

FALL 2011

OFF THE WALL



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

Green Jobs On The Rise

—McGraw-Hill
Construction Study
...see page 10

WC&C
Annual
Barbecue
Pictures on
pages 14
through 19



CALENDAR

January – June 2012

DATE	TIME & PLACE	TYPE OF MTG.
Jan 17 (Tues)	4:00 pm Caracalla	Board Meeting
(Tues)	6:00 pm Caracalla	Gen. Membership
Feb 21 (Tues)	4:00 pm Valentinos	Board Meeting
	6:00 pm Valentinos	Gen. Membership
Mar 20 (Tues)	4:00 pm TBD	Board Meeting
(Tues)	6:00 pm TBD	Gen. Membership
April 14 (Sat)	7:00 pm Terrace on the Park	Dinner/Dance
April 18 (Wed)	7:30 am Assn. Office	Board Meeting
May 16-20 (Wed-Sun)	WC&C Convention	Paradisus-Dominican Republic
May 23 (Wed)	7:30 am Assn. Office	Board Meeting
June 13 (Wed)	7:30 am Assn. Office	Board Meeting
June 18 (Mon)	6:30 am No. Hemp.	Golf Outing

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.

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*From the
Executive Director
John DeLollis*

The Bright Side

THERE IS NOTHING MORE THAT CAN BE SAID about contract negotiations or the bleak economy that hasn't been said over and over all year. We see a little daylight one day and dark clouds the next. Each of us has to pay close attention to what's going on around us in order to avoid mistakes and hold on. A new year is just around the corner and, hopefully, if it's not better it won't be worse.

Is there anything to feel good about? Perhaps.

This year we were able to help twenty incredible young people with \$3,000 one-time college scholarships. Just reading their essays and about their accomplishments was quite an inspiration. It was nearly impossible to choose the most deserving from more than one hundred great young people who are the children of our proud workforce. You just hope you get it right.

In late summer and early fall, flooding from hurricane Irene left many towns in upstate New York nearly completely devastated. One of our members who is familiar with the town of Windham asked our Board of Directors if there was any way we could help. Within days, member contractors and suppliers came through, donating labor and materials to finish walls and ceilings and help put a part of the downtown area back in business in just a couple of weeks. Hopefully, Windham will have its movie theater back in operation by Christmas.

Maybe while things are looking bleak we can lift our spirits by helping others who may be less fortunate. And when things turn around and we're humming again we will remember what's really important. Our association is made up of many good people and I'm proud of them all.

Once again, I wish you all a joyous holiday and the happiest New Year.

— John DeLollis



From the PRESIDENT Michael Weber

Is There Something in our Drinking Water???

ONE THING I AM MINDFUL OF is to avoid the Kool-Aide while negotiating Collective Bargaining Agreements (CBA) with our labor partners. It seems many societies across the globe are furious at one thing or another and in some cases are not acting in a logical or civilized manner. Whether it be the Arab Spring representing unrest in the Middle East, rioting in Greece and England over reducing social programs, having labor-backed protests in Wisconsin demonstrating against the outcome of the 2010 midterm elections, this summer's stand off in Washington DC over raising the debt ceiling, and the more recent protests on Wall Street which seems to lack a clear agenda, I'm starting to think there really is something in our drinking water. But, what hits home the hardest is the endless protests by a minority segment of the New York City District Council of Carpenters (NYCDCC) voicing their opinion on CBA negotiations and leadership within their union. It's mind boggling that a few hundred carpenters in a District Council with well over 10,000 active members may have a profound negative impact on the future of union carpenters and contractors in New York. I sincerely hope labor and management can find some common ground for the good of our industry.

I would like to highlight one of the hot topics discussed at the Union Contractors Council (UCC) meeting while attending the AWCI Executive Conference last month. Since March 17, 2010

the Financial Accounting Standards Board (FASB) has announced a project to review and revise their position on disclosures regarding multiemployer pension plans. The UCC has collaborated with various national associations to ensure the voices of union contractors are heard as FASB deliberates on modifying accounting standards for all businesses. FASB's consideration to modify accounting standards to include unfunded liability on corporate financial statements would have a negative impact on our balance sheets. Our efforts have garnered some success in minimizing this disclosure. A few examples of what to expect are; a general disclosure to the nature of the employer's participation in the defined benefit multiemployer pension plan, and disclosure of any minimum funding requirements regardless of number of hours worked. Private entities will be required to comply for annual periods ending after December 15, 2012. I would encourage you to consult your financial advisor to ensure compliance with these new standards.

I am happy to announce the winners that have been selected in the WC&C's 2011 Thomas Nastasi, Jr. Memorial College Scholarship program. We receive a great core of applications and the selection of winners is always a difficult decision to make. I would like to wish all the applicants good luck in their future endeavors. Their names are listed on page 9 of this issue of OffTheWall.

Have a safe and happy upcoming holiday season.

— **Mike Weber**



Image: Port Authority of New York & New Jersey

The Image of One World Trade Center is reflected in the glass facade of the 9/11 Memorial Museum visitor's center. Work on this project was completed months ahead of schedule.

Twin Towers Forensic Investigation Helps Revise Building Codes, Despite Critics

Federal disaster investigators issued 31 recommendations to improve the safety of high-rises and emergency responses, but critics emerged

Charles Q. Choi
Scientific American.com

Even veteran disaster investigators were stunned by the fall of the Twin Towers on September 11, 2001. The next thoughts of the researchers who probed the calamity, aside from outrage, were how and why it happened from an engineering perspective. Why did WTC 1 stand nearly twice as long as WTC 2 after the impact of the aircraft? How could World Trade Center Building 7, which a plane did not hit, stand for seven hours and then collapse? And could such building failures occur elsewhere? Answers to all these questions have not only solved mysteries but also have led to changes in international building codes that may help prevent future tragedies.

The greatest challenge that U.S. National Institute of Standards and Technology (NIST) investigators faced when they began in 2002 was the destruction of the main bodies of evidence that they would normally probe in such a disaster. "Most of the buildings and their contents, save the structural steel skeletons, was demolished to the point that they were unrecognizable and of no practical use in reconstructing the conditions prior to aircraft impact," says structural engineer Shyam Sunder, lead investigator of the NIST report on the World Trade Center disaster.

Instead, the team of more than 200 investigators gathered all the evidence they could to reconstruct the situation the buildings faced before and after the catastrophe. They analyzed

236 pieces of steel obtained from the wreckage, representing all grades of steel used in the buildings and including several pieces impacted by the aircraft or affected by fire. They obtained some 7,000 photographs and roughly 7,000 video segments totaling in excess of 150 hours from the media, public agencies and individual photographers. They compiled and reviewed tens of thousands of pages of documents and interviewed more than 1,000 people who had been on the scene or had been involved with the design, construction and maintenance of the buildings. They conducted lab tests involving large fires and the heating of structural components.

The investigators then developed computer models of how each tower was damaged upon impact, how the jet fuel dispersed, how the fires evolved across each floor, how the structures heated and how they ultimately failed. These simulations of the structures and the physical properties of their materials were extraordinarily complex, with the aircraft impact analysis requiring computations "that were accurate over microseconds," Sunder recalls. At times, researchers had to invent new modeling capabilities to get the simulations to work, such as mapping of fire-generated environmental temperatures onto the structural components of the buildings. Also, "new scientific understanding of spray-applied fire-resistive materials had to be developed,"

Continued on following page

Twin Towers Forensic Investigation

Continued from preceding page

It turns out that even a combination of high-speed collisions by two airliners and fires across multiple floors would not have destroyed the Twin Towers, according to NIST's final 2005 report on their collapse. The robustness and size of the structures helped them withstand the hits, and in the absence of damage, fires as intense as the ones the towers faced would likely not have led to collapse.

Unfortunately, the impacts dislodged fireproofing insulation that coated steel in the floors and columns, leaving the metal vulnerable to weakening under fire. The ceiling sprinklers also did not work, because the water supplying them was cut off by the collisions. Ultimately, WTC 2 collapsed more quickly than WTC 1 because it had more aircraft damage to the building core. Given how little time each tower had to evacuate, if both towers had been fully occupied with 40,000 people total instead of the estimated 17,400 present, about 14,000 occupants might have died instead of the 2,749 who did perish in the attacks.

On the other hand, World Trade Center Building 7 (WTC 7) collapsed even though it was not hit by aircraft. The 47-story office building caught fire after debris from WTC 1 fell on it, and the flames spread uncontrolled because its sprinklers also did not work—city water lines were damaged in the destruction of the Twin Towers. In the 2008 report on the breakdown of WTC 7, NIST investigators concluded the fire then caused steel floor beams and girders to expand, resulting in unexpected structural weakness and triggering a progressive collapse, the first known instance of a tall building brought down primarily by uncontrolled fires.

In light of these disasters, NIST issued 31 recommendations to improve the safety of high-rises and the emergency responses in the face of major threats. Critics did emerge against these recommendations, including from another federal agency, the General Services Administration. Concerns included the costs of these changes, “and when that happens, that’s because they’re not really convinced of the benefits, and I think that’s because there was a lack of consensus over the results of the investigation,” notes Guy Nordenson, a Princeton professor of architecture and structural engineering who runs a structural engineering firm in New York and was not involved in the NIST investigation.

Earlier NIST recommendations were received more easily. For instance, in the late 20th century, when NIST undertook a large investigation of building designs and their readiness for earthquakes, it had broad involvement from the engineering community and thus its recommendations were widely accepted by the field. “The problem many have with the World Trade Center investigation is that it wasn’t as open and not adequately peer reviewed, due in part to the veil of security concerns, so lots of people can disagree with the conclusions,” Nordenson says. For instance, Nordenson himself is part of litigation suggesting the collapse of WTC 7 was not inevitable, but was due to design flaws in both the fire protection and some aspects of the structure.

Sunder defended NIST’s investigation, noting that the federal agency endeavored to make it as open and inclusive as possible, with numerous opportunities for the public and engineering community to review and provide input, such as public meetings, comment periods and advisory committee meetings that were open to the public. He also stood by its conclusions regarding

WTC 7, saying “NIST has not seen any data or analyses from other researchers that would lead NIST to reevaluate its findings.”

As to what happened with NIST’s recommendations, “23 changes to the 2009 editions of the International Codes and another 17 changes to the 2012 editions, responsive to the recommendations, have been adopted,” Sunder says. These building and safety codes from the International Code Council “are typically adopted by state and local authorities.”

For instance, buildings taller than 420 feet are now required to include an extra exit stairwell or a specially designed elevator that occupants can use for evacuations. Also, stairwells in buildings more than 75 feet high must now have glow-in-the-dark markings that show the exit path even when lighting is out or dim. In addition, spray-applied fire-resistive materials must perform four times more effectively than current requirements in buildings 75 to 420 feet tall, and more than seven times better in buildings taller than 420 feet. “The code changes have broad implications for building safety,” Sunder says.

So far, New York City has already made significant changes in response to NIST recommendations, Sunder notes, as have many new projects in the United States, such as One World Trade Center, the lead building of the new World Trade Center complex. “The speed, magnitude and scope of changes in response to the recommendations of the World Trade Center investigation have been truly remarkable,” he says. •

Study Predicts Industries With Fastest Wage Growth

accountingTODAY/WebCPA

Construction and environmental cleanup are among the industries expected to offer the greatest prospects for wage growth in the next five years.

A new study released Tuesday by the research firm IBISWorld lists the 10 industries with the fastest wage growth predicted for 2011 to 2016. At the top of the list is sustainable building material manufacturing, which is anticipated to grow 22.7 percent over the next five years from about \$8.3 billion in total this year.

“Construction-related industries will experience wage growth as the economy begins to turn around and companies add staff to handle increased demand,” wrote IBISWorld senior analyst Justin Molavi. However, he added that the construction industry is not expected to return to pre-recession wage levels.

The increasing use of voice over Internet Protocol, or VoIP, in the telecommunications industry is expected to produce the second-fastest wage growth, of 16.3 percent, over the next five years as wireless carriers and other entities adopt the technology.

The eight other industries expected to have the fastest wage growth are remodeling, home builders, investment banking and securities dealing, commercial building construction, correctional facilities, remediation and environmental cleanup services, environmental consulting, and generic pharmaceutical manufacturing. •

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It's The Law

By Mark A. Rosen

Mark A. Rosen is legal counsel to the Association of Wall-Ceiling & Carpentry Industries of New York, Inc. He is a partner in the firm of McElroy, Deutsch, Mulvaney & Carpenter, LLP. Mark practices in the areas of construction and contract law, public contract law, arbitration, surety, and general commercial litigation. He can be reached at mrosen@mdmc-law.com.

NLRB Postpones Implementation Date For New Notice Posting Rule

The National Labor Relations Board ("NLRB") has announced that it has postponed the implementation date for its new notice posting rule by more than two months to January 31, 2012. The rule had been scheduled to take effect on November 14, 2011.

The rule will require all employers subject to the NLRB jurisdictional standards to post an 11 x 17 inch notice form describing employees' rights to engage in union and other protected activity. The notice can be posted on intranet or internet sites if the employer customarily uses such media to communicate with employees

about rules and policies. Employers that fail to post the required notice will be subject to, among other things, liability for committing an unfair labor practice.

Since the issuance of the final version of the rule, several legal challenges have been brought seeking to have the rule declared unlawful and to enjoin the NLRB from implementing or enforcing it.

In announcing the delay, the NLRB stated that the deadline was extended to allow for education and outreach to employers focusing particularly on small and medium sized businesses.

Company That Purchased The Assets Of A Company Is Not Liable As Alter Ego For The Purchased Company's Delinquent Union Contributions

A federal court determined that a company that purchased the assets of an asbestos cleaning company was not liable as alter ego for that company's delinquent contributions to a union benefit fund.

The asbestos cleaning company was bound to a collective bargaining agreement and began to struggle due to financial troubles. Many of its employees, including its president, left the

company and were hired by another company, Lindstrom. Lindstrom did not have an existing asbestos removal business, but created one after the asbestos cleaning company's employees began to join the company.

Thereafter, Lindstrom purchased the asbestos cleaning company's assets. It did not purchase its name or assume any of its liabilities. Lindstrom did complete projects started by

the asbestos cleaning company and Lindstrom employees were working on those projects.

The Benefit Funds brought a lawsuit against Lindstrom arguing that it was liable for the asbestos cleaning company's unpaid contributions as alter ego or successor. The court denied the claim, finding that the two companies were not alter egos. In denying the claim, the Court found that there was no evidence that the asbestos cleaning company controlled any part of Lindstrom. Lindstrom was a pre-existing corporation and there was no shared ownership between the companies. The companies had separate insurance policies, bank accounts and accounting books. The court further found that the asset sale was not motivated by an unlawful intent to avoid contribution obligations.

Company Failed To Effectively End Union Contract Pursuant To Short Form Agreement

A federal court found that an excavation contractor had failed to effectively terminate its contractual relationship with a union.

The company had executed a short form, project-specific agreement. The agreement expressly incorporated the master collective bargaining agreement in effect for the union at the time. The short form agreement explicitly modified and replaced the master collective bargaining agreement's procedures for terminating the parties' contractual relationship. However, it did not contain an expiration date.

The court found that because the short form agreement incorporated the master collective bargaining agreement by reference it also incorporated the master agreement's termination date. While the company did provide the union with written notice of its intent to terminate its agreement, it failed to provide the written notice of termination within the requisite timeframe from the expiration date of the master agreement.

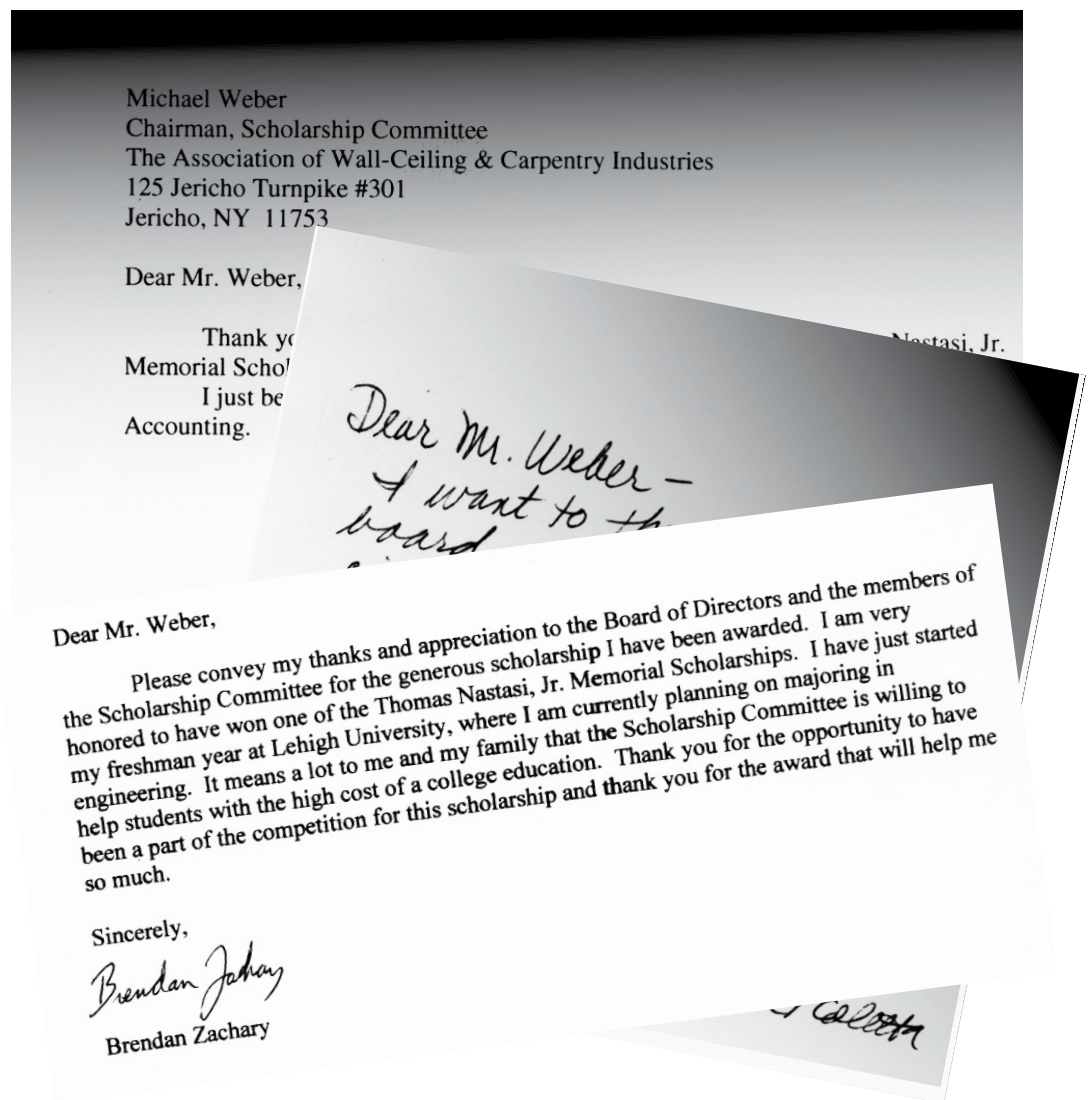
Court Dismisses Claims That New York City Project Labor Agreements Violate State And Federal Labor Laws

A federal court dismissed claims by two contractor associations claiming that six New York City project labor agreements ("PLA's") violated state and federal labor laws. The PLA's were entered into by the City with the Building and Construction Trades Council of Greater New York ("BCTC"). The plaintiff contractor associations had collective bargaining agreements with unions that were not members of the BCTC. Among other things, the PLA's required work to be assigned to BCTC affiliates and members.

The plaintiff associations argued that these provisions of the PLA's violated state and federal labor laws and that the PLA's did not have cost advantages for the City, and therefore were enacted to regulate contractors' collective bargaining rights.

The plaintiff associations argued that the PLA's would make it difficult for them to compete in the bidding process with other contractors that had agreements with BCTC affiliated unions. The plaintiffs' collective bargaining agreements with non-BCTC affiliated unions already required them to pay into certain benefit funds. The plaintiff's contended that PLA's then required them to pay the same fringe benefits a second time to the BCTC union Funds.

In dismissing the claims, the court found that the City's decision to enter into the PLA's was motivated only by its interest in efficiently managing its construction projects and controlling cost. The Court noted the studies that had been performed to justify resort to the PLA's. The Court found that the PLA's were adopted on a "proprietary" basis in the City's role as a market participant not as a regulator. The court therefore ruled that the PLA's were lawful under the National Labor Relations Act. •



WC&C Scholarship Awards

Each year the WC&C Scholarship Committee selects recipients for our highly prestigious Thomas Nastasi, Jr. Memorial College Scholarship awards. Candidates are selected according to established guidelines and must qualify with one parent a member in good standing in the United Brotherhood of Carpenters and Joiners of America (New York District Council of Carpenters and Empire State Regional Council of Carpenters).

This year twenty young people were chosen from among over one hundred applicants to receive the \$3,000 scholarship and many of them responded with thanks, telling us how the funding will help with tuition, books, and a reduction in the need for student loans.

It's gratifying to know the money is well used. Hopefully, many of our recipients will someday become leaders in our industry.

The 2011 winners are listed below. Congratulations to them all.

Steven James Rabinowitz
Chloe Kennedy Engel
Michelle L. Quackenbush
Matthew Lederer
Lucas Donohue
Sean B. Neill
Joseph Peter Geritano
Brendan James Zachary
Tatiana Rodriguez
Michael John McAree

Mary Kate Coletta
Deanna Grunenber
Anthony J. Bugeta
Michael Cellitti
Nicholas Erik Romero
Amanda Cramer
Jillian Comardo
Jackqueline M. Dowe
Matthew Donald Brown
Courtney Corley



New McGraw-Hill Construction Study Says Green Jobs On The Rise

Builder News Staff

Green jobs are now firmly established in the design and construction workforce, according to a new study released by McGraw-Hill Construction at the Greenbuild International Conference and Expo in October in Toronto. According to the study, 35% of architects, engineers and contractors (AEC) report having green jobs today, representing 661,000 jobs and one-third of the industry workforce. That share is expected to increase over the next three years, with 45% of all design and construction jobs being green by 2014.

“Green jobs are already an important part of the construction labor workforce, and signs are that they will become industry standard,” said Harvey Bernstein, vice president, Industry Insights and Alliances for McGraw-Hill Construction. “These numbers reported by the industry match our Dodge green building market sizing; so as green takes over construction activity, so too will green take over the construction workforce.”

The research also shows:

- AEC workers report green jobs on the rise at levels that match the McGraw-Hill Construction Dodge green building market sizing:

- 35% of AEC firms focus on green jobs today, in line with the green building market share of 35% in 2010.

- 45% of AEC firms expect to have green jobs by 2014, in line with the green building market share of 48%-50% by 2015.

- Trades jobs (carpenters, HVAC/boilermakers, electricians, concrete/cement masons, and plumbers) are expected to see the greatest growth in green jobs; 15% of trades today are green jobs, and this is expected to increase to 25% in three years.

- Green jobs yield advantages such as more opportunity (42%) and better career advancement (41%), according to respondents.

- Training is essential for getting and maintaining green jobs; 30% of green job workers say they needed major training when they started, and most report that formal education and training programs will continue to be needed. Hiring firms agree; 71% of hiring decision makers maintain that being green-certified increases competitiveness.

This study is the first to focus exclusively on design and construction professionals and trades workers.

“Green jobs” are defined as those involving more than 50% of work on green projects or designing and installing uniquely green systems, while excluding support or administrative professionals and manufacturing, production or transportation-related services. •

Green building could account for 20% of the world construction market in two years and become the norm over the longer term, according to Canaccord Genuity. McGraw-Hill estimates that green building in the U.S. accounts for up to 12% of construction spending.

Curved ceilings done fast

Even the most challenging drywall ceiling installations can be done faster, easier and better using an Armstrong pre-engineered drywall grid system. Here are just a few of the ways drywall grid can save you time and money:

RADIUS CLIP RC2 clips are used at the main beam knockouts to reinforce the desired radius, and enable installations that are faster than bending stud and track. They attach to the main beam web using four screws. The route hole on the clip allows for convenient cross tee placement.

FACETED DRYWALL GRID Pre-notched main beams allow you to create the radius you need without being limited to any standard manufactured radius. The main beams can be formed in the shop or on the ground, which means faster, easier installations with less time on scaffolding.

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are not just science fiction anymore.



Robots that can search through trash, like Pixar's Wall-E, can sort through waste that can be dangerous to human workers like radioactive materials.
(Photo courtesy of Wikimedia Commons).

Robots That Recycle

ZenRobotics, a Finnish research group, has developed robots that can sift through construction waste 24 hours a day -- and they can differentiate concrete from wood, glass or plastic, and remove hazardous contaminants. Having such a robot as part of a construction team can “relieve the occupational hazards from toxic substances and sharp or heavy objects that threaten human sorters every day,” said Sean Faulk of Living on Earth.

Hosted by Steve Curwood, “Living on Earth” is an award-winning environmental news program that delves into the leading issues affecting the world we inhabit.

A Finnish research group has designed a robot that can sort recycling without the help of human hands.

The Finnish research group ZenRobotics, which specializes in artificial intelligence and recycling solutions, is designing a sophisticated robot that can sort recycling without the help of human hands.

“The robot is designed to sort waste from construction and demolition sites, but it doesn’t roam the junkyard on wheels and sift through rubble like Wall-E,” reports Living on Earth’s Sean Faulk. A stationary installation, the robot has long mechanical arms that can pluck away waste from the site—being able to differentiate between materials such as wood, glass, plastic and concrete. The robot can also remove dangerous contaminants, such as those found in radioactive materials.

Not only is the machine capable, but it is efficient. Needing little maintenance, this robot can work 24 hours a day. By adding such a robot to a construction team, Faulk contends the robot’s inorganic nature could “relieve the occupational hazards from toxic substances and sharp or heavy objects that threaten human sorters every day.”

— From Living on Earth

CAD BIM ANDROID IPAD

The Platform Debate for Construction

Contractors want multi-platform data access in the field

Contractors' demand for access to computer-aided design and building information modeling data in the field has software companies rolling out solutions for various platforms. AutoCAD WS is available as an app for both Android and Mac and allows users to view, edit and share designs across multiple platforms. The industry has only started to demand access for different platforms and it is still not known if Autodesk will make Revit for Mac.

At the recent AGC IT Forum, quite a bit of discussion ensued surrounding the topic of mobility in construction. Many contractors expressed interest in being able to bring data to the field—in particular bring CAD (computer-aided design) and BIM (building information modeling) files to the jobsite.

While no particular device stood out in the discussion—some wanted compatibility with the Android platform while others wanted accessibility on the iPad—the consensus was contractors wanted access to data in the field, which means software providers now need to offer technology on multiple platforms.

Autodesk, www.autodesk.com, San Rafael, Calif., offers its products in both a PC and Mac environment. While this is not a specific mobile product, the company is expanding its line of AutoCAD products for Mac. The company already has announced the release of AutoCAD 2012 for Mac, AutoCAD 2012 WS for Mac, and AutoCAD LT for Mac.

Last year, Autodesk first announced the release of AutoCAD for Mac. This year's announcement will bring more AutoCAD features to the Mac OS X Lion platform while also allowing for a mixed networking license option for PCs and Macs. In particular, this is the first time Autodesk is offering AutoCAD WS for Mac and AutoCAD LT for Mac.

The AutoCAD WS mobile app was released last year for the Android platform. Now, Autodesk offers AutoCAD WS for Mac—which is a free app providing basic tools for viewing, editing, and sharing designs, allowing users to collaborate across multiple platforms including desktop, mobile, and Web.

AutoCAD LT 2012 for Mac and AutoCAD WS for Mac are exclusively available in the Mac App Store—which is an interesting change in the software game considering AutoCAD has traditionally been sold through a network of resellers.

While this is a good step toward offering CAD software on multiple platforms and devices, the question remains when will Autodesk offer Revit for Mac? For now, Autodesk provides full support for Revit when used through Parallels Desktop for Mac—virtualization software to run Windows on Mac. — Constructech

WC&C BARBECUE

WESTBURY MANOR
AUGUST 16, 2011

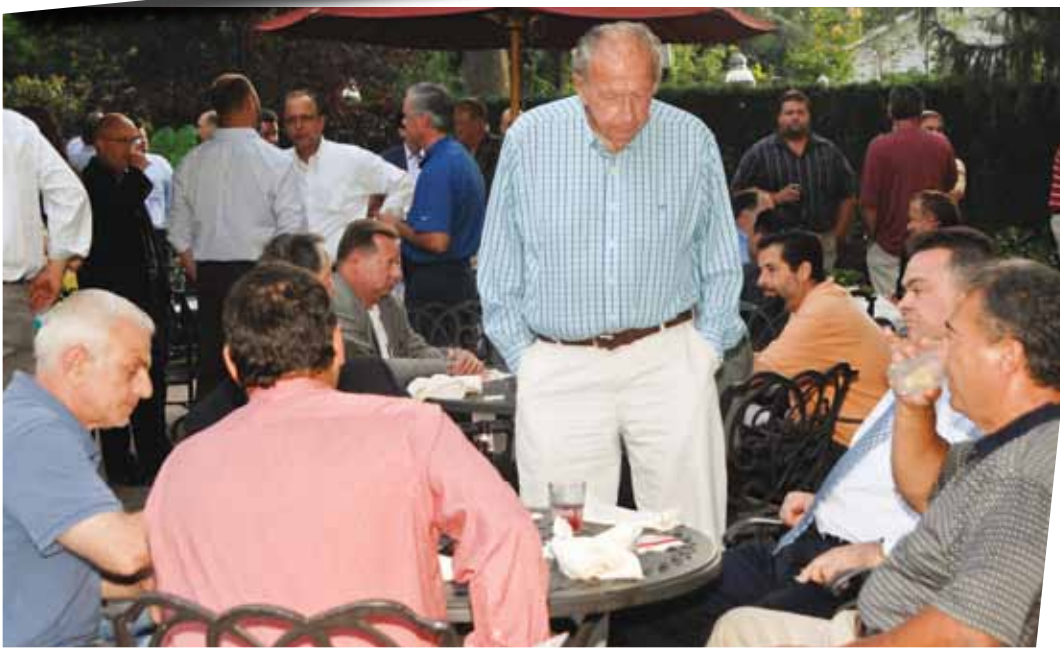


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More Photos





Online Database Seeks To Match Funders With Stalled Projects

By Nadine M. Post
ENR.com

In an effort to try to relieve some of the stress of the recession in construction, the American Institute of Architects is becoming an online matchmaker, of sorts. On Nov. 7, the AIA launched a stalled-projects online database intended to hook up developers, architects and other industry leaders with investors and funders to restart mothballed U.S. building projects. The find-a-business-partner initiative is designed to help architects and their clients find a solution to the "primary issue plaguing the design and construction industry—access to credit," says the AIA.

"The Match.com approach can bring investors, agencies, planners, architects and developers together to find opportunities to move forward," says Clark Manus, CEO of Heller Manus Architects, San Francisco, and the current AIA president. "The database will grow over time," he adds.

Also on Nov. 7, the AIA released a report that concludes that recovery in the construction industry is not

imminent. The prediction is that a construction upturn is not likely until the middle of next year. The major obstacle holding back job creation in the U.S. is the persistent lack of construction financing, despite record-low interest rates, says the nine-page Stalled Construction Projects and Financing.

The report, which is based on data compiled by McGraw-Hill Construction (ENR's publisher) and Reed Construction Data, also found that 20% of stalled projects have financing problems.

"This report should lay to rest any doubt about what is a key source for holding back job creation in the U.S.," says Kermit Baker, the AIA's chief economist, in a press release. "It is the lack of financing especially to the design and construction sector, which accounts for \$1 in \$9 of U.S. Gross Domestic Product."

Other findings are:

The share of projects stalled due to financing problems through August 2011 has almost doubled since 2008. Almost two-thirds of architects responding to a recent AIA survey reported at least one project that is stalled due to lack of financing, despite record-low interest rates.

Financing problems account for a higher share of stalled projects in the education and multifamily sector and are less of a factor holding back projects in the manufacturing, private health care and retail environments.

Whatever the reason, whether it is "overregulation,

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WINTER Issue/February

SPRING Issue/May

SUMMER Issue/August

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the threat of a double-dip recession or the reluctance to have too many loans on the books, lenders are just not lending to a major job-producing sector of the American economy," Baker says. "Until more credit is extended, the potential of nonresidential construction to promote greater levels of economic growth will not be realized."

The AIA's match-up database project grew out of the Clinton Global Initiative America conference earlier this year in Chicago—the first CGI meeting to focus on economic issues that impact the U.S. economy. The Washington, D.C.-based AIA was a participating member of the CGIA.

Database registration is available at <http://www.aia.org/practicing/AIAB091297>. More than one project can be submitted. In addition to supplying information about projects, registrants can get information about investors and find and make contacts.

Investors can also register, providing information about their companies and the kinds of projects of interest to them. Investors can remain anonymous, though they must complete the form in order to peruse stalled projects listed in the database, says AIA.

AIA says it gives no assurance as to the accuracy or legitimacy of any of the information entered by investors, lenders or project owners. AIA also does not rank the projects listed as to viability or any other criteria. The group is merely acting as a forum for investors and architects, project owners and developers to meet and exchange information. •

Former Drake Hotel Site To Be Home To 1,300-Foot Residential Tower

The site of the former Drake Hotel, recently named the most valuable development lot in the city, will be home to a 1,300-foot tall residential tower, the largest in the city.

According to the Wall Street Journal, CIM Group, which acquired the site for \$305 million last year, and Harry Macklowe plan to erect a slim condominium and retail complex designed by Uruguayan-born architect Rafael Vinoly with 128 units and 12-foot high ceilings. The \$1 billion project, at 432 Park Avenue near 56th Street, includes a 5,000-square-foot driveway, golf training facilities and private dining and screening rooms. Macklowe has no equity in the project but has remained involved in the decision making. •



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Hashtag This:

Social Media Risks and Rewards in Construction

By Erin Joyce
Engineering News Record

For any construction firm thinking that now is a good time to build out a social media presence, that company could do worse than the example of Martell Home Builders.

The Canadian firm had two big problems that bedevil many contractors: (1) Customers didn't know where to find them when they needed them; and (2) they never finished their jobs on time. Problem number two took some old-fashioned brute force to manage resources on a project.

Problem number one just took some social media and a commitment to the approach.

The company added a "Where's My Contractor" feature on its web site that also listed Twitter accounts of the firm's managers so clients could always see what they were up to and know how to find them. It also connected the web page to a Google Map application programming interface (API), effectively adding a stickpin on a map letting them know where in the world they could find their contractor.

For many construction and engineering firms, however, Martell's social media example is a rarity. Although architecture and pure engineering firms have been early adopters of social media tools such as Twitter and Facebook—and continue to innovate these communication platforms in their business and communications strategies—for plenty of construction firms of all sizes, their social media use and presence can be hit,

miss or just not part of the mix at all.

Some embrace it, such as Bechtel, which counts close to 18,400 followers of its Twitter output, a lively Facebook community and over 21,000 followers of its page on LinkedIn, to name the three dominant social media platforms among many.

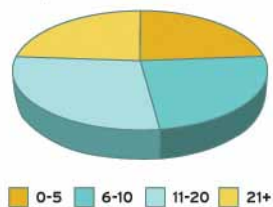
Others are notably absent, such as Fluor, which has no social media presence beyond its very detailed website.

Why are so many construction firms hesitant to use social media as part of their operations?

"It's more like a modern day press release tool for them still," says Daryl Andrews, vice president of marketing and business development at 360 Construct, a building management firm.

Andrews recently went through the top 10 firms in ENR's Top 200 Contractors list, and checked on their Social

Use of Social Media by Years of Work Experience in AEC / Facilities

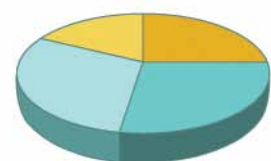


0-5 6-10 11-20 21+

Data courtesy of SMPS White Paper: "The Client's Use of Social Media and Social Networking" (August, 2011)

Not just the young: A Society for Marketing Professional Services White Paper research report found that an equal mix of age groups and experience within A/E/C sectors who have embraced social media.

Use of Social Media by Age in 10 Year Increments



20-30 31-40 41-50 51+

Data courtesy of SMPS White Paper: "The Client's Use of Social Media and Social Networking" (August, 2011)

A Society for Marketing Professional Services White Paper research report found that a fairly equal mix of age groups and experience within A/E/C sectors have embraced social media.

Media presence of each (Twitter, Facebook, LinkedIn, for example). He discovered that, for many of the major firms on this list, a social media presence is still lacking. His blog post, which he sent out on his Twitter feed, spells out which companies have a Twitter account, the number of followers, and more.

Andrews, who grew up in the construction business and worked for construction management giant Skanska before his involvement with 360 Construct, says he understands why, for many firms, it's a slow-go to use social media as part of their business strategy. "For many construction firms, all their work is about getting a project off the ground."

It's a similar sentiment that the Society for Marketing Professional Services noted in an August, 2011 white paper called "The Client's Use of Social Media and Social Networking." Authors Holly Bolton, director of marketing for CE Solutions, Adam Kilbourne, director of marketing for Tec Inc. Engineering & Design and Dana Galvin, communications director for construction firm Barton Malow, sampled over 1,600 members and received 160 completed responses. The breakdown was about 36 percent engineering firms, 24 percent architecture, 17 percent in combined architecture/engineering and the balance in construction, landscape design and facility owners.

"Many of our AEC clients are not using social media in the decision making for construction-related projects, but rather as a communications and PR tool," the report says. Patrick

Prothe, a marketing manager with Viewpoint Construction Software, told the authors that newcomers to social media need to understand the time commitment required for social media, even through many tools are low cost or free.

But for every firm that is still holding off on creating a Facebook page or launching a Twitter account, there are others that have found a use case that fits their needs and goals.

For example, ENR's Jan Tuchman interviewed Jeffrey M. Taub, senior marketing specialist for VHB + Eng-Wong, (<http://www.vhb.com>), about how the planning and transportation consulting firm has used Twitter to help promote many of its clients' projects.

Other firms have found that private social networks fit the bill, as ENR's Tudor Van Hampton reports in his story about the rise of enterprise social networks. ENR's Scott Judy delves into evolving policies for social media use that helps define best practices that firms are creating. Business editor Richard Korman looks at the success firms are having using social media to recruit new talent. You can see more stories in this special report.

Before You Social, Know What You Want

Jason Falls, an online marketing expert and co-author of the book "No Bull**** Social Media," says engineering and construction firms are not alone in wanting to first know the value proposition of using social media—as well as **the risks—before they launch into** these platforms. His book describes the seven business drivers for using social media in a business case:

- Enhancing branding and awareness
- Protecting your reputation
- Extending your public relations
- Building community
- Extending customer service
- Facilitating R&D
- Driving sales leads, or lead generation

"The value proposition for this really depends on your business," he says. "Some use it to drive sales, others use it for customer service, as in the case of Martell Builders, which used a Twitter channel to help fix a customer pain point.


"When companies provide valuable content to the audience they're trying to reach, they are building trust and relationships. If they know you and trust you, they're more willing to buy from you."

But communicating effectively in social media platforms (Twitter, Facebook, LinkedIn) can be tricky.

First, he says, businesses need to choose which ones they would like to accomplish and build on that. Otherwise, there is a risk in deploying social media without a clear business strategy or goals in mind.


"There are certainly challenges, says Falls, "Building relationships with customers is what you're doing here and building relationships takes time. You are going to have to dedicate time and physical resources to be more efficient in how you approach each channel.

It's not as simple as throwing up a blog or having a Facebook page, he adds. "You have to be prepared." •



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PRODUCT NEWS

Marino\WARE® is the first company to announce Third Party Code Compliance Certification from either of the two major industry associations for STRUCTURAL & NON STRUCTURAL Stud & Track.

Marino\WARE®, a division of Ware Industries, Inc. announced today that they have achieved third party Code Compliance Certification to the 2009 IBC Building code. This certification is for BOTH structural and non structural products per the Steel Stud Manufacturers Association (SSMA) Code Compliance Certification Program requirements. This includes structural stud and track, and the ViperStud® Drywall Framing System family of



products. CEO Chip Gardner said, "We wanted to be first to demonstrate to customers that Viper remains at the forefront of compliance while keeping quality as its core value. Viper is relatively unchanged from its conception, and remains standing strong among its competitors."

Marino\WARE® achieved Code Compliance Certification in 2009 for structural products and just recently completed the process for the new SSMA Non Structural Code Compliance Program. Technical information, test data and calculations were submitted to Architectural Testing, Inc. (ATI), and were thoroughly vetted to make sure that the ViperStud® Drywall Framing System met the very stringent requirements of the SSMA Non Structural Program. The new SSMA program requires EQ studs to meet minimum bending moment, screw penetration and screw capacity minimums. The SSMA and SFIA code compliance programs also mandate that all non structural products be tested in the exact same way for composite limiting heights. All of this was accomplished and withstood a withering third party analysis from ATI.

Marino\WARE® is a long-standing manufacturer of steel-framing products, and is committed to leading the industry in innovation, quality materials and customer service. Headquartered in South Plainfield, N.J., it has produced steel framing solutions for more than 70 years, and offers a wide choice of framing components and connectors that save their customers time, labor and cost. Marino\WARE® operates state-of-the art production facilities in New Jersey, Georgia, Indiana and Texas, as well as a sales office in New York. More information can be found at www.marinoware.com.

CERTAINTEED'S NEXT GENERATION VOLU-MATIC® SERIES OF INSULATION BLOWING MACHINES



CertainTeed Corporation is expanding its top-of-the-line series of insulation application machines with the new Volu-Matic® SE high-performance insulation blowing machine. Designed for the professional contractor, the reduced footprint and lighter weight of the Volu-Matic SE makes installation into smaller trucks possible, lowers initial investment and operating costs, and does it all without sacrificing productivity.

"Our customers demand equipment with outstanding performance, high quality and dependable service," says Blair Gaida, general manager of CertainTeed Machine Works, formerly known as Unisul. "The Volu-Matic SE's compact size, lighter weight and competitive price offer the commercial contractor an excellent return on investment. It delivers the same production output as our popular Volu-Matic III machine in an economical package and is the perfect machine for today's changing market."

Able to be used for the application of fiberglass, rockwool and cellulose insulations, the Volu-Matic SE measures 69 inches high x 72 inches wide x 48 inches deep and weighs 1,300 pounds. It is available in power take off (PTO) and gas or diesel engine-driven models, with optional wireless remote control and hopper extensions. For more information, go to www.certainteed.com/unisul.

PRODUCT NEWS

New Lenox® Bi-Metal Self-Feed Bit Is Tougher Than Nails

LENOX, a leading manufacturer of premium power tool accessories, hand tools, torches, solder and band saw blades, has launched the new



LENOX Bi-Metal Self-Feed Bit. The bit's bi-metal construction provides the strength to en-

sure often catastrophic nail encounters when drilling through wood.

The Bi-Metal Self-Feed Bit has a high-speed steel cutting edge and screw tip that make it able to stay sharper longer. The chamfered edges and flutes help remove excess wood chips while drilling and make it easy to remove the bit from the hole after drilling. LENOX Bi-Metal technology helps the bit last two times longer than previous models, offering best-in-class performance.

"We understand that tools are a long-term investment for tradesmen. They expect their tools to get the job done right and to last a long time; they count on their tools to not only work great, but to endure. We deliver on those expectations," said Lee Wilkins, director of product management for LENOX. "Tests have proven that the LENOX Bi-Metal Self-Feed Bit lasts longer; cuts stronger and is more durable. Try it and you'll see for yourself that this bit has the longest life, even when encountering nails."

The Bi-Metal Self-Feed Bit completes the only full bi-metal product line family on the market. Other products in the line include the Bi-Metal Ship Auger Bit and the Bi-Metal Utility Bit.

LENOX Bi-Metal Self-Feed Bits are avail-

able at LENOX distributors worldwide, with a suggested retail range of \$27- \$131. For more information, visit www.lenoxtools.com

Extremely powerful, universal or fast: New Drywall Screwdrivers From Bosch

**With different speeds for a
wide range of applications**

**Ergonomic design and depth
stop that can be operated
with one hand**

**Collated screwgun attach-
ment for driving screws at
high speed**

Bosch is now launching new screwdrivers onto the market for fast and efficient screw-



driving in drywall: the GSR 6-25 TE, the GSR 6-45 TE and the GSR 6-60 TE Professional. These models have a 701-watt high-performance motor and they differ in terms of speed: depending on the application, professional tradespeople can choose between a tool with 2,500, 4,500 or 6,000 revolutions per minute – therefore choosing either an extremely powerful tool, a universal tool or a very fast tool.

The drywall screwdrivers are designed for comfortable continuous use: all of the tools are ergonomically shaped and can be set to continuous operation using a wide electronic switch with lock-on button. Their depth stop can be operated with one hand. Moreover, these tools are equipped with a cut-off clutch

to ensure that screws are driven precisely at a constant depth.

The powerful drywall screwdriver: GSR 6-25 TE Professional with high torque and a speed of 2,500 revolutions per minute, the GSR 6-25 TE Professional is designed for power-intensive screwdriving in wooden panels. However, it is also possible to drive seal screws into metal with this tool. Its special depth stop, which comes complete with the tool, has a larger opening width for using hex screws.

The universal drywall screwdriver: GSR 6-45 TE Professional

The GSR 6-45 TE Professional is a universal tool thanks to its optimum balance of torque and speed. Virtually all drywall applications can be easily done using this tool.

The fast drywall screwdriver: GSR 6-60 TE Professional

The GSR 6-60 TE Professional enables you to work extremely quickly thanks to its speed of 6,000 revolutions per minute. Especially driving screws into metal substructures can be done very efficiently with this tool.

For driving rows of screws: the MA 55 Professional collated screwgun attachment

Bosch offers the MA 55 Professional collated screwgun attachment as a system accessory for the GSR 6-25 TE and GSR 6-45 TE Professional models to enable rows of screws to be driven even more efficiently. It can hold all conventional collated screw strips and enables you to drive rows of screws at high speed. Its ergonomic design and low weight of about 360 grams ensure comfortable operation when the tool is used continuously. Dust deposits are prevented by the open design, which gives the tool an especially long life. Moreover, the MA 55 Professional can be fitted without tools and it can hold all commercially available collated screws with a screw length of 25 to 55 millimeters, a maximum shank diameter of five millimeters and a head diameter of 9.5 millimeters.

The new drywall screwdrivers from Bosch will be available at specialist retail outlets. Additional information can be accessed at www.bosch.com.

PRODUCT NEWS

PORTER-CABLE® Launches New, Oscillating Tools with the Tool Free System™ for Corded and Cordless Models

PORTER-CABLE announces the launch of its new corded (PC250MTK) and cord-

PORTER CABLE

less (PCL120MTC-2)

oscillating multi-tools.

Both models have been

designed to offer re-

modelers, carpenters,

general contractors and a number of other

professionals the quality and control they need

to complete a variety of applications, including:

cutting wood, drywall, and nails; sanding; grout

removal; and scraping paint and caulk.

The units incorporate contractor-driven

innovation such as the patent-pending, Tool

Free System accessory change, which gives

professionals the ability to quickly and efficiently

change the tools' accessories without bolts,

washers, and wrenches. By simply pressing a

lever, contractors can change the accessories

or adjust the accessory angle. A release of

the lever ensures the accessories easily click

into place, ready for the application at hand,

without the need for separate bolts, washers

and wrenches.

"The introduction of our two new os-

scillating tools represents PORTER-CABLE's

commitment to jobsite innovation that is fu-

eled by field research with contractors," said

Derek Vlcko, senior product manager, PORTER-

CABLE. "Although this category is new for

PORTER-CABLE, I am confident that we're

well-positioned to enter the oscillating power

tool market due to the positive feedback we

have received from contractors on the innova-

tive Tool Free System."

For more information go to [www.porter-](http://www.porter-cable.com)

[cable.com](http://www.porter-cable.com).

USG Introduces Industry's First Lightweight Type X Board - Sheetrock® Brand Ultralight Panels Firecode®X

USG corporation is expanding its portfolio of innovative lightweight wallboard products with the introduction of sheetrock® brand ultralight panels firecode®x. This 5/8-inch panel is the industry's first lightweight type x gypsum panel and is designed for commercial and residential construction. It weighs up to 15 percent less than competitive type x board.

USG leads the industry in lightweight gypsum panel technology and is the only manufac-



turer to offer a portfolio of lightweight products.

The company launched the industry's first light-

weight gypsum board - 1/2-inch sheetrock®

brand ultralight panels - in July 2010. USG then

introduced sheetrock® brand ultralight panels

firecode(r)30, a 5/8-inch board for nonrated

and 30-minute fire-rated partitions, in June

2011. Both panels are up to 30 percent lighter

than competitive panels.

"We are constantly striving to exceed our

customers' expectations and to differentiate our-

selves and grow our business through innovation,"

said James Metcalf, president and chief executive

officer, USG corporation. "Customers have asked

the industry for lighter-weight wallboard without

compromising performance, and we were the first

to deliver with a 1/2-inch lightweight panel. Now,

USG is proud to launch the first lightweight type

x board in the industry."

All sheetrock® brand ultralight panels are

produced with proprietary technologies devel-

oped at the USG corporate innovation center in

Libertyville, Ill. These formulations make the prod-

ucts not only lighter than competitive boards but

enable them to perform better. Each scores and

snaps easily and has a higher strength-to-weight ra-

tio and better sag resistance than the competition,

while delivering comparable sound performance and impact resistance.

For contractors and installers, the products' features translate to less fatigue, easier installation and greater productivity. For dealers, lighter weight increases operational efficiencies and allows shipment of more panels per truck resulting in fewer trips and lower fuel costs.

Sheetrock® ultralight panels firecode®x redefine wallboard industry

USG's newest lightweight gypsum panel

meets ASTM c1396 requirements for gypsum

board, type x. Additionally, this is the first light-

weight panel listed for use in more than 130 ul

fire-rated assemblies. The product is designed

for use in areas where a fire-rated assembly or

type x gypsum board is required.

"We're pleased to offer the industry the

first lightweight type x panel. Now customers

have a choice of products for specific fire-rated

and nonrated applications with a portfolio of

sheetrock® ultralight panels," said Chris Grif-

fin, executive vice president, operations, USG

corporation.

"The sheetrock® brand ultralight port-

folio redefines the commercial and residential

wallboard markets by providing optimized

lightweight systems for all applications. Our

promise to our customers is to continue the

expansion of lightweight products to offer the

best solutions for productivity improvements

and worker satisfaction," griffin added.

Sheetrock® brand ultralight panels fire-

code®x are being introduced in the northeast-

ern united states. Sheetrock® ultralight panels

firecode® 30 are sold at specialty dealers in

the eastern half of the U.S., And 1/2-inch sheet-

rock® brand ultralight panels can be purchased

at more than 2,000 retail and specialty dealer

locations in the United States and Canada.

USG corporation is a manufacturer

and distributor of high-performance building

systems through its United States Gypsum

company, USG Interiors, Inc. And L&W Supply

corporation and other subsidiaries. For ad-

ditional information, visit the USGweb site at

<http://www.usg.com/>.

PRODUCT NEWS

Hyde Tools Announces 4 Additions To The Pro Stainless Series

Hyde Tools announces the addition of four new tools to their premium quality Pro Stainless series. This premiere line of putty knives, scrapers and joint knives, introduced in 2010, was designed with rust-resistant blades to set a new pro standard. The four new Pro Stainless additions include:



- **1-1/4" Chisel Scraper** with chisel-

ground bevel edge for getting under paint or coatings more easily in tight spaces. Item #06258.

- **4" Stiff Scraper**, a size that's particularly helpful for wallpaper removal and general scraping complete with a durable Hammer Head® end. Item #06579.

- **8" Flexible Joint Knife** for use in taping drywall. Item 06881.

- **10" Flexible Joint Knife** for use in taping drywall. Item 06882.

Features of this series include: High-quality, hollow-ground stainless steel blades; Metal Hammer Head® end for setting nails; Overmold comfort-grip where needed for

prolonged taping jobs; Finger grips & stops for safe, efficient scraping.

Hyde Tools worked with paint and drywall professional to design these tools. Among the features pros valued most: differentiated handles for flexible and stiff tools. Tools typically used for prolonged periods have more cushioning in the handle. Others are cushioned only where you need it, creating a smoother handle that will slip into a pro's back pocket. Pro Stainless tools are guaranteed forever. Patent Pending.

For more information, contact your Hyde Tools sales representative, email custrelations@hydertools.com or call (800) 872-4933.

Wind-lock Introduces QR Codes on Sales Reps' Business Cards

Wind-lock continues to recognize the opportunities of new technology, and is now using Quick Response (QR) codes on the business cards of its sales representatives. The



code, when scanned with a smart-

phone, will take the viewer to a short video introduction of the person named on the business card.

"We recognize that these codes will allow us to do many things in the future," explains Ron Chelli, President of Wind-lock. "We want to familiarize our customers with these codes and how they can be useful to them. An immediate opportunity to use them was to create these extremely personal business cards for our team."

A QR code looks similar to a puzzle-like bar code. Any smartphone with the ability to download a QR code reader application, such

as Red Laser or Neo Reader, can be used to scan the code and connect to an internet link. There are many free, quick and easy applications to download.

In the future, look for Wind-lock to integrate QR codes into other innovative uses within the sales/marketing of its products and services.

Serving the construction industry for more than 25 years, Wind-lock has expanded its offering beyond tools and accessories for the EIFS industry. The company has grown to serve other segments of the residential and commercial construction industries including air sealing, drywall, exterior wall systems, insulation, moisture management and weatherization. Delivering "What You Need, When You Need It", Wind-lock ships its products nationally and internationally from five warehouses located across the country.

Parex USA Weatherseal Line Receives A Nod From The Air Barrier Association Of America

Parex USA, Inc. the parent company of leading building material brands; Parex, LaHabra, El Rey Stucco, Teifs, and Merkrete announced the WeatherSeal line has been listed by the Air Barrier Association of America (ABAA).

The Parex USA WeatherSeal line has successfully met or exceeded the multiple tests required to be evaluated and listed with the ABAA. These products include: WeatherSeal Spray and Roll-on and WeatherSeal Trowel-on.



Submitting the WeatherSeal products to the ABAA for evaluation, demonstrates Parex USA's strong commitment to providing high-performance material solutions that meet the most stringent industry requirements. The ABAA represents credibility to the industry, as air and weather barrier solutions become an increasingly popular option for energy efficiency. This association also provides the opportunity to work with leaders in building

continued on following page

PRODUCT NEWS

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envelope design to ensure the development of sound standards and best practices for quality application.

"The ABAA has been extremely successful in promoting the virtues and benefits of Air Barriers," said Jamie Makuuchi, Director of Marketing. "They are becoming very influ-

ential in our industry specifications and we believe our affiliation with the ABAA should prove to be added testimonial to the quality of our products."

Providing high-performance air and water barriers are a top priority for Parex USA to ensure that our materials contribute to:

- Provide sustainable building enclosure design

- Long-term operation & maintenance performance

- Maximum energy efficiency

- Superior protection

For more information about the complete line of Parex USA air and water resistive products, please visit any of the Parex USA brand websites through www.parexusa.com. •

RedBuilt Acquires Certain Standard Structures Inc. Assets as SSI Exits the Engineered Wood Products Business

RedBuilt™, a leading supplier of engineered lumber products, will purchase certain assets of Standard Structures Inc., including equipment, raw materials inventory and intellectual property.

SSI, a leading manufacturer of glulam beams, I-joists and open-web trusses for commercial and multifamily roof and floor systems, plans to exit the engineered wood products business and restructure its remaining business around its core glulam product line. SSI's president and CEO, Richard Caletti, cited extraordinary financial stress associated with the worst recession since the Great Depression as the cause in SSI's Aug. 19 announcement.

"Standard Structures has been a strong competitor of ours over the years and we have a great deal of respect for the company and the Caletti family, who founded SSI more than six decades ago," said RedBuilt president and CEO Kurt Liebich. "It's unfortunate when any company finds itself in this situation. However, RedBuilt's acquisition of certain assets related to SSI's engineered wood products business is a logical fit, and it is in the best interests of both companies and the many customers we both serve."

RedBuilt will not be manufacturing SSI-branded engineered wood

products. "We're not able to produce Standard Structures products due to building code regulations, so SSI engineered wood I-joists and open-web trusses will no longer be available," Liebich said. "However, RedBuilt offers many comparable, innovative, industry-leading products, and we hope to work with SSI's former engineered wood products customers to identify suitable alternatives that satisfy their project requirements."

Worthington Cylinders Acquires BernzOmatic

Worthington Industries, Inc. announced that its Pressure Cylinders segment has purchased the BernzOmatic business from Irwin Industrial Tool Company, a subsidiary of Newell Rubbermaid. The transaction was financed with the Company's revolving credit facility and is expected to be immediately accretive.

BernzOmatic is a manufacturer and global marketer of hand-held torches, solder, accessories and related products, sold in retail and professional plumbing/ HVAC wholesale channels with strong brand recognition. The acquisition of BernzOmatic assets, increases Worthington's product mix, adds new products, such as solder and accessories and provides an entrée into the plumbing wholesale channel, currently sold under the Lenox brand, as well as international markets. The acquisition also directly supports Worthington Cylinders' established hand-held torch cylinder business. BernzOmatic operates two

manufacturing facilities, in Medina, N.Y. and Winston-Salem, N.C., and had revenues of approximately \$100 million in the 2010 calendar year.

"This acquisition accelerates our growth in the hand torch business with an established retail brand and gives us access to additional international distribution channels," said Worthington Industries Chairman and CEO John McConnell.

RPM Wood Finishes Acquires Fuhr Industrial

The RPM Wood Finishes Group, a leading manufacturer of wood coatings and touch-up and repair products, announced that it has acquired Fuhr Industrial, a provider of waterborne wood coating products and technologies based in Mansfield, TX. Terms of the transaction were not disclosed.

"Bringing Fuhr Industrial into our CCI business unit will allow us to leverage our strong relationships and manufacturing capabilities with the technologies provided by Fuhr, further enhancing our position as an industry leader in the industrial wood coatings market. The market strengths of each company compliment each other very well," said Ronnie Holman, president of the RPM Wood Finishes Group.

"The combining of our waterborne technologies with CCI's Industrial Wood Coatings line better enables Fuhr to service the North American wood coatings markets with our environmentally friendly products," said Adam Fuhr, president of Fuhr Industrial. •

PRODUCT NEWS

Layher's Quality Allround Modular Scaffolding Systems Offer Users Adaptability And Flexibility

Scaffolding cited best in industry for innovation, quality

Layher, one of the largest system scaffolding manufacturers in the world, continues to develop innovative products and provide top-tier customer service. The company manufactures a

wide-range of modular scaffolding systems and products. Their products meet the scaffolding needs of contractors completing asbestos clearance, sand-blasting, weather protection, pedestrian protection, noise insulation and various other projects.

It's hard not to be impressed by the production

and growth of the German modular scaffolding manufacturer.

Layher. 

Every year Layher processes about 66 million feet [20 million meters] of steel tubes and ships 140,000 tons [130,000 metric tons] of material. At any given time, about \$86.5 million [€60 million] of inventory is waiting for dispatch. It has been known for the company to ship 60 trucks of product in a single day. Approximately 7,200 trucks were dispatched last year.

Layher is a family-owned company that has been in business since 1957. Managing Director Dr. Helmut Kreller said the company's family-ownership allowed it to maintain investments through the economic crisis and make a quick recovery. "It is because all our shareholders are close to the business that we can make long term decisions," said Dr. Kreller.

Layher has a policy of continual investment in equipment, innovation and customer service. Every year the company spends between \$14.5 and \$21.5 million on new equipment. The company holds a large stock so that orders can be delivered immediately upon request.

Layher has 31 regional depots in Germany and 31 wholly-owned subsidiaries around the world serving its global markets.



The company's exports are on the rise and now account for 60% of the company's turnover; according to Dr. Kreller.

Company executives wouldn't divulge exact calculations, but estimated their turnover for the year ending March 31, 2011, is somewhere between \$576.2 and \$720.2. Dr. Kreller is confident that business will continue to grow over the next two to three years.

"Once a company chooses a modular scaffolding system it's expensive to change, so they need a reliable partner that provides more than

just product," Dr. Kreller said.

Contractors should consider the following before investing in a modular scaffolding system, according to Layher. The supplier must be a reliable company which will remain in business and be able to continue to supply you for years to come. The company must be in tune with the industry to develop new components to meet the changing needs of the market. Finally, new components must be compatible with the original systems already in place.

Layher can help customers finance purchases by either connecting them to suitable lenders or by directly backing businesses that they know will be successful. Customers also receive free technical support from Layher specialists who develop the best solutions to complex scaffolding problems.

Layher's modular systems are lightweight and consist of fewer pieces than other modules. According to Layher, assembly-time for their modules is about 30% faster than comparable structures using individual standards and ledgers.

New modules and products are developed through customer feedback, observing trends in construction and team brainstorming. Layher has developed custom products to meet challenges on job sites, including a console bracket to bridge the gap between the scaffold deck and building, as well as the Shoring Frame TG60 which works with the Allround system for support scaffolding.

For more information, visit www.LayherUSA.com or call 866.300.0904.

Layher is the winner of the 2011 Competence Prize for Innovation and Quality Baden-Württemberg.

For further information on the company and on the versatile scaffolding systems made by Layher, visit www.layherusa.com.



OSHA Appoints New Chairman Of Its Advisory Committee On Construction Safety And Health

The Occupational Safety and Health Administration (OSHA) has announced that Erich J. (Pete) Stafford has been appointed as the new chair of the agency's Advisory Committee on Construction Safety and Health (ACCSH). Stafford, who is a current member of the committee, replaces long serving member Frank L. Migliaccio Jr. as the committee chair.

"Pete's wealth of knowledge and experience on a wide range of construction health and safety matters makes him an ideal choice to chair this important committee," said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. "We appreciate his commitment to protect the welfare of our nation's construction workers and look forward to his leadership."

Mr. Stafford has nearly 30 years experience in occupational

safety and health in the construction industry. He presently serves as safety and health director for the AFL-CIO's Building and Construction Trades Department, which services 13 national and international construction unions representing more than two million workers. Mr. Stafford also serves as executive director of the Center for Construction Research and Training (CPWR), where he directs a research and training organization that trains more than 100,000 construction workers annually and produces research reports on construction safety and health issues.

Gerald Ryan will fill Mr. Migliaccio's vacant seat as one of the committee's five employee representatives. Mr. Ryan is Director of Training, Health & Safety for the Operative Plasterers'

and Cement Masons' International Association of the United States & Canada (OPCMIA).

ACCSH advises the Secretary of Labor and Assistant Secretary of Labor for Occupational Safety and Health on construction standards and policy matters. The 15-member committee consists of five representatives each of employers and employees, two state government representatives, two public representatives, and one member designated by the Secretary of Health and Human Services (HHS). For more information on the committee, visit OSHA's ACCSH page.

OSHA Seeks Nominations For Members To Serve On National Advisory Committee On Occupational Safety And Health

The Occupational Safety and Health Administration announced in the Federal Register that nominations are being accepted to serve on the 12 member National Advisory Committee on Occupational Safety and Health (NACOSH).

NACOSH was established under the Occupational Safety and Health Act of 1970 to advise the Secretaries of Labor and Health and Human Services on matters relating to the administration of the Act.

Nominations will be accepted for representatives in the following categories: public, management, labor, occupational safety and occupational health. Members will serve a two-year term.

Nominations may be submitted electronically at www.regulations.gov, the Federal eRulemaking Portal, or by facsimile at 202-693-1948. If submitting nominations by mail, hand delivery or messenger service, send three copies to the OSHA Docket Office, Room N-2625, U.S. Department of Labor, 200 Constitution Ave. NW, Washington, D.C. 20210; telephone 202-693-2350. Nominations must be submitted no later than November 28, 2011.

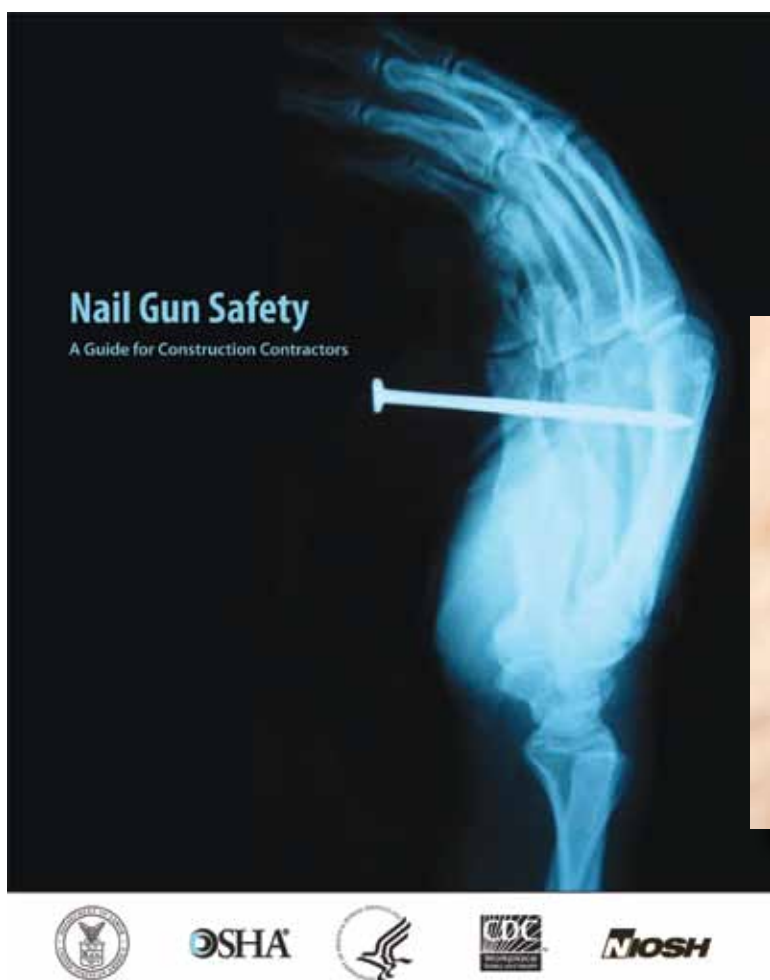
Questions concerning the NACOSH nominations process can be addressed to Deborah Crawford, OSHA Directorate of Evaluation and Analysis, at 202-693-1932.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for their employees. OSHA's role is to ensure these conditions for America's working men and women by setting and enforcing standards, and providing training, education and assistance. For more information, visit <http://www.osha.gov>.

4,547 Workers Died On The Job In 2010

Latest Bureau of Labor Statistics Census of Fatal Occupational Injuries





New Guidance Document Helps Construction Employers And Workers Prevent Nail Gun Injuries

The Occupational Safety and Health Administration (OSHA) and the National Institute for Occupational Safety and Health (NIOSH) have developed new guidance, *Nail Gun Safety – A Guide for Construction Contractors*, to help construction employers and workers prevent work-related nail gun injuries.

“Nail gun injuries are responsible for approximately 37,000 emergency room visits annually. In some cases, workers have died from their injuries,” said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. “This document will help construction employers make necessary changes to improve nail gun safety and protect their workers from preventable injuries and death.”

“NIOSH is pleased to partner with OSHA in presenting effective, evidence-based guidance for safer nail gun use,” said NIOSH Director John Howard, M.D.

Construction workers, particularly those in residential construction, use nail guns nearly every day. Although this tool is easy to operate and increases productivity, there have been reports of internal and external bodily injuries. These injuries occur as a result of unintended nail discharge; nails that



bounce off a hard surface or miss the work piece and become airborne; and disabling the gun's safety features, among other causes. Injury prevention is possible if contractors take steps such as using full sequential trigger nail guns; establishing nail gun work procedures; and providing workers with personal protective equipment.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for their employees. OSHA's role is to ensure these conditions for America's working men and women by setting and enforcing standards, and providing training, education and assistance. For more information, visit <http://www.osha.gov>. NIOSH is the federal agency that conducts research and makes recommendations for preventing work-related injuries, illnesses, and deaths. More information can be found at www.cdc.gov/niosh.

Study: Construction Workers Face Higher Risk Of Injury, Death

Career construction workers who spend 45 years in the field have a 75% chance of being disabled due to injuries while on the job, according to a study performed by the CPWR - Center for Construction Research and Training. The workers also face a 1-in-200 risk of being killed on the job. “While great strides have been made in reducing construction injuries and illnesses, the numbers are still stubbornly high,” said Pete Stafford, executive director of CPWR. “Workers and their families suffer the consequences of disabling injuries, and this research shows it's far too common.”
—EHS Today



City Development Hub to Speed Up Construction Process and Create Jobs

State-of-the-Art Facility Will Allow for Electronic Submission of Digital Construction Plans, Virtual Plan

Mayor Michael R. Bloomberg and Buildings Commissioner Robert LiMandri announced in October the opening of the NYC Development Hub, a state-of-the-art plan review center that will accelerate the approval process for construction projects throughout the City and speed up job creation. Licensed architects and engineers can submit digital construction plans to the Department of Buildings at the Development Hub and resolve any issues with City officials in a virtual environment – without ever meeting in person. Equipped with large television screens, smart boards, webcams and desktop computer tablets, the Development Hub will allow Buildings plan examiners to review thousands of building designs easier, faster – and without the use of paper for the first time in New York City. Representatives from six other City agencies involved in the project approval process are creating their own mini-hubs at their offices to participate in video conferences while reviewing plans in a digital format. New York City is among the first cities in the country to receive and review digital plans for proposed construction projects. The Mayor was joined by Deputy Mayor for Operations Cas Holloway, Landmarks Preservation Commissioner Robert B. Tierney, Steve Spinola of the Real Estate Board of New York and Bruce Beal of Related Companies.

“Using the latest technology to speed up the approval of construction projects is exactly what New York City needs to build upon the economic progress we’ve made and help us prepare for the future,” said Mayor Bloomberg. “More construction projects mean more jobs for New Yorkers, and the NYC Development Hub simplifies the way building plans are received and reviewed so those jobs can be created as soon as possible – without sacrificing public safety.”

“One of the biggest ways the City Council has been working to create jobs is by making sure unnecessary government regulation isn’t standing in the way of growth,” said Council Speaker Christine Quinn. “The NYC Development Hub will help get construction applications reviewed and approved more quickly, so we can put New Yorkers to work and speed up business development. The Hub builds on other partnerships between the Council and the Bloomberg Administration – like the New Business Acceleration Team and NYC Business Link – to coordinate multiple city agencies, cut through red tape, and make New York City even more business friendly.”

Digital construction plans for any new building or major alteration must be electronically submitted to the Development Hub, located at 80 Centre St., where Department of Buildings employees have been relocated to support the new facility. After digital plans are filed, they will be uploaded to a secure website where plan examiners, applicants and representatives from the Fire Department, the Department of Environmental Protection, the Landmarks Preservation Commission,

the Department of Transportation, City Planning and the Department of Parks and Recreation can view them together, identify problem areas and mark them up – digitally – in real time. Objections can be discussed by telephone, email and/or video conference, and applicants can submit the revised plans electronically instead of visiting the Department of Buildings. This paperless procedure is expected to reduce the overall number of in-person appointments, provide plan examiners with the ability to review multiple sets of plans simultaneously and speed up the entire project approval process.

“The burden should be on City agencies to make it easier for developers and contractors to do business, not the other way around,” said Deputy Mayor Holloway. “Using the latest technology to receive and mark-up plans digitally, and bring multiple agencies together to resolve problems on the spot, we’re cutting through a decades-old bureaucracy to serve New Yorkers faster and better than ever before.”

“The Hub uses technology to bring people together in virtual co-location,” said Rick Bell, Executive Director of the American Institute of Architects New York. “Getting architects face-to-face in real time with inter-agency review staff will definitely accelerate projects and improve the quality of what we design and build. The American Institute of Architects New York Chapter commends the Buildings Department for this important initiative.” •

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