

Bulletin

The Official Publication of the Washington Building Congress | **Aug./Sept. 2013**

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August/September 2013

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.

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Chairman's Letter

Dear Members and Colleagues:



The Washington Building Congress leadership set forth last October to make certain the association continued to effectively address member expectations in what has been a challenging period for our industry. I am delighted to report that thanks to a strong team approach, the association is even healthier than when we started. I am certain that incoming Chairman of the Board Joel Zingesser (Grunley Construction Company) and the new Board of Directors will keep the positive momentum going next year. My term as Chairman ends September 30, and Joel will take office on October 1. Thank you for the opportunity to serve our great organization.

The WBC is finishing another successful year highlighted by a series of excellent programs and activities. The 57th Craftsmanship Awards program received 262 entries and recognized 80 winning projects. An impressive 1,100 people attended the March Craftsmanship Awards banquet to recognize over 380 individual craftsmen. This year we also inducted the sixth class of craftsmen into the *Craftsman Hall of Fame*. We had record attendance at each of our popular networking and Hammerheads events, over 600 revelers enjoyed the Holiday Party and 368 players came out for the 76th annual golf outing. WBC also held an outstanding series of programs and seminars this year and will continue to focus on bringing the industry together for networking opportunities and professional development on a regular basis next year.

The outstanding August Summer Networking was once again hosted by the Hammerheads Committee for the full WBC membership. 180 people attended the annual event held at the extremely popular Cactus Cantina near the National Cathedral. Thank you to the Hammerheads Committee, Chairman Chris Glinski (JBG Rosenfeld Retail), Vice-Chair Gabriel Jahn (Dynalectric Company) and Board Liaison Mike Baruccheri (Tishman Construction) for putting together a great series of events over the past year.

If you have not already done so, please be sure to renew your membership! Your firm recently received an FY'2014 dues invoice, *Industry Index* member listing correction form, *Index* advertisement form, and annual sponsorship information. 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.

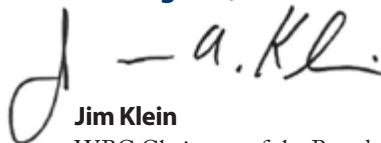
I would like to take this opportunity to extend a special thanks to all of our dedicated committee members, and particularly our excellent chairs and vice-chairs. Each individual's commitment of time and hard work helped make this year a resounding success. The WBC leadership, committees and staff will 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 outstanding association and the industry. Please see the committee volunteer sign-up form online or contact the WBC office for further information.

My year as WBC Chairman has been both personally and professionally rewarding. I would like to take this opportunity to extend a very special thanks to our association staff members, Steve Kenton and Rita Reis, for their continued professionalism and dedication.

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

Thanks again and let's keep our association going strong next year!

Best regards,


Jim Klein
WBC Chairman of the Board

2013 WBC Corporate Sponsor



Clifton G. Longobardi Joins Monarc Construction Inc. as Vice President-Director of Operations / Special Projects Division



Clifton G. Longobardi

Clifton G. Longobardi has joined **Monarc Construction Inc.**, a full service general contracting firm, as vice president - director of operations / special projects division. Longobardi joins

Monarc with more than 20 years of experience in the construction, development, and architecture industries. His previous ventures include being co-founder and principal of Longobardi & Associates and director of construction for Metropolis Development Company. Longobardi began his career in metropolitan D.C. working for Clark Construction where he crossed trained as a project manager and superintendent.

Longobardi is a LEED AP in BD+C and Homes. He holds a Master of Building Construction from the University of Florida, as well as a Master's in Architecture and a Bachelor's from Florida A&M University.

Dan Aghdam Joins RM Thornton Mechanical



Dan Aghdam

RM Thornton Mechanical, a commercial mechanical contracting company, providing plumbing and HVAC services throughout the region, has announced the

appointment of **Dan Aghdam** as their new president. Aghdam brings more than 22 years of relevant industry experience to his new role. Aghdam will be working closely with former president Bob Reaves as he transitions out of the day-to-day operations following a recent merger with Harris Companies.

Aghdam has experience in identifying, qualifying, and developing new markets for clients and completing analysis of new market sectors. Aghdam received his Bachelor's in Mechanical Engineering from Old Dominion University, along with a Master's in Business Administration from Duke University.

Schools, Universities, and Municipalities in Western and Central Virginia Gain Access to Centennial's Services

Virginia schools, universities, and agencies can now select **Centennial Contractors Enterprises** through the ezIQC® program to handle their construction projects. This competitively bid Indefinite Quantity Construction Contract saves facility owners and managers time and money because it is competitively pre-bid based on a catalog of pre-priced construction tasks.

Centennial, a performance-based contractor who provides renovation and

repair services to publicly-funded facilities, is poised to help facilities get projects completed quickly through this method. As it does through other procurement methods, Centennial acts as an extension of facility owners' teams to complete smaller projects to projects in excess of \$1 million.

The program is easy for facility owners and managers to use. Owners complete a New Project Request online. Together the ezIQC® representative, ezIQC® contractor and facility owner, develop a Detailed Scope of Work. The contractor develops a cost proposal based on that scope, as well as a construction schedule, subcontractor list and other requested information. The facility owner approves the proposal and issues a purchase order to the contractor. The purchase order is a lump sum price to complete the Detailed Scope of Work within the construction schedule.

Centennial provides custom solutions for a variety of facility needs, including sustainability upgrades, interior renovations and build-outs and exterior repairs.

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Balfour Beatty Construction promotes Rebecca Nordby and Chris Hartzler to Project Executive

Balfour Beatty Construction announces the promotion of two of the firm's newest project executives—**Rebecca Nordby** and **Chris Hartzler**.

A Penn State graduate, Nordby has been with Balfour Beatty her entire 16-year career starting off as an office engineer in 1997. Since then, she has worked on a number of key Balfour Beatty projects including: the U.S. Capitol Visitor Center-Sequence 1, National Resource Center for National Academy of Sciences, Wisconsin Place Office Building, and 2101 L Street NW.

Nordby has been instrumental in the firm's budgeting efforts for Property Group Partners on the Capitol Crossing project. She continues to lead the preconstruction services for Capitol Crossing, which include budgeting, scheduling and coordination with the design team. The highly anticipated project consists of a platform being constructed over the existing I-395 highway between Massachusetts Avenue and E Street NW and Third and Second streets NW. The platform will create a tunnel, two ramp/portal structures to access the highways and two new bridges. The project also requires utility relocation and new utility installation, an underground parking garage that spans three city blocks, a new annex and rectory building for the Holy Rosary Church, and the relocation of the Jewish Historical Society building.

Chris Hartzler, a University of Cincinnati graduate, has been with Balfour Beatty for the majority of his 17-year career. Since joining Balfour Beatty in 1997, Hartzler has led some of Balfour Beatty's most iconic projects including the Pentagon Memorial and the Annex to the existing historic E. Barrett Prettyman Courthouse in Washington, D.C. He has been instrumental in Balfour Beatty's work with George Mason University. He led Balfour Beatty's first two projects on the University's Fairfax Campus including The Mason Inn Conference Center and Hotel—the first LEED Gold hotel in Virginia—and

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Northwest Housing VIII A, which was completed six months ahead of schedule.

Hartzler is currently leading Balfour Beatty's first project with the JBG Companies—Louis on 14th. The nine-story, 268-unit Class A apartment building is set to be delivered in January 2014.

WDG Architecture Launches Special Projects Initiative with Gift to Catholic University

WDG Architecture, a leading national architecture firm based in Washington, D.C., recently launched the WDG/Special Projects Initiative (WDG/SPI) in support of educational and outreach programs in the Washington metropolitan area. Developed to commemorate WDG's 75th anniversary this year, WDG/SPI's inaugural project involves collaboration between the design firm and a team of graduate students in The Catholic University of America's (CUA) real estate development concentration.

The \$35,000 gift provides scholarships and internship opportunities for students named to the collaborative team, who then work with WDG architects on the design of a complex,

forward-thinking project involving research, cutting-edge technologies, and sustainable and socially relevant goals. The first endeavor, a single-family residence for a client in Washington, D.C., will serve as a regional demonstration project that showcases home design that is carbon-neutral yet beautiful, comfortable, and market-friendly.

The WDG/SPI studio is led by WDG Managing Principal and Director of Design Eric Liebmann, AIA, who is a senior visiting critic and lecturer in the graduate program at Catholic University. Liebmann is supported by Tim Bertschinger, a senior design architect at WDG who serves as a visiting critic and lecturer at CUA, also at the graduate level; and WDG Partner George Dove, FAIA, a 1972 CUA graduate who also serves as a senior visiting critic and lecturer.

WBJ Honors SIGAL with Corporate Philanthropy Awards

Washington Business Journal honored **SIGAL Construction Corporation** as a top Corporate Philanthropist in the Greater Washington Area.

SIGAL was acknowledged as a corporate philanthropist by both volunteer hours and monetary giving. The two awards were presented on Thursday, June 6, at The Ritz-Carlton, Washington, D.C. Over 500 were in attendance for the morning gathering.

The volunteer program at SIGAL continues to flourish. Philanthropic events this past year include but are not limited to:

- Volunteering at the 2012 DCBIA Care and Share at THEARC, a holiday party for 150 local children from the Boys & Girls Club. Children received gifts, a visit from Santa, food and drink, and plenty of happiness.
- Participating at the March 2013 WBC Food & Friends by preparing and delivering meals and groceries to local residents who are facing life-challenging illnesses.
- Exercising for a cause at the JDRF Real Estate Games in which more than 20 employees participated in various sporting events to raise money for the Juvenile Diabetes Research Foundation. According

to the JDRF website, a total of more than \$400,000 was raised.

- Sponsoring a team of ten cyclists who biked 82 miles, through the joint venture of GCS-SIGAL, LLC. All proceeds from this event benefitted the American Diabetes Association.

SIGAL's core values of service, integrity and respect reach far beyond a commitment to quality and excellence in construction. Those values are extended directly into the lives of the families who live in Greater Washington Metropolitan area communities in the form of community stewardship.

Kraus Attains ACHA Fellowship Status



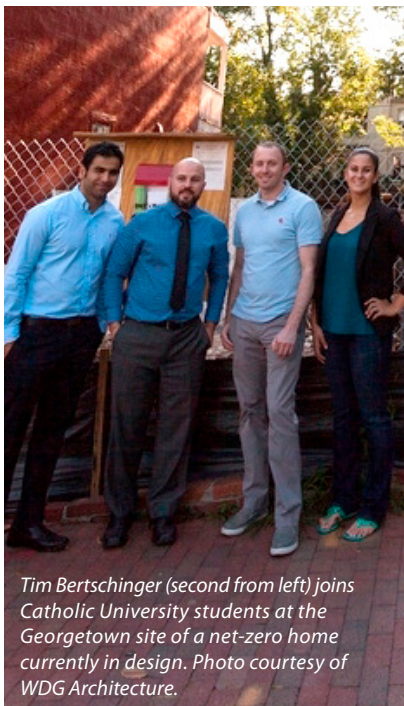
Shannon Kraus

The American College of Healthcare Architects (ACHA) has announced that **Shannon Kraus** attained Fellowship status. Fellowship is the highest honor bestowed on a certificate-holder by

the ACHA. Fellowship is granted to ACHA Board-certified architects specializing in healthcare who have shown distinction in fulfilling an area of expertise as determined by the College's Council of Fellows. The Council of Fellows was founded to advance the profession of healthcare architecture.

Kraus joins the ranks of distinguished fellows, and is one of more than 400 colleagues in the United States and Canada who are certified healthcare architects. ACHA requires its certificate-holders to work toward the improvement of healthcare architecture on behalf of the public, to practice in an ethical manner and to maintain the highest standards in the specialized field of healthcare architecture.

Kraus, a principal with **HKS** for the past 15 years, has been an integral part of the design and planning of over 20 million square feet of healthcare projects of all sizes and scope, throughout the U.S. and abroad. Focused on creating sustainable architecture that connects with its



Tim Bertschinger (second from left) joins Catholic University students at the Georgetown site of a net-zero home currently in design. Photo courtesy of WDG Architecture.

users and the community it serves, he has dedicated much of his work to experiential design solutions that reinforce the client's brand, vision and values.

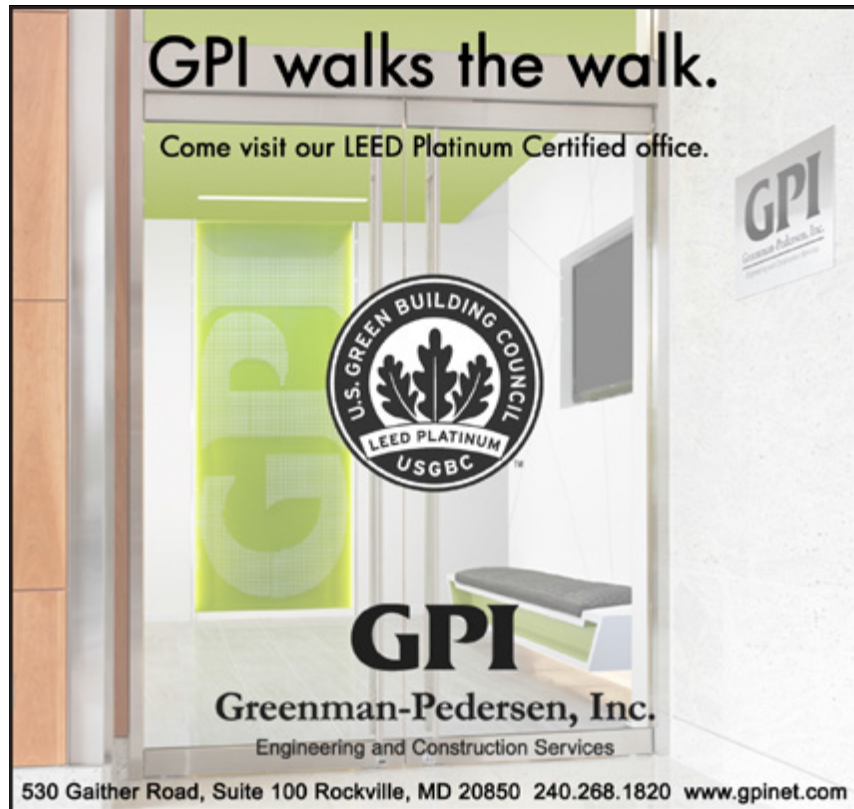
Most recently, his projects have been recognized for integrating hospitality design with healthcare design, to redefine the patient/guest experience. His projects have been honored multiple times, with design awards from the AIA, Symposium on Healthcare Design, Modern Healthcare, and IIDA. His work has been recognized in publications such as World Architecture News, Healthcare Design, and Hospitality Design.

Manganaro Values their Talented Team of Professionals this Labor Day

The management staff at **Manganaro** recognizes the dedication and work that their team members have invested to bring the company to where it is today. Successes brought by the One Voice, One Team™ management system are a direct result of their cooperation.

As a whole, the construction industry has been markedly slow in adapting to the technological advancements that are drastically improving other industries. Customers have become accustomed to demanding a better and faster delivery of the products and services that they seek, and we believe this holds true to Manganaro Midatlantic's line of work as well. Offering such an extensive line of services which include masonry, drywall and concrete, and masonry restoration, requires Manganaro to employ only the best and brightest technical craftsmen in the industry. To have these services work so harmoniously and in concert with each other requires the attentiveness of both the management and field workers.

Managing a diverse group of tradesmen and craftsmen under a single umbrella has always been an area in which Manganaro Midatlantic excelled, and as such, the unique services they provide gives way to innovative practices. In the 45 years prior to creating OVOT, Manganaro successfully maintained separate divisions with separate project managers, each outshining the competition in their own right. However, the biggest hindrance to construc-



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Public transit never looked better.

Photo by Gert Cox

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tion site efficiency stems from problems associated with schedule coordination, and to truly lead the pack in an ever-expanding market requires a company to build upon its strengths and optimize them. Taking opportunities to listen to clients brought to bear that these systems could work more efficiently if points of contact were minimized. By cross-training employees in all aspects of their services, Manganaro has effectively eliminated the possibility of conflicting and untimely decision-making during work.

Integrating such an extensive training program and new philosophy into the very framework of a company would come only with the most willing and dedicated staff. Now over five years later, the results that they have seen and the feedback received from contractors and developers are above and beyond any of their expectations. At its core, Manganaro Midatlantic is defined by values of respect, service, professionalism, and innovation. These are integrated into every aspect of the company, every project they complete, and every relationship they maintain with clients and their teams. The innovation created by the One Voice, One Team management system has allowed Manganaro Midatlantic to continue maintaining the high level of success in fostering close partnerships with clients and ensuring the highest quality of work, because every member of their team is committed to furthering these goals.

Manganaro Midatlantic would like to thank the employees, their family, for the millions of man-hours that have made them into the leading specialty subcontractor that it is today.

Dewberry Announces Promotions of Hockaday, Wolff and Simons



Shepard Hockaday

Dewberry, a privately held professional services firm, has promoted **Shepard Hockaday**, PE, LEED AP, to vice president of mechanical, electrical, and plumbing (MEP)

services in the firm's Raleigh and Chapel Hill, Nc., offices. Hockaday has more than 20 years of experience managing engineering teams from all over the globe, including the Americas, Europe, and Asia. Currently, Hockaday serves as the MEP service line leader. Hockaday earned both his Bachelor's and Master's in Mechanical Engineering from North Carolina State University and the University of Florida, respectively. He is also a graduate of the Young Executives Institute from the Kenan Flagler Business School at the University of North Carolina at Chapel Hill. Hockaday holds six patents, is a licensed general contractor, and is a member of the Professional Engineers of North Carolina, the National Society of Professional Engineers, and the American Society of Mechanical Engineers.



Robert Wolff

senior project manager for large-scale PME healthcare projects. Wolff received dual Bachelor's degrees in Electrical Engineering and Computer Engineering from North Carolina State University. He is a member of the American Society of Healthcare Engineers, the North Carolina Healthcare Engineers Association, Inc., and the National Fire Protection Association. Wolff is a voting member of the Technical Committee on Electrical Systems for NFPA 99 and was a contributing editor on the 2012 Health Care Facilities Code.

Robert Wolff

PE, HFDP, CHFM, LEED AP BD+C, has been promoted to senior associate in the Chapel Hill office. Wolff has more than 25 years of healthcare experience. He

currently serves as the



Emmett Simons

Emmett Simons

PE, has been promoted to associate in the Raleigh office. Simons has more than 10 years of engineering experience with structural engineer-

ing, project management, and client management. He currently serves as the liaison for interoffice work in the firm's Richmond, Va., and Charlotte, Nc., offices. Simons received both his Bachelor's and Master's in Architectural Engineering from The Pennsylvania State University. He is a licensed engineer in Georgia, Maryland, North Carolina, South Carolina, and Virginia.

Dirk D. Haire Recognized by Chambers USA as a Leader in Construction Law in the District of Columbia

Ranked by *Chambers USA* since 2007, Dirk D. Haire, from **Fox Rothschild LLP**, has been listed in the 2013 guide as one of the leading attorneys in the District of Columbia for construction law. Haire has a national construction and government contracts practice focused on federal construction. He represents contractors in a variety of federal construction law matters, including change order and REA negotiations, claims litigation and appeals, bid protests, small business teaming arrangements and audits, fraud investigations, and ethics and compliance programs. He also represents contractors and owners with a variety of commercial construction law matters, including contract negotiations, project advice counseling, mediation, arbitration, and litigation involving infrastructure and commercial building projects

PSI Staff Announcements

PSI welcomes **Naomi Messier**, EIT as laboratory supervisor in their Chesapeake operations office. Messier is a graduate of the University of Colorado with a Bachelor's in Civil Engineering.

PSI also announces the promotion of **Shane Knight** to staff specialist in their Herndon operations office. Knight has specific expertise in the condition evaluation of bridges and has participated on more than 10 bridge evaluation projects. He has been with PSI since January 2011. **B**

Attract Clients by Demonstrating Your Expertise

Content Marketing Will Help You Build Credibility and Set You Apart from Your Competitors

by Kevin Miller

Marketing your products or services is challenging. You're not only competing with other firms providing similar services, but with the vast amount of print and digital noise fighting for your prospects' attention.

Most people approach marketing as selling. They push messages out to prospects about how good they are at producing their products or providing their services. This is most often seen in advertisements, emails, direct mail and the majority of websites.

The problem with this approach is that people have become turned off to self-promotion. When they need services or products, they search for them online. Think about your own experience. When was the last time you looked in a directory or relied on information in an advertisement to make a purchase decision? More likely, you did a Google search, or relied on other people's reviews on Yelp.

You can use self-directed searches to your advantage, though, by employing a **content marketing strategy** as part of your overall marketing communication efforts.

According to the Content Marketing Institute, "Content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty."

There are two key parts of a successful content management program – the quality of the content and how you deliver it.

Develop quality content

You have to change your way of thinking about providing information to prospects. Whereas in the past, you may have hesitated to "give too much away" about your products or services for fear that your prospects may "take" the information or your competitors may use it as their own, you must understand that one of the main things that sets you apart from your competitors is your expertise, and the best way to demonstrate that expertise is by providing information about it.

Strive to be a thought leader in your industry. Write—or have someone write for you—about topics that are important to your prospects. Impart the knowledge you've gained over

the years, or tell people new and creative ways to help them get their jobs done. Show them that you are ready and willing to share your ideas about how they can do their jobs better.

Make your content easy to find

The most dramatic change that has taken place in marketing over the past ten years is the switch from push to pull tactics. In the past, you relied totally on sending messages about your products or services to prospects. Today, a considerable amount of your time and marketing budget should go toward developing content and housing it on your website. Placing valuable content on your website accomplishes several things.

Good content on your website improves your search engine results. So when people do a search for an architect or a general contractor in your region, you will appear higher in the results.

It improves your PR efforts. Reporters do research the same way that you do, by starting with Internet searches. Reward them by providing quality content, in your blog posts, online newsrooms and other website resources. The media wants to publish information that is important to their readers, not free advertising about your business. By providing quality content, you increase the likelihood that the media will pick it up.

It establishes credibility. If a prospective client is comparing you to one of your competitors, the quality of content on your website will tilt their impression in your favor.

Distribute content properly

There is more to content marketing than placing quality content on your website. You also have to distribute content properly. The key here, too, is to distribute quality content to people who will truly benefit from receiving it. Some examples of effective outbound content marketing include:

Feature article pitches. Think about innovative ways you are approaching your job or industry and pitch it to specific media read by your prospects. Always approach the media by emphasizing how your content is of value to its readers.

Speaker pitches. Seek out organizations that attract your prospects and propose a presentation about valuable content at their monthly lunches or annual meetings. Being in front of a group who has paid to hear you conveys instant authority. Just make sure that the content you present is of value to the attendees.

Social media. Use the vast array of social media platforms, which includes blogs, to build a community of followers. With social media, like any other aspect of your content marketing strategy, the quality of the content will determine the level of interest people give it.

Traditional marketing communication. Employ the same strategy used in developing valuable content for your website for more traditional tactics, like direct mail and advertising. Deliver valuable information that will help your prospects do their jobs better, and limit the distribution to people who will benefit from the knowledge you are sharing.

Repurpose your content. After you make a presentation, turn it into a white paper and make it available on line. Take the feature article you wrote and turn it into a blog post.

Marketing & Communications

Parcel out your presentations and feature articles into valuable bits of information and share them via Facebook and Twitter.

Good content marketing flows from changing the way you think. If you decide that the best way to attract prospects is by sharing your knowledge with them to help them do their jobs better, then you are well on your way to developing a sound content marketing approach. **B**



Kevin Miller is President of Frost Miller Group — an integrated marketing communication firm in Bethesda, MD. Frost Miller helps B-to-B businesses build strong brands and attract customers by developing and executing strategic marketing strategies. He has been a member of the Washington Building Congress since 1984 and has served on the Board of Governors and the Board of Directors. Learn more at www.frostmiller.com.

Using Linked In as a Construction Company vs. a Construction Professional

by *Stacey Ehring, Shapiro & Duncan, Inc. and Megan Vallach, Tanks Direct*

Did you know over 1.5 million people are following WBC member construction companies on Linked In? With a little over 300 WBC members, more than half of those members have a company profile page. Company pages range from a few followers to thousands. The WBC member companies with the most interaction on Linked In have a completed company profile and an active newsfeed. Why is it so important

to have a company profile page on Linked In? Not only is it free advertising, but it helps give your company a personality, builds a presence online, promotes your brand, generates leads, finds prequalified job candidates, and increases your search engine optimization.

What makes a good company profile? For starters, look up and follow the suggested WBC member companies that have active and engaging profiles on Linked In:

- ADI Construction
- AECOM
- Akerman Senterfitt LLP
- ABC Metro Washington
- Black & Veatch
- Clark Builders Group
- Dewberry
- DPR Construction
- Grunley Construction Company
- H&A Architects & Engineers
- Harvey-Cleary Builders
- HESS Construction
- HKS,PC
- Holland & Knight LLP
- Home Properties Inc.
- Honeywell International Inc.
- The John C. Grimberg Company
- KONE, Inc.
- Lend Lease (US) Construction Inc.
- Lockton Companies, LLC
- Otis Elevator
- Perkins+Will
- Power Design, Inc.
- Rexel
- RTKL Associates Inc.
- Shapiro & Duncan, Inc.
- Shepherd Electric Company
- Siemens Industry, Inc.
- Skanska USA Building Inc.
- Southland Industries
- Suffolk Construction Company, Inc.
- Tanks Direct
- Trammell Crow Company
- Turner Construction Company
- Vanderweil Engineers
- Watkins Meegan LLC
- Wells Fargo Advisors
- Whiteford, Taylor & Preston, LLP

Marketing & Communications

In order to use the full benefits of a LinkedIn company profile page, make sure you:

- Complete your products & services tab and add photos
- Reach out to your contacts and ask for recommendations
- Complete your company profile page (Avoid industry jargon so a broad audience can identify)
- Update your status 1-3 times a week, so that you are appearing on your follower's newsfeed (Free advertising!) Also, check on your analytics. Make sure you post updates that will engage your connections.

A personal profile is just as important as a company profile on LinkedIn. As a construction professional that participates in many networking events, it is difficult to remember names, faces, and conversations you have had. It's also easy to lose business cards. LinkedIn is the perfect, free tool to use to follow up online with connections you have made in person. To look up your new contact simply type their name into the search bar.

Once you have located your contact, send them an email through LinkedIn to connect. You should also include a link to your company's page and ask them to follow, so they can receive relevant updates. These company updates may spark your new connection's interest leading them to reach out to you. While it is important that you connect with your new contact on a personal level, you want to make sure the focus remains on the company you are representing.

As a construction sales representative, you may not have the opportunity to attend an unlimited amount of networking events. How can you reach targeted potential clients? Making cold calls and blindly knocking on doors can result in wasted time and a lot of rejection. Why not use LinkedIn to find the exact point of contact you are looking for? Advanced Searches allow you to hone in on your target market.

A mechanical contractor, for example, might type in "Property Manager" in an attempt to find decision makers who may be interest in a service contract. This search would result in a list of Property Managers that are available to connect. Zip codes can also be used to narrow down your target search by location. Connecting in this manner turns cold calls into targeted warm introductions.

Ready to connect? Make sure you have a complete profile first. Filling out your summary, job history, awards you have won, and what your passion is will help your potential targets identify with you, making it easy to accept the connection.

What makes a good profile?

- A clear photo of your face
- A warm summary with easy & approachable language (remember not everyone understands construction industry jargon, keep it simple)
- The amount of connections you have (start by connecting with family, friends and co-workers before you reach out to people you have never met)
- Showcase notable projects you have worked on
- List awards you have won

If you feel uncomfortable reaching out to strangers on LinkedIn, try joining a group to get a conversation started. Some active construction groups to consider include:

- Construction Professionals Forum
- Construction Users Round Table (CURT)
- Commercial Construction Professionals
- Linking Construction
- A/E/C Industry Networking Group
- Maryland/DC Construction Professionals
- The Maryland Construction Network 



Stacey Ehring is the Business Development Specialist for Shapiro & Duncan, Inc., a 3rd generation mechanical contractor in the DC metropolitan area. You can connect with Stacey on LinkedIn at www.linkedin.com/in/staceyesum/. Stacey earned a Bachelor of Arts degree in Advertising from Temple University and is currently pursuing her masters in Marketing Management at the University of Maryland University College.



Megan Vallach is the Marketing & Business Development Coordinator for Tanks Direct, a supplier of above and underground storage tanks. You can connect with Megan on LinkedIn at www.linkedin.com/in/meganvallach/. Megan earned a Bachelor of Science degree in Marketing from the Robert H. Smith School of Business at the University of Maryland.

Kicking Off Your Company's Video Strategy

by Joanna M. Pineda CEO and Chief Troublemaker at Matrix Group

There is no denying that the social media revolution continues to be a dominant force in the marketing world. Twitter and Facebook have become mainstays in our communications campaigns. In addition, visual social media networks like Instagram, Vine and of course, YouTube are now changing the way companies market their products and services. [überflip](#)

Big brands are investing more money into video marketing, using these popular platforms to launch new campaigns, promote their brands and educate customers on the value of their products and services. How can small businesses benefit from this type of marketing as well?

Small businesses don't have to blow up their budgets by hiring a professional videographer to do all the work. With the right equipment and plan in place, you can implement your company's video marketing strategy easily and inexpensively.

Integrating Video into Your Marketing Mix

Start by reviewing your company's marketing strategy and see how you can incorporate video into the mix. Some ideas:

- Have your clients do the selling with video testimonials
- Videos of product demonstrations showcase are a great way to announce new versions, new products or new features
- Instead of a text blog post, how about a video blog post to mix things up?
- Instead of a news release, how about a video news clip?
- How about accompanying that report with a video interview with the author, where he or she summarizes the report

Producing the Videos

Once you've determined how videos will fit into your marketing mix, here's how to get started.

- **Decide on a video format.** Do you want your video talent to talk into the camera? Will you have 2 people talking to each other? You can also do an interview format.
- **Secure your video talent.** Anyone who will be in front of the camera is called the video talent. So who will be your next video star? Your President? Customers? Staff? Most people shy away from being in front of the camera so ask for permission, promise to show them the video before it gets posted to the web, and tell them you will practice ahead of time.



- **Start with a good HD camera.** You can buy an HD camcorder; most digital SLR cameras now also take great HD video. You should also invest in a tripod. In a pinch, you can even use your iPhone or Android phone. Just be sure you can show in HD and you film in landscape mode.
- **Get familiar with your camera.** Yes, you'll probably need to read the user's manual. At the very least, get a friend (or watch a how-to video on YouTube!) to show you how to focus the camera and practice taking video from different angles and distances.
- **Shoot your video.** Unless you want to invest in expensive lighting and backdrops, shoot your video in a well lit and quiet place. Practice with your video talent a few times and then start filming. Remember that you can redo as many as times as you need!
- **Edit your video.** Remember that the better the raw video, the less editing you'll have to do. I've been known to repeat video interviews a couple of times until they were perfect and didn't need any editing at all. For editing software, I like Final Cut, iMovie and Microsite Moviemaker. Make your video look professional with a title and closing slides. You can even add music; there are lots of good sources on the web for royalty-free music.
- **Post to social media sites.** I like posting videos to YouTube because YouTube is now the 2nd most popular search engine on the web, behind only Google. I also like Vimeo. You can promote these videos to clients using email or social media and both allow you to embed the video onto your company's website. Your web developer should be able to tell you if your website is capable of this.

In the end, remember that you're not making an award-winning film. Your video needs to be crisp, steady and authentic.

Need some more ideas on how to get started with your video strategy? Watch my interviews with Matrix Group's Director of Marketing and Social Media Sherrie Bakshi. [B](#)

[▶ Tips for Working with Talent During a Video Shoot](#)

[▶ Tips and Tricks for Using YouTube's New Features](#)

DIY Business Development: Crafting a Seller/Doer Dream Team

By Amy Cuddy; Ami Kelly, LEED AP BD+C; AND Debra Lupton, AIA, LEED AP BD+C

As marketers, we all wish additional business development resources were available to help with our never-ending action items. The good news is there are hidden resources at your fingertips. Consider the do-it-yourself approach to using your technical staff and their skills to craft a seller/doer dream team for business development.

Create Buy-In

The big-picture goal of translating business development (BD) plans into practice can be overwhelming. Manage your anxiety by taking this first step: Secure firm buy-in for BD initiatives.

This buy-in will happen easily if your tactical plans are structured to achieve the vision of what your firm—and by extension, the professionals in it—want to become.

A business-centric focus on successful outcomes translates into proactive marketing and BD processes that are targeted, researched, and laser-pointed on specific markets and clients. Building a marketing plan and using tracking tools give these efforts visibility, allowing firm leadership to understand the return on investment for specific initiatives through feedback on client solicitations.

The difficulty of navigating corporate politics may create some apprehension over whether or not you'll gain this buy-in—particularly if your firm is highly bureaucratic and has multiple offices. But if you think creatively, the possibilities to tailor a BD program for your organization and adapt it to your corporate culture are endless. Focus on achieving results that impact the bottom line quickly, and it will be much easier to succeed.

Reach Out to Your Technical Professionals

When reaching out to technical staff, it is important to project an integrated and collaborative approach to business development. Aligning a professional's interests, expert knowledge, and skill set with the myriad of marketing tasks lets you directly tap the strengths of your team. Technical professionals are accustomed to having projects managed: Instill discipline in the marketing efforts by clearly and consistently communicating the big picture, next steps, and each player's contribution with deadlines to achieve the goals set.

The key is to target the right professionals and assist them in making the mental connection between business development and their projects. Educating team members on the business development process will help them feel that they can help contribute to the team and the success of the firm overall. The pride in saying they *worked* on a project is trumped by being able to say they helped *win* the project.

Get Started

After your team builds consensus for a do-it-yourself approach, use these four tips to start creating your program.

1. Survey your technical staff to measure their interest in and experience with business development.
2. Schedule a kick-off meeting to discuss a framework for the program and solicit their ideas for how it might function.
3. Ask how you can help your technical professionals find a way to incorporate marketing time into their schedules and what will motivate them to keep going.
4. Keep it simple at the beginning and build the program's complexity as you go.

You might hesitate to kick-start a BD program: You see a lack of time and funds or a perceived lack of interest from technical staff as discouraging. The most important strategy is not to buy into your own excuses! Resourcefulness and flexibility will help you get around any obstacles. There are multiple creative workarounds to gain free access to networking events, bundle marketing activities into billable and professional development time, and motivate technical staff by leveraging their unique skills and interests.

Build BD Into the Technical Professional's World

The message to be communicated to your technical professionals is that business development does not end when you have submitted the proposal or been awarded the project. The larger goal for most firms is to gain new clients and keep them. Explain that repeat work from loyal clients helps businesses thrive in down economies and opens up opportunities with new clients who see the exciting work being accomplished for legacy clients.

Ideally, business development should be woven into your firm's project delivery process and should always be in the forefront of your design team's plans. During the course of any project,

it is important to have regular conversations with the client team to better understand their priorities and lead them in working effectively with a design team. Forming meaningful relationships with project managers is important, as one day these colleagues could be the company's decision-makers.

"There is great value to technical professionals in being solidly grounded and trained in the BD process and in how to approach a project pursuit tactically."

Marketing & Communications

Gaining feedback from clients will put your firm at an advantage for the next opportunity. These business development emphases during the course of the project design and construction will help create a relationship that will develop into a loyal client for your firm. Build trust with the members of the client team and show them that your firm has a continued interest in working with their organization. This communicative process will help ensure a successful outcome for everyone.

Achieve the Win

Two factors must be present to win a project. The client must:

1. Feel a positive rapport with team leaders.
2. Have confidence your team can deliver on their important needs.

The project's success will be in your team's hands, so the client must think and feel that your team can exceed their expectations. Build self-confidence in each technical professional and enhance his/her ability to communicate confidence to the client. There is great value in being solidly grounded and trained in the BD process and in how to approach a project pursuit tactically.

Above all, remember "knowledge is power." Train your design professionals in rapport-building techniques within the team and with the client. Teach creative follow-through to nail relevant issues with research, observations, and well-illustrated design and technical options that will enlighten and impress decision-makers.

The success of a marketing leader depends on aligning the marketing vision with the strategic goals of the firm, devising a proven and effective action plan, capitalizing on the strengths of each team member, and training everyone to express confidence in a manner that convinces clients your firm is their best choice. **B**



Amy Cuddy manages marketing and business development for the Washington, DC, office of Ayers Saint Gross Architects + Planners (www.asg-architects.com). Amy is an active member of SMPS Washington, DC, and previously has been published in *The Zweig Letter*. She can be reached at acuddy@asg-architects.com. This is her first contribution to *Marketer*.



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Debra Lupton, AIA, LEED AP BD+C, is the chairman and CEO of TLC Engineering for Architecture (www.tlc-eng.com), a national engineering leader in high-performance building design, sustainability, commissioning, and energy consulting. Debra is past president of AIA Florida and a past board member of the Professional Services Management Association and currently serves on AIA national's Council on Federal Procurement of A/E Services. Debra can be reached at debra.lupton@tlc-eng.com. She was profiled in the December 2004 *Marketer*.

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Member Projects

WBC member, **Foulger-Pratt Companies**, and Choice Hotels International celebrated the completion of the Rockville Metro Plaza II building, now known as **One Choice Hotels Circle**, with a ribbon cutting celebration attended by over 200 guests. The event was supported by local, state, and federal politicians whose offices each played an integral role in Choice Hotels selecting the Rockville location. Guest speakers included Rockville Councilmember Bridget Donnell Newton, Montgomery County Economic Development Director Steve Silverman, Maryland State Senator Jennie Forehand, and U.S. Congressman Chris Van Hollen, plus hosts Clayton Foulger, principal of Foulger-Pratt, and Steve Joyce, president and CEO of Choice Hotels International.

Foulger-Pratt Companies hosted an additional Ribbon Cutting event to celebrate the grand opening of **Citron Apartments**. The ultra-chic low-rise community offers 222 rental homes with 31 affordable units, and includes a clubroom, game room, fitness center, and cyber café with Wi-Fi in the beautifully appointed common areas; plus a resort-style pool, lounge, fire pit, and sundeck outdoor amenities. The Ribbon Cutting ceremony was hosted by Bryant Foulger, managing principal of Foulger-Pratt, and attended by guest speakers Montgomery County Executive Ike Leggett, Greater Silver Spring Chamber of Commerce Executive Director Jane Redicker, and Baltimore Multifamily HUD Director Mary Ann Henderson; plus many Citron and Silver Spring residents, guests, and dignitaries. At the conclusion of the short program, Foulger presented three charitable donations to CASA de Maryland, Impact Silver Spring, and the Montgomery Housing Partnership. Guests enjoyed catering and jazz music courtesy of the Albert Einstein High School Jazz Ensemble, plus tours of the Citron models, interior amenities, and outdoor pool and lounge area.

Right: An innovative public/private partnership involving Montgomery County and HUD completed its final phase of a downtown Silver Spring redevelopment, Citron Apartments.



Above: Ribbon Cutting Ceremony Pictured from left to right: Bridget Donnell Newton, City of Rockville Councilmember, Chris Van Hollen, U.S. Congressman for Maryland's 8th District, Stewart Bainum, Chairman of the Board of Choice Hotels International, Steve Joyce, President and CEO of Choice Hotels International, Clayton Foulger, Foulger-Pratt Companies Principal, Jennie Forehand, Maryland State Senator for District 17, and Steve Silverman, Montgomery County Economic Development Director.



Member Projects

WBC member, **Foulger-Pratt Contracting**, has been awarded several new contracts for interior build-out projects in support of Fitness International, LLC's expansion into Maryland and Virginia in three prime locations:

LA Fitness at Davis Ford Crossing Shopping Center, Manassas, Virginia—Fitness International, LLC awarded Foulger-Pratt Contracting a contract for the interior build-out of a new 45,000 square-foot LA Fitness location in Manassas, Virginia. The new facility will include an indoor pool, spa areas, fitness areas, locker rooms, Juice Bar, membership offices, laundry areas and recreational ball courts. Build-out of the LA Fitness Manassas location will be completed in November 2013.

LA Fitness at Towson Commons, Towson, Maryland—Fitness International, LLC awarded Foulger-Pratt Contracting a contract for the interior build-out of a new 52,745 square-foot LA Fitness location in Towson, Maryland. The new facility features an indoor concrete pool and a unique set of stairs with glass railing as a key interior feature. The new facility will also include spa areas, fitness areas, locker rooms, membership offices, Juice Bar, and laundry areas. Build-out of the LA Fitness Towson location will be completed in November 2013.

LA Fitness at Downtown Crown, Gaithersburg, Maryland—Fitness International, LLC awarded Foulger-Pratt Contracting a contract for the interior build-out of a new 37,055 square foot LA Fitness location in Gaithersburg, Maryland. The new facility incorporates an indoor concrete pool, recreational ball courts, locker rooms, membership offices, and laundry areas along with standard workout spaces. Build-out of the LA Fitness Gaithersburg location will be completed in November 2013.

The Associated Builders and Contractors Metro Washington Chapter industry association has selected WBC member, **Foulger-Pratt Contracting**, to provide preconstruction and construction services to complete a 15,000 square-foot tenant build-out for their new headquarters. The space will be shared with CraftMasters Training Trust. The

scope of work includes demolition of the existing space, and new interior build-out to create office, conference, and training facilities, plus amenities, open areas, and lab spaces that are light-filled and support an enjoyable and productive work environment. Foulger-Pratt Contracting will provide preconstruction services to efficiently support the completion of the design, provide data on cost, constructability, and sustainability options. The preconstruction phase collaboration will include close coordination with the representatives from the ABC Metro Washington and CraftMasters Training Trust organizations, and the owner's representative Granix. Work is scheduled to be completed in late December 2013.

Costello Construction, a Maryland-based firm providing general construction services to public and private-sector clients and WBC member, is pleased to announce it has been selected by the Maryland National Capital Park and Planning Commission to renovate the **Herbert Wells Ice Rink and Ellen E. Linson Swimming Pool** located in College Park, Md. This nearly 40,000 square-foot, \$4 million project is expected improve the conditions of the existing ice rink facility and provide an upgraded official practice facility for the University of Maryland's hockey team. The second component of the project, the update to the swimming pool, is also expected to be an attractive destination for residents in the surrounding community.

The facility will feature a 9,300 square-foot swimming pool with a diving well and a 240 square-foot wading pool. The main pool will consist of a six-lane, 25-yard competition pool as well as leisure areas with tumble buckets, drop slides, and floatables. Costello Construction will also perform the renovation and reconfiguration of the existing facility's interior. This includes updating five locker rooms, a multipurpose room, a skate rental area, and office support spaces. Additionally, the team will be installing a fire alarm system and automatic sprinkler system throughout the entire facility. The construction of the new 2,000 square-foot bathhouse facility will include showers, toilet rooms, and lifeguard support spaces,



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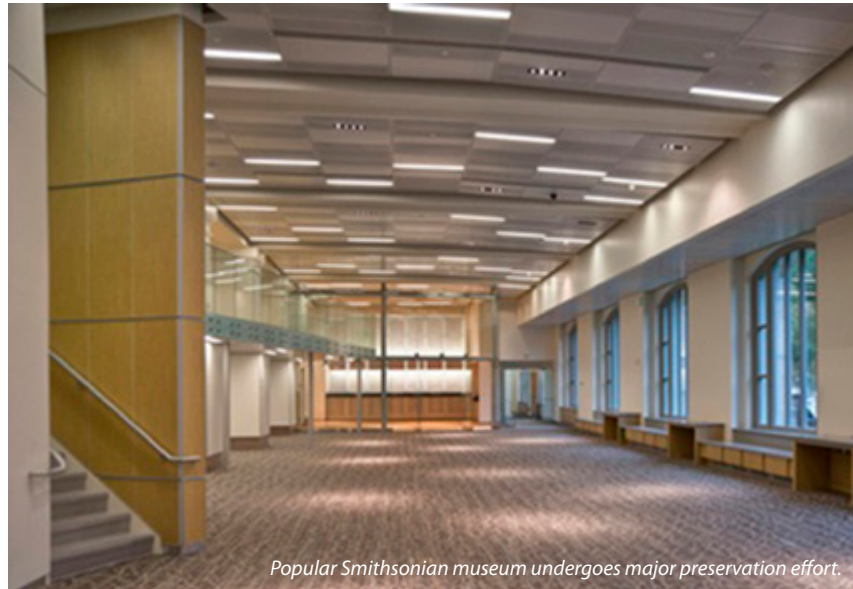
Member Projects

and it also boasts a control/guard center and ticket booth. The entire project will be completed in two phases to accommodate the University of Maryland hockey team, ensuring the team has a place to practice during the renovations. Costello Construction will begin work in September and anticipates that the project will take 14 months to complete. Costello Construction will self-perform more than 25 percent of the project utilizing its own forces—a unique ability that the firm possesses.

The construction team of WBC member, **GCS-SIGAL, LLC**, was recently praised for its efforts at **Cardozo High School** on a local D.C. neighborhood blog website. The project at Cardozo High School consists of a 355,400 square-foot renovation of the existing historic building and a new 40,000 square-foot below-grade athletic center and gymnasium. Originally completed in 1916 as Central High, the new Cardozo High School will accommodate 1,100 students upon completion. Project modernization includes new MEP systems, ADA improvements, code compliance, site improvements, technology improvements, and new furniture, fixtures, and equipment (FF&E) requirements. Sustainable design requirements are incorporated to meet LEED Gold for schools.

As part of the American Recovery and Reinvestment Act, **Forrester**, WBC member, recently completed an \$8 million **energy retrofit of a regional federal office and data center** that was formerly GSA's largest energy consumer. Hired as a design/builder, Forrester designed and constructed a more efficient mechanical and electrical infrastructure, featuring advanced sustainable technologies that reduced the building's energy use by 30 percent in the first year. These systems include a 255 kW rooftop photovoltaic solar array, 140 well geothermal system, and a new high-efficiency chiller plant. Work was performed while the building remained occupied on a 24/7 cycle, with no downtime to the data center.

Forrester Construction Company announces the completion of an \$18 million **renovation of the Smithsonian National Museum of Natural History**.



Popular Smithsonian museum undergoes major preservation effort.

For this project, Forrester repurposed the museum's ground floor to accommodate its education, library, lab and facilities spaces. Numerous structural and infrastructure modifications were made while the museum remained occupied and operational. Architectural features consisted of the restoration of existing plaster finishes and the replication and replacement of historic monumental windows. This complex renovation project has received numerous **Washington Building Congress Craftmanship Awards** for precision and attention to detail.

Forrester Construction announces the recent completion of a new 26,000 square-foot dormitory for **Middleburg, Virginia's Foxcroft School**, a college-preparatory boarding and day school for girls in grades 9 through 12. The three-story Stuart Hall is expected to earn LEED Silver certification for its use of geothermal heating and cooling, water and energy efficient building systems, and regional and recycled materials. During the project, Forrester collaborated with the school's STEM faculty to offer students a yearlong seminar on green building. The monthly sessions included hands-on site visits and demonstrations covering topics ranging from sustainable design to building foundations and MEP equipment operation. Forrester is proud to have been able to provide Foxcroft students an enriching

educational opportunity as it constructed the Foxcroft School's first new residential building in nearly a half century.

WBC member, **SIGAL Construction Corporation**, recently completed renovation of the south wing of **Letts Hall at American University**. The SIGAL team used fast-track techniques to meet an accelerated schedule of 79 calendar days, while the lowest level and adjoining buildings remained occupied. Located on the Southside of campus, Letts Hall is a 74,000 square-foot freshman dorm built in 1964. Last updated in 1993, the building was modernized to accommodate a more technology-oriented student body. Building system upgrades included the replacement of the main ventilation system with two 50-ton Air Handling Units and Fan Coil Units throughout, the replacement of all electrical distribution equipment and feeders, and new electrical and communications wiring. All rooms were equipped with occupancy sensors for automated controllability of both lighting and cooling, and increased energy efficiency for the overall building. The renovation revitalized the dorm with the replacement of fixtures and furniture, expansion of lounge areas, new bathrooms, new finishes, built in furniture refurbishment, new doors, and additional lighting in the corridors. The renovation also included the creation of a residential suite with private bathroom

and laundry for the new Resident Director of Letts Hall. The changes provide a welcoming, pleasant environment for incoming students. The most visible portion of the renovation is the lobby, which received a whole new look including a new reception desk with radial wood bulkhead, and mosaic tile front illuminated by decorative cove lighting, imported floor tile, refurbished marble walls, and prefabricated poured epoxy terrazzo top. The transformation of Letts Hall into a modern, light and wired facility will help its residents make the transition into college.

SIGAL Construction Corporation has been selected to construct the new **Higher Education Center on the Loudoun Campus of the Northern Virginia Community College (NVCC)**. NVCC Loudon Campus continues its expansion and transformation into a progressive educational campus with the addition of the Higher Education Center academic building. NVCC plans to link up with other Virginia Universities to offer Bachelor's Degrees to its students. The building is a three-story steel frame structure featuring a glass curtainwall. The remaining façade is brick and stone veneer with metal wall panels. A cantilevered second floor will dramatically extend over the campus pond and feature a walkway across the water to connect the building with the recently completed Learning Commons complex. The Higher Education Center is designed to engage the students academically, technologically and socially. The academic facility will house classrooms, labs, common areas, a multi-purpose room, and office space as well as a sound isolated recording studio with control room. Advanced telecommunications capabilities will help to facilitate the connection between NVCC and its partner universities. Construction of the project includes temporary, partial drainage of the pond for building footings, retaining walls, landscape and hardscape improvements. Building systems include an 80 well geothermal field and other energy conserving systems. LEED® Silver level certification is targeted for the project.

SIGAL Construction Corporation recently completed the 61,000 square-foot renovation, a major repositioning of the classic mid-century office property into the new **Hampton Inn Washington, D.C./White House**. The hotel, which is located at 1729 H Street, NW, held its Grand Opening celebration on August 8, 2013 amid much fanfare.

The original 10-story building was built in 1950 as the Kiplinger Editor's Building. The renovation transformed the once deadline-driven workplace into a modern, 116-room Hampton Inn located in the heart of Washington, DC's Golden Triangle. The character of the iconic building was preserved by maintaining and enhancing the limestone facade; a cantilevered canopy and slight changes to the entrance of the building marked additions to the exterior. The building's interior now features new guest rooms and new elevators, an indoor salt-water pool, conference rooms, a business center, fitness area, breakfast area and associated food prep kitchen. The mechanical, electrical and plumbing systems were completely replaced and a natural gas generator was installed. The focal point of the hotel's public space is the great room in the lobby, characterized by custom lighting, high ceilings and vibrant decor.

The Grand Opening of the hotel was attended by senior management of several local and national companies including Mr. Kiplinger and his family. **OTO Development, LLC**, owner/operator of the hotel, graciously took guests on tours to introduce the public to the new facility. Area restaurants were invited to showcase their products and support the further development of the local upscale neighborhood. Guests of the Grand Opening were asked to bring canned goods and pasta to support Miriam's Kitchen, a charity whose mission is to assist individuals in need in Washington, DC. Miriam's Kitchen works to address the causes and consequences of homelessness both directly and through facilitating connections with existing community services. The foundation of the charity's work is a breakfast and dinner program which provides hot, nutritious breakfasts and dinners in

an atmosphere of dignity and respect; they also provide a range of other social services. The Hampton Inn staff volunteers once a month at the Foggy Bottom area-based Miriam's Kitchen to help give back to the community. LEED® certification is currently being pursued for the project.

WBC member, **Manganaro Midatlantic**, is proud to be a part of the completion of the **360 H Street apartment complex** located in Washington D.C., a LEED® certified project. As one of the latest projects undertaken by partnering with **Clark Builders Group**, Manganaro utilizes their over 50 years of expertise with the best-available drywall, masonry, and acoustical subcontracting in the mid-Atlantic region. Manganaro's team was responsible for exterior work on the building which included a three-color scheme that consists of brick, cast stone, and aluminum paneling.

The exterior work that Manganaro completed was extremely intensive. Utilizing multiple brick sizes and colors, Manganaro's team built walls that incorporated radial elements, recessed brick, soldier coursing, and engineered jack arches. The veneer also had elements that included architectural CMU and cast stone sills and band elements. Having a total of 215 total units, with studio, 1 bedroom, and 2 bedroom options, each with different floor plan layouts, 360 H Street provides prospective tenants with a variety of price points that cater to a wide range of incomes. Manganaro completed interior CMU as well, which addressed the wide variety of available floor plans with equally varied work. This included vertical shafts and parapet walls, radial backup, and slab infill.

The 360 H Street building is a LEED® certified project by the U.S. Building Council's standards, for use of sustainable materials and practices during the scope of construction. Included in this is the use of low-emitting materials, 10 percent recycled and 10 percent regional materials, it's extremely close proximity to alternative transportation, and pre-installed water saving appliances. The buildings were constructed on a former Brownfield urban site, which have become extremely popular for revitalization

Member Projects

projects. As with any urban construction project, the job site was very limited in scaffold usage to account for accessibility around the perimeter. Close coordination was required to successfully manage deliveries and material handling to protect the public and construction workers while maintaining a critical schedule.

Washington, D.C. is no exception to the many city governments across the nation that is focusing time and money towards redevelopment projects that are expected to shape residential and commercial life for the future. In an area steeped in history, the H street corridor has been on the forefront of the city's Great Street Initiative revitalization plan since it was approved by city officials in 2005. Central to the redevelopment

of H Street, Manganaro Midatlantic has made its mark on the 360 H Street apartment complex which opened its doors to residents this July and is now the focal point of this historic district.

Furthering a growing partnership, WBC member **Balfour Beatty Construction** has been selected by George Mason University (Mason) to lead the design-build team for their new student housing facility, **Shenandoah Housing VIIIIB, Taylor Hall**. The Balfour Beatty-led team will provide Mason with a student housing solution that meets the needs of the growing University and helps drive its mission of being an active 24/7 campus.

Intended for freshman, the 68,500 square-foot, 295-bed residence hall will be adjacent to the Shenandoah dining

hall in the Shenandoah neighborhood of the Fairfax campus. The residence hall will link students together into communities with public spaces and amenities, including hall bath facilities, study and social lounges located on each floor and a ground-floor multipurpose room with a lounge and laundry facilities. Outdoor amenities include a plaza with bench seating, tables, access to WiFi and bike racks. The design-build team will work closely with Mason to further develop and finalize the design of the new housing facility. The collaborative design effort and construction are already underway. The building is expected to deliver in July 2014. This is the fourth project and second housing facility Balfour Beatty has worked on for George Mason University. **B**

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Representatives: **Graham Lane Thomas**
and **Hedy Leuterio Thomas**

New Member Company Descriptions

Langan Engineering & Environmental Services

Langan's local Arlington, Va. office provides site/civil, geotechnical, and environmental engineering, as well as 3D laser scanning services. Notable projects include the Kennedy Center Expansion, WMATA Bus Garage Complex, Turnberry Tower, and Andrews Airforce Base – Design-Build Demolition. The Arlington team provides permitting support for submission to the District of Columbia Department of Consumer and Regulatory Affairs, designs to meet the current and proposed stormwater management requirements of the District of Columbia Department of the Environment, and works closely with the DDOE assisting with communications necessary to obtain site closures. Additionally, Langan's Arlington team works with many federal agencies including the Department of State, General Services Administration, Department of Defense, and the US Army Corps of Engineers. The team is well-versed with federal projects and has a solid understanding of government entities, security measures, and important matters concerning high-profile buildings.

New Small Business Descriptions

E1 Dynamics

E1 Dynamics is a U.S. supplier of euro-diesel dynamic rotary UPS systems (DRUPS). The products are used in large mission critical power applications.

HOP Properties, LLC

HOP Properties is a limited liability corporation that provides program management, project management, and construction management services to clients involved in the design, construction, and development of real estate projects in the United States.

Leuterio Thomas, LLC

Leuterio Thomas is a woman-owned small business that provides full architectural and engineering services. Established in 2000, it has completed over 600 projects in the Washington, D.C. area and worldwide.

WBC Calendar & Advertising Information

Events Calendar

October – February

- **October 9**, 11:30 am – 12:30 pm
Craftsmanship Awards Committee Meeting
WBC Offices
- **October 19**, 10 a.m. – 12 p.m.
Food & Friends
Washington, D.C.
- **October 24**, 5:30 – 7:30 p.m.
WBC Networking, Oktoberfest
Biergarten Haus, Washington, D.C.

- **November 15**, 5 p.m.
Craftsmanship Awards Nomination/
Entry Deadline
- **November 16**, 10 a.m. – 12 p.m.
Food & Friends
Washington, D.C.
- **December 6**, 5 p.m.
Craftsmanship Awards Judge
Sign-Up Deadline

- **December 10**, 6 p.m. – 8:30 p.m.
Holiday Party
To be announced
- **December 21**, 10 a.m. – 12 p.m.
Food & Friends
Washington, D.C.
- **February 7**, All-day (tentative)
Craftsmanship Awards Star Awards Judging
- **February 7**, 5 p.m.
Craftsmanship Awards Sponsorship Deadline

2013 Editorial Calendar

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**.

December / January
Members Giving Back

February / March
Sustainability

April / May
Craftsmanship Awards

June / July
Rebuilding Together

August / September
Marketing & Communications

October / November
WBC 75th Anniversary & Board
Installation

December / January
Members Giving Back

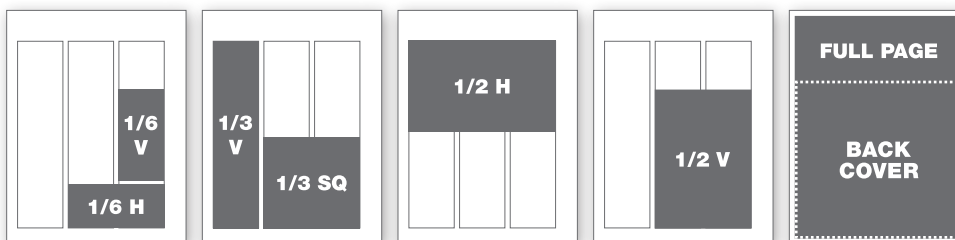
Ad Rates

	1 time	5 times	10 times
Member Rates:			
Black and White			
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
Color			
Inside Front Cover	\$730	\$590	\$480
Inside Back Cover	\$730	\$590	\$480
Back Cover	\$830	\$670	\$540

	1 time	5 times	10 times
Member Rates:			
Black and White			
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
Color			
Inside Front Cover	\$986	\$797	\$648
Inside Back Cover	\$986	\$797	\$648
Back Cover	\$1,121	\$905	\$729

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

Ad Sizes



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
Back Cover	8.0" w x 7.5" h
Full-page	8.25" w x 10.75" h
Full-page + bleed	8.5" w x 11" h +125" bleed