

Bulletin

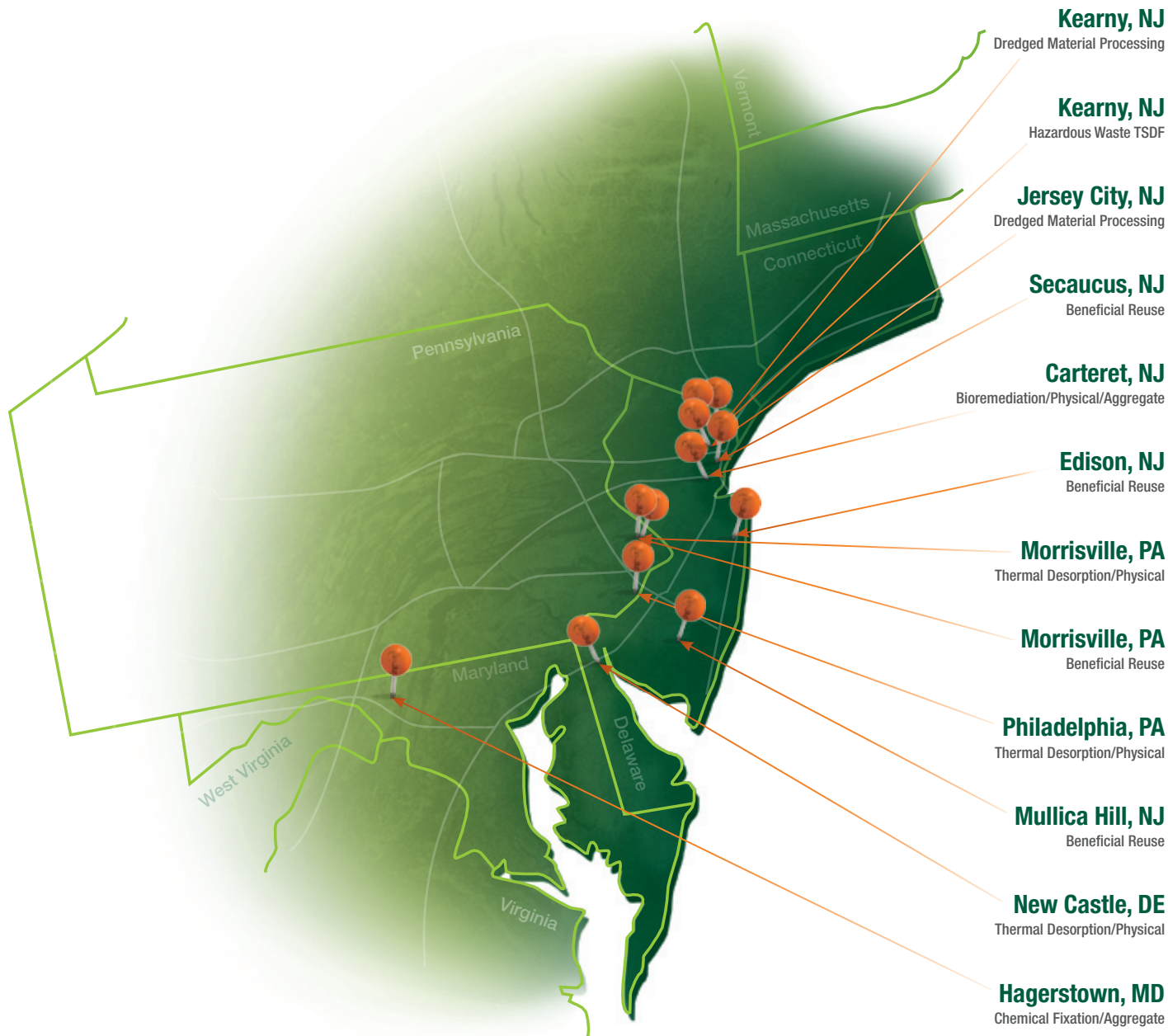
The Official Publication of the Washington Building Congress | **October 2009**

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October 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.

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Chairman's Letter

Dear Members and Colleagues:



It was my honor to take office on October 1 as the 72nd WBC Chairman of the Board. The new Board of Directors and I will be focusing our efforts on enhancing the strength of our association and the industry. We kicked the new membership year off with the terrific Fall Kickoff Bull and Oyster Party attended by over 280 members and guests at Columbia Country Club. The Hammerheads followed-up with the hugely successful Oktoberfest Speed Networking event open to the full membership on October 20, and the Program and Education Committee is planning a federal sector opportunities panel program for November. We will cap off 2009 with the WBC Holiday Party at Congressional Country Club on December 8.

I would like to take this opportunity to congratulate and welcome the new WBC Board of Directors installed at the Fall Kickoff in September. Paul Varela graciously passed the chairman's gavel to me at this memorable event. As Immediate Past Chairman, Paul is now also serving as Chairman of the WBC Foundation. A very special thank you goes to Paul for his years of outstanding leadership and dedication to the association. I would also like to extend thanks to departing Board members John Hardy, Frank Becker and Steve Sullivan. Following are the WBC officers and directors who joined me in serving our exceptional association on October 1:

WBC 2009 – 10 Board of Directors

- Jonathan Kurtis, *Chairman of the Board* (Boston Properties)
- Chuck Asmar, *Chairman-Elect* (Boston Properties)
- Jim Klein, *Vice Chairman* (The JBG Companies)
- Paul Mella, *Vice Chairman* (Dynalectric Company)
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- Carl Hirrlinger, *Director* (James G. Davis Construction Company)
- Karen Roberts, *Director* (Forrester Construction Company)
- Steve Smithgall, *Director* (Balfour Beatty Construction)
- Dave Tacchetti, *Director* (Clark Construction Group, LLC)
- Mike Leavitt, *Director* (UPI)
- Joe Schall, *Director* (Pepeco)

Planning has begun for the 54th annual WBC Craftsmanship Awards program, "Standard of Excellence for a New Beginning". The Craftsmanship Awards Committee has a full slate of activities planned over the next few months, including induction of another select group into the Craftsmen Hall of Fame. Please note that the deadline for submission of entries for the 2010 awards program is November 13, 2009. On January 14, teams of industry judges will evaluate all entries based upon established criteria associated with quality craftsmanship. The 2010 Craftsmanship celebration will culminate on Friday, March 26, with the magnificent awards banquet recognizing over 350 individual craftsmen. If you would like to submit an entry, serve as a judge, be a sponsor, or find further information about the Craftsmanship Awards program, please visit the WBC website at www.wbcnet.org.

On another note, please renew your WBC membership if you have not already done so! We need to stick together during these challenging times to advance the interests of our industry. The membership year runs from October 1 to September 30, and annual renewal payments must be received no later than December 11 to be included in the 2010 *Industry Index* membership directory. There are several outstanding advertising opportunities still available in the new directory. If you have any questions regarding membership renewal, please contact Rita Reis at (202) 293-5922.

The WBC Holiday Party is right around the corner. This premiere industry event is being held at the charismatic Congressional Country Club on Tuesday, December 8. Please plan on attending what many believe is truly the best industry Holiday Party enjoyed by over 500 people from our great association. This event is a sellout every year!

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

Best regards,

Jonathan B. Kurtis
Jonathan Kurtis
WBC Chairman of the Board

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FOULGER-PRATT

Industry Report

Yin, Davidson, and Brodfuehrer Join PSI

WBC member, PSI welcomes **Ed Yin**, PE as the new Construction Services Department Manager in their Fairfax operations office. Yin earned his Bachelor of Engineering from The Cooper Union and his Master of Science in Civil/Geotechnical Engineering from the Massachusetts Institute of Technology.

Jeff Davidson joins as the new business development manager in the Fairfax operations office. Davidson is a graduate of the University of North Carolina–Charlotte with a Bachelor of Science in Business Administration.

Anne Brodfuehrer was hired as an assistant project manager. Brodfuehrer participated in Pierce's Internship Program during the summer of 2008 while pursuing her undergraduate degree. In May 2009 Brodfuehrer received a degree in Mechanical Engineering from The University of Notre Dame. Brodfuehrer has been assigned to the MedImmune P95 Area 6 project in Gaithersburg, MD.

The Duggan Rhodes Group's 10th Anniversary Marks Change and Growth

Peter Duggan and **Andrew Rhodes**, founders of Pittsburgh-based WBC member, The Duggan Rhodes Group (DRG) have announced an arrangement where Andrew is now the sole owner of DRG and will retain the company name The Duggan Rhodes Group.

Founded in 1999, DRG is a boutique construction consulting firm providing claims consulting services, dispute resolution and expert testimony services, CPM scheduling services, project control/risk management services and 3D/4D modeling services to a wide variety of construction clientele and on a variety of projects.

In 2007, Peter Duggan founded a second company, Proactive Controls Group, which focuses on Building Information Modeling (BIM), Owner's Representation and selected scheduling services. Duggan is the owner of

Proactive, with offices in the Gulf Tower, downtown Pittsburgh.

Rhodes said the success of both DRG and Proactive prompted the change in ownership of DRG. Over ten years, DRG has grown into an international firm, servicing projects and clients in many states including Pennsylvania, Ohio, New Jersey, Virginia, New York, Nevada, Texas, South Carolina, California, Colorado, Illinois, Alabama, and in countries that include Argentina, Jamaica, the United Kingdom, China, Italy and Germany. DRG's corporate office remains at 100 First Avenue, Suite 700, Pittsburgh, PA 15222. For more information go to www.dugganrhodes.com.

Tishman Construction Corporation of DC Announces New Appointments

WBC member, Tishman Construction Corporation of DC (TCC-DC) has hired **Christian Braun** as director of pre-construction, and has appointed **Hilary Niekirk** as assistant marketing manager; it was announced by Senior Vice President and Mid-Atlantic Regional Manager Jeffrey Dodd.



Christian Braun

Braun has more than 20 years of construction industry experience in the greater Washington, DC marketplace. In that time, he has successfully constructed in excess of five million square feet of interior, renovation, and ground-up construction projects, and more than 9,000 multi-family and single-family homes. His background includes general contracting, development, pre-construction management, privatized military family housing construction, military contracts associated with the Department of Defense, and federal job order contracts. He earned dual Bachelor of Arts degrees in political science and philosophy from the University of South Florida. He resides in South Riding, VA.



Hilary Niekirk

She has 12 years of professional experience, including 10 in the design and construction industry. Niekirk earned her Bachelor of Arts degree in English Language & Literature from Smith College. She resides in Silver Spring, MD.

Niekirk joins the Washington, DC office following two years in Tishman's Boston office, working on marketing and public relations efforts in the New England region.

Promotions at Mona Electric Group

Mona Electric Group, Inc. is proud to announce the promotion of **Brian R. Moorefield** to vice president of construction and **John R. "Randy" Kurty** to executive vice president. Moorefield joined WBC member, Mona in 1988 as part of the estimating department and has over 23 years of industry experience. Kurty joined Mona in 1983 and has over 35 years of industry experience.



Brian Moorefield

In 1996 he was promoted to project manager and quickly ascended Mona's company ladder and was promoted to senior project manager in 2002. As senior project manager Moorefield oversaw the largest project Mona had completed to date, The Howard Hughes Medical Institute at Janelia Farm. With many other successful projects under his belt, Moorefield became Mona's construction manager in 2007, overseeing the daily operations for the organization's large construction group. As vice president of construction, Moorefield is now responsible for all aspects of the Construction Division. With his eye on the future, Moorefield has centralized the engineering/coordination group and re-established it as the Design/Build and Engineering group, with a focus on

Design/Build projects, 3D coordination, BIM Modeling and pre-fabrication. Some of Moorefield's other new duties will include making all major purchases, emphasizing continual training and enforcing the policy and procedures set forth within the organization. Mona recognizes the continued challenges facing today's Electrical Contracting Industry and has no doubt that Brian Moorefield will continue leading Mona's Construction Group to exceed market demands while continuing to provide our clients with superior service.



Randy Kurty

After coming onboard as senior estimator in the construction group, Kurty's strong leadership led to his promotion to chief estimator and then to vice president of construction in 1999. He most recently held the position of senior vice president within Mona's organization. Under Kurty's leadership, the company has stayed at the forefront of the marketplace over a period of many years by embracing to the concepts of Design/Build, Building Information Modeling (BIM) and LEED's. As executive vice president, Kurty's responsibilities include guiding all of Mona's diverse groups: Service, Construction, Life Safety, Special Projects Group, Voice/Data/Video, and Security Systems in their business development and marketing efforts. Kurty has been a key participant for Mona in the Electric Roundtable, which is a nationally recognized peer group that consists of nine of the most successful and respected electrical contractors in the United States. Most of the members are ranked in ENR's top 50 in the nation, and all are in the top 100 of electrical service providers. This association promotes process improvement within the electrical contracting industry. Through executive meetings, subcommittee projects, and peer review of the individual companies, each member company is able to enhance their policies and procedures

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Industry Report

to capture the most highly effective methods in place from among the member firms. With his diverse background from working in the field, to estimating, project management and business development, Mona is fully confident that Kurty has all the necessary skills to continue guiding the company's marketing efforts in today's challenging business environment.

New Hankins and Anderson Employees

WBC member, Hankins and Anderson announces the following new employees:

Jon Gray has joined the Production Management Department in the Glen Allen office. Gray was formerly with McKinney and Company.

Shontae Hewlett, E.I.T., has joined the Mechanical Department in the Glen Allen office. Hewlett was formerly with Mosley Architects.

Brian J. Conron has joined the Production Management Department in the Glen Allen office. Conron was formerly with Jones Lang Lasalle.

Chris Underwood, P.E., has joined the IT Department in the Glen Allen office. Underwood was formerly with Baskerville.

Lauren Richards has joined the Facility Security Department in the Glen Allen office. Richards was formerly with Lawrence & Associates.

Upcoming Rippeteau Architects Events

The Award for Excellence in Historic Preservation honors significant contributions to historic preservation in the District of Columbia. WBC member, Rippeteau Architects has been selected to receive the award for the Chinese Community Church tower restoration project. The ceremony will take place on November 4th, 6:30 p.m. at the DC Court of Appeals (Old DC Courthouse), 430 E Street, NW. Attendance is free, but registration is required. For more information: Call the DC

Preservation League at (202) 783-5144 or go to www.dcpreservation.org.

The Logan Circle Community Association's 31st Annual Holiday House tour will feature stunning homes from around the Logan Circle neighborhood. Rippeteau Architects recent project at 1320 Q Street is on the tour! The tour will take place on December 6th, 1-5 p.m. in the Logan Circle neighborhood. Tickets are \$20 in advance or \$25 on tour day and include tour followed by Wassail and refreshments at Studio Theater. For more information: Call Dara Duguay at (202) 232-8422 or Jessica Monat at (202) 667-2780 or go to www.logancircle.org.

Centennial's Carrithers Honored by Alliance for Construction Excellence

David Carrithers, vice president of marketing at WBC member Centennial Contractors Enterprises received Alliance for Construction Excellence's (ACE) Advance Award. The award is given each year for helping advance the local and national construction industry and the vision of ACE.

Gary Aller, executive director of ACE presented the award during the Annual ACE Dinner on September 3rd with over 400 construction industry leaders in attendance.

Carrithers plays an active role in the construction industry. He is a member of the ACE Executive Advisor board as well as a past chairman of Center for Job Order Contracting Excellence.

Each year ACE awards those who support ACE's mission and vision to Advance, Collaborate and Enrich the construction industry. Other awards include the "Leader of the Year" Award which went to Arizona Valley Metro Light Rail CEO Rick Simonetta.

P&P Contractors Announces New Location and Personnel Changes

Longtime WBC member P&P Contractors, Inc., recently hired **Brett Snyder** to lead the company's business development and expansion plans for the years ahead. Snyder, who has a civil engineering degree

from Purdue University and 13 years of commercial development and construction experience at Bovis Lend Lease and JPI, will assist **Don Owen**, **Danny Fautrel**, and **Jim Dixon** in growing the company throughout the Mid-Atlantic region.

To achieve this goal while further improving its reputation for excellent customer service, the company is also opening a new office in Manassas, VA. Known as the P&P Southeast Division, this office will be led by **Tom Alexander** (Executive VP) and **Joel Wood** (VP, Sales & Estimating). Alexander and Wood together bring over 65 years of experience in the commercial dry-wall/acoustical industry and also live in Northern Virginia.

In the meantime, P&P's Maryland office also recently hired **Elizabeth Felice** as an estimator. Felice has a degree in architectural engineering from Penn State and began her career at Bovis Lend Lease. She brings to P&P over five years of project management experience in the local industry.



Tom Alexander



Elizabeth Felice



Brett Snyder



Joel Wood

Electricians in Metro DC Can Earn NABCEP

Electricians working in the Washington, DC area can now earn a North American Board of Certified Energy Practitioners (NABCEP) Certificate of Knowledge

thanks to a renewable energy course offered by the Joint Apprenticeship Training Committee (JATC).

The Certificate signifies an electrician's ability to work on photovoltaic systems at an entry level. Part of WBC member, the Electrical Alliance, the JATC is the organization that oversees education and training of electrical and telecommunications apprentices in our area. It is one of only a handful of NABCEP Certificate of Knowledge Test sites in metro Washington.

According to NABCEP, any accredited university, college, community college, vocational-technical institute, or Joint Apprenticeship & Training Committee can offer the Certificate of Knowledge program. Courses are required to have an interactive teacher-learner structure and must provide students with the necessary information covering the NABCEP-issued learning objectives.

The JATC's Renewable Energy Theory and Application course educates journeyman electricians on renewable energy sources such as photovoltaic systems; solar thermal; residential and commercial energy efficiency; electrical vehicle charging stations; wind; geothermal; hydro; and cogeneration. Upon completion of the 42-hour course, students are eligible to take the NABCEP Certificate of Knowledge test.

Jon Enten Joins Frost Miller Group



Jon Enten

Businesses that target consumers now have a new marketing communications firm they can rely on now that **Jon Enten** has joined Frost Miller Group as a vice president.

Enten will help Frost Miller expand beyond its business-to-business focus to include business-to-consumer clients. The firm will also increase its digital capabilities, focusing more resources on interactive and online channels.

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graphic design, copywriting, Web development, public relations, advertising, and media planning and placement. For 17 years it operated primarily in the business-to-business space for clients in the association, construction, professional services, technology, and trade show sectors.

Previously, Enten owned Bethesda, MD-based Enten & Associates where he devoted his time to client strategic planning, creative direction of agency work and agency management responsibilities.

For more than 20 years Enten produced campaigns for dozens of regional and national companies, including MasterCard, University of Maryland University College, MCI, Microsoft, IBM, Fitzgerald Auto Malls, Kane Office Movers and National Recreation and Parks Association, among many others. Prior to that, he was creative services director in the advertising department at Giant Food, a Washington, DC based food retailer. There, Jon was responsible for the initial development of Giant Foods' product branding program.

Enten has served on the board of The Treatment and Learning Centers, The Corporate Volunteer Council of Montgomery County, and is currently on the board of The Montgomery County Public Schools Educational Foundation and the Montgomery County Conference and Visitors Bureau.

As vice president at Frost Miller Group, Enten's responsibilities will include creative and strategy management and business development, with an emphasis on adding consumer advertising clients to the agency.

Three Climb the Ladder at Frost Miller Group

Bethesda, MD-based WBC member Frost Miller Group promoted three employees last week. The promotions come on the heels of the firm's decision to expand from a business-to-business focus to include business-to-consumer clients.



David Irish

Frost Miller Group promoted **David Irish** to senior vice president, operations. During his 13-year tenure with Frost Miller, Irish has managed work for dozens of clients and

launched the firm's Web services in 1997. More recently, as vice president, operations, Irish streamlined the production process at Frost Miller Group. He will continue to ensure its clients receive the most cost-effective production of their marketing communication campaigns in a timely manner.



Evan Mann

Evan Mann rose to vice president, creative, where he'll oversee the creative process for all of Frost Miller Group's clients from concept to production. Over the past nine years,

Mann served as creative director where he designed award-winning print and Internet-based campaigns for dozens of clients.



Eileen White

As vice president, finance, **Eileen White** will manage all of the agency's financial matters. She long kept account of the company's revenue and provided smart fiscal advice which

contributed to the firm's success for nearly 13 years with the firm.

Solar Decathlon Competitors Get Help from Electrical Apprentices

National Solar Decathlon competitors got aid from local electrical apprentices and licensed electricians. The Joint Apprenticeship & Training Committee's (JATC) team of experienced professionals provided the 20

teams with electrical services on an as-needed basis.

Six apprentices and two instructors provided the on-site manpower during the set up period, October 1st through October 5th. They ensured that both the American and European structures were compliant with national and local electrical codes. They also connected the homes to a micro-grid that both pulls power from PEPSCO as needed and provides excess power that the homes generate back to PEPSCO.

The JATC oversees education and training of electrical and telecommunications apprentices in metro Washington, DC. Part of its training includes renewable energy sources such as solar power. The JATC values its contribution of manpower to the 2009 Solar Decathlon at \$16,000-\$20,000. In 2007, the JATC sponsored two teams and provided set up manpower.

The JATC provides training to electricians in the Washington, DC

metropolitan and surrounding areas. It offers its accredited three and five year programs in its state-of-the-art facilities, where successful applicants are paid family sustaining wages for classroom and on-the-job training in electrical construction including an extensive alternative energy curriculum. Participants graduate with real industry experience and recognized, transferable credentials at no cost to the student. It is sponsored by the National Electrical Contractors Association and Local 26, IBEW. **B**

On the Move...

Please update your records. **Worch Electric, Inc.** has moved to 2230 Distribution Circle, Silver Spring, MD 20910. The new phone number is: (301) 565-5151, new main fax number: (301) 565-5154, and new estimating fax number: (301) 565-5158.

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Chairman Profile

Jonathan Kurtis

Embrace a New Decade with Action

72nd WBC Chairman Calls for Increased Member Involvement and Peer Interaction



Washington Building Congress members can expect its valuable programs and networking opportunities to grow thanks to the vision of new 2010 Chairman, Jonathan Kurtis. Kurtis plans to embrace a new decade with a renewed commitment to energy and value. He'll push for increased member involvement in the association.

"I want to make sure our members know about all the exciting programs they can participate in to help the community, their businesses and their careers," said Kurtis.

Originally from New York, Kurtis, the 72nd WBC Chairman, began his career in Florida. He relocated to Washington, DC in 1980 while working on a utility project. He then worked for Omni Construction, a division of Clark Construction, until 1984 when he joined his current employer, Boston Properties.

In 1986, Kurtis became vice president at Boston Properties. In 1994, he moved to his current position as senior vice president of the construction management group. His staff of nine construction managers work on everything from new development to existing building retrofits and renovations.

Kurtis has worked on a diverse portfolio of notable projects in the area. Through these projects he worked with many WBC members. His first project was the Park Hyatt Washington Hotel which WBC member, Omni Construction (now Clark Construction) completed in 1986.

In 1992, Boston Properties completed the Thurgood Marshall Federal Judiciary Building for the Architect of the Capitol. Kurtis worked with WBC member Tompkins Builders to meet the Architect of the Capitol's Property Standards which include constructing the building for a 200-year life.

"To meet such high standards we used materials like cubic granite which was up to eight inches thick rather than the typical three centimeters thick," explained Kurtis.

Most recently, Kurtis oversaw the management of construction for eight new buildings in the Reston Town Center. WBC members, Centex Construction (now Balfour Beatty), Bovis Lend Lease and HITT Contracting built the buildings between 1998 and 2009.

For the past ten years Kurtis has contributed actively to the Washington Building Congress. He participated in "Rebuilding Together," "Buff and Scrub" and several other community service activities.

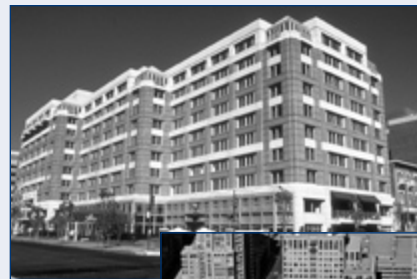
He served on the Board of Directors for four years and as chairman-elect last year. Kurtis strongly believes that

WBC programs, including the Hammerheads and Community Services, offer tremendous opportunities and value not only for our members but for our industry in general.

"Our younger members in Hammerheads have creative new ideas and great energy that we can use to continue the good things we're doing," said Kurtis.

Kurtis and his wife met while students at the University of Florida. His daughter, also a recent University of Florida graduate, works for Korn/Ferry International in Washington, DC. His son is a junior in the University of Denver's Real Estate Development/Construction Management Master's program and currently is in Budapest on study abroad. In his free time, Kurtis loves to fish and ski.

"I can't wait to demonstrate the value WBC members get, especially in today's economy," Kurtis concluded.



From top to bottom: In 1992, Boston Properties developed the Thurgood Marshall Federal Judiciary Building constructed by Tompkins Builders. The 1986 Park Hyatt Washington was developed by Boston Properties and built by Omni Construction (Clark Construction). Eight buildings in the Reston Town Center were developed by Boston Properties and built by Centex Construction (Balfour Beatty), Bovis Lend Lease and HITT Contracting over the last 11 years.

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Feature Article

The Current State of Green Building

by Lewis Tagliaferre

After many attempts at energy policy since the infamous oil embargo a generation ago, it seems we are on the verge of the tipping point or critical mass of a major trend called “green building.” Victor Hugo wrote, “Nothing is so powerful as an idea whose time has come.” Nearly, a decade ago, some builders scoffed and called all the hype about green building a fad, like the “hula hoop” or “pet rock.”

Vice President Cheney ridiculed the idea of conservation as national policy in his attempt to sell unlimited production as a solution to the energy crisis in 2001, “Conservation may be a sign of personal virtue, but it is not a sufficient basis for a sound, comprehensive energy policy.” Fast forward to a new administration where President Obama called on Senators to disregard what he called the “misinformation” offered by critics of his energy bill, which has passed the House of Representatives. “We must not be prisoners of the past.”

Indeed, we may be approaching the crest of a wave of change that marks a new generation in building design, construction, and utilization called “green building” and “sustainable design.” But, when it comes to identifying the implications for any one person, the task is like examining a diamond; there are many facets to consider and it depends upon your point of view. Whether your concern is energy, water, air, land use, or occupancy, there is something in green building to consider.

This analytical perspective is designed to help make some sense of it all while offering available resources for more details.

The Prime Movers

Two major facets of green building are the “Energy Star” program at the Environmental Protection Agency (EPA), and the Leadership in Energy and Environmental Design (LEED) program of the U.S. Green Building Council (USGBC). The former was started in 1992 to promote use of energy efficient appliances and products such as windows, insulation, HVAC, refrigerators, stoves, and lighting, to help reduce greenhouse gas emissions from fossil fuels.

Today, more builders recognize the “Energy Star” label as a marketing advantage so more of them are likely to offer an approved package of energy savings. During the past decade of profligate home mortgages, the extra cost was often a deterrent but now it seems more appropriate as a marketing strategy to include an “Energy Star” package in design.

Nearly 17% of all single-family homes built nationally in 2008 earned EPA’s “Energy Star” label, up from 12% in 2007. In 2008, more than 3,300 commercial buildings and manufacturing plants also earned the “Energy Star” label. Washington, D.C. was ranked fourth among the top 25 metro areas for these projects, with 112 properties listed. The list is posted at www.energystar.gov.



Eastern Village Cohousing in Silver Spring, MD is one of the first residential buildings in the U.S. to attain a LEED Silver rating for environmental performance.

The USGBC’s founders scarcely could have imagined ten years ago the present role it plays in green building marketing. LEED certification is available for all building project types including new commercial construction and remodeling, retail, commercial interiors, core and shell, schools, existing buildings, and homes. Almost 21,000 projects, representing more than five billion square feet, have been registered under the system. Municipalities, state governments, and federal agencies have adopted LEED; incorporating it into construction guidelines, legislation, and requirements for incentive programs.

The badge of “Accredited Professional” (LEED AP) now is almost required on the business cards of building professionals, consultants, and constructors. The original format and model for measuring building performance on a 69-point scale in five categories has been enlarged to 100-point scale in six different categories. Buildings that meet the various certification categories ranging through silver, gold and platinum are ranked by the number of points they compile on the rating scale. Certification of a building is provided only after required documentation and operational records of registered properties are provided as well as kept up to date. Until lately, these costs were serious deterrents, but market demand and actual return on investment have all but eliminated complaints about cost. Numerous

Feature Article

Spurring adoption of home energy remodeling are tax credits available at 30% of the cost, up to \$1,500, in 2009 & 2010 (for existing homes only) for: windows and doors, insulation, roofs, (metal and asphalt), HVAC, water heaters (non-solar), and biomass stoves. Tax credits also are available at 30% of the cost, with no upper limit through 2016 (for existing homes & new construction) for: geothermal heat pumps, solar panels, solar water heaters, small wind energy systems, fuel cells, HVAC systems, biomass stoves, water heaters (including solar), solar panels, geothermal heat pumps, wind energy systems, and fuel cells.



developers and builders have adopted as company policy the LEED certification of their buildings, and a few have even designated nothing less than platinum as their operational standard. More details are found at www.usgbc.org.

In addition, certification of building team members nets extra LEED credit, so the independent Green Advantage program trains and certifies on-site project supervisors. Associations of trade contractors provide this benefit to their membership. Employing these certified tradesmen on the job-site can help assure the project runs smoothly without a costly learning curve. Learn more at www.greenadvantage.org.

Government Players

The DC metro area is complex because it straddles state lines and hosts many Federal agencies involved with green building. The Federal government agencies, including the real estate landlord, General Services Administration (GSA), as well as NASA, DOD, and various other departments and agencies all have implemented some form of green building plans. Some of them have adopted a rating system somewhat different from the LEED scale. A comprehensive report titled, "The Federal Commitment to Green Building" issued by the Office of the Federal Environmental Executive lays out the details of the many facets involved. It can be downloaded at www.ofee.gov/sb/fgb_report.pdf.

As part of the American Recovery and Reinvestment Act of 2009 the GSA's Public Building Service was authorized to invest \$4.5 billion dollars to transform federal facilities into exemplary, high-performance green buildings. The allocated money is scheduled to be awarded in its entirety within the next two years. Federal contractors interested in these green construction projects may have to deal with factors that were not previously considered when putting together your proposal and project team. These factors that are unique to green building include: unfamiliar project specifications, rating systems, new materials, and installation techniques that could impact your estimates. A resource for federal contractors interested in performing green building is the "Federal Green Construction Guide for Specifiers." The Guide can be found at www.wbdg.org/design/greenspec.php

Maryland, Virginia, and the District each have a green building program, although they approach it somewhat differently. Maryland has appropriated funds for several years to stimulate green building development in brown zones needing upgrades. The Maryland Green Building Task Force home page is at www.dnr.state.md.us/ed/.

Although Virginia cities and counties cannot require green building through a building code, there are ways for Virginia locales to create green building regulations. Arlington County established a Green Building Fund and a policy of having site plan developers who do not commit to achieving a LEED rating contribute to the Fund at a rate of \$0.045 per square foot. The Green Building Fund is used to provide education and outreach to developers and the community on green building issues. If a project receives LEED certification from the USGBC, the Fund contribution is refunded.

The DC Green Building Act, passed in 2006, phases in requirements over a six-year period. It applies to public buildings and will apply similar standards to private buildings above 50,000 square feet beginning in January 2012. The Act also launched a green building incentive program, a green building fund, and green building advisory coun-



The USGBC's new Washington, DC headquarters earned LEED Platinum certification. The Council outgrew its previous space as a result of the explosive growth it experienced over the last few years. Currently, more than 35,000 projects participate in the LEED system, comprising over 5.6 billion square feet of construction space in all 50 states and 91 countries.

Feature Article

cil. The District Department of the Environment (DDOE) and the Department of Consumer and Regulatory Affairs (DCRA) are organizing for full implementation the Act. Local building industry organizations are pushing the District to clarify aspects of the Act, including the performance bond requirement used to secure the obligation of developers whose projects are subject to the Act. The District clarified its intent to update the Act to meet currently applicable standards to LEED 2009 and Green Communities 2008. On May 21, 2009, the District Office of Property Management announced the release of the “LEED Certification Guidebook: Process Management Guidebook for Projects in the District of Columbia.” The Guidebook assists District Government project managers in complying with the LEED standards.

Twenty two local area independent jurisdictions have organized into the Metro Washington Council of Governments (COG). COG appointed an intergovernmental green building group that meets regularly to help coordinate its members. Green building plans vary somewhat among them, and vary from none to a lot. So COG compiled all the variations into a comprehensive 10-page “Regional Green Building Policies and Programs Overview.” It can be downloaded free at www.mwcog.org/uploads/committee-documents.

New legal concerns are associated with green building. One of the most comprehensive free ongoing reviews of legal concerns in green buildings is provided in a blog by lawyer, Chris Cheatham at www.greenbuildinglawupdate.com. The ability to recognize and address the risks inherent in green building construction contracts will minimize the potential for disputes and exposure.

A checklist of some factors to review follows. *This list is for guidance only, seek qualified legal counsel in case you run into trouble.*

- Identify which party is responsible for documenting and achieving LEED certification.
- Identify the damages associated with failing to obtain the required LEED certification.
- Confirm that the insurance coverage on the project takes into account the green nature of the project.
- Check the warranty and guaranty language to ensure that new green construction procedures or installation materials do not void the warranty or guaranty for a product.
- Investigate the availability and price of green construction materials, and be sure to estimate acquisition and labor costs accordingly.

Non-Government Players

Most building related trade and professional associations now include some form of green activities in their programming. They provide continuing education, some green-related certifications, and of course many networking opportunities. National Association of Home Builders launched its Green Standard in January 2009, the only ANSI industry green consensus standard as such to date at www.nahbgreen.org. The Virginia Building Industry Association has conducted a strong “Energy Star” outreach program among its builders. Its Parade of Homes, scheduled for October 24-25,



PHOTO BY ADAM OSIELSKI (5TH YEAR APPRENTICE)

5th year electrical apprentice George Stulock, sponsored by Kelly & Sons Electric, works atop the Puerto Rican team's entry in the 2009 Solar Decathlon on the National Mall. Six electrical apprentices and two instructors from the Joint Apprenticeship Training Committee (JATC) provided the competing 20 teams with electrical services on an as-needed basis during the setup period October 1-5. Other apprentices included Patrick Brodis (Perlectric), Richard King (Dynalectric) Adam Osielski (J.E. Richards), Sean Mooneyham (Commercial Power) and Maruice Hanciles (Birkhead Electric). The JATC is sponsored by the National Electrical Contractors Association and Local 26, IBEW. More information, including videos and blogs, is available at www.washdcjatc.org.

The curriculum for electrical apprenticeship training, cosponsored by IBEW Local 26 and D.C. chapter of National Electrical Contractors Association (NECA), was expanded to include renewable power generation with photovoltaics, bio-mass, wind turbines, and fuel cells, plus installation of building automation systems for the “smart grid” technology. Information about the program can be found at www.washdcjatc.org.



will showcase the latest custom home building innovations. For details visit www.vaparadeofhomes.com.

Architectural training programs now include sustainable design and alternative building materials in their curriculums. The University of Maryland has added courses such as light clay and straw-bale; bamboo; earthen finishes; adobe and cob; natural conditioning; recycled energy technologies; sun, wind, and light strategies; photovoltaics; renewable energy generation; plus rammed and modular earth among others to its training. Through accredited distance learning, you can earn an MBA in green building online from Marylhurstt University at www.greenmbamarylhurst.edu.

The Virginia Sustainable Building Network, headquartered in Arlington, provides green building case studies, including homes, schools, and office buildings, and also offers a mid-Atlantic directory of green products, suppliers, and services on its Web site at www.vsbnet.org. In Maryland, The Green Building Institute is dedicated to “providing information resources to educate anyone interested in green building techniques, creating ways for participants to integrate these concepts into their structures to increase efficiency and decrease environmental toxicity.” Beginning as an old farm house, its building in Jessup “has evolved into an environmental jewel that not only preserves and sustains, but also actively offers positive benefits to its residents and surrounding environment.” Details are found at www.greenbuildinginstitute.org.

The USGBC National Capital Region Chapter is the omnibus metro organization for green building professionals. Complete information is provided at www.usgbcncr.org. Among its functions is granting annual awards for special accomplishments in green buildings. Its most recent awards include the area’s leading LEED projects:

- Retail Project of the Year Award: Forrester Construction for their Founding Farmers Restaurant in Washington, DC.
- Office Project of the Year Award: Fox Architects for their project, BP America, Inc. Government Affairs Office in Washington, DC.
- Core & Shell Project of the Year Award: SmithGroup for their project, 1331 L Street in Washington, DC.
- Existing Buildings Operation and Maintenance Project of the Year Award: American Association for the Advancement of Science for their headquarters in Washington, DC.

- Major Renovation Project of the Year Award: The Christman Company in recognition of their entry, the Robert H. Smith Education Center at President Lincoln’s Cottage.
- New Construction Project of the Year Award: SmithGroup for their project St. Mary’s College of Maryland Goodpaster Hall located in St. Mary’s City, MD.

A New Kind of Community

A new kind of sustainable residential community is emerging in the metro area. Called “cohousing” and also “ecovillage,” these innovations attempt to construct a living environment that is energy efficient and socially interdependent and ecologically responsible. The ecovillage concept embodies the “Gaia Hypothesis,” first proposed by J.E. Lovelock in 1965, in which housing is an interrelated system integrated with the earth. Through personal commitment to the community and prescribed lifestyle, ecovillagers build living models of sustainability in harmony with nature. They live independently in their own properties, but they are less isolated. Residents of these communities agree to stipulated participation in more communal mutual support than most Americans have experienced. Mid-Atlantic Cohousing is a regional resource for individuals seeking cohousing and for aiding in developing cohousing communities. You can find detailed descriptions of the lifestyle in twelve of these communities in MD, VA, and PA at www.midatlanticcohousing.org. They are linked to such developments throughout the country and internationally.

The first cohousing development in Northern Virginia, Blueberry Hill is located in a country setting in Vienna, near Tysons Corner and the Dulles Toll Road. EcoVillage, located in rural Loudoun County; reports construction of a new straw-bale house is underway. Two homes recently constructed at EcoVillage will likely be the first LEED Certified homes in Northern Virginia. Tours of the site are available on Saturdays, and also by appointment. Eastern Village Cohousing is located in Silver Spring, MD and was developed by Eco Housing Corporation of Bethesda. The USGBC has certified that Eastern Village meets the LEED Silver rating for environmental performance, making it one of the few residential buildings in the U.S. to attain this rating.

Conclusion

It is difficult to assure selection of the most important green building news for this readership, but hopefully the resources included will provide the additional information you may need. One additional resource is a file of all LEED registered properties in the metro area, including the developer and constructor. This Excel file is compiled by the Electrical Alliance, cosponsored by IBEW Local 26 and NECA. It may be requested by emailing kmiller@frostmiller.com. **B**

About the Author

Lewis Tagliaferre is a retired association executive and freelance writer on energy policy and sustainable marketing strategies.

WBC Corporate Sponsor Profile

Foulger-Pratt Contracting, LLC

Foulger-Pratt Contracting was founded in 1963 to provide general contracting, design build, and construction management services for the government, multi-family, mixed-use, commercial office, healthcare, and education market segments. Examples of some of our high profile projects include:

- Missile Defense Agency Headquarters Command Center
- Army Test Evaluation Command Headquarters
- Falls at Flint Hill Luxury Apartment Community
- Penrose Square Mixed-use Development
- Downtown Silver Spring Redevelopment
- Silver Spring Metro Center
- Park Potomac Mixed-use Development
- Rockville Metro Center
- The Nature Conservancy Headquarters



John Barron, PRESIDENT



*Dave Uffelman,
OPERATIONS VICE PRESIDENT*

Foulger-Pratt Contracting is part of the Foulger-Pratt Companies; a family-owned business that also includes Foulger-Pratt Development, a full-service real estate development company, Foulger-Pratt Management, a property management company, and Pioneer Building Services, a commercial cleaning company. The firm was founded by Sid Foulger, the father and father-in-law of the current principals, Bryant Foulger, Clayton Foulger, and Brent Pratt. Foulger-Pratt Contracting is managed by President John P. Barron, and Operations Vice President David Uffelman.

Because of our daily interaction with our sister companies, Foulger-Pratt Contracting has gained a keen appreciation of the total costs to design build and maintain a building front-end development challenges at the earliest design concepts, to the and back-end life cycle costs for maintenance faced years after construction is completed. This daily exposure to the real estate market provides our construction team with a unique understanding of the issues our clients face, and allows us to offer superior preconstruction and construction solutions, and building life cycle performance.

Our company motto is "We Build to Last" which epitomizes our approach to build buildings, communities, relationships, and people that are excellent and lasting; and has earned us a reputation within our industry for being fair and honest while delivering high quality products. Our approach has resulted in us being honored as the Contractor of the Year by the DC Metropolitan Subcontractors Association.



Top: Downtown Silver Spring, Silver Spring, MD. Bottom: Army Test Evaluation Command (ATEC) headquarters, Aberdeen, MD



FOULGER-PRATT

Member Projects

The **Joint Apprenticeship Training Committee (JATC)** launched a new Web site that educates people about careers in electrical construction and the electrical and telecommunications apprenticeship program. The Washington region's electrical industry will continue to require more skilled workers to meet its green building and smart technology demands; which was a motive for the JATC to create www.washdcjadc.org. Despite the economic downturn, the industry is still recruiting for high-paying, skilled electricians. The site's capabilities reflect the JATC's ability to stay on top of current trends. It features videos, blogs written by current apprentices, current class schedules, an online application and much more in an environment that is easy for users to navigate. The JATC electrical apprenticeship program is available to anyone in the metro counties of Maryland, DC, and Northern

Virginia as well as central and southwestern Virginia. Those interested may obtain details at www.washdcjadc.org.

HITT Contracting Inc. hosted a ribbon-cutting ceremony for its **new headquarters at 2900 Fairview Park Drive in Falls Church, VA** on September 11, 2009. A host of local officials, including Sharon Bulova, chairman of the Fairfax County Board of Supervisors, and Fairfax County Supervisor Pat Herrierty (Springfield), were in attendance, along with our new residential and corporate neighbors. From the Hitt family kitchen to Quincy Street in Arlington to Dorr Avenue in Fairfax, each new location has reflected HITT's development, growth and success. HITT's new headquarters at 2900 Fairview Park is no exception: the move to a four-story, 147,000 square-foot, Class-A, LEED Silver building truly marks a milestone in the company's evolution. The move consolidates four buildings into one,

marking the first time in more than a decade that HITT's Headquarters office staff will be under the same roof. Located in a park-like setting, 2900 Fairview Park expresses HITT's commitment to sustainable construction. The convenient location encourages the use of alternative transit to reduce our carbon footprint. Amenities like a fully equipped fitness center, café, salon, ATM, and dry cleaning service on-site reduce the number of trips employees make each day to run errands. The facility will use 46 percent less water than most buildings of this size—thanks to waterless urinals, low consumption water closets, and low-flow fixtures in the showers and sinks. Other “green” features include the lighting design, which eliminates over 50 percent of light fixtures compared to HITT's existing location, and a white roof membrane which reflects light and heat away from the building. These measures and others, in conjunction with higher efficiency HVAC equipment, will save HITT over 20 percent in electrical costs for operating the building. HITT Contracting commenced operations at the new Headquarters on Monday, September 21st.

The National Sporting Library (NSL), Middleburg, VA, a National Center for Sporting Art and Literature dedicated to preserve and to share the art, literature, and history of the horse and field sports has awarded **Grunley Construction** a \$4.4 million contract to fully restore and build the new **National Sporting Art Museum (NSAM)** at Vine Hill, an historic 1804 Federal building on the campus of the NSL. Additionally, Grunley will construct a new wing on the southwest side of the original 19th century mansion. At project completion (opening slated for the Spring of 2011) NSAM will house eleven galleries for the exhibition of its permanent collection and for regularly scheduled specialty and traveling exhibits. The new museum will provide one of the largest and most comprehensive venues of fine sporting art in America. In addition to fully modernizing the mechanical, electrical, life safety, and security systems within the existing building and its expansion,



Top: New headquarters for HITT Contracting Inc. Bottom: Ribbon-cutting ceremony for new headquarters.



Member Projects

other notable project features include ornamental metal fabrications and replications, custom-fabricated copper clad wood windows, and beautiful herringbone patterned wood floors. Also grand staircases and numerous steel, stone and masonry details will be installed, maintaining the building's historic tradition.

The JBG Companies (JBG) announced the sale of **12709 Twinbrook Parkway in Rockville, MD** to the United States Pharmacopeia Convention (USP). The two acre property recently received site plan approval from the Montgomery County Planning Board for a 150,000 square-foot office and laboratory expansion of the USP headquarters. The transaction is part of The JBG Companies' long-term commitment to the Twinbrook submarket, an established biosciences hub and employment center that is rapidly emerging as a destination mixed-use neighborhood. While taking plans for the USP expansion through the County approvals process, JBG also secured its approvals for a 106,580 square-foot office or lab building at 5615 Fishers Lane, an adjacent site. 5615 Fishers Lane is being actively marketed by JBG, represented by Grubb & Ellis. Both 5615 Fishers Lane and the USP expansion will deliver adjacent to JBG's Twinbrook Station project, a premier 2.2 million square-foot transit village. Currently under construction, Twinbrook Station's (www.twinbrookstation.com) first phase will bring 279 luxury apartments and 15,500 square feet of retail early next year to one of the East Coast's first LEED-ND Gold certified communities.

Like a butterfly, **The Chinese Community Church** has emerged from its chrysalis of "form-stone" to reveal its original 1852 design, attributed to Thomas U. Walter, Architects of the Capitol. **Rippeteau Architects, PC** assembled a team that worked closely with the DC Historic Preservation Office to analyze the existing remnants, historical photographs, and use of compatible materials. Following a masonry and window restoration project that church completed replication of the original tower, missing for more than a century.

The Great Virginia Restaurant Group has signed a lease for a new **Fire Works Restaurant**. The restaurant will



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be located in the new Residence Inn Arlington Courthouse hotel. Bryan Gray of Donohoe/Corfac International represented the hotel and Ken Matzkin of Buck Associates represented the restaurant in this transaction. The news of the lease signing comes just after Donohoe Development Company unveiled the suburban infill all-suite hotel built by **Donohoe Construction Company** at a Grand Opening celebration held at the site Wednesday, September 16th. Fire Works will occupy approximately 5,500 square feet at the street level of the Residence Inn on Clarendon Boulevard and open up to the Western end of Courthouse Plaza for patio dining. The 240-seat restaurant will offer upscale casual dining featuring local, fresh and organic ingredients. The menu will feature its signature gourmet wood fired pizza and will include appetizers, sandwiches, salads, calzones, pasta, an extensive list of premium microbrews and a hand selected wine list. Fire Works plans to open in spring 2010.

Kelly Electrical was selected by the U.S. Dept. of Energy to provide all wiring and interconnection of the 20 solar homes created by university student teams, when the homes arrive on the **National Mall for the Solar Decathlon 2009** competition and exhibit. Kelly coordinated with electrical utility officials at **PEPCO**, National Mall caretakers of the National Park Service, event sponsors National Renewable Energy Laboratory, and the university student teams themselves to create a 'micro' electric power grid on the Mall. Kelly connected the solar homes to the local power grid, so that the homes can contribute real-time electrical power to the Washington, DC electric grid when the sun is shining. Last December, John E. Kelly & Sons Electrical Construction, also known as Kelly Electrical, completed the installation of their own solar photovoltaic (PV) generating system at their offices in Upper Marlboro, MD. The system, one of the largest in Maryland with a capacity of nearly 150 kW, produces about 60% of Kelly's electrical power needs, saving the company money while demonstrating environmental responsibility and leadership. The Solar Decathlon, a prestigious biannual competition sponsored by the National Renewable Energy Labora-

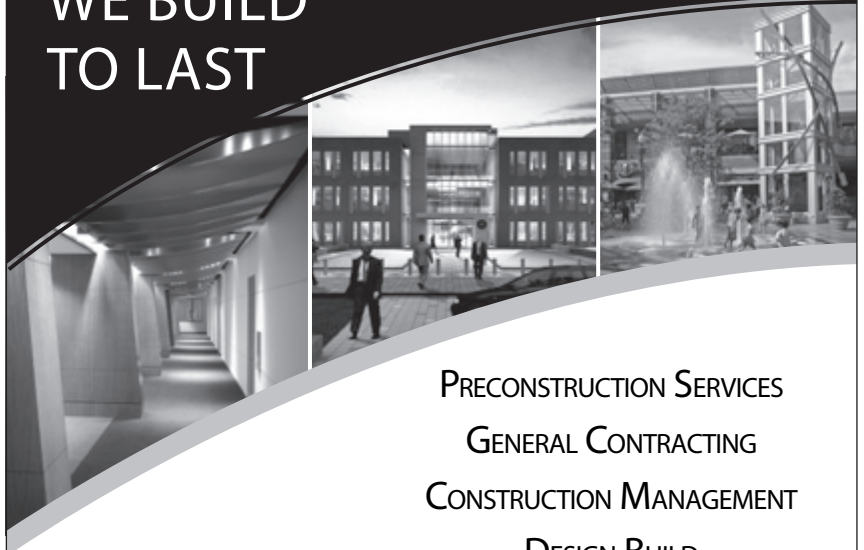
Member Projects

tory of the U.S. Dept. of Energy, provides grants for 20 college and university teams in an international competition to design, build, and operate energy-efficient solar-powered homes that are environmentally friendly while enhancing livability and architectural style. Kelly Electrical installed all power and lighting for the event, as well as the micro-grid net metering for this year's competition; judges carefully measure each homes power production and consumption during the competition. Excess electricity produced by the homes is fed back to PEPCO through the micro-grid. Kelly Electrical welcomes the Solar Decathlon event as an important way to raise awareness about the need and possibility for more renewable energy. Kelly Electrical is currently working with many industry professionals to create renewable energy projects; the firm also installed wiring for a demonstration solar generating project at Sousa Middle School in Washington, DC. This project, sponsored on President Obama's National Day of Service by the League of Conservation Voters, was attended by the Secretary of Energy Dr. Steven Chu.

Employees from **Centennial Contractors Enterprises'** Fort Eustis and Fort Monroe offices joined more than 7,000 volunteers to remove nearly 210,000 pounds of debris from 450 miles of Virginia's parks, marshes, creeks, streams, rivers and shorelines during the Chesapeake Bay Foundation's annual **Clean the Bay Day**. This is Centennial's second year participating in Clean the Bay Day. Over 60 Centennial staff, subcontractors and family members were part of a group of 134 volunteers who cleaned up the beaches around Fort Monroe. This year's efforts resulted in the collection of more than three tons of debris along the ten miles of shoreline including 3,924 pieces of plastic, 1,107 pieces of Styrofoam and 562 pieces of construction debris. This year's Clean the Bay Day saw record turnout with cleanup sites from Northern Virginia to the North Carolina border and from the Shenandoah Valley to Virginia's Eastern Shore. More information about annual event can be found at the Chesapeake Bay Foundation's Web site, www.cbf.org/clean. **B**

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Company Profiles

Capitol Financial Partners

Jim Ritter of Capitol Financial Partners specializes in employee benefits, executive compensation, and financial planning for the construction industry. The client base includes both employees and employers in the DC metropolitan area.

Cain Contracting, Inc.

Cain Contracting, Inc. is a certified Small Business Administration 8(a) and Service-Disabled Veteran-Owned Small Business general contracting firm that services clients in a wide variety of public and private business sectors.

Kelly Generator & Equipment Inc.

Kelly Generator & Equipment Inc. sells, services, rents, and provides training and parts for standby electrical generators and load banks: sells and services uninterrupted power supply (UPS) systems.

Delta Consulting Group

Delta Consulting Group is a national consulting firm, with an international reach, or multi-disciplined professionals in engineering, accounting, construction and project management. Their key services include: Program/Project Management; Financial Management; Dispute Resolution; Expert Witness Services; and Troubled Project.

BrigliaMcLaughling, PLLC

BrigliaMcLaughling, PLLC is a law firm dedicated to the aggressive and innovative representation of its construction industry clients. Combining over 30 year of experience, Shannon Briglia and Lauren McLaughlin provide experienced and skillful counsel focused on advancing the goals of their clients. The firm's attorneys are licensed to practice in Virginia, Maryland, and the District of Columbia have successfully tried cases throughout the metropolitan region and in Florida, Texas, Pennsylvania, and New York.

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WBC FEDERAL MARKETPLACE SERIES

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Marriott Wardman Park Hotel
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Presentation 6:00–7:30 p.m.

Reception 7:30–8:30 p.m.

The Panel





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WBC Calendar & Advertising Information

Events Calendar

<p>November</p> <ul style="list-style-type: none"> • November 11, 6:00 – 8:00 a.m. Community Service–Miriam’s Kitchen • November 13 Craftsmanship Awards Nominations Due • November 17, 11:30 a.m.– 12:30 p.m. Craftsmanship Awards Committee, WBC Office • November 18, 6:00 – 8:30 p.m. Federal Marketplace Program Marriott Wardham Park Hotel, Washington, DC 	<p>December/January</p> <ul style="list-style-type: none"> • December 8 Holiday Party, Congressional Country Club, Maryland • December 9, 6:00 – 8:00 a.m. Community Service–Miriam’s Kitchen • December 16, 4:00 – 6:00 p.m. Board of Directors Meeting #2 WBC Office • January 14, 8:00 a.m.–5:00 p.m. Craftsmanship Awards Judging 	<p>February/March</p> <ul style="list-style-type: none"> • February 12 Craftsmanship Awards Sponsorship Deadline • February 24, 4:00 – 6:00 p.m. Board of Directors Meeting #3 WBC Office • March 26, 5:30 p.m. Craftsmanship Awards Banquet Marriott Wardham Park Hotel, Washington, DC
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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**.

<p>January Green Roofs</p> <p>February Government Sales</p> <p>March Economic Stimulus</p>	<p>April 53rd Annual Craftsmanship Awards</p> <p>May/June Federal Contracting and Marketing</p>	<p>August/September The ABC’s of DBEs and All the Rest</p> <p>October Current State of Green Building</p>	<p>November B.I.M. and Design-Build</p> <p>December/January TBD</p>
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Ad Rates

	1 time	5 times	10 times
Member Rates:			
Black and White			
1/6 horizontal or 1/6 vertical	\$155	\$130	\$110
1/3 vertical or square	\$230	\$190	\$150
1/2 horizontal or vertical	\$430	\$350	\$290
Full-page	\$630	\$510	\$410
Color			
Inside Front Cover	\$730	\$590	\$480
Inside Back Cover	\$730	\$590	\$480
Back Cover	\$830	\$670	\$540
Non-member Rates:			
Black and White			
1/6 horizontal or 1/6 vertical	\$210	\$176	\$149
1/3 vertical or square	\$311	\$257	\$203
1/2 horizontal or vertical	\$581	\$473	\$392
Full-page	\$851	\$689	\$554
Color			
Inside Front Cover	\$986	\$797	\$648
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Back Cover	\$1,121	\$905	\$729

Ad Sizes

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

1/6 horizontal	4.43" w x 2" h
1/6 vertical	2.1" w x 4.2" h
1/3 square	4.43" w x 4.2" h
1/3 vertical	2.1" w x 8.6" h
1/2 horizontal	6.75" w x 4.2" h
1/2 vertical	4.43" w x 6.38" h
Back Cover	8.0" w x 7.5" h
Full-page	8.25" w x 10.75" h
Full-page + bleed	8.5" w x 11" h +1.25" bleed

The background of the advertisement is a photograph of three construction workers. They are wearing hard hats (one green, one white) and high-visibility safety vests. They are gathered around a table, looking intently at a set of blueprints. The setting appears to be a construction site with wooden framing visible in the background.

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