

# Bulletin

The Official Publication of the Washington Building Congress | February 2009

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2008 Builders' Ball Photo Gallery inside front cover



## 2008 Builders' Ball

The Washington Building Congress stands for cooperation and camaraderie among the many personalities and companies in the development, design and construction industry. Nowhere is this spirit more fully realized than through the charitable achievement of The Builders' Ball.

Here are photos of some of the hundreds of revelers who rocked around the Building Museum in November, 2008's record-breaking party. Many celebrated, and many will long remember the outpouring of financial support for our needy neighbors in the Capital region. You and your colleagues from companies large and small, even as the recession built in, gave more in 2008 than ever before. Old people with housing troubles, young people lacking employment skills, and families lacking food all received direct support from your generosity.

Upon the final tally, The Builders Ball granted \$80,000 each to Covenant House Washington, Jewish Foundation for Group Homes, and Perry School Community Services Center, along with \$20,000 to the Capital Area Food Bank, directly and through CANstruction.

It is a wonderful lesson for all of us that we can join cooperatively to create wealth for those in need. Similarly, society can infer that our industry will cooperate to create wealth through the improvement of property. And in the end, our achievements encourage us to dance around a bit...and we do!

**Darrel Rippeteau**  
Chairman, The Builders' Ball

*More photos on inside back cover*

# Bulletin

February 2009

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

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*Bulletin is published 10 times a year by Washington Building Congress, Inc. Individual subscriptions are available for \$139 per year. The articles in this publication are the opinions of the authors and do not necessarily represent or reflect the policies or opinions of Washington Building Congress. Copyright 2009. All rights reserved.*



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## Chairman's Letter



### Dear Members and Colleagues:

The Washington Building Congress is going strong! Participation and involvement are at record levels and we achieved an impressive 88% member retention rate this year. To date we also have 13 new company members along with 80 new additional reps. The Membership Services Committee, led by Chair Karen Roberts (Forrester Construction) and Vice-Chair Colleen Yushchak (Navigant Consulting), is to be commended for this outstanding achievement in a challenging environment. Special

thanks also go to Board liaison and past committee chair Tamara McNulty (Duane Morris LLP).

Since the beginning of 2009, we have held the Craftsmanship Judging Day, Winter Networking, Star Awards judging, Payne Childcare workday and a Hammerheads event at Lucky Strike. In February we had the WBC Joint Utility Seminar sponsored by Pepco, followed in March by the St. Patrick's Membership Party and the Craftsmanship Awards Banquet. Attendance and participation keep growing and our association is positioned for another very successful year.

I would like to take a moment to step back and recognize the WBC Community Services Committee for their outstanding service and valuable contributions to the 2008 DC Public Schools Buff and Scrub initiative at Stuart-Hobson Middle School. Over 50 volunteers representing 12 companies participated in this major August community initiative. The following firms provided over \$50,000 in labor, cash and materials for this project:

### DC Public Schools Buff & Scrub Supporters

- All Star Carpet & Flooring
- Boston Properties
- BSMI
- Chiaramonte Construction Company
- Clark Construction Group
- Ewing Cole
- Exponent
- Forrester Construction Company
- Foulger-Pratt Contracting
- HP/EYP Mission Critical Facilities
- Marathon Cleaning
- WBC & WBC Foundation



The 53rd annual WBC Craftsmanship Awards banquet is being held on Friday, March 27. On this evening we will be personally recognizing over 350 individual craftsmen for their outstanding contribution to our industry. We received 301 entries this year, of which 72 received craftsmanship awards. Out of these 72 winners, the 7 "best of the best" entries were nominated for Star Awards. Three Star Award winners will be announced at the end of the awards banquet. Please join us for the 2009 Craftsmanship Awards banquet on March 27 at the Marriott Wardman Park Hotel.

Thank you to the Craftsmanship Awards Committee, Chair Lynne Coville (Boston Properties) and Vice-Chair Mike Shoemaker (IBEW Local 26) for a job well done. Special thanks also go to Board liaison Dave Tacchetti (Clark Construction Group). Please always remember that "Quality Craftsmen Build America."

I look forward to seeing you at an upcoming WBC program or event. Thank you for your support and participation.

Best regards,

**Paul Varela**

WBC Chairman of the Board

Special Thanks to Our  
2009 Corporate Sponsor



# Industry Report

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## PSI Acquires Eddy Group

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WBC member, PSI, has added DC area based The Eddy Group to the PSI family. The companies recently completed due diligence and finalized the acquisition agreement, effective January 1, 2009. The Eddy Group's technical capabilities are a great compliment to PSI's with significant expertise in geotechnical engineering and construction materials testing services.

The Eddy Group is based in Springfield, VA and serves a wide variety of commercial, institutional and government clients. The Eddy Group has a successful history of providing quality services to their clients, dating back to 1997. The combined PSI/The Eddy Group operations are expected to contribute more than \$7 million in fees to PSI in 2009 in the DC and Mid-Atlantic marketplace. The Eddy Group President and Founder, Dana K. Eddy, PE will continue in an active leadership role as a PSI senior vice president. In addition, two other Principals of the Eddy Group will join the PSI DC and Mid-Atlantic leadership team as department managers: Rick Finnen, as the geotechnical engineering & environmental services manager and Mike Dolan, as the construction materials testing & engineering manager.

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## Green at Grunley Attains National DBIA Designation

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David Green

**David Green**, a project manager and estimator with WBC member, Grunley Construction Company, Inc., has successfully completed the requirements for the nationally recog-

nized Designated Design-Build Professional™ designation. The Design-Build Institute of America (DBIA) awarded designation status to Green after passing DBIA's formal examination. DBIA's designation program seeks to recognize industry

professionals who demonstrate a practical level of knowledge and hands-on experience in design-build project delivery.

Through the examination, DBIA establishes a uniform measure of proficiency that practitioners, owners and clients can use in selecting qualified design-build

professionals. Successful completion of the exam as well as three years substantial design-build work experience is required to earn the Designated Design-Build Professional™ designation. Candidates must also meet DBIA's educational requirements, complete DBIA's three core courses along with 18 elective credits related directly to project delivery, and must submit three letters of reference. Those who complete these requirements earn the right to display "DBIA" after their names, identifying them to design-build end-users and the community at-large as experienced professionals in design-build project delivery. To maintain the designated status individuals agree to earn a minimum of 24 hours of continuing education credit every two years.

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## Bovis Lend Lease Announces New LEED Accredited Professionals

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The Bethesda, MD office of Bovis Lend Lease, a WBC member, is pleased to announce that four employees recently became LEED Accredited Professionals (LEED APs):

- **Rachel Fanfalone**, *Assistant Project Manager*
- **Brian Grove**, *Senior Project Manager*
- **Jeff Henderson**, *Project Executive*
- **Chris Smith**, *Project Manager*

They all passed the LEED AP exam, demonstrating their commitment to green building.

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## Promotions at Goodman & Company, LLP

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The Tysons Corner office of Goodman & Company, a WBC member, is pleased to announce that **Adam Beverley**, **Kristen**

**Blevins**, **Shane Campbell**, ABCP, **Lauren Filogamo**, and **Jeff Rusincovitch** have been promoted to senior associate, while **Rebecca Gadell**, **Emily Jackson**, **Khan Le**, and **Elka Oezdemir** were all promoted to supervisor. In the Rockville office, **Jamie Favorite-Quiroa** has been promoted to supervisor.

Beverley is a graduate of George Mason University with a Bachelor's degree in Accounting. He has one year of experience in private accounting, specializing in accounts payable, expense report processing, and billing. In addition, Beverley has two years of experience in public accounting, specializing in audit and tax for various industries.

Blevins is a graduate of the University of Virginia at Wise with a Bachelor's degree in Accounting. In 2006, Blevins was a member of the first place team in Goodman & Company's Accounting Challenge. She later joined Goodman & Company full-time in 2007.

Campbell has seven years of analysis experience as a customer relationship management consultant for several Fortune 500 companies. As a certified associate business continuity professional, his expertise includes value realization, involving business case development and tracking performance impacts of client engagements. Campbell is a graduate of University of Pennsylvania with a Bachelor's degree in finance and electrical engineering.

Filogamo is a graduate of Indiana University with a Bachelor's degree in accounting and finance. Before joining Goodman & Company, Filogamo worked as a finance intern and was also student chairperson for the St. Paul Finance Committee in Bloomington, IN.

Rusincovitch is a graduate of Virginia Tech with a Bachelor's degree in Accounting and Information Systems. He first joined Goodman & Company in 2006 as an associate.

Gadell graduated from Virginia Tech with a Bachelor's degree in both Accounting and Finance. She has been a member of Goodman & Company since 2005.

Jackson is a James Madison University graduate with a Bachelor's degree in accounting. She has two years experience in public accounting, working in

both audit for not-for-profit organizations and government contractors, and tax for many different businesses and individuals. Jackson was also a member of Beta Alpha Phi, an accounting fraternity at JMU.

Le earned both a Bachelor and Master's degree in accounting from Virginia Commonwealth University. She specializes in individual tax preparation for not-for-profit organizations, government contractors, and small businesses.

Oezdemir is a graduate of George Mason University with a Bachelor's degree in Accounting. Currently working towards her CPA designation, she specializes in business tax planning and preparation, as well as individual tax planning and preparation for small to mid-sized businesses and government contractors. She also specializes in foreign related issues, and is fluent in Turkish and German.

Favorite-Quiroa is a graduate of the University of Maryland at College Park with a Bachelor's degree in Accounting. Prior to joining Goodman & Company, she gained three years of experience as an accounting and payroll manager for Saratoga Food Group.

## Steve Mutty Joins HITT Contracting Inc.



Steve Mutty

**Steve Mutty** has joined HITT Contracting Inc. as director of business development –base building and healthcare. Prior to joining HITT, he was involved in Commercial Real

Estate in the Washington, DC area for more than 20 years. Mutty will focus on new business development for WBC member, HITT's base building division, with emphasis on the Commercial, Healthcare and Biotechnology sectors.

HITT Base Building is one of eight market sectors within HITT Contracting Inc. HITT Base Building's capabilities encompass new

construction of core and shell, complete development of land parcels, and full build-to-suits. Other experience includes horizontal and vertical additions to existing structures, underpinning, façade preservations, and historic renovations. HITT Base Building is also organized to partner with other HITT market sectors, offering clients complete turnkey service.

## Goodman & Company, LLP Welcomes New Employees

Goodman & Company, also recently hired **Richard Shafferman**, CPA, as director of the government contracting consulting group, **Jean Lee** and **Brandon W. Wilkerson** as associates in the Tysons Corner office.

Shafferman has worked in the government contracting arena since 1987. He has a broad background and is an expert in indirect rate development, budgeting, pricing and negotiating government contracts,

contract administration, and designing accounting systems and cost structures that meet the requirements needed by companies providing goods and services to the federal government. He has also performed several Deltek GCS Premier implementations. Prior to joining Goodman & Company, Shafferman owned his own firm, Shafferman & Associates, PC.

Lee is a recent graduate of James Madison University with a Bachelor's degree in Accounting. Prior to starting full-time with Goodman & Company, she gained experience as a 2008 summer intern in the Tysons Office.

Wilkerson is a recent graduate of Old Dominion University with a Bachelor's degree in Accounting. Prior to joining Goodman & Company, Wilkerson gained experience as a staff accountant for a Danville accounting firm in 2008. He is also an active member of both the American Institute of Certified Public Accountants, and the Virginia Society of Certified Public Accountants.

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# Industry Report

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## Washingtonian Names Partners at Goodman & Company, LLP As Top Tax Accountants

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Goodman & Company congratulates Rockville Partner, Jeff E. Weintraub, CPA, Tysons Corner Partner, Susan B. Gregg, CPA, CFP, and Tysons Corner Tax Director, Arthur Auerbach, CPA, for being named among the top 30 tax accountants by The Washingtonian.

Weintraub is a partner at the Rockville office, providing client services in the areas of taxation, accounting, deferred compensation, and management services. He supervises services for approximately 175 physicians and related professional practices, as well as clients in other business areas. Formerly he co-founded Kammerow, Weintraub & Swain, LLP which was ranked in the top 30 largest firms in the Washington, metropolitan area before merging with Goodman & Company in December of 2006.

Gregg has more than 20 years of experience in public accounting, with a concentration in the area of taxation. Her expertise is in the areas of personal, corporate and partnership taxation. Throughout her practice, she has dealt with complex business and personal issues, including tax planning, entity structuring, and succession planning. Gregg has substantial experience in gift and estate taxation. Among the services provided to her clients are retirement and estate planning.

Auerbach is a tax director with Goodman & Company specializing in tax consulting and financial planning for individuals and closely held businesses. During his 40 plus years of experience, he has managed a tax department, taught accounting at Pace University as an adjunct professor, where his courses were Intermediate Accounting and Cost Accounting. Auerbach was an editor for the Tax Research Institute of America. He also has authored several articles for trade association periodicals and is a frequent lecturer on a variety of tax matters for organizations. He has recently appeared on CSPAN and the CBS Evening News answering various tax questions.

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## Ed Newman Rejoins with Heery International

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Ed Newman

**Edward C. Newman III** has returned to Heery International, a WBC member in the Washington, DC area in the role of senior associate and director of project development. A graduate of the

United States Military Academy at West Point with a Bachelor of Science in Civil Engineering, he has held leadership positions in major industry organizations, including serving as a past president of the Construction Management Association of America's (CMAA) National Capital Chapter. Newman, who will be based in the firm's Washington, DC office at 14th and L Streets, NW, will be responsible for new client development and teaming opportunities throughout Washington, DC, suburban Maryland and Virginia.

Newman brings impeccable credentials and a strong track record to his role at Heery. Newman has more than 25 years experience in project management for public and private educational, healthcare, transportation and municipal clients in the Mid-Atlantic area. He is a regular instructor in CMAA's training programs and has extensive experience with a variety of project delivery methods from project concept to occupancy. He is a registered professional engineer, a LEED accredited professional and a certified construction manager. Newman previously worked with Heery's Washington, DC office in the late 1980s, after completing an assignment as combat engineer officer with the U.S. Army Corps of Engineers.

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## Foulger-Pratt Contracting Announces Key Promotions

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Foulger-Pratt Contracting, a WBC member is pleased to congratulate and announce the following key promotions:

- **Scott Vossler** has been named director of commercial operations

- **Matt Morise** has been named director of safety and risk management
- **Grafton Peterson** has been named senior superintendent
- **Brad Stevens** has been named senior project manager

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## NCARB to Propose Changes to Model Law to Include IPD and BIM

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In October 2008, the National Council of Architectural Registrations Boards (NCARB), a WBC member held a hearing on Integrated Project Delivery (IPD) and Building Information Modeling (BIM) in Arlington, VA. The hearing brought together a diverse group of industry experts to comment on how the IPD process and BIM technology may affect responsible control by architects. NCARB President Gordon E. Mills, FAIA, asked the Council's IPD Task Force to collect, review, and examine the information and forward any possible changes to NCARB's Legislative Guidelines and Model Law for the Board of Directors' consideration.

The practice of architecture has changed significantly in recent years with the advent of computerized design, and these changes influence the way projects are envisioned, designed, constructed, and delivered. NCARB decided to take a leadership role and seek opinions from a broad array of design and construction stakeholders in order to help keep regulatory requirements in line with the latest advancements in the interest of protecting the public.

Overall, presenters at the hearing affirmed that responsible control by architects over building design was critical to the public's safety. They also agreed that this regulatory responsibility could be exercised in a way that facilitated project delivery methods that continue to evolve.

The task force found that "integration of details, components, and other information from trusted sources into an architect's technical submission has existed as a customary practice both before and after computer-aided design. BIM is best thought of as an evolutionary step forward in this regard and not as a revolutionary leap." The task force

has recommended modifications to NCARB's Legislative Guidelines and Model Law to the Board of Directors to more explicitly address responsible control and its relationship to IPD and BIM technologies. NCARB's Member Boards will vote on the proposed changes in the form of resolutions at the 2009 Annual Meeting and Conference in Chicago, IL, in June.

IPD Task Force Members were William Dikis, FAIA, Chair, Iowa; Robert Meyer, AIA, Vermont; Susan Schaefer Kliman, Ph.D., AIA, Arizona; Daniel Taylor, Esq., NCARB Legal Counsel; Kekku Lehtonen, AIA, NCARB staff; and Stephen Nutt, AIA, NCARB staff. IPD Task Force speakers included:

- **Howard Ashcraft, Jr.**, Hon. AIA, Esq., Hanson Bridgett, San Francisco, CA, (Construction Attorney)
- **Gregg Bundschuh**, Esq., Ames & Gough, Atlanta, GA (Professional Liability Insurance Broker/Attorney)
- **Henry Green**, Hon. AIA, President, National Institute of Building Sciences (NIBS), Washington, DC (Government Agency)
- **James Jonassen**, FAIA, MRAIC, Consulting Partner, NBBJ, Seattle, WA (Large Architecture Firm)
- **Forrest Lott**, AIA, Partner, Lott + Barber, Savannah, GA (Small Architecture Firm)
- **Charles Matta**, FAIA, Director, Federal Bldgs & Modernizations, General Services Administration (GSA), Washington, DC (Government Agency)
- **Steven Thorsell**, AIA, CSI, ICC Chicago District Office, Country Club Hills, IL (International Code Council)
- **John Tocci**, President, Tocci Building Corporation, Woburn, MA (Contractor)

## Centennial Exec Elected to Civil Engineering Institute's Board at George Mason

**Thomas Julian**, P.E., legal counsel at Centennial Contractors Enterprises, a WBC member was elected to the board of directors for the Civil Engineering Institute (CEI) at George Mason University. Julian, a graduate of George Mason University School of Law, will join 27 other board members hailing

from engineering and construction firms in the Washington region.

CEI supports the Department of Civil, Environmental, and Infrastructure Engineering at George Mason University. During his three-year term, he will be involved in student and faculty recruitment, education and fundraising for the Institute. Julian is an employee of Centennial, which provides renovation, repair and rehabilitation services for public funded facilities and infrastructures through Job Order Contracting (JOC) programs nationally. Prior to attending George Mason, he received his Bachelor of Science in Civil Engineering from Clarkson University, with a professional concentration in environmental engineering. Julian is a member of the Virginia Bar and holds his professional engineering license from New York State.

## Skanska Hires Alissa Roberts as Manager of Business Development



Alissa Roberts

comes to Skanska, a WBC member from Atlanta where she worked as a project manager for Fulcrum Construction. In that role she was regularly involved in new business development as well as corporate marketing. Prior to that position she worked in asset management and as a mortgage consultant.

While in college at the Georgia Institute of Technology, Roberts started her career in construction. She was an intern with various construction and design firms while completing her Bachelor's degree in Building Construction Management. She was Student Government Class President during her freshman and sophomore years at Georgia Tech. Roberts also

Skanska USA Building Inc. has hired **Alissa Roberts** as manager of business development for its metropolitan Washington, DC office. Roberts

participated in many charitable organizations including an international non-profit housing builder. She was active in the Student Construction Association, Associated Builders & Contractors of GA, Association of General Contractors and the Urban Land Institute.

Roberts is currently a member of the National Association of Industrial and Office Properties, the Society for Marketing Professional Services and an Associate Member of the Northern Virginia Chapter of the American Institute of Architects.

## Promotions at HITT Construction

HITT Contracting Inc. has promoted four of their senior superintendents to vice president. This is the first time in WBC member, HITT's history that senior superintendents have been promoted to field executive status. All of the new vice presidents have been with HITT for at least 15 years and will be key players in defining HITT's corporate culture. **Jeremy Bardin** who joined HITT in 2003, has been promoted to executive vice president. **Michael (Mitch) Filipowicz** who joined HITT Contracting in 2001, has been promoted to vice president of HITT Contracting's Government Division. **David Sommer** joined HITT Contracting in 2006 as a project manager has been promoted to senior project manager of HITT Base Building.



Luke Kane

**Luke Kane** joined HITT in 1985 and has 25 years of experience in the construction industry. Kane worked extensively with the HITT Law Firms team to supervise some of

the Washington, DC area's most recognizable law firms. He has overseen the build-out of projects for such names as WilmerHale, Jones Day, and King & Spalding. All of these projects have gone on to win the Washington Building Congress's (WBC) prestigious "Craftsmanship" award.

# Industry Report



*Kenneth Whetzel*

**Kenneth Whetzel** has more than 18 years of construction experience and has been part of the HITT team since 1990. As a superintendent for HITT, Whetzel is a recipient of the

WBC “Craftsmanship” Award and Associated Builders & Contractors “Excellence in Construction” Award for projects such as Fair Lakes 7/PEC Solutions, Inc. and the Bethesda Country Club. His responsibilities range from high-end renovation, scheduling, planning, on-site quality control, and logistics.



*R.J. Trottier*

**R.J. Trottier** has been with HITT Contracting since 1988 and has more than 27 years of experience in the construction industry. Throughout his extensive career, he has

supervised large-scale projects including Architect of the Capitol, Georgetown University Levey Center, and the America Online Campus. In 1999, Metropolitan Subcontractors Association (DCMSA) named Trottier as “Superintendent of the Year.” In his new role as vice president, Trottier will provide leadership to deliver improved processes, scheduling, planning, and on-site quality control.



*David Underwood*

**David Underwood** graduated from Virginia Tech in 1984 and joined HITT in 1994. He has more than 25 years of experience in the construction industry supervising large-scale base

building projects. Some of Underwood’s most notable projects include South of Market, Montgomery County Conference Center and Hotel, and the America Online Campus. Underwood has also received many

awards for his excellence in job supervision such as DCMSA’s “Outstanding Safety” award in 2000 and “Outstanding Job Supervision” award in 2007. In his new role as vice president, Underwood will mentor up and coming team members and improve relationships with new and existing clients and subcontractors.



*Jeremy Bardin*

### **Jeremy Bardin**

has more than 22 years of experience in the construction industry. In his new role as executive vice president, he will work directly with HITT ownership to

provide executive leadership and strategy for the company’s future business direction. In addition, he will maintain his role as director of HITT Base Building and will continue to provide improved processes, quality control, and overall guidance and supervision to project teams. Bardin will use his extensive construction experience to provide executive oversight for the completion of complex construction projects for the hospitality, healthcare, government, and corporate office sectors.



*Mitch Filipowicz*

### **Michael (Mitch) Filipowicz**

was promoted to vice president of HITT Contracting’s Government Division. Filipowicz joined HITT Contracting in 2001, and has more

than 30 years experience in the construction industry. In his new role as Vice President, Filipowicz will be responsible for providing day to day project oversight including proposal and schedule review, scope development and management, value engineering, team organization, and quality control. He will play a fundamental role in defining HITT’s corporate culture. A key member of the HITT Government team, Filipowicz specializes in term

contracts, historic and specialty rehabilitation, and renovation for municipal and federal clients.



*David Sommer*

### **David Sommer**

was promoted to senior project manager of HITT Base Building. David Sommer joined HITT Contracting in 2006 as a project manager and has

more than 20 years of experience in the A/E/C industry. Sommer’s career in construction spans across the nation from California to the mid-Atlantic region. He has recently managed the construction of South of Market Block 14 in Reston, VA. This \$90 million project has gone on to win an Associated Builders & Contractors “Excellence in Construction” award and a Washington Building Congress “Craftsmanship” award. In his new role as senior project manager, Sommer will be responsible for providing day-to-day project oversight, including proposal/schedule review, scope development and management, value engineering, team organization, and quality control. As a key member of HITT Base Building, Sommer specializes in new construction, tenant build-outs, and renovations for clients in the Washington, DC metropolitan area.

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## **WBA Welcomes Four To Its Team**

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Wisniewski Blair & Associates, Ltd., a WBC member is pleased to welcome **Patrick Koby**, **Timothy Morton**, **Vinh Nguyen** and **Lijj John** to its team.

Patrick Koby, AIA, LEED, is a project architect working with WBA’s government team. He is a registered architect with over twenty years of experience and specializes in renovations and additions with a sustainable design focus.

Timothy Morton joins WBA as project architect with over fourteen years of experience. He specializes in design development and construction documents through AutoCAD and Revit.



Vinh Nguyen is an architectural draftsman with a strong background in AutoCAD and Revit. She is developing drawings for various projects for the government team in addition to providing construction administration support.

Lijj John is a designer who joins the interior design team providing space planning, programming and the coordination of interior construction documents.

## Promotions at Dynalectric

Dynalectric, a WBC member, is pleased to recognize a few individuals for the hard work, dedication, leadership and their contribution to our company's greatness.

- **Jim Horn** a controller has been with Dynalectric for 28 years and was promoted to vice president.
- **Donnell Kelley** a purchasing manager has been promoted to vice president. Kelley has been with the company for 31 years.
- **Norman Pitsenbarger** a Dynatran manager has been promoted to assistant vice president. Pitsenbarger has been with the company for 18 years.
- **Brian Dugan**, a residential low-rise manager has been promoted to vice president. Dugan has been with the company for 28 years.
- **Gary R. King** a general superintendent has been promoted to vice president. King will now oversee all field labor and supervision for Dynalectric & Dynatran. He has been with the company for 39 years.

Dynalectric is dedicated to provide first class professional service both in the field and office to our customers in the 44 years we have been in business and in the future.

## Moser Joins Southern Iron Works, Inc.

Southern Iron Works, Inc. is pleased to announce the addition of **Bruce Moser** as Sales Manager. Moser has more than 30 year of experience in the metal industry, and his addition to the Southern Iron Works team will increase service and dedication to customers.

## Rainey, Wash, and Worrall Join Hankins and Anderson

Hankins and Anderson, Inc. a Richmond-based consulting engineering firm, announces the following new employees:

- **Joseph W. Rainey** has joined the Life Safety Department in the Glen Allen Office. Rainey was an intern at the company this past summer and is a recent Virginia Commonwealth University Graduate.
- **Kenneth R. Wash**, LEED AP, has joined the Project Management Department in the Glen Allen Office. Wash was formerly with ccrd Partners.
- **Richard D Worrall**, SET, CPP, has joined the Life Safety Department in the Glen Allen Office. Worrall was formerly with Worrall & Associates Consulting, LLC.

## The Blue Book of Building and Construction Launches with "My Blue Book"

The Blue has enhanced its website, introducing a new way for construction

professionals to manage their vendor contacts online. "My Blue Book" is an online information resource available exclusively at [www.thebluebook.com](http://www.thebluebook.com). This free application allows registered users to customize the selection, sorting, viewing and storage of information found in the database. The new functionality in this enhanced version also features "My Contacts" and "My Preferences" tabs allowing the user to access their private vendor information for easy reference or direct communication purposes. **B**



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## Feature Article

# Sales Firing Line

## Finding a Great Government Sales Executive

By Eileen Kent

**W**e were asked by a recent attendee of our “Winning Government Business” class in Atlanta how to find a great person to sell his products and services. He was beside himself trying to find the type of person who was brave enough to make sales calls, intelligent enough to understand his business and computer savvy enough to find the opportunities and names online.

It doesn't take a rocket scientist (unless you are selling missiles) to sell to the government. It takes a person with absolute perseverance and willingness to develop key relationships from the bottom of the government and work their way to the top. This is not one of those jobs where you find the top CEO and work your way down. That is not how the government works. You need to get the ranks to rally around you and to walk you into the commander's office and say that they want to use you. So, there are several approaches to find the key person. The first is the easiest way into the government. Find a retired military person to shake hands and sell for you. However, you need to give them project managers and team members who can back them up when the handshaking and introductions are over and the technical talk about your product or service begins. You will also need to send them on some strong sales classes like <http://www.fedmarket.com> so they know how to leverage their great relationships and turn them into sales for your organizations.

Finding this person is not easy, but you can network your way around an officer's club or ask around your community to see who is retiring soon. Also, you might want to advertise in your area military base publications or websites. This may take some underground work, but you'll get someone who is grateful for the business opportunity and disciplined enough to have the perseverance you need to build this business.

The second approach is to find a HUNTER who has already been successful in selling to the government in your area. You can also find this person by advertising, but you need to understand that successful sales executives want a six-figure opportunity placed in front of them. Keep the salary low and give them an attractive percentage of the profits for winning the business.

Here is an ad that would catch my eye: **SIX FIGURE INCOME OPPORTUNITY OPEN NOW FOR GOVERNMENT SALES EXECUTIVES ONLY!** If you are a successful at selling to the government with GSA sales experience and connections, we want to talk to you! Hunters only. Call: \_\_\_\_\_

The third is to hire from within. Get one of your top managers, who is looking for a challenge, yet knows every corner of your business and give them a promotion. Make them “National Government Sales Executive” or “Vice President of

Government Business” ... you get the picture. Have a meeting about their “promotion” and make a big deal out of it. The first year this person is in their position is going to be the toughest year for them because it will take at least 12-18 months before they uncover their first order. So, you need to assure them that if they fulfill their goal to build your desired number of relationships in the first year that they are on track. During the second year, they will need to close a specified amount of business and it should grow from there.

Here's the toughest part. You need to be patient. This is an investment of at least \$100K the first year. But, if they are opening doors and building the right relationships, the business should start to grow in approximately 18 months and then you will start to see your return on investment. Keep an eye on their appointments and have them keep a “target” database with detailed notes so you can see the progress of their relationships. Require them to maintain detailed notes and give you copies of the databases. This will insure you will not lose all of the legwork if something happens to this key resource.

And finally, make sure you perform a thorough background check on the individual before you hire them. Because they will be selling to the government, they will need to share their social security number and identification to get into some of the agencies and military bases. Eventually, if you uncover some business that requires a security clearance, you need to be assured that your sales executive has a strong background. When you invest in their security clearance, you will not want any unprofitable surprises.

Also, you will need to set aside some money for a travel budget for this key resource. They will be required to go on the road on your behalf regularly, so be prepared to create a budget for them as well as agreeing that they will be traveling at least 50% of the time.

If you hire a dynamite sales executive, who has no government experience, be sure to consider sending them to a class at <http://www.fedmarket.com/>. If they are sales savvy in the corporate world, we will be able to arm them with a strategy that will point them in the right direction to develop key relationships in the government immediately.

Good luck with your search and here's to finding a sales superstar!



Eileen Kent

### About the Author

Eileen Kent has been Fedmarket.com's national seminar speaker since 2003. Over 7000 students have taken her “Federal Sales 101: Winning Government Business” classes in DC, Chicago, Atlanta, Vegas, LA, San Diego, San Francisco, Dallas and Denver. She is the author of “On the Sales Firing Line,” a weekly column sent to government contractors worldwide every week through Fedmarket.com. For more information on Eileen and the Federal Sales Academy, please visit [www.fedmarket.com](http://www.fedmarket.com).

## Member Projects

On October 17, 2008, the Richmond Federal Courthouse celebrated their ribbon cutting ceremony after **Tompkins Builders'** the project's general contractor, met one of the most aggressive schedules and delivered the courthouse on time. Tompkins implemented the architect, A. M. Stern's, design to meet these new 21st century goals, and successfully lead the effort to revitalize Richmond as a modern, progressive metropolitan city. The new \$102 Million, 346,000 square-foot, eight story, **Spottswood W. Robinson III and Robert R. Merhige, Jr., U.S. Courthouse Building** located in Richmond, VA fulfills the goal the General Services Administration set to reflect of "the importance of the federal courts in society and the dignity, enterprise, vigor, and stability of the American government." Meanwhile, the project addresses contemporary security threats with innovative solutions while maintaining an open, welcoming atmosphere for both building visitors and those who work in the building. The design allows total separation of the public, judges and prisoners, where marshals frequently have to use public halls and elevators to escort the prisoners. The steel structure courthouse is composed of stone and precast concrete with ornamental steel rails featuring a progressive collapse design. The curtain wall consists of blast resistant glass and glazing with side plate connections. Interior finishes include state-of-the-art features such as; flat television screens for litigants and jurors to observe evidence, a distinctive six-story bent-bar glass atrium curving gracefully at the front, custom millwork and built-in furnishings, special raised access floors made of Portland Cement Terrazzo and a wall mounted District Court seal hugged by cove lighting. This courthouse follows an ongoing trend to address 21st century demands of security, energy conservation and environmental responsibility with innovative design and construction solutions. In response to these demands, the building is well on its way to achieving Silver LEED® certification. The project team implemented other strategies leading to the success of this



*Spottswood W. Robinson III and Robert R. Merhige, Jr., U.S. Courthouse Building, Richmond, VA*

project such as balancing the amount of sunlight entering the Courthouse and the supplemental artificial light needed. To block direct sunlight and reduce the amount of heat entering the building's skin, Tompkins installed low-emissivity glass and placed aluminum louvers along the façade. In addition, the courthouse rooftop recycles collected rainwater for landscape irrigation. Inside, the building offers high-quality air circulation by reducing materials that release noxious gases, monitoring carbon dioxide, and preventing cross-contamination of building chemicals.

**Foulger-Pratt Development** is happy to announce it has signed a ten year lease with **Smislova, Kehnemui & Associates (SK&A)**, one of the pre-eminent structural engineering firms in the Washington, DC area. Since 1960, SK&A has provided engineering services for commercial, residential, public/institutional, and special structures for a distinguished list of international and regional clients. SK&A signed a ten-year lease for 15,824 square feet of the soon to be completed **Park Potomac Building E**, with an anticipated commencement date of November 1, 2009. Park Potomac, located off I-270 in Potomac, MD is a master planned, mixed-used development that will include 570,000 square feet of Class "A"

office space, 450 luxury condominium units, 150 luxury Brownstone town homes , 145,000 square feet of lifestyle retail, and a 156-room Kimpton hotel with a full-service spa, two-level restaurant and bar, plus ballroom and meeting space. Additionally, Park Potomac will include a beautifully designed central plaza with a water feature and outdoor gathering space. The lifestyle retail space will include a Harris Teeter grocery store opening in 2009, plus white tablecloth restaurants, quick casual dining, boutique fashion shops and convenience retail.

**WDG Architecture** has been selected to design a new 415-unit independent/assisted living residential development for seniors in Pompano Beach, FL. The 710,000 square-foot resort-like community will accommodate residents of 55 years and older, and will include 65 assisted living units as well as 65,000 square feet of community spaces, multiple dining venues, rooftop gardens, a wellness center and spa with a pool, and a number of other services. A development of **Pompano Creek Associates, LLC**, and the new community will be located approximately one mile west of Hillsborough Beach along the Atlantic Coast. Pompano Creek will replace a 52-year-old mobile home park on the site. The nine-acre property is

## Member Projects



*Pompano Creek, Pompano Beach, FL*

located along Federal Highway (U.S. 1) just east of North Broward Park, in the city of Pompano Beach, and across the street from the city of Lighthouse Point to the east. Plans call for a mid-rise development with clusters of five-to-seven-story buildings within a resort-hotel-like garden setting. Upper-level units will offer views that extend to the beach.

The **SED (Spanish Educational Development) Center** is a non-profit educational organization currently headquartered in the Adams Morgan neighborhood of Washington, DC. SED has provided both child development and adult educational programs to low income residents of Washington for over 37 years. While the SED students are primarily Hispanic, services are provided equally and fully to all members of the community. Upon receiving notice that their lease would not be renewed, it became apparent and imperative that SED find a new facility that could meet the needs of its current and future students. Veterans of the Washington real estate, legal, and service industries

stepped in and took on the responsibility of not only finding a new location to house the SED Center, but ultimately raised significant funds through charitable donations of goods and services to redevelop and fully furnish the property. The new SED Center is located at 4110 Kansas Avenue, NW in the Petworth neighborhood of Washington, DC. A three-story, 24,000 square-foot, Art Deco warehouse with high ceilings and ample air and light will now provide the ideal platform for SED. SED will triple its classroom and training space and will be able to substantially increase its enrollment of infants, children and adults. The building features an industrial grade kitchen to provide its students with up to two hot meals daily; a sunlit reception space to greet students as they arrive to school; three distinct teaching venues for infants, children and adults; and a community activity and multi-purpose area. The renovation of the warehouse started in the summer of 2008, with **Clark Construction**, **Boston Properties** and Hickok Cole

Architects at the helm of the design and construction of the building and interior spaces. Their donations, plus contributions from several contractors including **Balfour Beatty**, and the DC Office of Planning and Economic Development and corporate citizens of Washington, DC have made the renovation and impending move possible. The construction culminated with a Ribbon Cutting Ceremony and Building Dedication on February 2, 2009.

**John E. Kelly & Sons Electrical Construction** began construction on a new 150-kilowatt solar array that will generate approximately half the power needed at the company's headquarters. The solar generating system will be owned by Washington Gas Energy Services, and is designed, constructed and maintained by Standard Solar. **The Electrical Alliance** contractor pursued development of a solar photovoltaic (PV) generating system for two reasons. First, Kelly sought to take action to decrease the damage to the environment caused by mining and burning coal as

## Member Projects

the primary source of electricity in our region. Second, Kelly is expanding its capabilities to include electrical construction services for these systems. To promote sustainability in the industry, Kelly has also initiated a corporate recycling program that goes beyond paper to include steel, copper and aluminum, storage batteries, and consumer plastics, and hopes to expand to include consumer batteries and compact fluorescent lamps in the near future. In addition, Kelly is studying the feasibility of starting a biodiesel fuel program for their fleet of trucks.

**Grunley Construction**, has completed renovations and an addition to more than 100,000 square feet of existing space within the historic **Building One** on the White Oak, MD campus of the **U.S. Food & Drug Administration (FDA)**. Building One houses the executive offices of the FDA, including the Office of the Commissioner. The U.S. General Services Administration is responsible for executing the FDA consolidation program at the White Oak Campus and directed the project. KlingStubbins in association with **RTKL** served as the Architect/Engineer. In addition to the renovations and addition, Grunley's scope of work included the construction of a new main entrance to the campus with a new security screening pavilion and new roadways, sidewalks, stone walkways, greenway and a circular driveway with surrounding landscaping. The addition that was constructed serves as an atrium and pedestrian walkway to join Building One with the recently constructed CSU building. Interior work included the fit-out of modern office space and many historical renovations.

FDA held a ribbon-cutting ceremony on December 18, 2008 to mark the grand opening of the FDA held a ribbon-cutting ceremony on December 18, 2008 to mark the grand opening of the facility. Among the many speakers were Secretary Michael O. Leavitt of the U.S. Department of Health and Human Services; Commissioner Andrew C. von Eschenbach of the FDA; GSA Commissioner David Winstead of the Public Buildings Service, and GSA



*Building One, U.S. Food & Drug Administration, White Oak, MD*

Deputy Regional Administrator Sharon Banks. Grunley Construction was recognized for the important role it played in the project. Grunley Construction provides a full spectrum of professional construction services, and is well known for its expertise in renovations, restorations, modernizations and additions.

More than 3.6 million people visit the Lincoln Memorial every year. That's at least 14.4 million feet walking up and back on the monument's East Plaza. A renovation project is making sure these feet have a smooth place to tread. **Skanska USA Building Inc.** is on schedule to complete an historic renovation of **the Lincoln Memorial East Plaza** in time for the year-long Abraham Lincoln Bicentennial celebration. Skanska started the \$3.7 million renovation in 2008, placing more than 14,000 pavers – 100-pound concrete pavers that make up the plaza's walkways – between the Lincoln Memorial and the Lincoln Memorial Reflecting Pool that leads to the Washington Monument. Completion of the project on-time required the clever problem-solving abilities and dedication of Giancarlo Bulfon, Skanska assistant project manager, and his team. The difficulty with the project is that square pavers had to be placed in long, curving lines that are not uniform. After some

trial-and-error and much tinkering, the Skanska team created a walk-behind saw that will be used only on this project. The saw is placed on a set of rails to guide a perfect cut and carefully shape each paver to its unique curve. The solution resulted in a faster workflow and has put the project on schedule to finish early. The Lincoln Memorial will be rededicated with a public program on May 30, 2009. President Barack Obama has been invited to give an address. Additionally, Skanska's work was completed in time for the January 20, 2009 Presidential inauguration.

Electrical contractors of the **Electrical Alliance** recently installed solar panels at the **Joint Apprenticeship Training Committee's (JATC) facility** in Lanham, MD. The panels are pulling double duty, serving as a power source for the building and a training device for electricians. The JATC oversees training for all of the electricians of the Electrical Alliance, a cooperative effort between the electrical contractors of National Electrical Contractors Association (NECA) and the skilled electricians of International Brotherhood of Electrical Workers, Local 26 (IBEW). The JATC's alternative energy class is offered to 4<sup>th</sup> and 5<sup>th</sup> year apprentices as well as experienced electricians who haven't had training in this technology and covers wind generation, hydrogen generation and bio fuels in addition to solar photovoltaics. Electricians installed ten 180-watt panels which are linked directly to the building and adjust to follow the sun all day. The power generated from the panels is used immediately. The panels have already produced 1043 kWh of power, saving over 1,775 pounds of carbon dioxide. Green energy sources won't stop at solar panels. The JATC is continuing to learn how they can utilize other alternative energy sources. The JATC plans on continuing its efforts by placing solar panels at future training facilities around the Washington, DC region.

In cooperation with the Arlington Cultural Affairs' Public Art Program, **Donohoe Development Company** has commissioned Jesús Moroles to design a one-of-a-kind collection of granite piec-

## Member Projects



*Granite sculpture, Residence Inn by Marriott, Arlington, VA*

es for the **Residence Inn by Marriott at Arlington Courthouse**. Moroles, recent recipient of the nation's highest honor for artistic excellence, is renowned for his large-scale granite sculptures, which have been installed and displayed in museum, corporate, public and private collections throughout the world. Currently under construction in Moroles' studio in Texas, "Courthouse River Plaza" will consist of grand granite sculpted river beds with several ascending granite fountains, surrounded by moveable granite benches. The piece is inspired by Arlington's unique location along Virginia's "Fall Line" and the Potomac River as it transitions from Virginia's Piedmont Region to its coastal area. The Residence Inn by Marriott at Arlington Courthouse will be Arlington's newest extended-stay hotel, located at the western end of Courthouse Plaza at 1401 North Adams Street. Designed by architecture firm Leo A. Daly, the ten-story contemporary hotel will include 10,000 square feet of retail space, 180 underground parking spaces and a surrounding plaza with the granite fountain sculpture by Jesús Moroles as the centerpiece. The Arlington Courthouse project is scheduled to open in August of 2009. **B**

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## Companies

### A&A Transfer, Inc.

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f (703) 563-7038  
www.aatransferinc.com

Representatives: **Tom Anhalt, Aron Kinney, Jeremy Hawkins, Bruce Singer, Debi Early, Gassan Kassira, and Ronald Early**

### The Justin Company

6400 Georgia Ave., NW, Ste. 9  
Washington, DC 20012  
p (202) 291-3111  
f (202) 291-3911  
justin@justinco.com

Representatives: Iggy Justin and Diana Owen  
Sponsor: P & P Contractors, Inc.

## Company Profiles

### A&A Transfer, Inc.

A&A Transfer, Inc. is a full service solutions provider for commercial moving and rigging. Professionalism and experience are key elements in the company's turnkey services. At A&A Transfer, they focus on customer's requirements to provide a custom solution to support their business needs. It's a goal of A&A Transfer, Inc. to ensure dependability and provide superior project implementation and delivery.

### The Justin Company

The Justin Company is an interior finishes and related construction services contractor based in Washington, DC. The firm is owned and operated by Ignatius Justin, President. Iggy brings over 15 years of experience in the commercial interior trades, having spent his outstanding professional career with P&P Contractors, Inc., which is well established as one of the leading commercial drywall/acoustical contractors in the Mid-Atlantic region and beyond. Iggy is joined by Diana Owen, VP of Business Development. Diana will lead the company's mission to provide proactive construction services, quality commercial, government, and institutional interior construction, and unique green solutions for renovation and retro-fit programs throughout the DC area. The Justin Company is financially strong, fully bonded and insured, and stands ready to meet your need for quality interior construction.

The Washington Building Congress  
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# WBC Calendar & Advertising Information

## Events Calendar

### March/April

- **March 11**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen
- **March 12**, 5:00 – 7:00 p.m.  
St. Patrick’s Membership Party  
(Sine Irish Pub, Arlington, VA)
- **March 27**, 5:30 p.m.  
2009 Craftsmanship Awards Banquet
- **April 8**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen

### May/June

- **May 6**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen
- **June 10**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen
- **June 15**, 8:00 a.m. – 5:00 p.m.  
Summer Golf Outing, Landsdowne and  
Belmont Golf Clubs
- **June 24**, 4:00 – 6:00 p.m.  
WBC Board of Directors meeting (WBC office)

### July/August/September

- **July 8**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen
- **August 12**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen
- **September 9**, 6:00 – 8:00 a.m.  
Community Service–Miriam’s Kitchen

## 2009 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**.

**January**  
Green Roofs

**February**  
Government Sales

**March**  
Federal Contracting

**April**  
53rd Annual  
Craftsmanship Awards

**May**  
Federal Marketing

**June**  
Economic Stimulus

**July/August**  
Community Services

**September**  
Client Relationship Building

**October**  
Current State of Green  
Building

**November**  
B.I.M. and Design-Build

**December/January**  
TBD

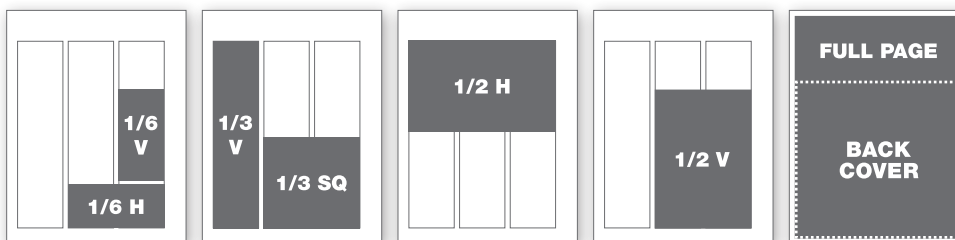
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<b>Member Rates:</b>			
<b>Black and White</b>			
1/6 horizontal or 1/6 vertical	\$155	\$130	\$110
1/3 vertical or square	\$230	\$190	\$150
1/2 horizontal or vertical	\$430	\$350	\$290
Full-page	\$630	\$510	\$410
<b>Color</b>			
Inside Front Cover	\$730	\$590	\$480
Inside Back Cover	\$730	\$590	\$480
Back Cover	\$830	\$670	\$540

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<b>Non-member Rates:</b>			
<b>Black and White</b>			
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
<b>Color</b>			
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
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1/3 square	4.43" w x 4.2" h
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1/2 horizontal	6.75" w x 4.2" h
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