

Bulletin

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The Official Publication of the Washington Building Congress | **December 2010**



Arlington County Department of Human Services Building, Arlington, Va. (see page 9).

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December 2010

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:



I am pleased to report that over the past couple of months all of our committees have made great strides in moving plans and agendas forward which will make for a very exciting 2011. The holiday party at Congressional Country Club was a fantastic success with more than 580 registrants. It was wonderful catching up with so many of you at the event which has truly become a great WBC tradition.

Our Marketing & Communications Committee has taken on the challenging initiative of redesigning the WBC website in order to position us for many years to come. Your survey feedback as to website needs was invaluable and thanks to all of you who participated in this important endeavor. I am convinced that the new website will surpass all expectations and its state of the art capabilities will become a truly valuable tool for our Membership. Our evening program panel discussion (with Steve Goldin, Director of Real estate for WMATA, John Torti, Toby Bozzuto, and Jim Soltesz) shed light on this high demand market which is sure to breathe some life back into our industry growth in the New Year—it was truly a refreshing program that was very well received by our members. Additionally, the Program and Education Committee organized the first annual Fall Bus Tour that showcased some of the leading projects that are coming up in and around our City including the Tysons-Dulles Rail Project, the new NRUCFC Headquarters site, North Bethesda Market, St. Elizabeth's and the the new Coast Guard Headquarters site, and the MLK Memorial. Thank you to the Program and Education Committee, Chair Mike Miskelly (Froehling and Robertson), Vice-Chair Kevin Coyne (Exponent), and Board liaison Joe Schall (Pepco). The Program and Education Committee is now planning another excellent series of activities for 2011.

Another hardworking committee that absolutely must be recognized is Community Services. Under the leadership of Chair Tim Bakos (Perkins+Will) and Vice-Chair Jeff Davidson (Professional Service Industries—PSI), the present focus is on the WBC Holiday Spirit community service initiative, the Holiday Party children's book drive (Jason King of Turning the Page could not have been happier with all of the new books collected at our Holiday Party), Rebuilding Together 2011, and one of my favorites Food & Friends (I must say that spending a couple of hours on Saturday at Food and Friends is such a gratifying experience that it will surely bring you back). Additionally, the January edition of the *Bulletin* will once again highlight good deeds and charitable giving in our community by WBC member firms. Please don't miss the outstanding opportunity to highlight your company's support of our community!

The Board of Directors has focused special attention on the future of our outstanding association. In October, our new Board unanimously approved the formation of two important work group initiatives, the Green Building Task Force (GBTF) and the Small Business Task Force (SBTF). Both groups have finalized their mission statements and are now in the process of formulating plans for 2011 which will include a special listing for small business members in our directory, a Green Page™ in The *Bulletin*, and much much more. Anne Marie Tombros (Vango Construction Consulting) is chairing the SBTF, and Winona Leaman (Greenman-Pederson) and Rob Wenger (Foulger-Pratt Contracting) are co-chairing the GBTF. I ask that you please contact the Steve Kenton or me if you would like to actively participate on these new Task Forces or any of our eight standing committees.

The 55th annual WBC Craftsmanship Awards program, "Celebrating Quality Craftsmanship", achieved an impressive 278 entries this year. I would like to extend special thanks to the more than 160 judges who have committed a day of their valuable time for Judging Day on January 13. On March 25, we will roll out the City's only and spectacular Craftsmanship Awards banquet. If you have not already done so, please take a moment to review the great Craftsmanship sponsorship opportunities highlighted in this edition of the *Bulletin*. Thank you to the Craftsmanship Awards Committee, Chair Allen Slaughter (Dynalectric Company), Vice Chair Jim Coleman (Watt, Tieder, Hoffer & Fitzgerald) and Board liaison Lynne Coville (Boston Properties).

Last but not least, the Hammerheads delivered on another successful wine tasting event and the Lucky Strike is planned for the New Year. Also, coming up in January is the annual Craftsmanship Judging Day and Winter Networking reception at Maggiano's Tysons Galleria.

Finally, we give our special thanks to all of the renewing Washington Building Congress members and welcome all new members joining us this year. We are very close to achieving our renewal goals and it is great to see our continued membership growth (14 new members since October)—a true testament to the overall value of our special organization and everything it has to offer to our distinguished membership. As always, many thanks for your continued support of our committees and networking events. I look forward to seeing you at our upcoming Winter Networking event on January 13.

Happy holidays to you and your families!!

Best regards,

Chuck Asmar

WBC Chairman of the Board

Industry Report

Truland Announces the Retirement of Kiblawi

WBC Member Truland CEO Robert W. Truland announced the retirement of **Nazeeh Kiblawi, P.E.** Kiblawi had been president of the Truland Group of Companies since 2004. During his tenure as president, Truland achieved substantial growth in sales volume and expanded its geographic presence from Baltimore to Virginia Beach.

Kiblawi's retirement became official on August 13, 2010. Since that time, Truland has assumed the role of president on an interim basis. According to him, the strength of the Truland Group's senior management team has made the transition proceed smoothly.

Construction Risk Solutions New Hire Announcements



Michael Drusano

Michael Drusano, as managing director for WBC member Construction Risk Solutions, LLC (CRS), leads the Real Estate Group. His primary responsibilities are business development and

strategic planning for the group. Prior to joining CRS in 2010, Drusano created a real estate industry-focused risk management team at a regional insurance brokerage firm. Before entering the risk management and insurance industry in 2005, Michael was employed in the real estate finance industry. His prior real estate finance experience includes over \$6.5 billion in transactions involving office, retail, industrial, healthcare, seniors housing, government (GSA) and special purpose properties located throughout the United States. Previously, Drusano spent five years as a vice president in the Structured Finance Group of Legg Mason Wood Walker, Inc. He was responsible for business development, transaction structuring, underwriting and assisting the fixed-income sales and trading group with the private placement of highly structured,

commercial mortgage-backed securities. Prior to his employment with Legg Mason, Drusano was a vice president in the Finance Division of Integrated Health Services, Inc. Drusano began his real estate finance career in 1989 as a commercial real estate lender with First National Bank of Maryland (currently M&T Bank). Drusano graduated from Washington and Lee University with a Bachelor of Science degree with special attainments in commerce. He also holds a Masters of Business Administration from the Sellinger School of Business at Loyola University Maryland. Michael is a speaker at the University of Maryland School of Real Estate and a member of the Council of Advisors for the School of Architecture, Planning and Preservation at the University of Maryland.



Eileen Hartzell

Eileen Hartzell,

as associate director for CRS, manages all insurance operations for the Real Estate Group. Her primary responsibilities include the oversight and execution of all risk management services provided to clients. Prior to joining CRS in 2010, Hartzell oversaw the execution of all brokerage and risk management services for the dedicated real estate practice at a regional brokerage firm. Previously, Hartzell spent seven years as a senior underwriter for The Hartford Insurance Company. Hartzell underwrote all lines of coverage for large, multi-state corporations with annual revenues in excess of \$15 million. She was an international risk and construction risk specialist for Hartford. She principally worked with insurance brokerage firms throughout Maryland and the District of Columbia. Hartzell graduated from Virginia Polytechnic Institute with a Bachelor of Science degree, majoring in biology with a minor in business. She is actively involved in the Washington Chapter of C.R.E.W. (Commercial Real Estate Women) and ICSC. Hartzell is a frequent speaker and a member of the Council of Advisors at the University of Maryland School of Architecture, Planning and Preservation.

Goodman & Company, LLP Adds Two Associates

Goodman & Company, a WBC member and one of the region's largest certified public accounting firms, has announced the addition of **Heth Marsteller** and **Katelin Mills** as associates in the firm's Tyson's Corner office.

Marsteller earned both a Bachelor of Science degree in accounting and information systems and a Masters degree in accounting and information systems with a concentration in tax from Virginia Tech.

Mills holds a Bachelor of Science degree in business administration with a concentration in accounting from Longwood University and a Master of Science degree in accounting from George Mason University. She has served as a summer intern with the firm for two years.

Goodman & Company Senior Associates and Associate Earn CPA License

Goodman & Company is pleased to announce that **Brandon Wilkerson**, a senior associate in the firm's Tysons Corner office, **Ben Anderson**, an associate in the Tysons Corner office, and **Christopher Yau**, senior associate in the Rockville office, have successfully passed the CPA exam.

Wilkerson graduated from Old Dominion University with a Bachelor's degree in accounting. Prior to joining Goodman & Company in 2009, he served as a staff accountant for a firm in Danville, VA. Wilkerson is an active member of the American Institute of Certified Public Accountants and the Virginia Society of Certified Public Accountants.

Anderson attended Furman University, where he earned a Bachelor of Science degree in accounting. He received his Master of Science degree in accounting with a concentration in taxation from the College of William & Mary and joined Goodman & Company as an associate in 2009.

Yau holds a Bachelor of Science degree in accounting from Messiah College and joined Goodman & Company in 2007.

CBM Participates in Bethesda Walk and Ride Challenge and Make-A-Wish Triathlon Fundraiser

WBC member Councilor, Buchanan and Mitchell, P.C. (CBM) participated in the 2010 Bethesda Walk and Ride Challenge, which began on September 6 and ended on Sunday, September 26.

The goal of this event was to encourage Bethesda-based employees to incorporate exercise into their daily routine, and to consider alternative modes of commute other than driving. The Challenge encourages everyone to get out of their car, take transit and get walking... 'getting fit just by going to work!'

There were a total of 78 teams this year. CBM fielded two teams, with the CBM sMILERs finishing in 16th place with 214,707 steps, and the Weekday Walkers finishing in 19th place with 207,660 steps.

In addition, CBM had three employees participate in the 27th Annual Make-A-Wish Triathlon at Sea Colony, Delaware on September 25, 2010. The Make-A-Wish Triathlon at Sea Colony includes a 1.5K ocean swim, 41K bike ride and 10K run. The event raised over a quarter of a million dollars that will be used to provide wishes to 33 children this year.

The Make-A-Wish Foundation, founded in 1980 after a little boy named Chris Greicius realized his heartfelt wish to become a police officer, has enriched the lives of children with life-threatening medical conditions through its wish-granting work. All proceeds and pledges from the event benefit the Make-A-Wish Foundation® of the Mid-Atlantic. The Make-A-Wish Foundation grants the wishes of children with life-threatening conditions to enrich the human experience with hope, strength and joy. The Foundation has granted the wishes of more than 6,500 children in the Mid-Atlantic area.

The CBM employees all did well, completing the grueling competition in fine style. CBM's Sean Griffin was a first year solo competitor, and CBM's Peter Reilly and John Comunale were members of Team



Local Charitable Event Hosted By Southland Industries

On September 15, 2010, The Mid-Atlantic Division of Southland Industries, a WBC member and one of the nation's largest mechanical design-build engineering and construction firms, hosted its Second Annual Tee Off for Charity golf tournament.

The tournament was held at Evergreen Country Club in Haymarket, Virginia and donations were split between the USO Metropolitan Washington (USO-Metro) and the Southland Industries Scholarship fund. The tournament attracted a full field of 144 participants and raised over \$60,000 for charity.

Pohanka, with the third team member being Geoffrey Pohanka, president of Pohanka Auto Group. We are pleased to announce that Team Pohanka was fourth among the Male Teams.

Centennial Contractors Goes Pink for Breast Cancer Awareness Month

On October 27th, employees of WBC member Centennial Contractors Enterprises and joint venture partners went "Passionately Pink for the Cure."

October marks Centennial's fifth year to hold and participate in a Dress in Pink Day, having started the tradition in 2006. For every employee wearing pink, Centennial and joint venture partners donated \$5 to the Susan G. Komen Foundation for the Cure to raise funds and support for Breast Cancer Awareness.

Thomas Belle Wins SkillsUSA Championship; Embarks on Career in Electrical Construction

Two hundred people recently started a new career in electrical construction at the Washington, DC Joint Apprenticeship & Training Committee (JATC), a part of WBC member Electrical Alliance. Sitting among them is **Thomas Belle**, winner of the 2010 SkillsUSA Championships industrial motor control competition.

SkillsUSA operates partnerships between schools and employers that expose students to the real world of work before they commit to a career. It organizes and conducts competitions that enable the students to test their competency against their peers, furthering their drive and desire to succeed. Contests begin locally and continue through the state and national level.

Industry Report

After winning regional and state competitions, Belle, a 2010 graduate of North Point high school in Charles County, traveled to Kansas City, MO to compete against electrical students from around the country. The two-day competition consisted of three written exams—wiring diagram, pipe bending and trouble-shooting—and an actual project to assemble.

The SkillsUSA Championships is just the start of Belle's lifelong career in electrical construction. As a first-year apprentice in the JATC's program he's looking forward to completing five years of intense classroom and on-site training to become a journeyman electrician.

KONE Celebrates 100 Years Anniversary with Global People Flow Day Event

KONE, a global leader in the elevator and escalator industry and WBC member, is celebrating its centennial anniversary. To commemorate this significant milestone in the company's history, KONE is organizing People Flow Day on October 27, 2010. People Flow Day is taking place in over 20 countries worldwide with over 600 KONE employees set to participate in the event. KONE's employees will be visiting over a hundred target sites around the world to meet with building users, observe the buildings during typical usage and to meet customers from six different building types.

By observing and talking to customers as well as end-users and then seeing how people move inside different types of buildings, KONE will gather valuable data that can be used to increase its knowledge of the elevator and escalator end-user experience which in turn will improve the solutions it can deliver to customers. The six different building types KONE has decided to focus on for the day are: hotel, office, medical, public transportation, residential and retail.

To further improve the solutions it delivers to its customers, KONE regularly conducts end-user studies to test the usability of solutions in different building environments. The information collected on People Flow Day will be

yet another way for the company to receive important feedback and data that can be used in a variety of ways such as the development of new solutions or to further improve existing ones.

Webb Honored for Achievement as One of 10 Top Professional Women in Construction

Kathleen Webb, executive development officer for WBC member The JBG Companies, was recognized last night by the Professional Women in Construction (PWC) as one of 10 outstanding women in the Washington, DC area construction industry.

Webb has overseen all aspects of fee and equity development projects and has brought detailed knowledge, broad insight, and tireless enthusiasm to a wide range of significant developments in the Washington marketplace. Her high-profile projects include Waterview, the development of Central Place, GEICO Insurance headquarters, *The Washington Post* printing facility, and the new headquarters of the American Pharmacists Association.

Webb currently serves as a member of the board of the Northern Virginia branch of NAIOP and on the Arlington Housing Commission. She is also involved with the Urban Land Institute, District of Columbia Building Industry Association, Arlington Partnership for Affordable Housing, Commercial Real Estate Women and a number of community organizations.

PSI Team Gains New Employees and Professional Certification

Jeff Davidson, CPSM has earned his Certified Professional Services Marketer (CPSM) designation from the Society of Marketing Professional Services (SMPS). Davidson is a graduate of the University of North Carolina – Charlotte with a Bachelor of Science in business administration. He is the business development manager based in WBC member, PSI's Fairfax operations office and has been with the company since June 2009.

Julie McDonald has joined PSI as a project specialist in their Fairfax operations office. McDonald earned her Bachelor of Science in historic preservation from Roger Williams University and her Master of Science in building construction management from Purdue University.

Jeffrey Morris, PE has accepted the position of construction services department manager with PSI and will be based in their Fairfax operations office. Morris earned a Bachelor of Science in civil engineering from the University of Nebraska and a Bachelor of Science in geology from the University of Iowa.

Webb Joins HKS DC Office

Ken Webb, AIA, joins WBC member, HKS's D.C. office as vice president and senior medical planner/designer.

With ten years of healthcare design experience, Webb has a solid track record in designing hospitals distinguished by a combination of design aesthetics and clinical functionality. He works confidently with clients and users to plan every hospital space in detail. His portfolio includes work at University of North Carolina Healthcare, North Carolina Memorial Hospital, Capital Health, Mazankowski Alberta Heart Institute, Virginia Southern Nevada Healthcare System, Virginia Las Vegas Medical Center, Ascension Health and St Agnes Hospital.

The son of a physician, Webb discovered his interest in architecture while attending Clemson University. He graduated with a Master of Architecture degree in the Clemson University Architecture + Health Concentration.

Collins Joins Foulger-Pratt



Robert Collins

WBC member Foulger-Pratt, a leading real estate development, construction and management firm, announced that **Robert Collins**, CPM will join the firm as the executive

vice president of Commercial Property Management, effective November 8, 2010. Mr. Collins has an established track record in commercial property management and business development spanning over 25 years.

Previously, Collins was senior vice president with Jones Lang LaSalle, and regional senior vice president with Grubb and Ellis Management Services where he oversaw corporate property management operations in the Southeast Region. Collins holds a Bachelor's degree from the University of Tampa and is involved in several real estate organizations including the Institute of Real Estate Management (IREM) and the International Facility Management Association. He is the past-president of the Maryland IREM Chapter and a recognized Instructor. Collins has also attended Executive Management courses at Harvard University.

HITT Contracting and GreenWizard form Partnership

HITT Contracting Inc., a WBC member and top-100 general contractor nationwide, and GreenWizard, Inc., the largest collection of green building product data for intelligent material selection, have formed a partnership.

Through this partnership, GreenWizard will help to highlight HITT Contracting's efforts to be at the forefront of the sustainable building movement, and HITT Contracting will work to support further development of GreenWizard's database and its green-product search, selection, purchase and documentation workflow solutions.

Additionally, in a two-year, use-and-evaluation program, HITT Contracting will use GreenWizard's WORKflow Enterprise solution for active projects and collaborate with GreenWizard to optimize it for the contracting community at large. HITT Contracting will also work to introduce GreenWizard to HITT's preferred manufacturers, so GreenWizard can enter their products in GreenWizard's expansive green product database, which has quickly emerged as the top online search tool for finding green products and research-

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Pictured from left to right: Kerry Putnam, project manager, Rippeteau Architects, PC, Darrel Rippeteau AIA, Rabbiah Sabbakhan, acting division chief, DC Permitting Services Division, Linda K. Argo, director, DC Department of Consumer and Regulatory Affairs, Robyne Edley Kenton, principal, VisionFoundry

ing their attributes for virtually all construction projects, whether they are seeking LEED certification or not.

GreenWizard, which delivers its service through a “cloud-based” (software-as-a-service) platform, recently announced that it had launched LEED Credit Assessment, a workflow solution that accesses GreenWizard’s expansive green-product database and works in tandem with the Company’s WORKflow Pro and MARKET Pro tools to expedite the LEED credit process. These are features that HITT Contracting will now use, as GreenWizard provides one-click access to the relevant background resources and project records required for LEED certification.

District Building Permits Go Paperless

The District of Columbia Department of Consumer and Regulatory Affairs, under the leadership of Linda Argo, is implementing a paperless building permit filing and processing system built around ProjectDOX electronic document management system. VisionFoundry office space at 777 North Capitol Street, NE, designed by WBC member Rippeteau Architects, was the first project to be

filed and processed electronically in the history of the District of Columbia.

The system allows government Code Officials to simultaneously check and annotate mechanical, electrical, plumbing and structural systems along with architectural life-safety systems and sprinkler systems. As a result, reviews can be completed all at once on separate screens rather than sequentially on paper. The new paperless system puts architects and engineers back into direct contact with reviewing officials to speed the communication of code compliance for better building safety.

Gentilcore Joins PSI

Carl Gentilcore, PE has joined WBC member PSI as a vice president of its Government Sector Program. Gentilcore earned his Bachelor of Science in Civil Engineering from the University of Dayton, his Master of Science in Civil Engineering from the University of Maryland and his Master of Business Administration from Georgetown University. He has over 30 years of experience in winning and managing engineering and construction projects with USACE, DOD, DOT, DHA, DOI and other Federal agencies. He is based in PSI’s Herndon operations office. **B**

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Social Media for Savvy Superintendents

by Lisa Cooley

Construction superintendents aren't necessarily the technology trendsetters of the world, but show them how a well-developed technological tool can make them more effective at their jobs and they adopt it with gusto. Cases in point: the fax machine, the cell phone, the laptop, and the digital camera—all of which really transformed how superintendents go about their daily work.

The latest technology trend is social media. Perhaps your kids have coaxed you onto a social networking site like Facebook or MySpace for fun, but have you considered the application of social media to your role as a superintendent?

In the professional world, social media presents several opportunities. Perhaps the most common use is to look for employment opportunities but it also allows us to converse with colleagues—including other contractors, subcontractors, and architects—about the state of our industry or to seek input on specific issues. In doing so, you can build your credibility as a construction expert beyond those people that you work with day-to-day. The professional networking site LinkedIn is the most common venue for this type of interface, and there are lots of construction-industry specific groups (including Construction Superintendent Connection,

created by this publication, which boasts over 300 members) but also keep an eye on industry-specific Built.com. Blogs may be the best way to establish yourself as a leader, but they require a time commitment and a consistent flow of ideas.

Perhaps the most powerful use of social media is to engage our customers and stakeholders in a dialogue. Stakeholders may include owners, end users, and the larger community, as well as the colleagues mentioned above. By sharing information through social media, you can create a positive impression for your company that goes far beyond the jobsite sign on the trailer. That's why social media is often touted as a marketing tool.

But it's a marketing tool with a difference, because communication goes both ways. This can be scary at first because your stakeholders can talk back in a public way. What if you receive a negative comment or feedback? It's true that there is nowhere to hide, but the public forum provides an opportunity to address this feedback, and the power of a positive customer endorsement far outweighs the negative. Your stakeholders are talking about you on social media with or without you. Isn't it better to have a voice in the conversation? Blogs, Twitter, Flickr and YouTube can all be powerful tools in starting this kind of dialogue.

It's important to consider tone when engaging in social media. You want to be authentic; your personality should shine through and it's okay to take a more casual approach, while representing yourself and your company well. An important decision to make is whether you will blur professional and personal social networking, or keep them separate. Some people like to maintain separate spheres, though if you are in the residential sector, sites like Facebook may represent the best opportunity for extending your reach to potential customers, since most people look to friends for recommendations in finding a contractor.



Feature Article

A Case Study

Centennial Contractors Enterprises turned to social media channels when it tackled a high-profile, fast-track school renovation in Santa Fe, New Mexico. The project was stimulated by a controversial School Board vote to consolidate three elementary schools into a single school, with only four months to complete planning and renovate a 65,000 square-foot facility. The community had lots of questions about what work would be performed, sustainability measures to be incorporated, schedule and progress. Centennial designed a website with some basic information about the team and the initial plan, and posted regular updates via social media tools, so that the community could see the plan as it evolved and keep up-to-date on progress. A blog explained some of the thinking and decision-making about the scope of work. The site superintendent managed updates to the Twitter and Flickr feeds from his BlackBerry and laptop. The regular status updates and photo feed kept the community engaged and started to generate some positive energy around the transformation of the school. Another benefit was that it gave curious eyes an outlet and kept them

off the jobsite, which would have been a big safety concern. “I was a little bewildered by what was being asked of me at first,” said Bruce Martin, Superintendent. “But it was actually really cool to be able to share the hard-fought daily progress with everyone, and it only took seconds to do the text from my phone.” Check out the project website and the social media tools at <http://www.cce-inc.com/kalschool/home.html>. **B**



Lisa Cooley, LEED AP, is senior market development manager at Reston-based WBC member Centennial Contractors Enterprises. You can connect to Lisa on LinkedIn at www.linkedin.com/in/lisacooley, read her blog at centennialnow.blogspot.com and follow her on Twitter at [@betterbuilding](https://twitter.com/betterbuilding), but don't look for her on Facebook because she reserves that for non-professional use.

Twelve steps to getting started with social media

1. Join Facebook if you haven't already. Make a decision upfront about whether it will be for business or strictly personal use (if the latter, politely decline invites from professional colleagues and direct them to your LinkedIn page). Search for long-lost friends. Or, if you're going to use it to heighten the profile of your business, create a business page, and ask your customers to "Like" the page and tell their friends.
2. Join LinkedIn. Build a resume of experience. Upload email contacts to get started, focusing on connecting to those who already use LinkedIn. Don't limit yourself to those you already know, reach out to those you have the potential to do business with by asking your connections to introduce you to some of theirs. Join relevant Groups. Start with alumnae groups, large institutional customers and professional associations. Then search for other interesting construction-related groups. Ask for Recommendations from your colleagues. Engage in discussion by posing and answering questions. Top Group Picks: Construction Superintendent Connection, Associated General Contractors, Associated Builders and Contractors.
3. Consider joining Twitter. Build your network through a searchable directory service like Tellow or WeFollow. Top Twitter Follow Picks: @consupt, @betterbuilding, @imadnaffa, @TedGarrison, @contractormag, @ConstructPerch
4. Set up all of these to be accessible via your mobile phone or handheld device. You are much more likely to use them if you can do so during short moments of downtime (waiting for a flight, in line at the grocery store).
5. Change your notification settings. You want the tools always accessible, but you don't want to be bombarded with email notifications all day. Many people turn off most notifications so that they can engage on their own time and terms.
6. Connect, connect, connect. Building your network and building relationships takes time. Think quality over quantity.
7. Remember that it is a two way conversation. Give more than you take. Help others by answering their questions and sharing their content, and they will reciprocate.
8. Be open to critical feedback. Don't be defensive. Embrace the opportunity to address customer concerns publicly.
9. Try reverse mentoring. Let your child or a young colleague coach you on these tools.
10. Remember that online social networking doesn't replace personal interactions, it enhances them.
11. Keep up with it. Once you start social media sites for your business, its best to starts small and maintain regular engagement. Your followers or fans will lose interest with weeks or months of no contact.
12. Remember that the sites today won't be the sites of tomorrow. It's better to understand the broad concept of social media for marketing than to throw all of your eggs in one basket that eventually loses popularity and disappears.

Member Projects



BRAC 132 Army Administration Facility, Ft. Belvoir, Va.

The **US Army Corps of Engineers** Baltimore District has awarded **Suffolk Construction Company Inc.** the **BRAC 132 Army Administration Facility design-build project** at Ft. Belvoir, VA. This highly visible project is valued in excess of \$30,000,000 and will start immediately. The BRAC 132 Army Administrative Facility Project is a multi-story Command Headquarters Building with a separate elevated parking garage. The building will consist of approximately 97,000 square feet of administrative space, emergency operations center, appellate courtroom and adjoining spaces, secure conference rooms, as well as various other support spaces designed to achieve LEED Silver certification. Upon completion in September 2011, the building will serve as the new home for Army personnel relocating to Ft. Belvoir. Lead design partners for the project are **Perkins + Will** and BCRA. This is Suffolk's second project for the US Army Corps of Engineers Baltimore District. Currently, Suffolk is delivering the \$19 million Unaccompanied Enlisted Personnel Housing Barracks building at Fort Myer, VA. This was Suffolk's first award under a Multiple Award Task Order Contract awarded earlier this year.

The U.S. General Services Administration has awarded **Grunley**

Construction Company, Inc. the **Phase 1B Adaptive Reuse contract** as part of the Consolidation of the Department of Homeland Security (DHS) at the St. Elizabeth's Hospital site in Washington, DC. The scope will include the adaptive reuse and historic restoration of six buildings that are part of the original main campus, including the theatre building, the dining hall and kitchen, the ice house, construction shop building, as well as office and conference space in other buildings. The contract award amount and duration are approximately \$57,441,000 and two years, respectively. This project is part of the first phase of a multi-phased construction project to consolidate the DHS, which currently has offices located throughout the DC area, into a single secure location. The St. Elizabeth's site includes approximately 176 acres and is a National Historic Landmark. As such historic elements, mature trees, and landscape features will be preserved during the construction process. The project is funded in whole by the American Reinvestment and Recovery Act of 2009.

Grunley has also been awarded a contract to renovate portions of the **Smithsonian Institution's Arts and Industries Building**, located on the National Mall in Washington, DC. Grunley's work is intended to preserve

this historic building that opened in 1881, stabilize and revitalize the building envelope, and prepare the building for future phases of the full building renovation. The museum is presently closed in preparation for the full revitalization effort. The scope of work includes full replacement of the existing metal and slate roofs; repair, reinforcement, and partial replacement of the iron roof structure; installation of new steel, masonry and concrete structural elements to improve seismic, wind, blast, and snow load performance; replacement of the existing replacement windows with new windows; masonry and ornamental metals restoration; and installation of new roof drainage, snow melting, and lightning arrest equipment and systems. The contract is valued at \$34,300,000. Notice to proceed is expected to be issued in early November, and the project duration is 28 months. The Arts and Industries Building is Grunley's second recent project being constructed for the Smithsonian Institution. At the National Museum of American History, Grunley is currently converting the existing parking garage, located on the lower level on the south side of the building, into a suite of offices. The new space will feature two glass freestanding pavilions located at the east and west ends of the garage infill space. The museum will remain open during the construction. This project is valued at \$9.6 million and is scheduled for completion in July 2012.

Turner Interiors is pleased to announce the Grand Opening of the **Arlington County Department of Human Services**. The Grand Opening Ceremony was held at the new Department of Human Services on October 1, 2010. Turner Interiors was selected in the fall of 2009 as the general contractor for the project. The project consisted of a 150,000 square feet full gut and renovation of an existing commercial office building. The space includes dozens of exam rooms, a call center, a dentistry suite, full pharmacy and lab areas, food services, as well as countless doctors' offices and a full service gym. Turner utilized BIM, as well as laser scanning, to provide full coordination between new and existing MEP

Member Projects

services. When building the model, what traditionally takes weeks to do Turner was able to do in a matter of hours. The building is slated to be LEED certified.

Coakley & Williams Construction, Inc. has been awarded the historical restoration of the dome at the **Maryland State House** in Annapolis. The State House was built in the 1770s and its signature dome is the oldest and largest wooden dome of its kind in the United States. Coakley & Williams recently performed a complete mechanical system replacement and renovations to the Governor's suite in the State House under a separate contract.

Coakley & Williams has also been awarded the construction of the **IDEA Charter School** project in Washington, DC. The work includes new athletic facilities and classrooms. The project has been designed to achieve LEED Silver certification and includes such sustainable features as geothermal wells and high efficiency mechanical equipment. **B**



*Turner Interiors Completes
Arlington County
Department of Human
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Company Profiles

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WBC Calendar & Advertising Information

Events Calendar

January

- **January 13**, 8:00 a.m. – 5:00 p.m.
Craftsmanship Awards Judging Day
Maggiano's Restaurant, McLean, Va.
- **January 13**, 4:30 – 7:00 p.m.
Winter Networking
Maggiano's Restaurant, McLean, Va.
- **January 15**, 10:00 a.m. – 12:00 p.m.
WBC Community Service
Food & Friends, Washington, D.C.
- **January 19**, 11:30 a.m. – 1:00 p.m.
WBC Joint Committee/Taskforce
Chair Meeting
WBC Offices, Washington, D.C.

February

- **February 4**, 8:00 a.m. – 4:30 p.m.
Craftsmanship Star Award Judging
- **February 11**, Close of Business
Craftsmanship Awards Sponsorship Deadline
- **February 19**, 10:00 a.m. – 12:00 p.m.
WBC Community Service
Food & Friends, Washington, D.C.
- **February 23**, 4:00 – 6:00 p.m.
Board of Directors Meeting
WBC Offices, Washington, D.C.

March/April

- **March 19**, 10:00 a.m. – 12:00 p.m.
WBC Community Service
Food & Friends, Washington, D.C.
- **March 25**, 5:00-9:30 p.m.
Craftsmanship Awards Banquet
Marriott Wardman Park Hotel, Washington, D.C.
- **April 16**, 10:00 a.m. – 12:00 p.m.
WBC Community Service
Food & Friends, Washington, D.C.
- **April 27**, 4:00 – 6:00 p.m.
Board of Directors Meeting
WBC Offices, Washington, D.C.

2010-11 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. To place an ad, submit material or for more information call **(202) 293-5922**.

December

Using Social Media

January

Members Giving Back

February

AE&C Industry Health and Wellness

March

Big Development Projects Progress

April

Institutional Development

May/June

TBD

July/August

TBD

September

TBD

October

TBD

November

TBD

December

TBD

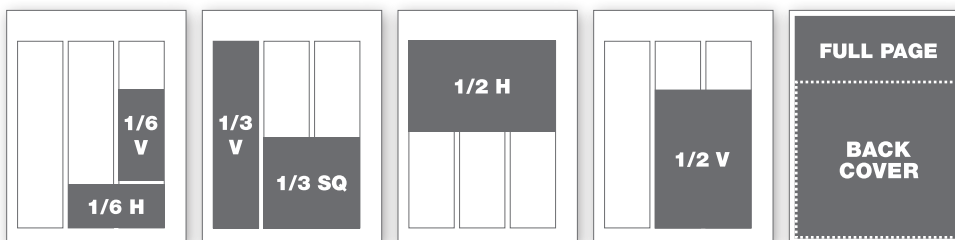
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\$65 Member \$80 Non-Member To register: **(202) 293-5922** or **www.wbcnet.org**