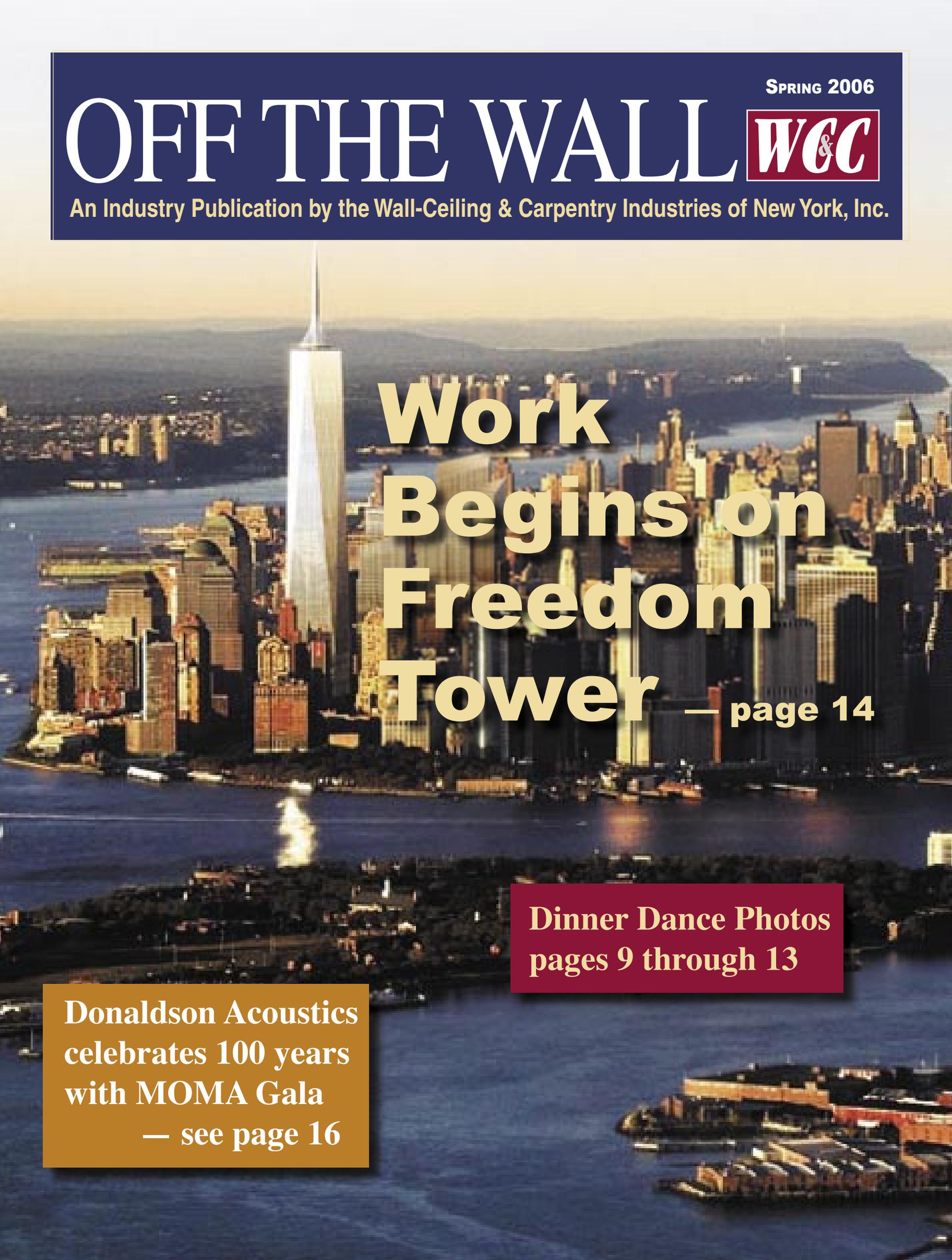


SPRING 2006

OFF THE WALL **WCC**

An Industry Publication by the Wall-Ceiling & Carpentry Industries of New York, Inc.



Work Begins on Freedom Tower — page 14

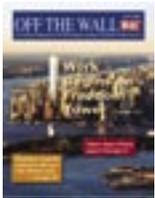
Dinner Dance Photos
pages 9 through 13

Donaldson Acoustics
celebrates 100 years
with MOMA Gala
— see page 16

CALENDAR

2006

JUNE 19 (MON.)	6:30 AM	GOLF OUTING	NORTH HEMPSTEAD C.C.
JULY 12 (WED.)	7:30 AM	BOARD MEETING	OFFICE
AUG 15 (TUES.)	4:00 PM	BOARD MEETING	WESTBURY MANOR
15 (TUES.)	6:00 PM	BARBECUE	WESTBURY MANOR
SEPT 13 (WED.)	7:30 AM	BOARD MEETING	OFFICE
19 (TUES.)	6:00 PM	MEMBERSHIP MEETING	TBA
OCT 11 (WED.)	7:30 AM	BOARD MEETING	OFFICE
17 (TUES.)	6:00 PM	MEMBERSHIP MEETING	TBA



Cover Composite Photo
courtesy of
Silverstein Properties

OFF THE WALL

Off the Wall is published through the Promotional Fund by the Association of Wall-Ceiling & Carpentry Industries of New York for the benefit of the membership. It is distributed to members, associate members, union affiliates, and legislators. Editorial contributions, including pictures and story ideas, are welcome and should be forwarded to the WC&C office, 125 Jericho Tpke., Suite 301, Jericho, NY, 11753.

Board of Directors

Executive Director
Joseph Olivieri

Counsel
Erwin Popkin

President
Michael Weber
Island Acoustics LLC.

Vice President
Brian Gordon
Par Wall Finishing, Inc.

Treasurer
Joseph Barone
Blue Star Carpentry Services, Inc.

Secretary
John Marone
Component Assembly Systems, Inc.

Board Members
Charles Valdini
Valdini Drywall Corp.

John DeLollis
Empire Interior Systems, Inc.

Lawrence Centore
Metropolitan Drywall Co., Inc.

Lee Zaretsky
Ronsco (Del), Inc.

Kenneth von Glahn
Jacobson & Co., Inc.

Design & Editorial Services,
Donald Gumbrecht & Co

© 2006 All rights reserved. While this newsletter is designed to provide accurate and authoritative information on the subjects covered, the Association is not engaged in rendering legal, accounting, or other professional or technical advice. Accordingly, the Association cannot warrant the accuracy of the information contained in this newsletter and disclaims any and all liability which may result from publication of or reliance on the information provided herein. If legal advice or other expert assistance or advice is required, the services of a competent, professional person should be sought.

Off The Wall Spring 2006

Features

- 3 A Unified Desire To Win!
— From the Executive Director, Joseph Olivieri
- 4 Economy Is Increasing – Opportunities Look Good
— From the President, Michael Weber
- 9-13 WC&C Dinner Dance Photos

Articles

- 5 Lincoln Center Remake Gets Final Approval
- 8 Labor Market Forecasts
- 14 Construction Begins on New York's Freedom Tower
- 16 Donaldson Acoustics Celebrates 100 Years
- 18 Mold Remediation Heat Treatment
- 21 New York Shifts to Glass Buildings
- 23 Construction Marketing: 7 Tips for Success

Departments

- 6 Erwin Popkin
It's the Law!
- 26 Product News
- 31 OSHA News



From the Executive Director Joseph Olivieri

A Unified Desire To Win!

As we continue negotiations with the New York District Council, we are aware of the recent events that could alter the course of union activity. Effective last February, the Carpenters and Joiners left the AFL-CIO's Building and Construction Trades Department and together with other unions, including the Operating Engineers, Laborers and Iron Workers, formed a new

organization, the National Construction Alliance. The move was designed to help stop a decline in construction union membership which has recently plunged to 13 percent from 40 percent in 1973.

It looks like the unions are embracing the spirit as well as the concept of labor-management cooperation.

It looks like the unions are embracing the spirit as well as the concept of labor-management cooperation, which we have been trying to foster for a long time. If this is so, it may be reflected in realistic collective bargaining agreements that will finally help New York's union contractors achieve a better measure of market share and thus grow their businesses.

It is obvious that union labor is losing out in the bidding wars. The nonunion sector is moving forward. This is particularly evident in the suburbs, where job after job has been going south. One reason given is that nonunion workers have achieved a level of experience and quality of work which has allowed their employers to build greater productivity gains into their job estimates. The reputation of union workers as being more efficient with an hour's work for an hour's pay is now being replaced by a public perception that union workers cost more and do less. The result is that union contractors no longer enjoy the high road and don't have the financial wriggle room to bid better. Production is the culprit and the remedy.

This isn't a problem confined to our segment of the construction industry. Other union trades are wrestling with the same loss of market

share that we have experienced, and for the same reason... lack of productivity. Recently, a DVD was distributed to all IBEW signatory contractors. The DVD, called "State of Our Union," featured IBEW President Edwin D. Hill speaking out in no uncertain terms about what the union and its members must do to enable the union electrical industry to become more productive and more competitive in order to recapture market share. Mr. Hill called for a new spirit of cooperation and accountability among union members.

According to the National Electrical Contractors Association (NECA) many contractors and owners have said they have seen marked improvements in worker productivity and attitude since the DVD's release. However, NECA also reports that many customers still have the perception that the union sector is not attentive to their needs and that "on union jobs, the workers run the show." In other words, responsiveness and productivity aren't paramount.

Our labor/management teams need to come up with newer, more innovative ideas that will provide our union contractors with workable tools, allowing them to exhibit increased productivity levels and prove that union labor is the far superior option.

Much of the burden for demonstrating value and a customer-responsive attitude should rightfully be carried by the contractor – just as it is chiefly the responsibility of the contractor to maximize productivity. But the only way either of these can be achieved is through mutual cooperation between both labor and management.

If the unions recognize this to the extent that some are forming new alliances and others are using the medium of DVD direct messaging in an effort to generate more productivity on the job, then as management we should acknowledge that they are trying to give us the "wriggle room" to bid more successfully. Let's shake hands across the bargaining table in a unified desire to win.

— *Joe Olivieri*



*From the
PRESIDENT
Michael Weber*

Economy Is Increasing – Opportunities Look Good!

We are entering our industry’s busiest time of the year and opportunities for new business seem to be improving. The U.S. Department of Commerce recently reported that the economy increased at an annual rate of 5.3 percent in the first quarter of 2006, revised up from 4.8 percent. Locally, it looks as though some movement is happening on projects that have been long delayed, especially in New York City, where work has already begun on the Freedom Tower.

According to the City’s redevelopment plan, it is expected that 15,000 workers will be brought into Lower Manhattan by the Summer of 2007. The plan, estimated at \$20 billion (\$10 billion infrastructure and \$10 billion private development), includes residential developments, the East River Waterfront Park, the MTA Fulton Transit Center, the JFK-Long Island rail link, the World Trade Center Memorial, a newly landscaped and secure Wall Street and commercial development including Freedom Tower and the new Goldman Sachs Headquarters valued at \$2 billion.

All this looks good, but as bidding activity increases don’t forget to plan for rising costs of material and the longer lead times required on commodity building materials.

I would like to thank the membership for your input and contributions regarding

issues requiring attention as we engage in our collective bargaining negotiations with the NYC District Council of Carpenters and Local 1974 of the Tapers Union. I am hopeful that we can conclude our negotiations with agreements that will help strengthen labor-management relations, and be meaningful in recapturing lost market share. It appears the unions are showing an understanding of the productivity issue which is so important to this end.

Competing in the Prevailing Wage market is always a challenge for union contractors as nonunion firms regularly try to undercut us with illegal lower pay scales. Our association constantly monitors this situation and we continue to maintain ongoing dialogue with State and Local agencies in this regard.

Congratulations are in order to WC&C Director Lee Zaretzky (Ronsco, Inc.) and his team for earning the highly prestigious AWCI Safety Contractor of the Year Award. Safety Contractor of the Year is an accomplishment that is not easy to achieve. Lee and his people are very deserving of this recognition.

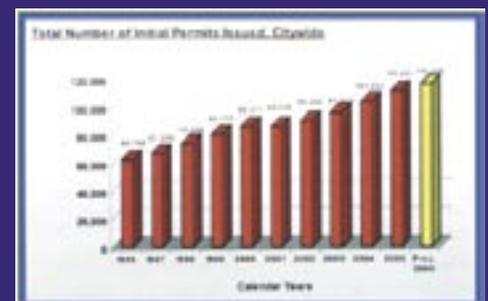
As we direct our attention to the negotiations and our other challenges, you can be sure that your association is also diligently working with the Empire State District Council to provide competitive insurance rates, and, at the same time, looking for more and

better ways to serve our members.

I extend my personal thanks on behalf of a charity I am particularly interested in. “Coalition Against Child Abuse and Neglect,” for the tremendous support of their recent Golf Outing fund raiser. Thanks especially to Michael Forde, Executive Secretary/Treasurer of the NYC District Council of Carpenters. Their Relief and Charity Fund was a major supporter. Thanks also to John Fuchs, Executive Secretary/Treasurer-Business Manager of the Empire State Regional Council of Carpenters for graciously accepting the position of Honorary Chairman of the golf outing, and to Joseph Olivieri, Executive Director of WC&C for his efforts on behalf of the event as Honorary Starter. And of course, many thanks to the WC&C membership who participated in the event and made it a success. — *Michael Weber*

City’s Building Permits Up

New York City Department of Buildings Commissioner, Patricia J. Lancaster, FAIA, addressed the Construction Industry Partnership Winter Conference with a special report on the surge in construction activity throughout New York City. Lancaster reported that the number of building permits has increased more than 25% in the past four years and in 2005, the Department of Buildings issued over 111,000 construction permits, surpassing the previous year’s record by 7.1%. They expect this trend to continue.



Lincoln Center Remake Gets Final Approval

Diller Scofidio + Renfro and FX Fowle's plans to transform much of New York's Lincoln Center were formally approved at a board meeting of the Lincoln Center Development Project (LCDP) on March 13 and preliminary construction has begun

The scheme, which involves refashioning existing buildings, streets and landscaping along West 65th Street between Broadway and Amsterdam Avenues, will be the first major set of changes to the complex since it was built in the 1960's. Plans include creating more contemporary and transparent façades for buildings along the street, rehabilitating most interiors, and adding dramatic lighting elements like LED light "mats" set into 65th Street. The project also calls for narrowing 65th Street and adding a slender transparent bridge over the street, creating a new sloping "campus green" and restaurant at the complex's North Plaza, and expanding and resurfacing of the North Plaza's reflecting pool.

The plan is essentially the same as what was unveiled to the public in May 2004, except for a few minor "refinements,"

Institutions along 65th street include The Chamber Music Society of Lincoln Center, The Film Society of Lincoln Center, Lincoln Center for the Performing Arts' administrative offices, the School of American Ballet, The Juilliard School, Lincoln Center Theater and the New York Public Library for the Performing Arts.

The changes, say Lincoln Center, will not only update the site's aesthetics and encourage pedestrian activity, but will improve pedestrian and traffic safety, open the street to light and air, and expand The Juilliard School, The Film Society of Lincoln Center, Alice Tully Hall and the School of American Ballet.

Construction on the \$500 million project is scheduled to be completed in 2009.

Images: Courtesy
Lincoln Center For The Performing Arts





It's The Law

By Erwin Popkin

Erwin Popkin is legal counsel to the Association of Wall-Ceiling & Carpentry Industries of New York, Inc. and maintains practice in Mineola, NY.

An arbitration panel of the New York Plan for the Resolution of Jurisdictional Disputes rendered a decision that effectively ends the practice where contractors have had to pay two trades (Operating Engineers and Elevators Constructors) for the operation of "dual purpose cars." These cars carry both workers and materials on construction job sites. In its decision, the arbitration panel awarded the operation of the dual purpose car to the Local 14 Operating Engineers who were in dispute with the Local 1 Elevator Constructors over this activity. It is anticipated that this ruling will increase work site productivity by approximately 3%.

The arbitration panel's ruling is effective immediately on construction projects in which contracts have not yet been awarded. Local 1 has indicated that it is appealing this ruling to the "National Plan" in Washington D.C.

A former project officer with the New York School Construction Authority, March 9 pleaded guilty to one felony count of accepting bribes in connection with school construction projects, according to Michael J. Garcia,

the US attorney for the southern district of New York.

Sentencing of the project officer is scheduled for June 29 in US District Court for the Southern District of New York before Judge Richard J. Holwell. He faces a maximum sentence of 10 years in prison and a fine of \$250,000.

The project officer was charged with seeking and accepting cash payments of \$3,000 in return for providing a cooperating contractor with numerous confidential engineering estimates for bids on school construction projects.

The Labor Department's Office of Labor-Management Standards, March 7 announced that many employers will have extra time to file LM-10 forms that disclose payments and gifts to unions and their officers and employees.

In an advisory, OLMS said Employers will have to May 15 to file fiscal year 2005 LM-10s. Normally, LM-10 forms must be filed 90 days after the end of the fiscal year.

The Labor-Management Reporting and Disclosure Act requires employers

to report any payments and loans made to unions and union officials, as well as payments to employees designated to persuade them with regards to their bargaining and representation rights and payments to labor relations consultants.

As part of restructuring by the Building and Construction Trades Department, AFL-CIO, "a workable plan to deal with disaffiliated unions designed to maintain solidarity at job sites" has been approved, BCTD President Edward C. Sullivan told delegates to the department's legislative conference April 3.

A new national level "solidarity agreement" reached with the International Brotherhood of Teamsters, allows the union "to participate as our partners at all levels of the building trades," he said.

Sullivan said he expects this to be "the first of several such announcements that underscore a mutual desire for unity." BCTD is willing to make "common sense accommodations" for the departed unions to provide "full participation in department agreements with no adverse impacts on our industry."

Last February the Laborers' International Union and the International Union of Operating Engineers broke away from the department, a move in which Sullivan said he was "disappointed but not surprised."

The departure of those two large unions was "both ironic and regrettable," Sullivan said, at a time when the industry "is on the verge of an incredible boom period."

The Carpenters and Joiners of America withdrew from BCTD and the AFL-CIO in 2001 and were followed by the Teamsters in 2005.

Sullivan said he was confident that the department will "overcome these distractions by continuing to take concerted action to strengthen the unionized construction industry." According to Sullivan, "What's happening these days is not unprecedented or irreversible."

The New York Assembly referred Prevailing Wages (S.B. 6641) to its Committee on Labor March 22 after the Senate passed it. It was introduced Feb. 6 to penalize contractors who continually sue subcontractors who fail to pay the prevailing wage. It would make those contractors ineligible to receive any public building service work for five years.

...

New York State Comptroller Alan G. Hevesi (D) has proposed changes to the state's contract awarding system to prevent millions of dollars in contracts from going to contractors who have been convicted of prevailing wage violations or offenses, such as fraud and bribery.

Hevesi said March 9 his office plans to introduce new questionnaires to determine whether contractors are reputable and responsible. Most contractors that want to do business with New York state would be required to answer the questionnaires, a spokesman for the comptroller advised March 17.

Companies with contracts less than \$15,000 would be exempt from filling out the questionnaires, the spokesman said. However, he said it would be in their best interest to do so because it would make it easier for them to do business on future contracts.

The comptroller's office also will make VendRep, a new centralized database of information about contractors, available to state agencies by September. The comptroller said in a statement that the new database will streamline the contracting process and allow agencies to share what other agencies have discovered about these businesses.

However, the spokesman said that New York law does not allow the comptroller's office to impose contracting requirements on most of the state public authorities that award billions of dollars in contracts a year. Nevertheless, he said state agencies and authorities will be responsible to the new system, which the comptroller has requested they use, because it will benefit them. •

Accounting

As the financial aspects of construction companies become more of a concern for shareholders and customers, these organizations are in constant search for ways to get a better handle on how they control financials. Many software packages may have just what they need for gaining insight into and controlling their accounting procedures.

Accounting software provider Shaker Computer & Management Services Inc., www.shakercomputer.com, Lantham, N.Y., includes a detailed security structure in its package. This includes payroll security, equipment security, as well as limited access to portions of the application according to function, employee, job, or work order.

"Overall it's been a good thing to control the data," says John Twardy, manager of the support system for Shaker Computer. "With construction companies you have a lot more banks and investors and bonding companies that really want to feel secure about the company. The only way to really do that is through these types of controls."

More control features help companies better comply with such government mandates as Sarbanes-Oxley. However, Twardy says this can often stir up unrest with the people who use the system.

"Any time you add a layer of control there is some additional resistance (from users) because someone might have to jump through a hoop. When you add additional controls to make sure your numbers aren't being edited you are going to limit someone a legitimate ability," says Twardy

He adds Shaker Computer looks to provide users with a balance, allowing them to do their jobs legitimately yet limiting capabilities to perform certain tasks or alter numbers in ways not consistent with company policy.

eTEK Intl. Inc., www.etek.net, Greenwood Village, Colo., recently added a custom Work Flow module as an option for any multiuser version of eTEK Accounting. What this means is users work directly with eTEK during the training phase of implementation in order to define the steps they want their individual users to go through in operating the software.

This will allow companies to ensure their business processes, office policies, procedures, and rules are more closely incorporated into the accounting software. The Work Flow module defines the path to be followed through the use of the main menu/drop-down dialog for selection of various modules, tabs, and menu items.

"As is true in any organization using sophisticated accounting software, users do different things at different times," says Al Blair, president, eTEK. "Work Flow reduces the options to the primary path our customers want their individual users to normally follow so management knows they are using our software in a manner consistent with organizational policies and procedures. We believe in the final analysis it is 'how' software is used day-to-day, that gets the job done right."

— Constructech

Labor Market Forecasts (April 3, 2006)

Organizing workers and bargaining for wage and benefit improvements will become more difficult over the next decade as labor market trends continue to undercut the unionized sectors and job growth occurs primarily at the lower end of the wage spectrum.

The U.S. economy will add 18.9 million jobs by 2014, but half of all the new wage and salary positions will be in relatively low-paying jobs in health care, educational services, employment services, restaurants and bars, state and local government and wholesale trade, according to new forecasts from the Bureau of Labor Statistics (BLS).

The fastest job growth will occur in professional occupations, which will represent 28.5 million jobs in 2014, up 21.2 percent from 2004. The service occupations will account for 27.7 million workers, up 19.0 percent from 2004. The third highest growth rate will occur in management, business and financial occupations, which will rise 14.4 percent to 15.0 million workers.

Despite talk about looming labor shortages, the BLS data do not indicate that there will be a major shortage of workers. There is no sign of labor markets tightening to the point that would automatically drive up wages and end the ongoing decline in real wage growth.

In fact, when the business cycle turns down and the next recession hits, workers will be in a far worse position than they were during the 2001 recession, when some workers had been able to reduce their debt burden after several years of decent wage growth.

Current projections indicate that the percentage of the workforce with a bachelor's or higher degree will remain roughly stable at 30 percent, a sufficient number to match job growth

in occupations requiring a college education.

Instead of a widespread labor shortage, we are more likely to see a continuation of tight markets for employees with highly specialized skills and, at the other end of the spectrum, for workers with the basic skills needed to perform in low-end service occupations.

The broad trends documented in the new BLS data include the following:

- * In the relatively higher-wage blue-collar manufacturing, construction and utilities industries, there will be no overall job growth over the next decade. These three sectors will employ 21.9 million workers in 2014, roughly the same number as today. Manufacturing and utilities will cut jobs. Construction will add 792,000 new jobs by 2014, up 11.4 percent from 2004.

- * Machinery manufacturing will drop 146,000 jobs, a decline of 12.8 percent, by 2014. Textile manufacturing will shed 321,000 jobs, or almost half of all jobs left in this sector, by 2014. Chemical manufacturing will cut 86,000 jobs.

- * Employment service firms, such as temporary employment agencies, will add 1.6 million jobs before 2014, an increase of 45.5 percent, with employment in this sector reaching 5.1 million.

- * Educational services will add 2.1 million workers by 2014, up 16.6 percent, bringing total employment for this sector to 14.9 million.

- * Health care will add 3.6 million workers by 2014, a 27.3 percent increase, with total health care industry employment reaching 16.3 million workers.

- * Employers in the low-wage leisure industry will hire 2.2 mil-

lion new workers by 2014, up 17.7 percent, bringing the industry total to 14.7 million workers.

- * The low-wage trade sector will add 2.1 million jobs by 2014, up 10.3 percent, including gains of 423,000 jobs in clothing and general merchandise stores and 476,000 wholesale trade jobs.

- * Transportation will add 506,000 jobs, primarily in the truck transportation sector.

- * Telecommunications will shed 68,000 jobs, bringing the total for 2014 down to 975,000.

Industries with the highest rates of unionization – including air transportation, steel production and motor vehicles – will all see heavy job losses by 2014. Industries with the lowest rates of unionization, such as food services and computer services, will see double-digit job growth.

The BLS also recently reported data on the size of establishments, which affects the success and cost of organizing drives. Sixty percent of establishments employ fewer than five workers. These very small businesses employ only 6.8 percent of the workforce.

The very largest employers – those with more than 500 workers – represent only 0.2 percent of all establishments but account for 17.3 percent of the workforce.

Between and within industries, establishment size varies widely. In the health care industry, for example, hospitals employ an average of 725 workers, while physicians' offices employ an average of 10.

These factors do not paint a pretty picture for union organizing or for negotiating contract improvements for U.S. workers over the next decade.

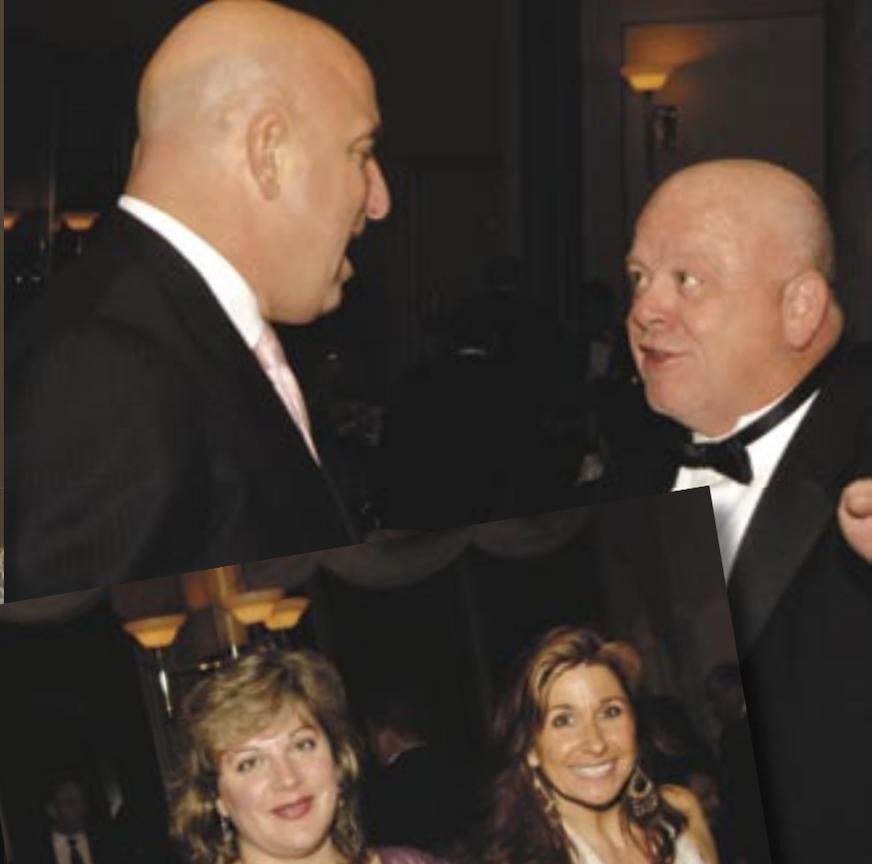
© 2006 Labor Research Association

A photograph of a crowded dance floor at a formal event. People are dressed in black attire, and many have their arms raised, suggesting a lively atmosphere. The text is overlaid on the upper portion of the image.

*It don't mean a thing...
if it ain't got that swing...*

WC&C Annual Dinner Dance
March 24, 2006
Terrace on the Park

More Photos Follow —









Construction begins on New York's Freedom Tower

By Christine Kearney

A day after a developer and landowners resolved their disputes, bulldozers rumbled into a giant pit to begin construction of the glittering Freedom Tower skyscraper meant to symbolize New York's resilience to the September 11 attacks. Rebuilding at the World Trade Centre site in Lower Manhattan began 4 1/2 years after the Twin Towers were destroyed by suicide hijackers who flew passenger planes into them.

The 1,776-foot (540-metre) tower will be among the tallest in the world. "We are not going to just build low in the face of a war against terror," New York Gov. George Pataki said. "We are going to soar to new heights and reclaim New York's skyline."

The project had been delayed by acrimonious disputes over money, security and design but the last major issues were resolved with a deal between developer Larry Silverstein and the Port Authority of New York and New Jersey.

The site will include three other high rises plus a residential tower that will surround a memorial, museum and cultural centre dedicated to what relatives of the September 11 victims consider a sacred site.

Construction is scheduled to be finished by 2011 or 2012.

SYMBOLIC HEIGHT

The 82-floor building's observation deck will reach 1,362 feet (413 metres) and its decorative spire will top out at 1,776 feet, a figure to match the year the American colonies declared independence from Britain.

Its tenant base is expected to be government agencies, with the private sector more attracted to the other towers.

Once envisioned with a swirling design evocative of the Statue of Liberty, the project was redrawn after New York police said the building would be vulnerable to attack by lorry bombs.

Now it will have a 200-foot (60-metre) base coated in titanium and stainless panels meant to withstand the blast of a lorry bomb similar to the one Islamist militants used to attack the Twin Towers in 1993, killing six and wounding 1,000.

"It's a simpler, cleaner and iconic piece," said architect David Childs, who redesigned Daniel Libeskind's original. "It's a much better representation of a great monument."

Critics fear the Freedom Tower will repeat the mistakes of the Twin Towers, which opened as a speculative venture in 1970 that glutted Lower Manhattan with office space, but more bullish analysts see the current strong market for commercial office space continuing for years.

"Here in New York it's always feast or famine," Silverstein said. "It's going to be fascinating to see how the industry responds." •

STEEL FROM TOWERS REBORN AS WARSHIP

A navy warship being built with World Trade Center steel and to be christened the "New York" has earned a special place in the heart of Avondale, La., shipyard workers.

Junior Chavers, operations manager of the foundry, said when the steel first arrived in 2003, he touched it and the "hair on my neck stood up."

"It had a big meaning to it for all of us," he told an Associated Press reporter. "They knocked us down. They can't keep us down. We're going to be back."

The bow stem of the 700-foot boat - the front section that slices through the water - was molded from 24 tons of scrap taken from the Twin Towers.

When finished in 2008, the \$700 million vessel will serve as an amphibious transport "landing dock," carrying 360 sailors and 700 Marines on missions around the world.

The ship's slogan is "Never Forget," and the vessel is expected to play a role in the war on terror.

"It would be fitting if the first mission this ship would go on is to make sure that Bin Laden is taken out, his terrorist organization is taken out," said Glenn Clement, a paint foreman.

*By Derek Rose
with News Wire Service
From NY Daily News*

"Katrina Cottage" Provides Alternative to FEMA Trailers

By Angelle Bergeron
Architectural Record



*Image of the original Katrina Cottage.
Courtesy Cusato Cottages LLP*

In her effort to provide an alternative to the ubiquitous FEMA trailers that were dispersed after Hurricane Katrina, a New York-based architect has developed a new model for affordable housing. Its name: the Katrina Cottage.

"My goal is to take back the word 'affordable,'" says Marianne Cusato, principal of Marianne Cusato Associates. Her design for the cottage, first unveiled at the Mississippi Renewal Forum last fall, and showcased at the International Builders' Show in Orlando in January, has become a symbol of hope for thousands of Gulf Coast residents whose homes were destroyed.

Cusato's traditional-style cottage is a 300-square-foot structure that can be constructed faster than a FEMA trailer for less than \$35,000 (FEMA trailers cost an estimated \$60,000 to \$100,000 each). The houses are built with fiber-cement siding and crimped metal roofs. They are more attractive alternatives to the sterile FEMA

trailers, and can ultimately be incorporated into long-term plans as guest houses or studios. Cusato's cottage is one of several models that came out of the forum, but because it was actually constructed, it became a tangible object that sparked much interest.

Architect Andres Duany, who helped lead the Mississippi forum, originally called for a possible alternative to FEMA trailers. Whether the cottages will become a reality depends on the federal government's support. Mississippi Governor Haley Barbour has testified before Congress on the structures' behalf. "This product has to be the alternative for Louisiana and Mississippi, or trailer parks will be the norm," says Don Broussard, an Atlanta architect.

At a recent Louisiana Recovery Authority charrette in Arabi, La., a team of architects (many had taken part in the Mississippi forum) developed a distinctly Louisiana-style cottage model that is about twice the size of Cusato's version. That cottage team is now developing model parks in Mississippi and Louisiana that will feature 17 Katrina Cottage designs and a builders' square where manufacturers of cottage components can display their wares.

Meanwhile, the worldwide construction industry seems to have taken note of the cottages. Cusato recently received a request for a prototype model to be built in Ghana, Africa. •

Donaldson Acoustics

1906 – 2006



Generations:

*Left to right: Doug Donaldson, Bob Donaldson, Craig Donaldson,
James Donaldson, Sr., Jim Donaldson, Jr.*

Some 460 friends, employees and colleagues strolled the vast halls of Manhattan's newly renovated Museum of Modern Art on West 53rd Street on April 4th, all guests of Donaldson Acoustics Co. as the firm celebrated its 100th Anniversary. With distinctive galleries ranging from intimate to expansive and public spaces that reflect the vitality of midtown Manhattan, MoMA, its prominent collection of modern and contemporary art, was a most suitable venue for the gala; much of the interior finish was created by Donaldson craftsmen.

Donaldson Acoustics, a family run business and a member of WC&C, specializes in drywall, acoustics, carpentry, lathing, plaster, ornamental plaster, EIFS, spray fireproofing, wood flooring and architectural millwork. The company, headquartered in its state of the art facility in Hauppauge, New York, with additional offices on Madison Avenue in New York City, has grown into one of the largest interior contracting firms in the United States, employing a staff of 40 in their offices with over 250 in the field.

One can only wonder if Robert Tanic Donaldson, the founder back in 1906, casting his first plaster molds in his New York City garage, envisioned that in addition to becoming a master craftsman and molder of plaster, he would become a master molder of family businessmen. His son, James Clements Donaldson Sr., a WWII veteran and Normandy invasion participant, with his son James Clements Donaldson, Jr., helped build over four hundred schools on Long Island in the post war building boom period.

His younger grandson, D. Robert Donaldson with his son Douglas R. Donaldson, have guided the business into New York City and the entire metropolitan area providing interior finishes on such prestigious structures as: The Museum of Modern Art, Carnegie Hall, The Metropolitan Museum of Art, The Lipstick Building, JFK Terminals 1 and 4 and The New York Times Office Tower. In addition, the company has built the corporate headquarters for: IBM, Morgan Stanley, Random House, CitiBank, Bear Stearns, Merrill Lynch, Lehman Brothers and many of the major hospitals, malls, hotels, schools and colleges built in the metropolitan area.

To be able to continually perform such awe-inspiring work in the magnitude that Donaldson produces is a true testament to the foundation that was originally molded and set by Robert Tanic Donaldson. These tried and true business tenets of planning, performance, dedication, integrity and loyalty, have been forged into the family's soul by the spiritual leader of Donaldson Acoustics, James Clements Donaldson, Sr.

By combining these business tenets of the family with a focus on teamwork and a constant energy to inspire, Donaldson produces not only great interior landscapes in magnificent structures, but much more importantly, this progressive environment produces a camaraderie of purpose. A purpose supported by the trust and knowledge that from apprentice to president, every single person in Donaldson is trying to "Reach Higher" for the client, for the company and therefore, themselves.

The Donaldson family looks forward to working with and supporting their clients, friends, suppliers and employees for the upcoming 100 years.

WC&C looks forward to it.



Mold Remediation Heat Treatment

*By Alan Forbess
Construction News*

For insurers facing extraordinary exposure from Hurricanes Katrina and Rita, unmatched losses beyond any other natural disasters in U.S. history, the bad news continues. Serious mold contamination is now threatening water-damaged homes and commercial properties throughout the region. With losses estimated to rise beyond \$90 billion in flooded New Orleans and the Gulf Coast, the more than 15,000 adjusters dispatched aren't nearly enough to handle the region's estimated 2 million claims.

Hurricane Wilma and recent flooding in the Northeast are only compounding the problem, for where there's flooding that is not addressed immediately, mold growth and resulting claims will surely follow. Moreover, the hurricanes may just be the start of painful times for insurers and property owners if the disruptive weather patterns predicted for the rest of the century by Purdue University researchers prove correct.

ThermaPureHeat may be a big part of the solution to the problems looming over the insurance and real estate sectors. ThermaPureHeat has proven to be an effective alternative to traditional demolition-based remediation and building dry-out methods.

The ThermaPureHeat process, developed by E-Therm, an environmental remediation innovator based in Ventura, Calif., uses superheated, dehumidified air to disinfect, decontaminate and dry out buildings in much the same way heat is used to pasteurize milk and kill bacteria in wine.

In the ThermaPureHeat process, technicians use propane-powered portable heaters and air blowers to inject superheated air into the affected space, raising the temperature of a single room or entire structure to as much as 160 degrees Fahrenheit for several hours. Heat has shown to be effective in destroying active mold growth sites, and kills viable mold spores, bacteria, viruses, insects, and other heat-sensitive pests and organisms. Heat also accelerates the off-gassing of odors and toxins, even in inaccessible areas, without the use of chemicals. One of the main benefits of heat is that the proper application can dry out wet buildings much quicker than the traditional method of simple air movement and dehumidification typically used by flood restoration contractors.

Whether applied to aid in disaster recovery or in addressing more time water intrusion problems, property owners are finding that heat offers an effective alternative or adjunct to costly traditional demolition-based mold re-

mediation and flood restoration.

Used in conjunction with limited "remove and replace" remediation or as an alternative to it in some instances, the heat treatment process could save a billion dollars or more annually. Heat also allows the contractor to treat many building materials in place, avoiding the cost and expense of unnecessary removal of walls, flooring, cabinetry, and furnishings.

The Drawbacks Of Traditional Mold Remediation

Traditional mold remediation typically includes limited or extensive demolition of impacted building materials, and extensive cleaning using techniques such as wire brushing, sanding, HEPA vacuuming, and microbial wipe down. This has been the standard mold remedy, which is costly and time consuming. As with all response actions, the more extensive the tear down the higher the build-back costs.

"Cost escalates when suspected mold requires the tear down and build back of structures that may be salvageable," says Joe McLean, CEO of Alliance, a Calif.-based environmental contractor that deals extensively in mold and asbestos remediation. "For instance, if a consultant specifies re-

removal of a 4-foot perimeter on four walls because moisture has wicked up one, the tear down and build back of showers, cabinets, countertops, and such can significantly increase costs.”

Because insurers often cover building structures, their contents, as well as loss of use, long remediation projects that vacate the occupants for weeks or months can also rack up high secondary costs. The cost for replacement housing, meals — or more significantly, the cost of insuring lost business — can, in fact, sometimes exceed remediation costs.

Inaccessible areas such as wall cavities, crawlspaces, headers, doorjambs, and vapor barriers present another dilemma. Either spend prohibitively to reach, remove and replace building structures in these inaccessible areas or leave them with potential live mold or mold spores which could pose a re-infestation hazard.

Removal and replacement of mold-affected areas can also be complicated by other factors such as when building structures like studs or floor joists are structurally necessary, or when historical features such as frescos, carved wood or decorative plasters prove difficult or prohibitively expensive to replace.

Reining In Mold Liability

Some in the industrial hygiene community feel that the sky-high cost of mold liability can be brought back down to earth by refocusing on the basics.

“Mold remediation today is stuck in the mindset of early asbestos remediators who believed that everything had to be ripped out regardless of the cost,” says Michael Geyer, P.E., C.I.H., C.S.P., and president of Kerntec Industries, a Calif.-based environmental consulting firm. “Remediators later learned that asbestos could be more

effectively managed in place at lower cost in many instances; the same is true of mold today.”

According to Geyer, the industrial hygiene community has been focusing on the symptom — mold — while failing to properly address the cause — moisture.

“If physical removal is the only acceptable remediation method, you may as well demolish the building,” says Geyer. “Because you can’t simply scrub mold off the surface when its roots grow into the substrate.” Geyer explains that mold, as a fungus, is a plant without chlorophyll whose roots grow into the substrate of building materials and whose spores are like the seed-bearing fruit of a tree.

“To properly handle mold, you have to handle the moisture problem,” adds Geyer. “Applying heat through a process like ThermaPure’s is not only lethal to mold and other biohazards like bacteria and insects, but it also dries out the substrate, structure and architectural elements. This helps prevent future recurrences since the substrate is no longer hospitable to growth.

“Mold in a wall cavity doesn’t necessarily need to be removed as long as it’s effectively killed and not part of the occupied space,” says Geyer. “In instances of mild to moderate water intrusion of short duration, substrate removal is usually unnecessary and unwarranted except when visibly contaminated or when architectural elements are compromised. That’s where heat treatments like ThermaPure can be effective for managing mold in place. It penetrates cracks, crevices and typically inaccessible areas like wall cavities at a fraction of the cost of removal and replacement.”

Demolition Need Not Demolish The Bottom Line

When a water loss incident with detectable but no visible mold affected office space at a Juvenile Hall in a Monterey County, Calif., gross removal including the impacted wall cavity was estimated at \$20,000. Instead, the county opted to manage the mold in place using the ThermaPure process. The impacted area was heated to 160 degrees Fahrenheit while maintaining 145 degrees Fahrenheit in wall cavities and other inaccessible spaces in excess of two hours. Mold remediation protocol including critical barriers, negative air containment and HEPA vacuuming were implemented as well.

Afterward, post remediation viable samples analyzed by Hygeia Labs of Pasadena, Calif., revealed no viable mold/fungi detected within the impacted wall cavity. Costly gross remediation was avoided and inaccessible areas received additional drying. The savings to the county using ThermaPure in lieu of gross remediation was \$17,000.

“As insurance companies learn that many mold incidents can be successfully managed in place using a combination of heat treatment with limited gross removal, mold liability costs should fall significantly,” says Joe McLean, Alliance’s CEO.

A Case Study In Heating A Large, Multi-Unit Residential Complex

Recently, a large investment group purchased a student housing complex at a major Southern California university. During the due diligence period, building inspections revealed water damage or elevated moisture levels in 109 of 122 residential units, along with an extensive termite problem. Complications included an accelerated restoration schedule, budget constraints and a summer occupancy schedule, which was already booked. The client

Continued on following page

MOLD REMEDIATION HEAT TREATMENT

From preceding page

was faced with a very difficult problem as moisture survey readings indicated significantly elevated levels in building materials within almost every bathroom in the complex. Traditional remediation efforts would have required destructive openings in every location where moisture readings were significantly above background levels. This would have required complete closure of the facility and several months of demolition and reconstruction affecting virtually 90 percent of the units in the complex.

Instead, the consultant recommended the ThermaPureHeat process to restrict demolition to only those areas where physical damage or visible mold growth was present. Of the 109 units needing remediation, only 10 units required extensive demolition, including cabinetry or shower stall removal. ThermaPure effectively killed the mold in inaccessible areas, allowing minimal removal and replacement as part of site remediation.

This significantly cut required restoration time and costs. All units were HEPA cleaned and sampled as part of traditional post remediation testing, with all 122 units passing. By working in selected buildings and moving quickly through the complex, the university was able to house specialty groups and camps throughout the summer, meeting its stated obligations and generating revenue without interruption.

Total savings were estimated at \$4 million using ThermaPure compared

to traditional remove and replace remediation, which would have closed the facilities to summer use and required extensive tear down and rebuild expenditure. The heat treatment simultaneously eradicated the termite infestation, and the complex owner is repeating the process at another large multi-residential property in Texas.

The heat treatment application has also proven effectiveness in dry out and restoration of flood damaged properties. A private university in Ventura County, California, experienced major flooding during the winter storms of 2005, with several classrooms and offices flooded with mud and rainwater.

Within 48 hours, restoration contractors were on-site to remove excess water and begin the dry-down process, using ThermaPureHeat. The carpeting was salvaged by cleaning and drying, and only limited areas of drywall were opened to remove mud and allow for increased heat contact. The university was able to become fully operational with two weeks using the heat treatment method, where traditional restoration methods would have taken much longer and required removal of all impacted carpeting and extensive removal of drywall throughout the campus.

“Heat treatments like ThermaPure’s are a win-win for the insurance company and property owner,” says Michael Geyer, P.E., C.I.H., C.S.P. “Heat is even being used to achieve final clearance on tough traditional remediation projects where typical methods often

fail. It can be used to salvage moisture-damaged contents instead of disposal and can help preserve historical properties in lieu of destructive removal.”

PDG Environmental, a national environmental remediation contractor, used the ThermaPure process in New Orleans after recent hurricane activity. “We used it to polish off any mold or bacteria left after traditional remediation on a commercial site that was flooded with sewage-contaminated water,” said John Regan, chairman and CEO of PDG Environmental. “It dried out the building extremely quickly and helped us meet clearance levels.”

Geyer adds, “Had the heat treatment been widely used in New Orleans and other hurricane ravaged areas, buildings with minor to moderate water damage could have been rapidly rehabilitated for far less than typical remove and replace remediation.”

While ThermaPure can’t eliminate traditional remove and replace remediation when mold is visible, it’s now an option that insurance companies and property owners must consider in order to shrink escalating water damage and mold liability costs. Multiplied by the million-plus residences and businesses affected by water damage and mold in the last year alone — whether through disaster or routine water intrusion — ThermaPure could save a billion dollars annually by salvaging existing structures and speeding recovery to minimize loss of business and secondary expenses.

Since ThermaPure can raise temperatures in targeted areas or entire structures to levels lethal to biological pests, it has been successfully used against mold and fungi, bacteria and viruses, insect infestations, and to improve indoor air quality by accelerating the off-gassing of odors and toxins. •

About the Author

Alan Forbess is president of Criterion Environmental, a full-service environmental consulting firm based in Ventura, California. Mr. Forbess is a registered environmental assessor in the state of California and a certified microbial consultant with the American Indoor Air Quality Council. He has provided expert witness testimony in several legal cases and managed over 1,000 mold assessments for commercial, residential and educational properties

New York shifts to glass buildings

Despite its history of masonry construction, New York City is incorporating more glass into its new buildings. While architecture writer Paul Goldberger praises the beauty and modern feel of the material, he also notes its potential sterility, since “masonry buildings make streets; glass buildings make objects.”

By Paul Goldberger
Metropolis Magazine

At Home in a Crystal Palace

For years New Yorkers were much more likely to work in glass towers than live in them. As Paul Goldberger explains, no more

Cities are shaped by their vernacular as much as their monuments, and New York has always been a city of masonry. Whether the brownstone and terra-cotta and redbrick of the nineteenth century or the limestone and white brick of the twentieth, the ordinary workaday buildings of New York have been solid objects first, exemplars of architectural style second. They are masses, and the streets along which they line up are voids. Philip Birnbaum’s garish white-brick residential towers from the 1960s are hardly the equal of Rosario Candela’s sumptuous and understated limestone apartment buildings from the 1920s, but at least the cheap arriviste and the self-assured aristocrat always had one thing in common: their masonry facades had the quality of dense objects.

Now the vernacular is shifting again. This is no surprise — after all, the white-brick apartment towers of the postwar decades have grown as old as the great build-

ings of the 1920s were when they were built. Some are even older: Manhattan House on East 66th Street, the first of that breed and still the finest, opened its doors 56 years ago. So it is more than time for something else. But this change is more striking than the shift from brownstone to limestone, or from one kind of brick to another. We are now seeing for the first time the end of the notion of the building as solid object. There is a new residential vernacular in New York: glass.

It’s a bizarre moment in the city’s architectural history. Glass is nothing new. The United Nations Secretariat Building is so old that it is all but falling apart, Lever House has already had its entire curtain wall replaced, and the Seagram Building is as revered as the Dakota. But the city has never before embraced glass towers as a way of making ordinary residential buildings. Of course, we have had a few high-end exceptions: Harrison & Abramovitz’s United Nations Plaza towers in the late 1960s came first, then the Olympic Tower and Trump Tower and Museum Tower and the handful of elegant slender buildings erected by the developer Sheldon Solow on the Upper East Side. By and large, however, New Yorkers were much more likely to work in glass towers than to live in them.

No more. In fact, I suspect there are now plenty of people for whom the opposite

is true: they live in new glass buildings in Soho or Tribeca and work in old converted industrial buildings. Glass has become the new brick. You see it everywhere, and not just in small highly touted and precious examples of starchitect marketing: Richard Meier’s pristine boxes on Perry Street, Winka Dubbeldam’s rippling facade on Greenwich Street, Gwathmey Siegel’s undulations at Astor Place, and the promise of Jean Nouvel on Mercer Street. This is the high-end stuff, and a lot of it is quite good — especially Meier’s buildings and Nouvel’s renderings — but these projects represent a cultural phenomenon as much as an architectural one, driven more by the selling power of a handful of architects’ names than the allure of glass.

But that isn’t the case with the glass residential slab on West 34th Street — so huge you think it is an office tower. This isn’t innovative design but the architectural equivalent of trickle-down aesthetics. So too with the Orion, a huge new tower on West 42nd Street. These are standard-issue boxes with standard-issue apartments inside them, and there seem to be more of them all the time. The Durst Organization has put up the full-block Helena on Eleventh Avenue and 57th Street, sheathed entirely in glass; there are also glass buildings on 99th Street and Riverside Drive. Glass is not just the new brick — it is the new white brick, the default symbol of Manhattan banality.

The new condos by Meier and Nouvel and Gwathmey Siegel have the same relationship to these buildings that Manhattan House — the masterwork by Mayer, Whittlesey and Skidmore, Owings & Merrill — had to the white-brick buildings that followed it, or that the Seagram Building and Lever House have to the ordinary office towers of Third Avenue. New York has a long tradition of starting a genre with a first-rate work, and then instead of building upon its example, watering it down in ever plainer, less imaginative versions for a broader market. And so the list keeps lengthening, to include not only the glass mega residential buildings on the West Side but projects like Place 57, on Third Avenue between 56th and 57th streets, advertising a “sophisticated Baccarat crystal lobby and garden,” which is a clever way to use associations other than architecture to establish a connection between glass and luxury; and the Hudson, in Midtown, which urges young professionals to “parlay your bonus into a sound investment just two blocks

Continued on following page

GLASS BUILDINGS

From preceding page

from the Time Warner Center.” The Hudson sells itself as the starter version of the high-end glass condo, promising “state-of-the-art” apartments with “floor-to-ceiling windows,” not for zillions but for hundreds of thousands of dollars. And while we’re talking about marketing, we shouldn’t forget the Urban Glass House, the downtown building that Philip Johnson’s firm produced at the end of his life, with apartments by Annabelle Selldorf — notable mainly for the brazen attempt to promote it as the city version of Johnson’s masterwork in New Canaan.

Since even a mundane curtain wall looks fresher and more elegant than a white-brick facade, most of these new glass buildings are better looking than the brick boxes of the last generation. So in what passes for market-rate housing, New York now produces a higher grade of mediocrity than it used to (progress of a sort, I suppose). But the improvement tends to be limited to the facades. Most of these buildings are designed by pedestrian firms that follow the aesthetic directions set by others (some are even produced by SLCE Architects, which is the contemporary name for Schuman, Lichtenstein, Claman & Efron, one of the firms most responsible for the old brick boxes). The new interiors are straightforward. While the lobbies lack the imitation

Louis Quatorze furniture of the white-brick buildings, they aren’t exactly crisp Miesian spaces either. There’s no imagination to the floor plans, and in some cases there aren’t even the floor-to-ceiling windows that the glass facades would suggest. In the Helena, for example, many of the facade panels are spandrel glass, covering solid portions of exterior wall.

When glass residential buildings were rare, they had a graceful effect on the cityscape: light objects playing off against masonry. But just as the Seagram Building lost some of its luster when its masonry neighbors on Park Avenue were replaced by inferior glass buildings, we are beginning to run the risk of seeing glass become not the appealing counterpoint to the stone city but the new standard. And it doesn’t work well at that. The allure of glass — its brittleness and precision, the way it seems to bedazzle and at the same time keep you at a distance — can sometimes make beautiful buildings, but it’s less likely to make appealing street-scapes. This is not the place to get into Modernism’s urbanistic failings, which involve far more than material choices, but walking alongside a glass building doesn’t provide the subtle embrace that richly textured stone or even brick does. It is a paradox: stone, heavy and opaque, pulls you closer; glass, light and transparent, keeps you at a distance. I have tried to avoid using words like warm and

cold, but it is hard not to conclude that glass is cold and masonry warm. A cold object can be stunningly beautiful, but one cannot make a whole street out of them, and streets are the mortar of civilizing cities. Masonry buildings make streets; glass buildings make objects.

There is, of course, a counterrevolution, and it began even before Modernism had completed its trickling down to the vernacular. Thanks in part to pressure from adjustments in the city’s zoning intended to discourage setback towers, and in part to the prestige of architects like Robert A. M. Stern — who brings as much marketing clout to neo-1920s buildings as Richard Meier does to Modernist ones — there are a fair number of structures designed to look as much as possible like the great buildings by Candela, Emery Roth, and others from 80 years ago. Some of these, such as 515 Park Avenue by Frank Williams, are as mediocre as the ordinary glass ones; others, such as Stern’s Chatham or his immense planned double building at 15 Central Park West, are more subtle. All of them respect the street. But what does it say when our choice for new housing seems to be between huge towers that look vaguely like office buildings and huge towers that knock off the details of the 1920s at gargantuan scale? Our residential architects seem to alternate between defying their predecessors and bowing meekly before them •

Building Security Tops Americans’ List

A nationwide survey conducted by the Society for Fire Protection Engineers (SFPE) reveals that from a list of characteristics that included comfort, fire safety, environmental friendliness, and other amenities, security was chosen by more Americans as the most important feature of a building. Twenty-eight percent of Americans feel that security is the most important feature, while 15 percent of respondents indicated that fire safety is the most important aspect of a building’s design.

“The findings are not a huge surprise to us given the threat from terrorism that we face today,” says Chris Jelenewicz, engineering program manager with SFPE. “But, one thing people don’t often think about is how security and fire protection have common goals in building design - protecting life and property.”

SFPE published on its website (www.sfpe.org) an article from Fire Protection Engineering Magazine that features how fire protection engineers design ways to balance fire protection and security in a building.

“Throughout history, the desire for increased building security has contributed to countless deadly building fires. The most notable fire occurred at the Triangle Shirtwaist Factory in New York City in 1911, where locked exit doors contributed to 146 fatalities,” says Jelenewicz. “Although the Triangle Shirtwaist Fire occurred almost 100 years ago, the threat can still exist today if security is not balanced with fire protection. For instance, padlocked exit doors contributed to the deaths of 175 concertgoers at a Buenos Aires nightclub fire in 2004.”

The survey also reveals that 56 percent of Americans think about fire and the dangers of fire either on a daily, weekly, or monthly basis. A sizeable 44 percent think about fire just once a year - or less. This finding remains unchanged from 12 months ago, when the same question was asked. Another noteworthy finding from the survey revealed that 44 percent of Americans feel safer in their home when compared to public and commercial buildings - such as schools, churches, or offices.

“Although some people may feel safer in their homes, more fire fatalities occur in homes than in other types of buildings,” says Jelenewicz. “Building regulations have stricter fire safety requirements for public buildings than they do for homes. Accordingly, the efforts of fire protection engineers are generally focused on public buildings, which are consequently much safer.”

— Society of Fire Protection Engineers

Construction Marketing: 7 TIPS FOR SUCCESS

By Mark Buckshon

Here are seven creative ideas to get your construction industry marketing strategy off to a great start.

1. *At the beginning, throughout the project, and in the end, it is all in the work you do.*

Ultimately, you'll succeed at marketing because you do your work well. Any amount of 'selling' will just fall apart in practice if you don't do the actual work you are selling well – and excellent on-the-job results give you the basis for repeat business and referrals, and a network of connections that lead to future work.

2. *Great marketing gives you change-order power in conventional price-sensitive areas.*

As an example, consider the story of an electrical contractor working in a mid-size U.S. city. The local hospital has lots of work, but everything must be publicly bid, and the lowest price always must win the job. How can the well-established contractor make money while coming in "low". The key is in the unwritten contract terms which the hospital administrators know and understand. The electrical contractor bids low with qualifications

indicating that change orders will truly be necessary for a totally satisfactory project. The hospital, knowing the contractor's reputation for reliability and integrity, knows that the change orders are to be expected. The contractor wins the job, legitimately, on price, and equally legitimately, change orders are processed allowing the contractor a reasonable margin for the work. Note this only 'works' if there is a relationship of trust and integrity – low balling with the intention of pushing through change orders regardless of the clients' expectations at the start is simply uncool and will sour any future business relationships.

3. *Your employees, especially your project managers, are your best marketers, but don't ask them to be your sales reps (unless they really want to do that type of work.)*

A lot is made of 'cross selling, and "getting everyone involved" but the reality is that most people don't like 'selling' – if they did, they would be in charge of the marketing department (or become the company president). Nevertheless, if you have staff who show

'spark' for marketing, give them business development responsibilities – and compensation that matches their contributions. And if they aren't 'business developers' encourage them to report on interesting news and client requests to gain insights into marketing opportunities. And, of course, train them in the basics of client service – it is always good to return calls promptly, no matter how busy your employees are.

4. *The name of the game is quality AND quantity*

A fast growing engineering firm (sales increased by 25 per cent to more than \$20 million in one year) discovered its sales volume increased even though the number of proposals it submitted declined from more than 200 per year to less than 100. As well, after several months of expense implementing a sophisticated database system, the company reduced the preparation time for proposal documentation by two-thirds. Theoretically, this means the company could have (at no additional staff or time costs) increased rather than decreased the number of proposal documentations it submits. But this is

Continued on following page

7 TIPS FOR SUCCESS

From preceding page

not the way to go. Focusing on highly targeted and thought through niches, with expertise, the company can turn around high quality proposals without straining its resources, and the 'hit rate' has doubled to approximately 50 per cent.

5. Outrageous often works – and can be really effective (but do it right!)

Take for example the Canadian roofing contractor that bought an old Cadillac stretch limousine and uses it as its 'work vehicle'. Lots of room on top of course for ladders and equipment, and reasonably comfortable seats for the staff. And of course the used stretch limo purchased for \$4,000 is a shocking billboard for the company. A reporter saw it, and the company ended up with national publicity.

(Unfortunately, this publicity will do the company absolutely no good. Outside of hard-to-find corporate registration information, you can't find ANY contact information about the business – no phone listing, no website, nothing!)

6. Indirect often works better than direct, especially when the mat-

ter is really important (but you need to be patient and you still need to ask for the business.)

The 'dance' in developing romantic relationships has an echo in the marketing field. You often find you meet the person you love (or the person that you really want to go out with, is ready to go out with you) when your behaviour changes and you 'connect' in ways far away from the individual concerned.

Same goes for marketing. Hard rock cold calling and responding to public advertising with RFP submissions can work, and certainly will keep you busy, but the real stuff happens off stage.

The challenge is to develop projects and initiatives that bring you close to the decision-makers you really wish to know, without being manipulative. I'm doing this, for example, with my series on marketing ideas and concepts. The research opens the door to suggesting the advantages of our own newspapers and websites – but I know this won't work if I insincerely am just using my marketing research work for out-and-out selling of my specific service.

7. You've got to have fun.

It is really hard to keep going if

you aren't enjoying the work. This means you need to tailor your marketing approaches to your own personality. Perhaps you are sports and social orientation; in that case, you want to look at how you can use tickets to sporting events to draw yourself closer to clients. You may love golf, or in my case, I enjoy writing. Now the challenge is in dealing with potential clients who love golf but don't like reading. No problem. I would interview the golfers for a story and learn about their golf passion; and, if appropriate, would refer a colleague who loves playing golf to work with the clients to work with them on that level. Whatever, it is very difficult to do it well if you don't like doing it. •

Mark Buckshon is president of the Construction News and Report group of Companies, which publishes regional construction industry trade newspapers in several U.S. and Canadian cities, and operates a network of approximately 100 regional websites. He can be reached by email at Buckshon@constructionnrgroup.com or by phone at 888-432-3555 (ext. 224).

FACED WITH A GRAYING WORK FORCE, the construction industry is acting to head off a future labor shortage by stepping up efforts to bring women and minorities to its apprenticeships.

Former Portland City Commissioner Jim Francesconi and a committee that includes most of Portland's biggest contractors, developers, unions and educators have spent the past year developing a nonprofit organization called CAWS -- Construction Apprenticeship & Workforce Solutions Inc.

Their goal is two-fold: Create a work force representative of the community at large while training workers to fill new job openings.

In the next 10 years, more than 10,000 new construction jobs will come open. With several projects either under way or in the works, including the South Waterfront, light-rail extension, Port of Portland expansion and the revitalization of the downtown transit mall, a shortage of construction workers could drive up costs and literally bring work to a halt.

CAWS members include almost every big name in construction: Williams & Dame Development Inc., Gerding/Edlen Development, Howard S. Wright Construction, the Hispanic Chamber of Commerce and multiple trade unions. Unions and agencies that run apprenticeship programs are also involved.

Unlike other diversity recruitment efforts, CAWS members pay dues to participate -- \$1,500 a month for contractors. That gives the group an annual budget of \$250,000 to coordinate diversity efforts and raise money for programs. It is seeking a full-time executive director.

CAWS also aims to bring a measure of coordination to the many programs that are already offered by trade unions, the Housing Authority of Portland and other groups.

Government efforts that compel contrac-

tors to use women and minority-owned businesses haven't increased diversity, CAWS officials say.

CAWS advocates a gentler approach -- businesses will demand a more diversified work force because it will bring qualified people to the job and because they get positive strokes for the effort.

Bart Eberwein, a vice president with Hoffman Construction, said CAWS could do for work force diversity what the U.S. Green Building Council did for sustainable build-

workers to replace and augment current workers headed into retirement.

Eberwein said Hoffman and its many subcontractors haven't yet felt the squeeze, but in the future, attracting quality workers to the field will be even more critical. Clients are building ever-more complex projects from high-end condominiums at South Waterfront to sophisticated research laboratories.

And clients are more likely to ask questions about the makeup of the work force.

"More and more of our owners -- both private and public -- are wanting their projects to reflect the diversity of the community they're in," Eberwein said.

CAWS members say one of their early successes is gaining better access to high school guidance counselors. Pete Savage, Oregon and Southwest Washington manager for the Pacific Northwest Regional Council of Carpenters, said Portland Public Schools Superintendent Vicki Phillips has been open to bringing vocational career information to high school students.

Still, CAWS members with school-aged children confirm that educators tend to focus on college.

"It's straight college-track," Savage said of his children's schools. "There are no flyers up in the counselors' office or in the halls."

Andrew McGough, the new executive director of Worksystems Inc., and a CAWS board member, said people need to think of learning a construction trade as a form of higher education. Apprenticeships, he said, are "the other four-year degree."

Keith Edwards, an electrician and leader of the CAWS board, said it comes down to changing how people regard the work performed by construction crews.

"I just don't think that this country values construction workers. That really has to change," he said. •

Group Targets Worker Shortage, Diversity Issues In Construction

Oregon group trains minority workers for construction jobs

A Portland, Ore., committee of contractors, developers and educators has organized a non-profit organization designed to bring more women and minorities into the field. The organization, called Construction Apprenticeship & Workforce Solutions Inc., is working to train workers to fill some of the more than 10,000 new construction jobs due to open in the next decade.

*By Wendy Culverwell
The Business Journal of Portland*

ing practices with its Leadership in Energy Efficiency and Design, or LEED, program. LEED certification is a major selling point for buildings.

Similarly, Eberwein said, a "CAWS" certification for projects built with a labor force that reflects the community makeup could acquire similar cachet.

After a year of meetings and planning, CAWS recorded its first success this month when it placed several apprentices with Hoffman Construction, which has construction projects at the South Waterfront and across Portland.

The Oregon Employment Department says it will take 10,750 new construction

Meyer Insul-Vac and Versa-Vac Insulation Removal Vacuums



Designed for fast, profitable removal of fire, smoke and water damaged insulation from attics, sidewalls and crawl spaces.

With these high performance units on the job, you'll handle bulky materials with ease. Blown-in insulation and plaster chips - wet or dry - are removed quickly and efficiently. Material intended for recycling can be conveyed directly to your spraying machine for reuse. Waste material can be discharged directly into 75 cubic foot disposable collection bags or directly into a Dumpster receptacle.

Contact the company at www.meyersinsulation.com, or call 800.797.8227.

Cabot Nanogel® Aerogel Now Available in Duo-Gard Industries' New Multi-Wall Polycarbonate Daylighting Systems

Cabot Corporation announced that Cabot Nanogel® aerogel material is now available in multi-wall polycarbonate vertical glazing systems developed by Duo-Gard Industries Inc., a leading innovator in advanced translucent daylighting systems and modular site shelters. This new collaboration expands daylighting design options to architects, designers and contractors.

Duo-Gard's custom design/build

daylighting systems, marketed for commercial, industrial and educational facilities, as well as unique residential applications, integrate the industry's widest range of multi-wall polycarbonate glazings in engineered structural framings. The systems create diffused daylight, balancing natural light transmission and energy efficiency, as they minimize glare and heat gain for vertical walls in exterior and interior applications. The high-performance polycarbonates are easily cold-formed and weigh only one-sixth as much as glass, yet provide 200 times the impact strength, enabling architects to work with wider spans, lighter supports and unparalleled design flexibility in thickness, texture, color and framing.



Since its introduction two years ago, Nanogel aerogel has been gaining acceptance worldwide and now has been installed in a variety of daylighting projects in over 35 states in the US and 5 countries in Europe. "Nanogel material has special appeal to both architects and interior designers because it illuminates a unique quality of soft, warm light and has superior insulation and sound absorption properties," said James Satterwhite, global business manager for Cabot Nanogel Construction segment.

"Architects and designers today are increasingly aware of the benefits of translucent daylighting, and they're looking for options that enable them to make the most of those benefits," said David Miller, president of Duo-Gard. "By offering the Nanogel option, we continue our tradition of innovation with high-performance polycarbonate technology."

Nanogel aerogel is the world's lightest, light transmitting and insulating solid material.

Duo-Gard website is <http://www.duo-gard.com/>. The Cabot Corporation website address is: <http://www.cabot-corp.com/>.

Thermafiber Impasse Curtain Wall Insulation Systems

Thermafiber introduces a revolutionary approach to perimeter fire containment with new UL patent pending systems designed around superior fire protection ease of installation and labor cost savings.



The Impasse System provides 2 and 3 hour fire ratings tested per

ASTM E 2307 for glass, aluminum, and granite curtain wall spandrels.

For further information go to the company's website at www.thermafiber.com.

Tandem Axle Predator Pump From Western Manufacturing



This PREDATOR Pump's heavy duty fenders are specifically designed with the contractor in mind and fabricated out of 10 Gauge steel for enhanced durability. Custom fitted heavy duty fender liners protect brake drums and wheels from materials being pumped. Two 8,000 lbs. rated axles with torsion suspension provides you with a safer and smooth ride. The mandrel bent "A" frame design makes this trailer exceptionally strong.

The tandem trailer is available for all Mobile PREDATOR Pump/Mixer configurations.

For more information visit the website at www.westernmanufacturing.net.

SpeedRocker® by C.H. Hanson Cuts and Shapes Easier, Safer, More Accurately

C.H. Hanson Company has introduced SpeedRocker®, a new, 3-in-1 multi-purpose tool that makes cutting and shaping of drywall, acoustical tile and insulation board easier, safer and more accurate. A combination knife, saw and rasp, the unique tool features a convenient tape measure slot (ScoreSlot™) that allows the user to read the tape measure, score and cut faster without breaking the tape, while keeping fingers away from the blade.



Ideal for drywall, the SpeedRocker® can also be used on a variety of construction materials including acoustical ceiling panels and insulation board.

SpeedRocker® was designed with an optimum cutting angle at the head of the knife that enables less effort for cutting. An expansive ribbed surface allows for thumb pressure over the knife blade for better control and more effective cutting.

A keyhole saw blade feature, which is engaged by pushing down on a slide button, cuts and trims construction materials. The built-in rasp feature enables quick and easy smoothing and filing to remove excess material. A hang hole at the end of the tool allows for easy storage on pegboard or strap.

The new C. H. Hanson SpeedRocker® multi-purpose tool is available at leading hardware stores, home improvement centers and industrial outlets. The SpeedRocker® provides value-added tools to the professional contractor, remodeler and DIY user.

To find out more about the features of the SpeedRocker® [visit the website at chanson.com](http://www.chanson.com).

Venture Tape Debuts VentureClad, New Five-Ply Insulation Facing

New, All-Purpose Insulation Facing Tape Is Ideal for Weather Protection of Insulation

Venture Tape Corp. has enhanced its line of insulation tapes by introducing VentureClad(tm) (1577CW), a UV resistant, five-ply laminate made with three layers of aluminum foil (including the outer layer), and two layers of tough polyester film. The insulation facing tape is ideal for interior and exterior applications.



Coated with Venture Tape's special CW Cold Weather acrylic pressure-sensitive adhesive system, the new tape combines excellent quick stick at normal temperatures with superior, field-proven application performance at temperatures below freezing. It can be used for exterior finishing of air ducts, pipes and other open air installations as well as interior protection of insulation systems.

VentureClad provides contractors with a low-maintenance alternative to traditional finishing materials such as mastics, PVC, foil, metal cladding, glass fabric, butyl duct wrap, and other types of materials. It also is very quick and easy to install without special tools or training making it very cost effective versus other competitive materials. The all-purpose insulation facing tape is weather resistant and exhibits high puncture and tear resistance. With zero permeability, VentureClad can be used as a low temperature, vapor barrier for cryogenic systems and as a weather proofing covering for most insulation materials. It is highly conformable and can be applied to foam glass, mineral fiber insulation, fiber glass, nitrile rubber foam, and semi-rigid and rigid foam insulation. VentureClad is UL listed

and is fire rated in the United Kingdom (BS 476, Part 6&7, Class 1).

For more information, contact Venture Tape at 800 343-1076 or visit the website at www.venturetape.com.

New Moisture Management Casing Beads from Vinyl Corp.

Company states: Vinyl Corp. has the largest selection of EIFS Pb and Pm accessories for wall & ceiling systems. Manufactured with 100% lead-free virgin vinyl compounds, formulated and tested for exterior use.

We have always insisted on making our products better than they had to be, developing over 500 wall and ceiling accessories meeting or exceeding the ASTM specifications required by architects and contractors.

When it comes to EIFS 'Moisture Management' '332' starter/casing beads, once again, Vinyl Corp. leads the way.

- All of our EIFS 'Moisture Management' '332' accessories work with the wall system providing a positive moisture evacuation route. (patent pending)

- Designed to block winged termites and other winged insects from entering the wall system. (patent pending)

- Our perforated channeled front flange allows matrix to easily flow thru and anchor to substrate. (patent pending)

For information visit www.vinylcorp.com.

ZipWall® New 4-Pack Plus

ZioWall's new ackage includes four ZipWall® SLP™ spring-loaded poles, two Foam Rail™ cross-bars, two ZipWall® Zippers, four Grip Disk™ slide stoppers, and a ZipWall® Carry Bag (plastic sheeting not included).

ZipWall's® SLP™ spring loaded
Continued on following page

PRODUCT NEWS

Continued from previous page

poles are made of anodized aluminum, making them durable and lightweight



(less than 1.8 lbs. each). Attach the five-foot Foam Rail™ to tightly seal your barrier to the ceiling. Use the ZipWall® Zipper to create a re-sealable entrance into the work area, and slip in the ZipWall® Grip Disks™ to stabilize poles on slick surfaces. Pack it all away in the ZipWall® Carry Bag.



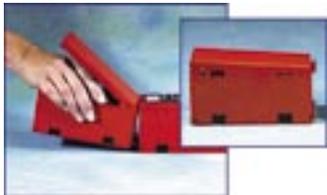
4 Pack Plus / item# 4PL / 4 complete SLP poles, 2 Foam Rail™ cross bars, 2 Adhesive zippers, 4 GripDisk™ slide stoppers and 1 Carry Bag.

For more information visit the website at www.zipwall.com or call 1-800-718-2255.

Specified Technologies, Inc. Introduces Three New Products

EZ-Path® Pathway Extension Increases Pathway Length for Thicker Walls

The EZ-Path™ Extension Module attaches to the end of standard Series 33 Pathway increasing the effective length for thicker walls. A single extension can be used to increase



the Pathway length by 6" (15.2 cm) to a total of 15.5" (39.4 cm). Extensions can be mounted on both ends to increase the Pathway length by 12" (30.5 cm) to a total of 21" (53.4 cm). Extensions are designed to work with all other accessories used with the Series 33 Pathway.

SpecSeal® Ready Sleeve Firestop Sleeve Kit is Out-of-the-Box Firestopping Solution for Traditional Sleeve/Putty Cable Installations!

Cutting conduits and assembling the pieces and parts required for sleeved cable penetrations is a waste of your time and money! Now there's a economical solution that's ready to go right out of the box.



SpecSeal® Ready Sleeves™ are available in 1", 2", and 4" trade sizes and include everything necessary to install a code-compliant cable penetration. Kits include the sleeve, simple mounting escutcheon plates, firestop gaskets, wall labels and enough SpecSeal Firestop Putty to seal both ends and complete the installation. All you add are your cables!

SpecSeal® Firestop Composite Sheet is Lighter, Thinner, Easier to Fabricate!

Advanced intumescent technology from STI yields a new firestopping panel that is lighter and easier to fabricate than traditional materials of this type.



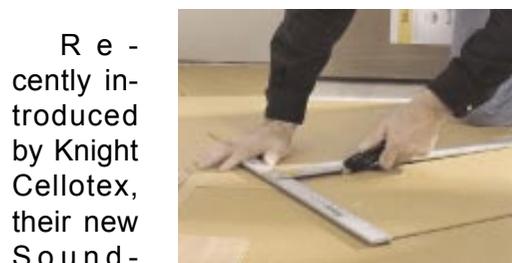
Superior intumescence (up to 15x expansion) and improved rigidity from a sheet that is half the weight and thickness of silicate/rubber composite sheets.

SpecSeal® Intumescent Composite Sheets are the perfect choice for bringing large openings down to size and are tested and UL Classified for a wide

variety of common penetrants including cable trays, pipes, conduits, as well as STI's revolutionary EZ-Path™ Cable Pathway System.

For more information on all three products from Specified Technologies, Inc. visit www.stifirestop.com.

New SoundStop® Underlayment For Hardwood & Laminate Flooring



Recently introduced by Knight Cellotex, their new Sound-Stop Underlayment is an affordable value generator. Earth friendly and nationally available this new, highly-rated performer is easy to install – it cuts with a knife.

**Easy to install
– it cuts with a knife**

SoundStop underlayment reduces noise within the room and above to below. It deadens "clacking" noise from walking and significantly reduces foot fall noise. Achieves Sound Transmission Class (STC) rating of up to 53. Impact Insulation Class (IIC) rating of up to 57.

Environmentally friendly – 93% natural wood materials, this new Sound-Stop underlayment protects flooring investments and helps eliminate breakage of laminate click connections.

For more information go to www.knightcellotex.com

New WoodTrends Basic From Sound Seal

WoodTrends Basic is a real wood veneered lay-in tegular edge panel designed for installation in typical 15/16" or 9/16"

T-grid. Available in 24 standard and 40 custom veneers, WoodTrends Basic is typically finished natural with 2 coats of a clear polyacrylate lacquer. Custom staining is also available. State of the art CNC machinery provides for acoustics by means of perforations or slots. Where designs dictate, flat, reflective panels are also available.



Product Details

- Class A fire-rated composites available
- NRC values as high as .85
- MDF, Chipboard, or plywood substrates
- Custom edge details available for compatibility with non-standard grids
- Standard sizes 2' x 2', 2' x 4', 1' x 6'
- Custom sizes available

For further information visit the Sound Seal website at www.soundseal.com.

Product Details

- Class A fire-rated composites available
- NRC values as high as .85
- MDF, Chipboard, or plywood substrates
- Custom edge details available for compatibility with non-standard grids
- Standard sizes 2' x 2', 2' x 4', 1' x 6'
- Custom sizes available

For further information visit the Sound Seal website at www.soundseal.com.

Quiet Solution Introduces QuietRock 525 Soundproof Drywall with Score and Snap

QuietRock 525 provides value and performance for soundproofing

Quiet Solution, LLC, provider of award-winning soundproofing products and solutions, announced the availability of the lowest-cost, high-performance soundproof drywall panel, QuietRock

525. With simple score, snap and hang,

QuietRock 525 installs and finishes like standard drywall and requires no special tools or equipment.

The new product weighs about the same as standard drywall and provides superior sound isolation at a lower total installed cost than other methods. With STC values of up to 72, QuietRock 525 provides acoustic mitigation equivalent to eight layers of standard drywall, making it ideal for multifamily, home and commercial construction. The patent-pending CPG composite technology in QuietRock QR-525 uses advanced viscoelastic polymers, ceramics and gypsum (CPG) in a constrained three-layer fabrication.

"QuietRock 525 represents the next generation in gypsum wallboard soundproofing and an exciting edition to our lineup," said Andy Ackerman of P&A Drywall Supply in St. Louis, Missouri. "Over the years, QuietRock has proven to be a highly reliable solution to sound and noise mitigation in residential and commercial buildings. The new 'score and snap' QuietRock 525 gives us an easier to use, more affordable soundproof drywall for our demanding customer base."

"Our customers have had great success with QuietRock since we started carrying the product," said Craig St. John of Westwood Building Materials in Lawndale, California. "We looked at the alternatives and nothing else is as advanced, or has been tested as much, as this line of proven products. The new QuietRock 525 brings true ease of use to soundproofing and is already so popular we are selling it by the trainload."

"QuietRock products have been used over the past three years in over 10,000 successful projects. We developed QuietRock 525 to make high-performance soundproofing more affordable and easier to use. Now builders and architects can achieve the lowest installed cost, factoring in material and labor, and deliver superior soundproofing with proven QuietRock technology," said Kevin Surace, CEO of Quiet Solution.

QuietRock 525 delivers lab-tested soundproofing performance

The 5/8" panels were tested by globally recognized labs at the National Research Council of Canada (NRC), which showed the panel delivered an STC value of 51 when used on just one side of a single wood stud assembly (compared to only 34 with standard 5/8" gypsum), outperforming standard gypsum walls by 17dB. QuietRock 525 is also one hour fire-rated, equivalent to Type X drywall in industry-standard full scale testing. Copies of test results are available for download from the company's website.

For more information, visit www.QuietSolution.com.

ITW TACC Patents Non-Flamable Adhesive Canister Propellant

ITW TACC has introduced a patent pending non-flammable aerosol system for three of its most popular brands of spray contact adhesives. The new system is part of the company's CONBOND C697, STA-PUT SPS and TACC T987 spray canisters. The canisters' adhesives and propellants are formulated to be non-flammable to U.S. Department of Transportation standards, as well as zero-VOC compliant.

In addition to DOT green label non-flammability, the new system offers speedier application. "This system affords an improved spray pattern that gives operators a greater degree of control," commented ITW TACC Product Development Manager Bill Arscott, "They can dial the fan width down to about three inches or easily open up a wider pattern, depending on their requirements."

ITW TACC canister systems are self-contained units that require no set-up or clean up, reducing cycle time and greatly improving efficiency. C697, SPS and T987 contain non-flammable adhesive and non-flammable propellant and are the only adhesive canisters to pass DOT's stringent testing to determine flammability in pressurized gas containers.

ITW TACC, a division of Illinois Tool Works, is a leading manufacturer of high performance adhesives for professional and industrial use. For additional information, contact ITW TACC at 1-800-503-6991, or visit their web site at www.itwtacc.com.

Continued from following page

Continuous Flow Drywall Taping System from Apla-Tech

Apla-Tech Inc. introduces the patented Continuous Flow System (CFS) for drywall taping, finishing and texturing. Now you can do all three of these processes without stopping to fill up. For taping and coating no more walk-



ing back & forth, back & forth, back & forth to refill. With the CFS System you can tape continuously until finished. In coating, your distance isn't 28 or 35 or even 40 lineal feet before refilling, it's at the end of the day when you stop to cleanup your tools.

You do not push on these tools! That work is being done for you! And, our coaters are 1/2 the weight of the boxes. Just keep a man mixing and dumping compound into the pump bucket so you don't have to stop.

There are different CFS taper & pole lengths to accommodate taping and coating in close quarters to high off the floor. Shown is the Graco® Mark V sprayer. It is one of the most versatile sprayers on the market.

Now you can tape, finish, texture and paint with just one pump and Apla-Tech tools! Speed is money!

For more information call Apla-tech at 1-800-827-3721 or visit www.apla-tech.com/cfsystem.htm.

New ANSI Standard S12.60 on Classroom Acoustics

Classroom Acoustics and ANSI Standard S12.60:

Every day, thousands of students across the country are unable to understand 25 to 30 percent of what's said in their classroom. Excessive noise and reverberation in a classroom interferes with a student's ability to clearly hear their teacher.

Before reviewing the new standard, it's important to be familiar with the attributes of sound found in the classroom that affect a student's ability to hear and learn.

Direct Sound

The sound of a teacher's voice traveling directly from the teacher to the student is direct sound. It is always beneficial in terms of speech intelligibility because it is not affected by anything in the room, making it clear and distinct.

Reflected Sound

Reflected sound takes longer to reach the listener than direct sound because its path to the listener is longer. Reflected sound can be good or bad depending on the time delay.

Reverberation Time

The overall effect of reflected sound is called reverberation, and the time required for reflected sound to become inaudible is called reverberation time. Short reverberation times are good for speech intelligibility.

Background Noise

Any sound that is generated outside the building, such as playground activity, traffic and planes can be considered background noise. It generally intrudes in the classroom by way of the windows. Within the building, an HVAC system and corridor noise can contribute to background noise.

The New ANSI Standard

ANSI Standard S12.60 for Classroom Acoustics addresses the issues of both reverberation time and background noise and their effect on speech intelligibility by placing maximum permissible levels on each.

Under the new standard, the maximum reverberation time in an unoccupied, furnished classroom with a volume under 10,000 cubic feet is 0.6 seconds, and 0.7 seconds for a classroom between 10,000 and 20,000 cubic feet. The maximum level of background noise allowed in the same classroom is 35 decibels (dBA).

The standard's acoustical performance criteria and design requirements apply during the design and construction of all new classrooms or learning spaces of small-to-moderate size, and, as far as is practical, to the design and reconstruction of renovated spaces.

At the present time, the new ANSI standard is voluntary unless referenced by a code, ordinance or regulation. However, school systems may require compliance with the standard as part of their construction documents for new schools.

More information is available on the Armstrong website at www.armstrong.com/commceilingsna/article4411.html.

OSHA NEWS

OSHA Joins with New York State Workers' Compensation Board to Reduce Injuries and Illnesses in Empire State Workplaces

NEW YORK -- Helping New York State employers reduce and prevent their employees' exposure to workplace safety and health hazards is the goal of a new alliance between the U.S. Labor Department's Occupational Safety and Health Administration (OSHA) and the New York State Workers' Compensation Board (NYSWCB).

"Our mutual goal is to equip the state's employers and workers with the knowledge to identify workplace hazards and prevent occupational injuries and illnesses," said Patricia K. Clark, OSHA's regional administrator. "We will also inform them about the positive impact of safer workplaces on their bottom line."

Under the alliance, the two agencies will work together to develop and deliver training and education programs to NYSWCB constituents that will utilize job hazard analysis, "safety pays" tools and workers' compensation information. They will also share best practices and effective approaches with industry safety and health professionals.

The alliance will encourage NYSWCB constituents to build relationships with OSHA area offices and will encourage their participation in OSHA's cooperative programs, including the Voluntary Protection Programs (VPP), safety consultation, strategic partnerships and the Safety and Health Achievement Recognition Program (SHARP).

The alliance was signed by Clark; Richard A. Bell, NYSWCB executive director, and the following OSHA area directors: Chris Adams (Syracuse); Diana Cortez (Tarrytown); Arthur Dube (Buffalo); Edward Jerome (Albany); Patricia Jones (Long Island); Robert Kulick (Avenel/Staten Island) and Richard Mendelson (Manhattan).

OSHA health and safety alliances are part of U.S. Labor Secretary Elaine L. Chao's ongoing efforts to improve the health and safety of workers through cooperative partnerships with employers, trade associations and labor. OSHA has created more than 350 alliances with organizations committed to fostering safety and health in the workplace.

For more information about OSHA alliances in New York, call OSHA's regional office at (212) 337-2351.

Employers are responsible for providing a safe and healthful workplace for their employees. OSHA's role is to assure the

safety and health of America's workers by setting and enforcing standards; providing training, outreach and education; establishing partnerships; and encouraging continual improvement in workplace safety and health. For more information, visit www.osha.gov.

Drug Use Seen In 40% Of Building Deaths

BY DANIEL HAYS
NATIONAL UNDDERWRITER
Online News Service

Four out of 10 fatal workplace accidents involve drug use, according to figures cited by a risk control specialist speaking at a recent industry meeting on drug abuse at construction sites.

He and other participants at the roundtable session on construction safety and drug abuse reinforced previous findings by government researchers that there is widespread drug abuse in the construction industry.

The session convened by the drug testing firm Avitar Inc. in Newton, Mass., also heard from representatives of construction firms and a labor management partnership.

Risk control expert Glenn Narrow, with the Boston office of Aon, who cited the incidence of drugs in workplace fatalities, said in an interview today that insurers "won't quote a wrapup construction policy unless we do drug testing."

On the issue of the role of substance abuse in workplace deaths, he said that "with fatalities, the discovery of drugs in the system often will minimize the financial outcome of a lawsuit."

From a loss prevention point of

view, employers should look to eliminate people on their site who are drug users, Mr. Narrow explained.

Ten years ago, when the U.S. Department of Health and Human Services did a survey of construction industry drug use, more than 25 percent said they had used illegal drugs in the past year. Roundtable participants said drug use is still widespread.

"For the largest construction projects that we handle, drug testing usually costs about \$100,000--virtually nothing compared to the cost of project or potential losses that are possible as a result of non-testing," said Mr. Narrow.

According to the Avitar account of the session, Robert Banks, a representative of the Washington-based IMPACT labor management partnership, said that at one of the first construction drug-testing programs in Boston, 700 workers had failed, but since testing became the norm, "our positive rate is now down to about 6 percent."

However, Mr. Banks said that with the limitation of process and urine testing, the actual positive rate is likely around 12 percent.

Mobile technology is fast becoming a catalyst for spurring communication between subcontractors and general contractors on a broad range of project processes.

Turner Construction Co., www.turnerconstruction.com, New York, N.Y., for example, taps the power of mobile technology for tracking and managing safety objectives with its subcontractors.

Safety directors at the company collect safety information across jobsites and record the data into the SafetyNet program, which is a software-based service from DBO2 Inc., www.dbo2.com, Redwood City, Calif., running on a PDA (personal digital assistant).

The collected information is then synchronized and uploaded onto a Web browser where company officials can compare the data against various pre-established safety parameters. The service from DBO2 allows Turner to generate myriad trending and analysis reports for the purpose of evaluating and communicating safety initiatives with subcontractors.

“In terms of subcontractors, there are two things that we do primarily with the information,” says Tony Toppenberg, northwest safety director with Turner Construction. “The first is we can generate a weekly report that we distribute to subs in our weekly subcontractor coordination meeting. This helps us see where they need to improve, where they are performing well, and where we need to be (on the project). It

Facilitating Safety



From CT Today Commercial

gets everyone looking forward on projects.”

Secondly, Turner uses the reports to enhance preconstruction activities. Says Toppenberg, “Prior to constructing a project, when a sub puts in a proposal, we will review all bids. Once we narrow bids to the few subs that we want to talk in detail with, we will call them in for a closedown meeting. We will go over nuts and bolts to make sure there are no scope gaps, go over safety requirements, etc., with this information.”

The field reports have helped Turner create a running history of subcontractors, allowing managers to view the per-

formance of various partners across all projects and related tasks. This helps the company better determine which partners to continue doing business with, as the trending analysis shows the strengths and weaknesses on jobs.

“It starts the project off on the right foot for collaboration. We try not to use it as a hammer and we try not to use it as bait. If we get into that mode, they show some apprehension,” says Toppenberg. “Generally speaking it allows us to have open conversations about historical facts; there is no disputing the facts. It allows us to figure out how to do things better going forward.” •

The Association of Wall-Ceiling & Carpentry
Industries of New York, Inc.
125 Jericho Tpke., Suite 301, Jericho, NY 11753

RETURN SERVICE REQUESTED