction activities from concept design to the beginning of construction with owners and A/E's.



Adam Grunley

**Adam Grunley** will serve as vice president of strategic development. Grunley will identify and cultivate strategic alliances among the subcontractor community, develop and maintain key relationships with clients/owners, enhance corporate development via strategic collaborations, oversee the small business compliance team and lead the subcontractor prequalification process.



Tom Walker

**Tom Walker** will serve as vice president of estimating. Walker will lead Grunley's Estimating Team who will directly benefit from his more than 30 years of experience in construction cost estimating. Walker excels at determining Grunley's competitive edge for yielding maximum results.

# Industry Report

## DAVIS Announces Mid-Year Promotions

Recognized by the *Washington Business Journal* as one of the area's "Best Places to Work" for a record-breaking 12 consecutive years, James G. Davis Construction Corporation (DAVIS) recently announced 11 promotions. The newest round of promotions recognizes leadership in operations and preconstruction/estimating expertise.

CEO and President Jim Davis said, "At DAVIS, we're invested in our employees' growth, both personally and professionally. These recent promotions are a true reflection of this philosophy, while at the same time strengthen the management of our teams and performance on our projects."

### Operations Directors

Three previous project executives have been named directors: **Chris Hartzler**, **Steve Hawryluk** and Meghan Ulrich. As leaders for their respective market sectors, they are responsible for the strategic development of business plans and corporate initiatives. In addition to being actively involved throughout the entire construction process, from project procurement to completion, these directors will also streamline the engagement of corporate resources during all phases of a project.

- **Chris Hartzler** – Director, Education
- **Steve Hawryluk** – Director, Base Building
- **Meghan Ulrich, LEED AP BD+C** – Director, Base Building

## Preconstruction and Estimating Executives

In a move to further develop the Integrated Marketing + Development group, previous Preconstruction and Estimating Senior Managers, Bennie Kovach and Gail White, have been promoted to executive titles. These newly created roles will expand responsibilities to include a focus on staff development and mentoring, development of best practices to ensure consistency and building relationships with key external business partners.

- **Bennie Kovach** – Preconstruction Executive
- **Gail White** – Estimating Executive

### Additional Promotions

- **Kenneth Cruz** – Estimating + Preconstruction Engineer
- **Anthony Maffei** – Project Engineer
- **Bruce Overbay** – Project Accountant
- **Ghansham Persaud** – Senior Helpdesk Technician
- **Korey Price** – Estimating Manager
- **Daniel Ressler, LEED AP BD+C** – Senior Project Manager

## Trademark Brand Sunset Announced

Effective this past August, Trademark HITT merged with its parent company and is now operating as HITT Contracting Inc. HITT acquired Trademark Construction in 2016, forming a strategic partnership that enabled the company to expand its service offerings across the state of Texas and support the growing needs of its national clients.



## Insurance Associates Proudly Supports Patriot Point

Insurance Associates and The Selective Insurance Group Foundation joined forces to support the positive efforts of Patriot Point through a \$1,000 grant. The Selective Insurance Group Foundation is a philanthropic affiliate of Selective Insurance Group, Inc. (Nasdaq: SIGI).

"The work that Patriot Point does to help our nation's warriors so they can reconnect with their families, decompress after deployment, and just take some time to rejuvenate is vital to our community. Our service members face challenges abroad while working to maintain our safety and security so this is one way for us to give back to them" said Stephen A. Spencer, President, Insurance Associates.

The grant represents a \$500 donation from Insurance Associates, matched by a \$500 grant from The Selective Insurance Group Foundation. The grant will help Patriot Point's efforts to provide a relaxing and safe environment for our nation's wounded, ill, and injured service members to enjoy outdoor recreational activities with their families.

## BUILT to SUCCEED



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# Industry Report



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# Industry Report

## Brown and Meissner Accepted Into Ruppert's ABM Program, Nichols Joins Company

Ruppert Landscape is pleased to announce that two Washington, DC area team members have been accepted into the company's Associate Branch Manager (ABM) leadership development program: **Ethan Brown** in the Alexandria, Va., branch, and **Kyle Meissner** in the Washington, DC, branch. In addition, **Josh Nichols** has joined Ruppert as regional snow manager in the company's landscape management division.



Ethan Brown

Ruppert's ABM program is designed to develop talented mid-level managers and provide them with greater opportunity to learn, gain experience, and grow as leaders. It

also allows the company more capability to promote from within. By taking on additional responsibility and shadowing branch managers, ABM's are able to learn skills beyond the scope of their existing position and prepare for the next step in their careers.



Kyle Meissner

"We are committed to growing from within, and the Associate Branch Manager program enables us to invest in training and preparing future branch manager candidates

while simultaneously improving the current capabilities of the branch," said Tom Barry, president of the landscape management division. "Through this program, now in its third year of operation, we have successfully been able to promote several candidates into the branch manager position and have seen others grow their skills and knowledge, making them more effective at their jobs and ready to take on future opportunities."

As associate branch managers, Brown and Meissner's responsibilities will continue to involve certain area manager duties but will also focus on progressive training for the branch manager position. As such, they will be responsible for the overall welfare of their branch, including the safety and development of their teams, strategic planning and budgeting, training, and day-to-day operations.



Josh Nichols

Ruppert's newest team member, Nichols, graduated from Ohio State University with a bachelor's degree in landscape horticulture before joining the green industry with Urban Environments in his hometown of Columbus, Ohio, which was acquired by Brickman in 2004. He worked at Brick-

man (now Brightview) for the past 16 years, during which he spent five years as a branch manager and the last six years as regional snow manager with oversight of \$60M in annual snow revenue. In that role, he was accustomed to traveling to a multitude of branches across nine Mid-Western states, which will serve him well in his new role overseeing more than a dozen Ruppert locations in the Mid-Atlantic region.

"The addition of this new position will help ensure that we remain well positioned to continue providing reliable, first-rate snow removal services to our customers," said Tom Barry, president of the landscape management division. "In this position, Josh will focus on applying his vast experience and knowledge of an evolving industry to strengthen Ruppert's snow business and, with that strength, protect and grow our landscaping business." 

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# Industry Report



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# The 5 Keys to Business Development

Tara McCarthy, President, Gael Force Consulting



When people ask me what I do, I immediately think of that scene from the movie *Office Space*, where the management consultants ask the sales guy, "So, what do you do here?" and he gets rattled and spurts out, "I deal with the customers!" I don't get rattled. I get excited when I talk about my role as a business developer. I create a brand for me, my firm and I build trust with my clients and partners.

I like to say that I open doors and build relationships, but it is much more than that. Many think my job is non-stop fun. Attending parties and going to association networking events, taking clients to dinner at a fancy restaurant or a sporting event. Yes, it is all these things. But, it is through these activities that we will build a long term relationship and trust with a client.

A few years ago, someone asked me how do I approach my job. I have five keys to do my job successfully.



## 1 Be Yourself

It sounds cliché, but staying genuine is what sets you apart from others. Don't come to a networking event or client meeting with a stale elevator speech. Talk honestly and intimately about what you and your firm does. Don't be afraid to say you don't know an answer, but promise to find out and get back to them.



# The 5 Keys to Business Development

Having a personal style will help you build trust. I know a talented architect who would do a sketch on a beverage napkin over the course of a lunch program. When the program was over he would sign it and hand it to the person beside him. People would line up to sit next to him at a program. I have one of those prized, autographed napkins.

Another professional I know wears a dragonfly lapel pin almost every day. Each year I give her a new one to add to her collection. These are small touches we notice, but they are large in the eye of the client. Take notice of your client's style and they will take notice of yours.

## 2 Build Trust

Building trust is paramount to being successful no matter what your role is professionally and personally. Andrea Fitch, Strategy Consultant with Maven Consulting, has a golden rule she follows every day, "The basic cornerstone of my approach to clients is to under-promise and over-deliver." If you promise to call a client the next day, then stick to it. Michelle Monnett, Vice President of Business Development at CallisonRTKL, sticks to her promises, "Follow through is important. Whether it be a quick email after a meeting, providing requested information in a timely manner, or sending a thank you note when someone treats you to lunch or hosts you for an outing."

## 3 Build Your Network

Remember when your parents told you NOT to talk to strangers? Not anymore. As a business developer, being "ON" isn't just a catch word. You are not just the job. You are the face, and often, the voice of your company. Know your product/service and be ready to answer questions about your firm. Tara Minner of Scaffold Resource builds her network every day, "Opportunities doesn't just fall into your lap. Get out there and look for the next potential lead or customer. The old adage applies; you get out of it what you put into it." Always have your business cards at the ready. I keep extras in my car and in my golf bag. And most impor-

tantly, remember that everyone is a contact. Your competition today could be your client or partner tomorrow.

## 4 Be a Good Listener

As business developers, we are always selling which means we are always talking. Suzanne Swistak, Business Development Manager at ECS Mid-Atlantic, takes a different approach, "It is crucial to perfect listening skills to thoroughly understand and deliver upon the unique priorities and needs that a client presents." Not just listening, but truly paying attention to what a client is saying is all part of the deal-making process. Listening is also a trust builder. Good listeners become good problem solvers. And clients love problem solvers.

"Opportunities don't just fall into your lap. Get out there and look for the next potential lead or customer."

*Tara Minner of Scaffold Resource*

## 5 Do Your Homework

Know your audience. Do some research. Check out the client's website and brush up on their services and project portfolio. LinkedIn is an excellent source of research too. Shane Carmadella, Business Development with Ruppert Companies, is diligent about learning everything about his clients, "I show up to every meeting with an empty note pad and a pen. Take good notes learn about the pain and be passionate about helping." Like any good tactician, Shane is a subject matter expert on his client's projects, goals and yes, even their problems. And that is why clients trust him.

Business development is a culmination of many skills, but mostly it's about being authentic, trustworthy, growing your network, being a problem solver and knowing your product or service. Master these five things and you are off a great start! **F**

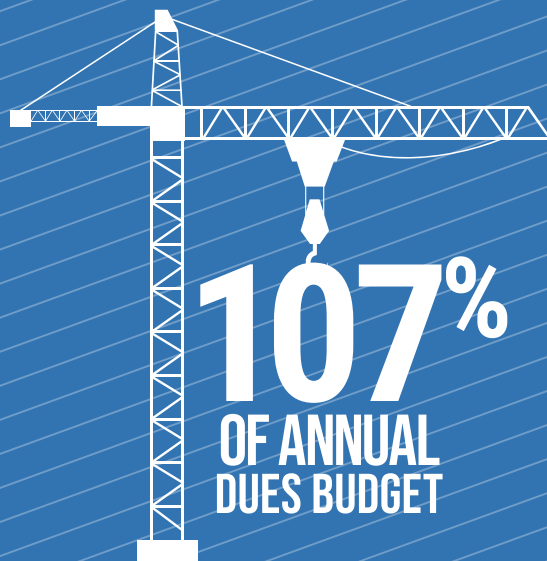
# WBC Annual Committee Update-FY'18

**53  
NEW  
MEMBERS**



**FIRST  
WOMAN  
HALL OF  
FAME  
INDUCTEE**

**MAJOR LEAGUE  
BASEBALL  
BOYS & GIRLS CLUBS OF  
GREATER WASHINGTON  
ALL STAR  
INITIATIVE**



**107%  
OF ANNUAL  
DUES BUDGET**



October 1, 2017 to September 30, 2018

WBC committees play a key role in professional development, membership services, community relations, and planning for educational programs and networking events.

If you want your voice heard when initiatives that affect our association and the industry are addressed, there's no better place to be than on one of WBC's committees.

Please go to [wbcnet.org](http://wbcnet.org) to sign up and make the commitment to get involved today! You can also contact Rita Reis at (202) 293-5922 for further assistance.

## HIGHLIGHTS

### Community Services

Coordinated the annual Rebuilding Together workday, Major League Baseball Boys & Girls Clubs of Greater Washington All Star initiative, Holiday Party children's book drive, and monthly volunteer opportunities.

**Chair:** Vanessa Carrion, *Gilbane Building Company*

**Vice-Chair:** Edward Dudlik, *Morgan Stanley*

**Board Liaison:** Ken Ellis, *RK&K*

### Craftsmanship Awards

Oversaw the planning and execution of the March 16 Craftsmanship Awards and Hall of Fame programs. In 2018, there were 255 entries, 84 winners, 158 volunteer judges, and 2 new Hall of Fame Inductees, including the first woman.

**Chair:** Todd Scales, *Children's National Health Systems*

**Vice-Chair:** Karen Cotton, *HITT Contracting Inc.*

**Board Liaison:** Sean Frazier, *HSU Builders*

### Hammerheads

Hosted committee lunch and learns, three networking events, the annual Potomac River Cruise, and continued to focus on workforce development issues and outreach to related groups and organizations.

**Chair:** Adam Lackey, *Exponent*

**Vice-Chair:** David Stocks, Jr., *Anchor Construction*

**Board Liaison:** Gabriel Jahn, *Dynalectric Company*

# WBC Annual Committee Update-FY'18



## Innovation

Coordinated the outstanding annual Innovation issue of WBC Bulletin and provided project highlights and updates for each issue. The committee successfully broadened their focus and increased participation and involvement.

**Chair:** Melissa Nelson, *Carrier*

**Vice-Chair:** Rob Wenger, *WCS Construction*

**Board Liaison:** Mike Holland, *Boston Properties*

## Marketing & Communications

Enjoyed great success with dramatically enhancing the association's social media presence through new Facebook and LinkedIn pages and managing monthly committee input.

**Chair:** Elizabeth Justis, *Scaffold Resource*

**Vice-Chair:** Liz Mendonca, *Clark Construction Group*

**Board Liaison:** Christine Heffernan, *HESS Construction*

## Membership Services

FY'18 achievements included 92% retention rate for renewing members, 35 new company members, 18 new small business members, and 107% of annual dues budget.

**Chair:** Kelly McGuire, *Ruppert Landscape*

**Vice-Chair:** Rush Seale, *Insurance Associates*

**Board Liaison:** Tara McCarthy, *Gael Force Consulting*

## Program & Education

Planned Silver Line Corridor Development evening panel program, Women in Construction evening roundtable discussion, and a series of successful morning seminars.

**Chair:** Kevin Pavuk, *Structural Technologies*

**Vice-Chair:** Owen Walker, *Rees Broome*

**Board Liaison:** Bob Frew, *Balfour Beatty Construction*

## Regional Development

Toured the W.E. Bowers prefab facilities in Beltsville and new Capital One headquarters building in Tysons. Collaborated with Innovation for Museum of the Bible tour and Small Business on Capitol Crossing tour.

**Chair:** Steve Knight, *David M. Schwarz Architects*

**Board Liaison:** Julie Forsht, *Powersmiths*

## Small Business

Held a series of well received small business workshops and currently planning the next Small Business Meet the GCs networking event at the WBC for the fall of 2018

**Co-Chair:** Carrie Lieberman, *Grunley Construction*

**Co-Chair:** Bernie Marable, *Premier Consultants International*

**Vice-Chair:** David Singleton, *Singleton Electric*

**Board Liaison:** Greg Koger, *Holland & Knight*

## Summer Golf Outing

Planned the 81<sup>st</sup> annual, sold out WBC golf outing featuring 432 players and record sponsorship. The event was held June 11 at Lansdowne and Belmont golf clubs in Loudoun County.

**Co-Chair:** Brian Lockwood, *The Snead Company*

**Co-Chair:** Bill Voigt, *Siemens Industry*

**Board Liaison:** Mike Baruccheri, *AECOM Tishman* 

The background is a night-time aerial view of a city with illuminated buildings. Overlaid on this are several digital elements: a blue wireframe of a skyscraper on the right, a semi-transparent data dashboard on the left showing charts and graphs, and various icons (factory, CO2, lightning, Wi-Fi) connected by lines to the wireframe. Binary code (0s and 1s) is scattered across the scene.

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# Going CO<sub>2</sub> Neutral

**Dorinda Shipman**, PG, CHG, ENV SP, Principal, Langan  
**Michael Szura**, PLA, ASLA, LEED AP, Principal, Langan  
**Christopher Glenn**, PE, LEED Green Associate, ENV SP, Sustainability Director, Langan

||| Langan practices what it provides – sustainable solutions for clients and green work environments for employees

**T**his month Langan reached a milestone in our sustainability efforts: we now operate as a carbon-neutral business. Since the launch of our Corporate Sustainability Plan in 2014, we have cut paper usage nearly in half among our 30 offices, implemented recycling programs, reduced energy usage, established an internal award to recognize sustainable design projects, and have offset 437 tons of CO<sub>2</sub> at our major corporate events.

Green teams and sustainability leaders in each office led the effort that reduced Langan's corporate carbon footprint. Effective measures included LEED-certified office spaces, green business certifications, energy audits, video conferencing, sensible travel plans, and an offset program at Carbonfund.org. Furthermore, employees participated in bike-to-work days, used mass transit for daily commutes, and volunteered on stream bank and tree planting projects.

“Carbon neutral operations is another summit in our effort to operate in the most environmentally

responsible manner possible,” said Langan's Sustainability Director, Christopher Glenn, PE, LEED Green Associate, ENV SP. “Combined with our efforts to help clients develop sustainably, Langan is making a positive difference for the environment and our communities that should make us all proud.”

With over 100 LEED Accredited Professionals and Green Associates and ENVISION Sustainability Professionals on staff, sustainable design weaves through all firm services. Langan professionals reduce the impact of development with low-impact storm-water design, sustainable landscape architecture, and habitat and wetland evaluation. We optimize buildings with green roof and geothermal system design; and derive innovative solutions for brownfield and landfill redevelopment. Our team also offers expertise in corporate sustainability services, including compliance with Global Reporting Initiative (GRI) sustainability reporting standards, corporate sustainability plan development, and Environmental, Health and Safety (EHS) management and compliance. [F](#)



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## Technology & Innovation

*Everything about the Museum of the Bible strives to provide the highest quality, most modern experience – whether the materials, the craftsmanship, the technology.*

# Technology Brings the Ancient to Life

### Mike Holland

*Vice President, Construction, Boston Properties  
WBC Innovation Committee - Board Liaison*

**I**n a town with more museums than Starbucks, you might have thought you had already seen everything there is to see. You were wrong. There's a (relatively) new museum in town that combines history with technology and entertainment to captivate its guests in new and surprising ways. Whoever said Washington, DC was a sleepy, conservative town may want to reevaluate. No more glass cases with taxidermy deer and Native American mannequins. No, the bar has been raised and everyone else is going to have to up their game or get left in the dust of technological advancements.

The irony, of course, is that what is extremely old is new again at the Museum of the Bible in Southwest, DC, just a few blocks off the National Mall. The project, designed by SmithGroup JJR and built by Clark Construction, opened to the public in November 2017 and continues to add features and technology to help tell the story of the Bible and the Ancient World. WBC's Innovation Committee recently toured the 430,000 square foot museum with our personal docents, Mike Miller and Beth Avery, from the Museum of the Bible, as well as Matt Odell, Director of Technology for S2N Group, the contractor responsible for integrating and



*The grand stair, which appears to hang weightlessly from the 5th floor to the basement, forms the central spine of the museum.*

installing the technology infrastructure that brings an unusual spark of energy to the ancient history of religion and Christianity.

The sense that something different is going on hits you immediately upon entry. No one who has had to enter many of the government tenanted buildings in this region would feel out of place with the security gates and bag checks; however, the equipment used to process guests through the turnstiles resembles something from Disney's Tomorrowland more than a GSA security desk. It may be easier to get through the Pearly Gates themselves. Once through, one is immediately struck by the enormous videoboard ceiling stretching the length of the Great Hall. At 140 feet long, this high definition LED screen morphs from projections of ancient Israeli scenes to the ceiling of the Sistine Chapel in the Vatican, only brighter and more magnificent looking than the original.

Adjacent to the Grand Hall, one discovers perhaps the most innovative technology to be found in any other museum throughout the city — the personalized digital docent, a collaborative effort from a number of different hardware and software companies across the continent. The digital docent is a small tablet, which allows you to customize your visit, learn more along each step of the journey, and personalize the museum experience. The interface is right out of Mission Impossible. One simply places the tablet on a large horizontal screen, which displays an array of options for your visit — exhibits, show times, special events. The visitors drag and drop what might interest them from the table to the tablet and the “docent” does the rest — planning the most efficient route, analyzing wait times and crowds to formulate the most effective path through the museum. Think of it as Waze for your day's visit. There are thousands of sensors located throughout the museum, utilizing an ultra-wide band network, which allow the computers to pinpoint your location within 12” and even understand which direction you are facing. As you stand in front of an exhibit, the digital docent provides you an interactive description of what you're looking at. Over 150 miles of cable, 500 WiFi access points and 250 cameras run throughout the museum to tie this network together and ensure everything works seamlessly. The Digital Docents were being beta-tested throughout the museum during our visit, but once fully deployed, they promise to provide a highly individualized way of navigating through the extensive museum contents.

All of this happens before you even enter the exhibits.

**T**he Museum of the Bible intentionally hired four different exhibit designers, whom S2N and other contractors integrated into the building's construction. Part of S2N's original scope was to establish the technology standards in order to ensure consistency amongst the many different technology contractors and designers. These different visions and designs created a number of unique challenges, which made the job constantly interesting for those who were charged with making it all work. The exhibits on each floor have their own individual character. Despite their uniqueness, however, they all feel like complementary parts of a comprehensive whole. The technology that ties them together behind the scenes is a unifier, not only in ensuring an integrated performance but in providing a consistent



### Contractors:

- **Architect** – Smith Group JJR
- **Structural Engineer** – Tadjer Cohen Edelson Associates
- **MEP Engineer** – Southland Industries
- **General Contractor** – Clark Construction Group
- **Technology Systems Integrator** – S2N Technology Group

### WBC Craftsmanship Award Winners:

- **Tate Ornamental, Inc.** – Ornamental Metal (Star Award Winner for Visual Excellence)
- **Senza Fine, Inc.** – Plaster (Star Award Nominee)
- **Manganaro Midatlantic, LLC** – Drywall
- **R. Bratti Associates** – Interior Stone and Marble
- **Calvert Masonry** – Unit Masonry
- **ISEC, Inc.** – Architectural Millwork

quality of experience for the different means of story telling. For example, throughout the museum, one finds highly precise speaker groupings, which provide incredible clarity at the individual exhibits' viewing positions, but which isolate the sound in a way so as not to interfere with the sound from other speakers mere feet away.

Exhibits range from ancient artifacts (a decidedly “low-tech”, but working Guttenberg press) to the most modern of experiential theaters – “Washington Revelations”, which resembles Epcot’s “Soar” but through the streets of D.C. looking for biblical references, complete with wind, water and scents that ignite all of your five senses. Anyone who has commissioned a building’s mechanical systems can immediately appreciate the amount of coordination and troubleshooting that must go into creating such a highly coordinated experience for the audience. The third floor contains a series of mini-theater spaces, each telling a story from the Bible, but using lighting and digital effects in different ways for artistic effect and immersive experience. There are theaters of many different types throughout the museum, including a 360-degree immersive theater showing Jerusalem in real time and a 270-degree theater telling stories from the New Testament. The hierarchy of theaters culminates on the top floor with the World State Theater, which contains 157 hidden speakers and 17 projectors to create a tailored sound environment for each individual seat. The Ballroom at the top floor includes two walls, each with thirty-five

55" monitors stitched together to create an impressively large array. Even the elevators have upped their game with full-size video monitors for walls.

**F**or those who value the real over the virtual, the Museum does not disappoint. Only the highest standard of detail and workmanship would suffice for a museum whose goal was to attract people from throughout the world and eventually to stand as one of the world’s premier institutions dedicated to studying the Bible. Credit to the craftsmen, not just to the technology, for making this a world-class institution.

The Museum won six WBC Craftsmanship Awards, including two Star Award Nominees and one Star Award Winner (see sidebar). The grand stair, which appears to hang weightlessly from the 5th floor to the basement, forms the central spine of the museum. It orients visitors throughout the museum, anchoring the 6-story atrium with its sculptural presence. The stonework (from Jerusalem, of course) is everywhere throughout the ceremonial circulation spaces and is carefully laid to create seamless transitions and patterning regardless of the plane or backing material it is applied to. The plaster within the exhibit spaces has been crafted to mimic multiple types of stone used in Biblical times as well as other materials used throughout ancient history. The wall and ceiling components which form the World Theater are each individually set at specific angles and shapes so as to enhance the acoustic experience for each individual seat and to interface seamlessly with the precisely calibrated video angles from the multiple projectors. Finally, the promenade skylight on the 6th floor, which is complicated by its conical form, is immediately iconic, both for the views it affords of the Capitol and for the beauty of its form and craftsmanship.

Everything about the Museum of the Bible strives to provide the highest quality, most modern experience – whether the materials, the craftsmanship, the technology. It is immediately clear how much effort went into creating an exceptional and personal visitor experience and how much planning and coordination had to occur to make everything the visitor sees work seamlessly from behind the curtains. While no one has ever said, “You know, Washington just doesn’t have enough museums,” with the opening of the Museum of the Bible, you may now find them saying, “Washington needs a few more museums like that.” **F**

# Member Projects



Scotts Run, Tysons, VA (Photo: Cityline Partners)

## Skanska Acquires Site at Scotts Run in Tysons, Va.


**Skanska USA** recently announced the acquisition of a high-density, multifamily development site in Tysons, Va., that is part of **Scotts Run**. Skanska acquired the parcel from **Cityline Partners** and will announce its plans for development at a future time. The development site is flanked by a private street and a heavily landscaped and terraced plaza that will serve as a focal point for gathering and special events.

Scotts Run is an eight million square foot mixed-use development and will be part of Tysons' first true urban neighborhood. The Scotts Run site that Skanska acquired is extremely well located directly across the street from Metro's McLean Silver Line station and between the Capital One and Mitre headquarters. The site also is close to the Beltway and the Dulles Toll Road, and has multiple connections to McLean for ease of access in and out of Tysons.

## Lendlease Tops Out New JBG Smith HQ in Bethesda


Lendlease recently celebrated the topping out of **4747 Bethesda Avenue**; the new **JBG SMITH** Headquarters, in Bethesda, Md. In attendance were representatives from **Lendlease** (Construction Manager), **JBG SMITH** (Owner), and **Shalom Baranes Architects** (Architect).

The new 4747 Bethesda Avenue office building is a 287,000 square foot concrete structure with a distinctive metal panel and glass enclosure. Amenities will include ground floor retail, a state-of-the-art fitness center, a private terrace on the 4th level, and an expansive rooftop terrace. It is expected to extend the vibrant retail and pedestrian experience along Bethesda Row towards Wisconsin Avenue. The building is targeting LEED Gold status. **F**



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### **Gael Force Consulting**

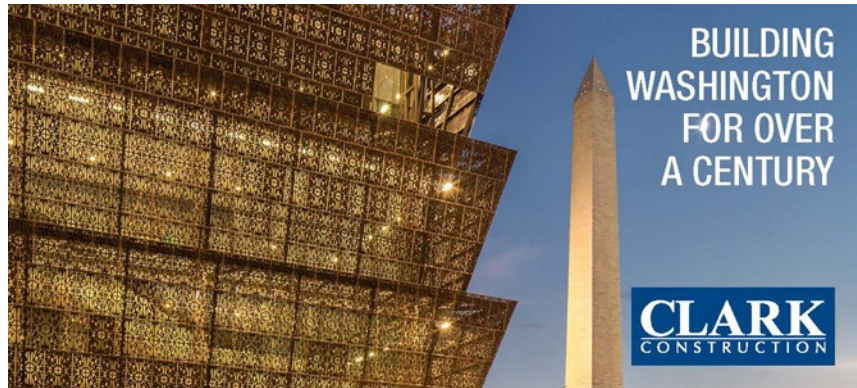
Gael Force Consulting is an executive search firm that works with candidates at every stage of a career, from new graduates to the last stop before retirement.

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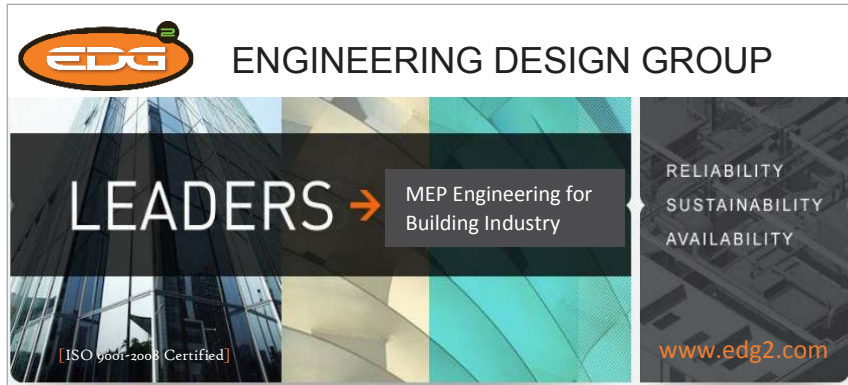


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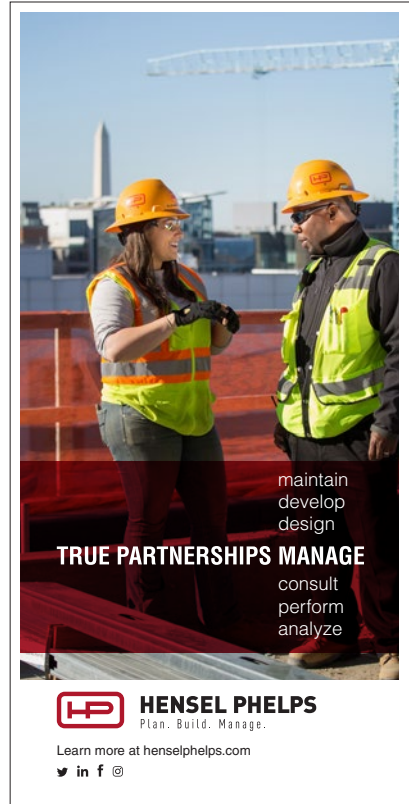
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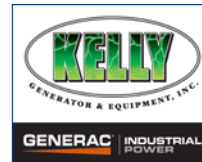
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# Calendar of Events

Dates and times subject to change.

## September

September 25, 2018  
8:30 am to 9:40 am  
**INNOVATION COMMITTEE**  
WBC Conference Room

September 25, 2018  
11:30 am to 12:30 pm  
**COMMUNITY SERVICES COMMITTEE**  
WBC Conference Room

September 27, 2018  
5:30 pm to 8:30 pm  
**FALL KICKOFF & SILENT AUCTION**  
Columbia Country Club | Chevy Chase, MD  
Silent Auction Information.

## October

October 24, 2018  
4:00 pm to 6:00 pm  
**BOARD OF DIRECTORS MEETING #1**  
WBC Conference Room

## November

November 14, 2018  
**CRAFTSMANSHIP AWARDS NOMINATION/ENTRY DEADLINE BY 5 P.M.**

November 15, 2018  
11:30 pm to 1:00 pm  
**CRAFTSMANSHIP AWARDS COMMITTEE MEETING**  
WBC Office

## December

December 11, 2018  
3:00 pm to 5:00 pm  
**BOARD OF DIRECTORS MEETING #2**  
Congressional Country Club | Bethesda, MD

December 11, 2018  
6:00 pm to 8:30 pm  
**HOLIDAY PARTY**  
Congressional Country Club | Bethesda, MD

## January 2019

January 17, 2019  
8:00 am to 4:30 pm  
**CRAFTSMANSHIP AWARDS JUDGING DAY**  
Maggiano's Little Italy Restaurant | McLean, VA

January 17, 2019  
4:30 pm to 7:00 pm  
**WINTER NETWORKING**  
Maggiano's Little Italy Restaurant | McLean, VA

## February 2019

February 20, 2019  
4:00 pm to 6:00 pm  
**BOARD OF DIRECTORS MEETING #3**  
WBC Conference Room

## March 2019

March 29, 2019  
**CRAFTSMANSHIP AWARDS BANQUET**  
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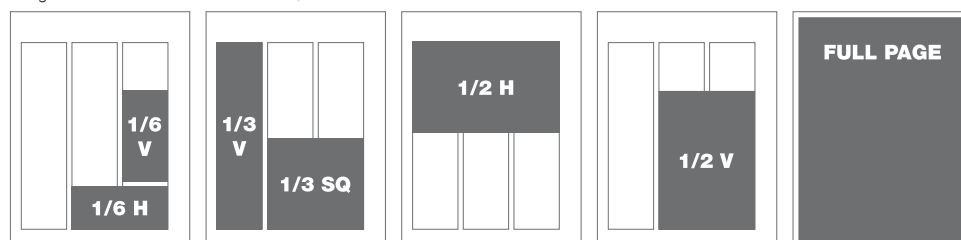
The **Bulletin** covers issues of importance to the building industry, news about WBC members and information about upcoming events. The topics listed below will be covered as feature articles in upcoming issues of the **Bulletin**. Persons interested in contributing information or advertising should contact WBC before the third week of the month preceding the issue. The **Bulletin** is published ten times a year by WBC. To place an ad, submit material or for more information call **202.292.5922**.

### Editorial Calendar

<b>February / March</b>	Sustainability
<b>April / May</b>	Craftsmanship Awards
<b>June / July</b>	Rebuilding Together
<b>August / September</b>	Marketing & Communications
<b>October / November</b>	WBC Leadership & Committees
<b>December / January</b>	Members Giving Back

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### Advertising Rates

Member Rates:	1 time	3 times	6 times
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#### Position

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Inside Back Cover	\$730	\$590	\$480
Back Cover	\$830	\$670	\$540

#### Non-Member Rates:

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1/3 vertical or square	\$311	\$257	\$203
1/2 horizontal or vertical	\$581	\$473	\$392
Full-page	\$851	\$689	\$554

#### Position

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1/6 vertical	2.1" w x 4.2" h
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1/3 vertical	2.1" w x 8.6" h
1/2 horizontal	6.75" w x 4.2" h
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