

SUMMER 2011

# OFF THE WALL



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

## Construction Continues at World Trade Center Site as Tenth Anniversary of 9/11 Attacks Approaches

*Museum expected to be ready before anniversary  
— page 5*



Golf Photos  
Pages 10 – 15

# CALENDAR

2011

AUG	16 (TUES)	4:00 PM	WESTBURY	BOARD MEETING
	16 (TUES)	6:00 PM	WESTBURY	BARBECUE
SEPT	20 (TUES)	4:00 PM	CARACALLA	BOARD MEETING
	20 (TUES)	6:00 PM	CARACALLA	GENERAL MEMBERSHIP
OCT	18 (TUES)	4:00 PM	TBD	BOARD MEETING
	18 (TUES)	6:00 PM	TBD	GENERAL MEMBERSHIP
NOV	15 (TUES)	4:00 PM	TBD	BOARD MEETING
	15 (TUES)	6:00 PM	TBD	GENERAL MEMBERSHIP
DEC	7 (WED)	7:30 AM	OFFICE	BOARD MEETING
	13 (TUES)	6:00 PM	NO. HEMPSTEAD COUNTRY CLUB	CHRISTMAS PARTY

## 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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## Off The Wall Summer 2011



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*From the  
Executive Director  
John DeLollis*

I HAVE DELAYED THIS MESSAGE, and therefore the publication of our quarterly “Off The Wall” magazine as long as I possibly can. I had been hoping to have final and positive news about our Collective Bargaining Agreement with the New York City District Council of Carpenters, but we are still in a holding pattern pending the court’s decision on mobility. At this time we have come to agreements on all other terms and conditions but everything is dependent on mobility.

While I am very optimistic about the outcome and believe we will have an extremely favorable agreement, I am not free to publish the details since we are yet to put pen to paper. As the saying goes “It ain’t over ‘til it’s over.” Perhaps by the time this issue is printed and in your hands, it *will* be over.

That being said, we have other concerns to occupy our minds.

The economy is still fragile and there are fears of yet another recession. We are also dealing with a totally new administration at the NYC District Council and relationships have to be developed and nurtured. Even if we experience an economic recovery, we still have to concentrate on market share and the growth of the non-union sector. There also appears to be strained relationships between labor and management throughout the New York construction industry at a time when cooperation is vital.

But despite the dark clouds, I am still confident that we will emerge stronger and more prepared, and will enjoy a brighter future. I look forward to our association being able to concentrate on educational programs and helping individual contractor members to grow and prosper.

—John DeLollis



*From the  
PRESIDENT  
Michael Weber*

## Contracts Gone Wild

The basic law of contracts is quite simple...one party makes an offer to another, the second party accepts, and something of worth must be exchanged on each side. Sounds simple, right? Well, not really. Whether you're locked into a fierce negotiation with an expiring CBA (Collective Bargaining Agreement) or become the successful low bidder on a project, the language you ultimately agree on is often a tough pill to swallow. Below are examples of contractual language we are often subject to and must comply with in order to deliver a project that meets the demands of our prospective customers.

First, before employees can begin working on a project, there are certain documents such as a NYCEDC Qualification Background Investigation form and a Mayor's Office of Contract Investigation form that must be submitted as well as the resumes of all personnel. Once the job is in progress, Daily Logs must be submitted and must include weather conditions, the number of workers on site, major equipment used, and the hours worked must be certified. Then a site specific logistic staging and work plan needs to be put into place. This plan calls for the following criteria: adequate temporary construction facilities, adequate ingress/egress equipment, material and personnel, construction easement, satisfactory lay down areas, a construction material disposal plan, off-site mobilization, storage and parking, temporary fencing barricades, pedestrian and vehicle protection and sufficient signage and security. Oh, the pain!

Another item included in contracts today is the use

of CPM scheduling. For some time now, the construction industry has embraced the practice and use of Critical Path Method (CPM) scheduling as a project management tool to plan and coordinate the execution of projects. CPM scheduling allows for the determination of what activities are critical to the completion of the project. The schedule also includes network diagrams, bar charts and logic diagrams. Along with CPM, a QCP (Quality Control Program) is also included in contracts. QCP requires the following elements: participation in document review process, preparation of inspection schedules, subcontractor check lists, approval of subcontractor proposed testing laboratories, guidance and assistance on QCP related matters, non-conformance reports, test reports including material data analysis, surveillance and change control records, and inspection checklist documentation. These are only some of the requirements of a QCP. As you can see from a just a fraction of the language mentioned, there are many stipulations that come up in construction contracts and if not dealt with properly, can often be costly and time consuming.

On another note, we have accepted board member Larry Centore's resignation. I thank him for his wisdom and vocal opinion over the years and wish him well. In addition, don't forget to get in your Thomas Nastasi Jr. Memorial Scholarship applications. They will be reviewed in August.

In closing, the days of a hand shake for a contract is a thing of the past. Hoping you and your families have a safe and enjoyable summer. — **Mike Weber**

## Harvey E. Zaretsky Passes – Founder of Ronsco Construction



Harvey Zaretsky, Founder of Ronsco Construction died on Monday, May 9, 2011. He was 79 and had Parkinson Disease. Harvey died at home of natural causes surrounded by his family.

Harvey graduated from Syracuse University in 1953 with a Bachelor of Science degree in Business after which he served his country as a Corporal in the Army and received an honorable discharge in 1955. After serving in the military, he and his father Hyman Zaretsky started Ronsco Construction which became a premier Drywall, Acoustical and Carpentry Contracting firm in the New York City and Tri-State area providing unsurpassed quality, service and integrity to the industry.

Harvey and Ronsco were the contractor of choice for many of New York City's most active General Contractors and owners including Morse/Diesel, Cauldwell Wingate, the Helmsley family, The Stahl Organization, The Durst Organization and the Rudin family. Under his leadership Ronsco was involved in such iconic projects as the World Trade Center Hotel, The Palace Hotel, Novotel and The Marriott Marquis Hotel in Times Square.

Harvey was the first President of the Metropolitan Drywall Contractors Association in 1965 which later became the Association of Wall-Ceiling and Carpentry Industries. His son Lee currently serves on the Board of Directors.

He enjoyed an early semi-retirement at 45 leaving day-to-day operations in the hands of his son Scott. In 1986, his son Ron joined the firm and in 1989, his youngest son Lee joined the firm. Soon after, Harvey returned to work part-time until 2009. Lee and Ron have been continuing his and the Ronsco legacy since.

Affectionately known as "Harv," and always wielding his signature cigar, he was known for his integrity and love of family. "He was the King of his Castle with the door always open with the welcome mat rolled out" an associate fondly reminisces.

Harvey is survived by his wife Gloria, sons, Scott, Ron and Lee, and sister, Mitzie.

He was a beloved Husband, Father, Grand Father, Great Grand Father, Uncle, Friend and Colleague and his passing is a great loss to all that knew him. •

## ON THE COVER



Kayla A / Shutterstock.com

## Construction Continues at WTC Site as Tenth Anniversary of 9/11 Attacks Approaches

*Museum expected to be ready  
before anniversary*

### CBS New York

Executives overseeing the 9/11 Memorial say the museum is taking shape months before the 10th anniversary of 9/11.

Port Authority Executive Director Chris Ward calls the memorial the sacred heart of the new World Trade Center where 1,200 tons of structural steel have already been put in place ahead of schedule for a massive glass and steel pavilion.

In the atrium, two 70-foot tridents from the old towers will identify the gateway to the museum.

"They're two large twin tridents from the original World Trade Center that we've already placed inside that structure," Ward said. "It'll be a beautiful glass building where you'll come in, you'll walk down an entrance ramp and that will be where you descend down into all of the museum space."

Ward said the pavilion will be clad by the 10th anniversary and Memorial President Joe Daniel said he's pleased with the progress.

"Steel for the beautiful entrance down into the museum is already up," Ward said. "We didn't even think we'd have that steel by this date." •

# Prospects for Manhattan Office Construction Brighten

Neal Tepel/Labor Press

While Manhattan will, for the first time since 2000, go an entire year without celebrating the opening of a significant new office tower, the ingredients exist for a major mid-decade surge in new office construction, according to a New York Building Congress analysis of multiple data sources.

Except for the anticipated completion of 33,700 square feet of office space at 2 Allen Street, no new office completions are expected in Manhattan until the 700,000 square foot Gem Tower in 2012. That tower will be followed by the anticipated completions of 1 WTC and 4 WTC starting in late 2013.

Prior to this year, Manhattan had welcomed at least one new major office tower annually since 2000, including 10 towers of at least one million square feet.

## New Office Supply Lagging

Manhattan added approximately 20 million square feet of new office space between 2001 and 2010. While this represents a considerable improvement from the prior decade, when just six million square feet were produced, it is still modest by historical standards. In addition, its effect on Manhattan's inventory of office space was offset by the 13.5 million square feet destroyed on September 11, 2001.

By comparison, Manhattan produced nearly 4 million square feet of new office space annually in the 1970s and 1980s – double the amount added in the first decade of the 21st Century. Further still, an average of 6 million square feet of new office space was produced annually in the 1960s, while the 1950s averaged 3 million square feet per year.

"It is remarkable how little office space was actually added in Manhattan during the recent building boom," said New York Building Congress President Richard T. Anderson. "In fact, New York City has gone two full decades without a significant expansion of its office stock."

## A Burgeoning Pipeline

The present lack of significant new building is largely attributable to the recent global downturn, which produced a dramatic decline in office employment along with a sharp rise in office vacancies and a dearth of financing for office construction.

The good news, however, is that developers for a significant number of major office projects have completed designs, secured necessary approvals and in some cases started pre-construction in anticipation of an improving economy.

Most notable are 2 and 3 World Trade Center, both of which are currently being constructed to street level. These towers are fully designed, though will require tenant commitments in order for developer Silverstein Properties to proceed past the initial stages.

In addition, Boston Properties recently announced it will restart construction of 250 West 55th Street, which was suspended in 2009. The 1.0 million square foot tower is now slated for completion in 2014.

Other potential candidates for mid-decade construction starts include Brookfield Properties' two million square foot Manhattan West project, Vornado's 2.8 million square foot 15 Penn Plaza, as well as its 1.3 million square foot tower over the Port Authority Bus Terminal, and the initial phases of the Related Companies' Hudson Yards development.

If these and/or other potential projects are realized, Manhattan's office inventory could grow by more than 20 million additional square feet through this decade.

## Employment and Leasing Gather Strength

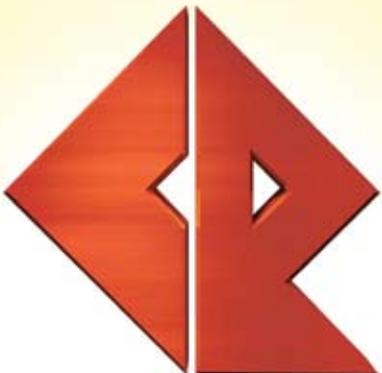
While the local economy has not yet revived nearly to the extent that would permit a full-scale office construction boom, key indicators are moving in the right direction.

New York City office employment, which peaked at 1,788,000 jobs in the summer of 2008, is back on the rise. It reached a low point of 1,653,000 jobs in January 2010, but as of April of this year, the City regained 48,000 jobs, for an overall total of 1.7 million office jobs.

This increase in employment has helped fuel a nascent recovery in the office leasing sector as well. After three years of decline, the amount of office space leased in Manhattan jumped to 23.3 million square feet in 2010, up from 16.5 million square feet. Based on the first five months of this year, the Building Congress projects nearly 30 million square feet of space will be leased in 2011.

Similarly, The CBD's availability rate, which is a measure of unoccupied and available space, dropped to 12.0 percent in May, according to CB Richard Ellis. This is down from 13.9 percent in May of 2010.

Average asking rents have reflected this strengthening in the overall market. According to Cushman & Wakefield, average Manhattan office asking rents topped \$55 per square foot in May, an increase of 1.7 percent from May of last year. •



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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](mailto:mrosen@mdmc-law.com).

## FASB Tentatively Approves An Alternative Disclosure Plan Easing Disclosure Requirements For Multi-Employer Pension Plans

In September, 2010, the Financial Accounting Standards Board ("FASB") issued proposed guidelines requiring extensive disclosure about an employer's participation in a multi-employer pension plan including an estimate of withdrawal liability. The proposed guideline was extremely controversial due to the cost and burden on the employer and the multi-employer plans to compute and provide the information as well as the effect on employer financial statements in making such disclosures.

In response to feedback provided by a coalition of construction industry associations, FASB has tentatively approved a revised guideline which would require disclosure of the following information:

- plan identifying information;
- Pension Protection Act of 2006 zone status;
- contributions for the current period for each income statement presented;
- whether a surcharge has been imposed; and
- expiration date of the collective bargaining agreement for each material plan

in which the employer participated.

The focus on these disclosure requirements is in response to concerns that financial statements currently lack information concerning participation in multi-employer plans, particularly in light of growing concerns about the unfunded status of such plans.

## Court Directs Arbitrator To Clarify Finding Of Joint And Several Liability Of General Contractor For Subcontractor's Delinquencies

A federal court directed an arbitrator to clarify his award which held a general contractor jointly and severally liable for delinquent contributions owed by a subcontractor to a plumbers' union.

The background facts were as follows. The union had notified the general contrac-

tor that its subcontractor was failing to make contributions as required under a project labor agreement. The general contractor then withheld further payments to the subcontractor and used the withheld money to pay part of the delinquency owed. Despite these payments, the subcontractor still had a delinquency of approximately \$44,000 to the union.

The project labor agreement contained a general liability provision that stated that the liability of any contractor and the liability of any union under the agreement would be several and not joint. Generally, under "several" liability, each defendant is only liable for the loss or damage it causes. Under "joint and several" liability, an individual defendant may be forced to pay the entire award if the other defendants cannot pay.

The arbitrator's award concluded that despite the general contractor's "good faith effort" to ensure contributions, it was jointly and severally liable for the subcontractor's delinquency.

Upon review, the court noted that the arbitrator's award failed to cite any basis in the underlying project labor agreement that would provide the basis for finding that the general contractor was jointly and severally liable. The court remanded the matter back to the arbitrator to provide the basis under the project labor agreement for his finding.

## NLRB Rules That Electrical Contractor Cannot Recognize Two Unions At Once

The National Labor Relations Board ("NLRB") determined that an electrical contractor violated federal labor laws by attempting to withdraw recognition from one local union during the term of an existing collective bargaining agreement and recognizing another electrical union.

The contractor had recognized Local 363 as the collective bargaining representative for its eight electrical employees in 2005. At that time, the contractor also

became a member of an employer's association which had a collective bargaining agreement with Local 363 and thus became bound to that collective bargaining agreement through its membership with the association. That agreement was extended in 2008 through November 30, 2011.

In 2010, the contractor sought to bid on a public job that was subject to a project labor agreement that required it to enter into an agreement with Local 3. The contractor then entered into an agreement with Local 3.

The NLRB determined that the contractor violated the National Labor Relations Act by recognizing Local 3 when it was already bound by a contract with Local 363. The NLRB noted that the law afforded Local 363 an irrebuttable presumption of majority status during the life of its collective bargaining agreement and that the contractor's actions constituted a withdrawal of recognition of Local 363 in violation of the Act.

## Court Dismisses Claim That Company Was Alter Ego

In this case the electrical workers union ("IBEW") alleged that a company called Krater Services was liable as the alter ego for the collective bargaining obligations of a defunct electrical contractor known as Krater Electrical Services.

The background facts were as follows. Krater Electrical was formed by Kenneth and Hazel Krater. Their grandson worked at that company for over 15 years and served as vice president for part of that time. His wife also worked as the office manager for Krater Electrical. After Krater Electrical had reached a settlement agreeing to pay the union more than \$1 million for breach of the collective bargaining agreement, the grandson and his wife resigned from Krater Electrical and formed Krater Services. Krater Services hired nine of Krater Electrical's non-union employees and also finished some of Krater Electrical's existing projects. The union

then brought an action against Krater Services alleging it was responsible for Krater Electrical's obligations as its alter ego.

The court denied and dismissed the claim, finding that the ownership of the two entities could not be characterized as substantially identical. The court further found that Krater Services did not use or purchase real or personal property owned by Krater Electrical and did not share the same location. There was no evidence that the grandson and his wife controlled Krater Electrical's operations. Krater Services was not financially supported by Krater Electrical, but by outside sources. The court noted that the existence of a familial relationship between the two companies' owners did not by itself establish an alter ego relationship.

The court found that although the decision to dissolve Krater Electrical was prompted by its intent to evade its obligations to the union under the collective bargaining agreement, that did not warrant a finding of alter ego status in the absence of evidence establishing some level of common control between the two distinct entities. •

## Settlement Reached In Chinese Drywall Florida Lawsuit

*Toluse Olorunnipa/Miami Herald*

A class-action lawsuit against a Chinese drywall supplier reached a tentative settlement in June, with \$54.5 million pledged to repair tainted Florida homes.

Banner Supply, a Miami company that sold 1.4 million sheets of Chinese drywall to builders in Florida, agreed to pay \$54.5 million to homeowners whose properties are tainted with the corrosive material. The settlement covers 2,000 to 3,000 homes in Florida, after a class-action lawsuit claimed that Banner misled consumers about the product's safety.

Chinese drywall was imported into the United States in large batches after Hurricanes Katrina and Rita in 2005, in response to a need for the reconstruction of homes. In areas in South Florida like Homestead, Miami and Kendall, new single-family homes were being built, occasionally with drywall from China.

That drywall was later discovered to contain toxins that corroded pipes and electrical wiring, emitted foul odors and allegedly

caused headaches and breathing problems.

The discovery led to thousands of lawsuits against manufacturers, distributors and installers of Chinese drywall, including Banner.

Banner claims that it bought the drywall from a German-based manufacturer that lied about the quality of the product. "We are settling this matter to bring a resolution for our customers and to allow the homeowners to fix their homes," said Michael Peterson, Banner's counsel, in a statement. Banner expressed plans to seek damages against manufacturers that sold defective drywall, the company said.

The \$54.5 million settlement will be paid out by Banner's insurers, and it equals the total amount available to the company for drywall related insurance claims, Tuesday's court filing said.

Banner paid a settlement of about \$2 million to 79 homeowners in a class-action lawsuit in October, and lost a \$2.5 million judgment to a Coconut Grove couple last June. •

# Keeping Renovation on Schedule

When it came time to renovate New York City Hall—a 100-year-old historic landmark that houses the mayor's office and the New York City Council—the high-profile project required careful planning and meticulous execution. Therefore, the construction company in charge of this reconstruction project turned to technology to make sure the entire process was smooth.

The \$100-million New York City Hall reconstruction project involved structural and cosmetic repair to the interior and exterior of the building, as well as the addition of a sub-cellar. Multiple stakeholders, including three prime contractors and dozens of sub-contractors, were involved in the project. Additionally, the renovation required careful coordination among public organizations such as the NYC Park Dept., the NYC Public Design Commission, and the NYC Transit Authority.

The project also needed to conform to high levels of security and, being a government building, there was little room for error in cost and schedule. Plus, the project required that complete construction docu-



mentation be captured and kept for a decade after project completion.

Hill Intl., [www.hillintl.com](http://www.hillintl.com), Marlton, N.J., the construction manager for the New York City Hall reconstruction project, turned to Aconex, [www.aconex.com](http://www.aconex.com), San Bruno, Calif., project-collaboration and document-management software to achieve its goals.

Aconex's online platform captures construction and infrastructure project information, which can reduce complexity, improve financial returns, and reduce project risk to the bottomline. The company says its solution also gives project managers more control over project information and processes.

The technology solution improves communication and collaboration and reduces errors and redundancies for Hill Intl. "The time savings on this project has been enormous," says Michael Brothers, project

executive, Hill Intl. "We've gone from taking five to 14 days to turnaround some documents to being able to turn them around in a couple of hours. And the documents are always fully available ... This is serious future risk mitigation."

Specifically, the company says there was 66% less time spent searching for project documents when requested by another team member; 80% fewer administration hours spent collecting, copying, and transmitting project records; and 40% faster response times on RFIs (requests for information).

Staying on schedule during renovation projects can be crucial for firms seeking repeat business and a strong industry reputation. Technology such as the platform adopted during the New York City Hall project can be the difference between on time and overtime. — **ConstrucTech**

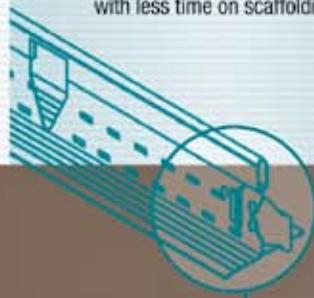
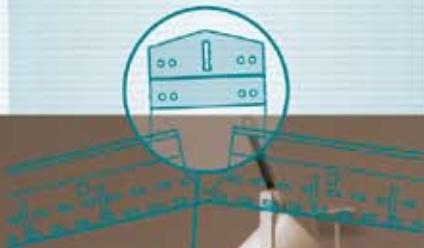
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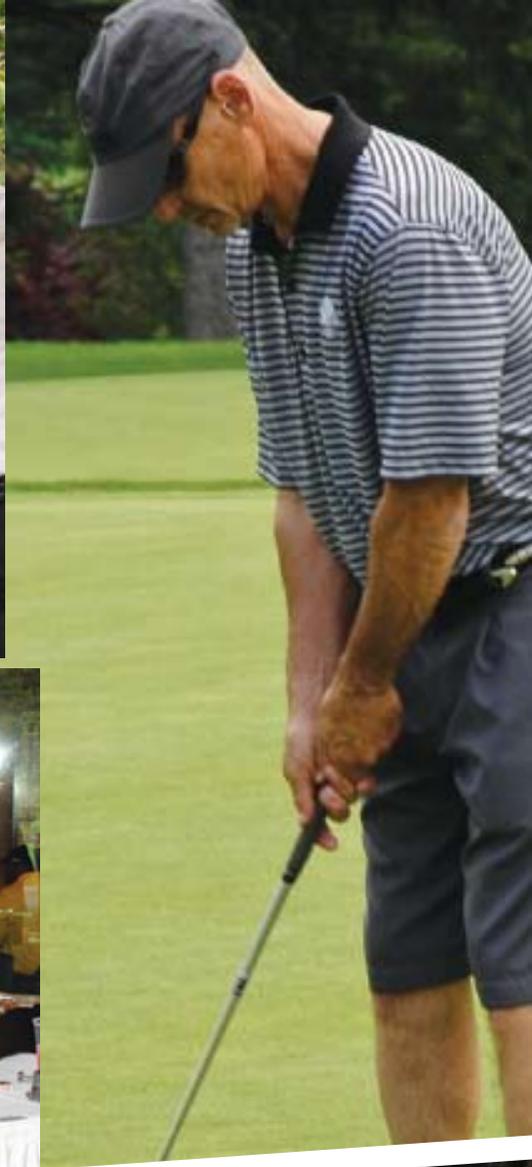
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# GOLF



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GOLF OUTING  
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JUNE 20, 2011**











# Greening the Skyline: Small Fixes Save Big Money



Getty Images

Anita Hamilton/Time

One of the most ambitious efforts to transform city skylines around the globe is nearly invisible. That's because the changes, aimed at drastically reducing energy consumption and carbon emissions in tall buildings, are happening in places most people never venture — in subterranean boiler rooms, behind radiators, under desks and inside the massive walls of office towers built decades ago.

Skyscrapers look modern, but they are among the worst culprits in urban areas when it comes to energy consumption and carbon emission, with outdated heating, cooling and lighting systems. And there are a lot of them — some 3 million in the U.S. alone. "No matter what we do on the new-construction side, it is a fraction of what needs to be done with existing tall buildings," notes Rick Fedrizzi, CEO of the U.S. Green Building Council, which since 2002 has certified more than 1,000 energy-saving retrofits of existing buildings around the globe.

The Empire State Building slashed its utility bills by \$4.4 million a year

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### ISSUE DATES & DEADLINES

**FALL** Issue/November

**WINTER** Issue/February

**SPRING** Issue/May

**SUMMER** Issue/August

**Written insertion orders are due on the 5th of the month prior to issue.**

**Materials are due on the 10th of the month prior to issue.**

### DEADLINE FOR SPACE RESERVATIONS

**IN OUR FALL 2011 ISSUE IS WEDNESDAY, OCTOBER 5th, 2011.**

**Written Insertion orders and payment (made out to WC&C) should be sent to WC&C, 125 Jericho Tpke., Suite 301, Jericho, NY 11753. Production material should be emailed to dgumbrecht@aol.com.**

An additional 5,234 retrofits are in the works. The work itself isn't cutting edge — it's about doing the basics better — but the savings add up: some 200 million metric tons of carbon would no longer be emitted each year.

One of the biggest success stories to date is the Empire State Building, which announced last fall that its new \$13 million retrofit would pay for itself within three years, thanks to a 38% reduction in annual energy consumption. The total costs were partially offset by a \$2 million grant from New York State. But Tony Malkin, owner of the Art Deco building completed in 1931, also managed to save money with novel ideas like refurbishing the glass in the building's windows instead of replacing it. Instead of paying \$2,500 each to replace the 6,514 windows, Malkin spent \$700 each to clean and insulate them. The contractors actually set up a window-refurbishing factory on the building's fifth floor in order to get the job done in less than six months last year. "The industry said it couldn't be done," says Kevin Surace, CEO of Serious Materials. Adds Malkin: "We did everything based on cost-effectiveness."

Most of the upgrades were downright ordinary. Workers recaulked the gaps between the limestone slabs on the building's facade to prevent heat loss, sprayed foam insulation in holes between the radiator pipes and walls and installed variable-frequency drives in the heating and cooling systems for precise temperature control. "I can't tell you how many people say, 'Why not install solar cells or put a little windmill on the roof?' Because it doesn't make business sense.

It makes much more sense to lower energy use," says Paul Rode, the project manager at Johnson Controls who oversaw the Empire State Building retrofit.

Another myth is that it's harder to get energy savings out of old buildings. In some ways, they're easier to green, as they tend to be made out of better insulating materials, like masonry, instead of glass and metal. For newer edifices, architects have resorted to more novel approaches to prevent heat loss, like creating a second facade that envelops the original. The 32-story glass-and-steel Celebrezze Federal Building in Cleveland, built in 1967, is getting a second skin made of glass and aluminum, which will be paid for in part with funds from President Obama's stimulus program. Designed by architect Charles Young of Interactive Design Eight, the new facade will stand 2.5 ft. (75 cm) outside the old exterior. Airflow between the old and new facade will insulate the building, yielding an estimated energy savings of \$650,000 per year.

Other high-profile retrofits are in the works. George Comfort & Sons, which owns the 50-story Worldwide Plaza in midtown Manhattan, hired Johnson Controls' Rode to manage its \$15 million retrofit last year after touring the Empire State Building. And the city of Melbourne has launched an ambitious project aimed at reducing the energy consumption of about 1,200 office buildings 38% by 2020. "This is not some feel-good environmental initiative. It is a hardheaded economic business decision," says Robert Doyle, lord mayor of Melbourne. And not a tough one, given that the work will pay for itself in 10 years. •

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# Work Is Under Way At \$720m Museum In NYC

The \$720 million Whitney Museum of American Art held its groundbreaking ceremony in Manhattan. The nine-story, metal-clad building will open in 2015 and feature a cantilevered entrance and asymmetrical rooftop areas that can be used for exhibits. It will also be the largest column-free museum gallery in the city. The museum has secured \$508 million in funding so far.



The Whitney has broken ground on a 200,000-square-foot building in downtown Manhattan. Located in the Meatpacking District on Gansevoort Street between West Street and the High Line, the new building, designed by architect Renzo Piano, will provide the Whitney with essential new space for its collection, exhibitions, and education and performing arts programs in one of New York's most vibrant neighborhoods.

According to architect Renzo Piano, "The design for the new museum emerges equally from a close study of the Whitney's needs and from a response to this remarkable site. We wanted to draw on its vitality and at the same time enhance its rich character. The first big gesture, then, is the cantilevered entrance, which transforms the area outside the building into a large, sheltered public space. At this gathering place beneath the High Line, visitors will see through the building entrance and the large windows on the west side to the Hudson River beyond. Here, all at once, you have the water, the park, the powerful industrial structures and the exciting mix of people, brought together and focused by this new building and the experience of art."

The new Whitney building will include more than 50,000 square feet of indoor galleries and 13,000 square feet of outdoor exhibition space on a series of rooftops facing the High Line, providing long-awaited opportunities to show more of the Whitney's collection in tandem with temporary exhibitions.

The collection has grown from about 2,000 works at the time of the building's opening, in 1966, to more than 19,000 works today. An expansive gallery for temporary exhibitions will be approximately 18,000 square feet in area, making it the largest column-free museum gallery in New York City. Gallery space for ground-floor exhibitions (accessible free of charge), two floors for the permanent collection,

and contemporary artists' projects on the top floor will total approximately 32,000 square feet.

The dramatically cantilevered entrance along Gansevoort Street will shelter an 8,500-square-foot outdoor plaza or "largo," a public gathering space steps away from the southern entrance to the High Line. The new building will engage the Whitney directly with the bustling community of artists, gallerists, students, educators, entrepreneurs, and residents in the Meatpacking District, Chelsea, and Greenwich Village, where the Museum was founded by Gertrude Vanderbilt Whitney in 1930.

The building also will include an Education Center offering dedicated space for state-of-the-art classrooms; a multi-use black box theater for film, video, and performance with an adjacent outdoor gallery; a 170-seat theater with double-height views of the Hudson River; and a Works on Paper Study Center, large art Conservation Lab, and Library Reading Room. The classrooms, theater, and study center are all firsts for the Whitney. As well, a retail shop on the ground-floor level will contribute to the vibrant street life of the area. A ground-floor restaurant and top-floor café will be conceived and operated by renowned restaurateur Danny Meyer and his Union Square Hospitality Group, which recently opened *Untitled*, the new restaurant in the Whitney at 945 Madison Avenue.

Mr. Piano's design takes a strong and strikingly asymmetrical form—one that responds to the industrial character of the neighboring loft buildings and overhead railway while asserting a contemporary, sculptural presence. The upper stories of the building will stretch toward the Hudson River on the west side and step back gracefully from the elevated park of the High Line on the east side.

The building is projected to open to the public in 2015. •

# American Institute of Architects To Develop Database of Stalled Projects Suitable For Investor Financing

## At CGI America Conference, AIA Seizes Initiative on Credit in Wake of Banks' Reluctance to Lend

PR Newswire, American Institute of Architects

The American Institute of Architects (AIA) announced it would make available to potential investors a database of stalled building projects nationwide that make economic sense but which lack the financing to be completed.

The AIA is announcing this commitment as a participating member at CGI America, the first conference of the Clinton Global Initiative solely dedicated to economic issues impacting the United States. The database should be available in coming months.

"We are committing to developing this database not just with the fortunes of architects in mind," said AIA President Clark Manus, FAIA. "In large part the fortunes of the entire U.S. economy rest on the jobs-creating potential of the design and construction industry, which accounts for \$1 in \$9 of U.S. Gross Domestic Product, according to the U.S. Census Bureau."

"For months, our industry has continued to suffer solely because banks won't lend," Manus said. "With this innovative, unprecedented commitment, the AIA has decided to step up and do something about that."

The AIA commitment comes as the design and construction industry is plagued by a continuing dearth of credit for otherwise credit-worthy projects. 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.

Of the 63% of firms surveyed with stalled projects, the average value of each stalled project was almost \$50 million per firm. To make matters worse, the AIA's May Architecture Billing Index (ABI) report, which provides a nine-to-12-month glimpse into the future of nonresidential construction spending activity, shows a continued deterioration in business conditions. The May ABI score announced last week was 47.2, a decrease from a reading of 47.6 in April. One factor cited in the continued decline is the chronic lack of financing.

In order to build and analyze the database of stalled projects, the AIA will establish a new survey that will begin to identify and analyze stalled projects from around the country that could be moved forward on almost any front but for the lack of financing. The commitment by the AIA involves soliciting information about stalled projects around the country from its members and allied professionals.

The AIA will then analyze and categorize the identified projects by various factors, including building type location (including those loca-

tions with a strong, skilled workforce), new construction versus retrofit, and impact on sustainability and livability goals. The AIA will work to identify opportunities for collaboration and financing to help move projects forward.

The Clinton Global Initiative's Chicago conference is convening diverse stakeholders - including CEOs of American companies and international companies with U.S. operations, national and local government officials, and leaders from the nonprofit sector - to identify effective ways to strengthen U.S. industries, unlock capital for innovation and entrepreneurship, advance energy efficiency, build clean energy infrastructure, and train Americans for the 21st-century workforce.

Topics covered during the meeting will include education, green buildings, the healthcare workforce, manufacturing, rural development, service corps, small business growth, smart infrastructure and workforce training. •

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# Squeezing Costs, Builders Take New Look at Prefab



Sam Oberter for The New York Times

The Modules at Templetown, a prefab student housing complex in Philadelphia.

By Ronda Kaysen  
New York Times

A package arrived on a shabby north Philadelphia block in January 2010, wrapped in Tyvek and measuring 55 feet long and 16 feet wide. Inside was a kitchenette, a bathroom and two bedrooms. The only thing missing was the toilet bowl lid. Just six weeks — and 88 similar packages — later, the Modules at Templetown, a four-story student-housing complex of 80,000 square feet near Temple University here, had completely risen from its concrete foundation.

The technique used to build the Modules, modular construction or prefab, in which major components are assembled off-site, has a long history in the single-family housing market, but its place in the commercial field has been limited. Currently just 1 percent of the commercial building market is prefab, mostly limited to schools, hospitals, dormitories or retail stores, although the largest modular building in the country is a 21-story Hilton hotel in San Antonio that was erected in 1968.

Now, with an emphasis on materials conservation and reuse, and developers looking to squeeze costs any way they can, modular construction is getting a closer look.

Often the word prefab conjures images of inexpensive and poorly built structures like trailer homes. But proponents of prefab, many of whom shudder at the moniker, say that modular design done well is anything but cheaply built. A modularly constructed building uses the same materials as a traditional one. But because it is made in a factory, workers are not battling the elements and can construct it more soundly and with less waste, proponents say.

“The quality of what you can assemble is infinitely higher on a factory floor,” said the hotelier André Balazs, who considered building a luxury modular hotel atop the High Line in Manhattan, but abandoned the idea when he found it too costly in New York.

Mr. Balazs said he was in discussions with manufacturers in Europe to build individual hotel units abroad and ship them to this country to assemble a boutique hotel in Los Angeles, a process that could be replicated in other cities.

Nearly all contemporary buildings rely on some element of prefabrication, with facades largely constructed off-site and windows and doors

standardized. Even “bathroom pods,” bathrooms built and assembled off-site, are becoming increasingly common. But the idea of building most of the building in a factory and setting it atop a foundation simply has not taken off.

“Is the technology there to do it? Yes. Is the desire? Yes,” said Christopher Sharples, a principal at SHoP Architects, which is designing a possible 34-story prefab tower for the developer Forest City Ratner at Atlantic Yards in Brooklyn. “In the near future, I think people are going to become more educated about what the potential of this approach could be.”

The market share of commercial modular construction is poised to increase in the next five years, according to the Modular Building Institute, an industry trade group. In addition to the possibility of a tower at Atlantic Yards, an eight-story modular apartment building is scheduled

to break ground this summer in the University City section of Philadelphia.

A developer can expect to shave up to 20 percent off construction costs with modular building largely because labor costs are lower: A unionized New York City carpenter makes about \$85 an hour, including benefits, when he works at a construction site. At Capsys in Brooklyn, the only modular factory in the city, a comparable worker makes less than \$30 an hour plus benefits. Many modular factories are not unionized and pay even less.

“It’s a disaster for construction workers,” said Gary Chaison, a professor of industrial relations at Clark University in western Massachusetts.

Developers also benefit from time savings. Speed aside, builders have the ability to create a production schedule that minimizes downtime. In traditional construction, a contractor is overseeing work by various subcontractors who work for separate entities and on their own schedules. Weather can cause delays and so can any number of unforeseen factors like waits for zoning approvals. But in a factory, all the various tradesmen from the plumbers to the carpenters to the electricians work for the factory, and all the pieces come together simultaneously.

“It never rains inside our building, it never snows,” said Tom O’Hara, the director of business development for Capsys, an 80,000-square-foot factory in the Brooklyn Navy Yard. “We can make very airtight buildings.” One of their projects, a luxury hotel on the North Fork of Long Island, was able to open in the spring of 2005, before the start of the lucrative summer season, largely because of the modular construction schedule, Mr. O’Hara said.

Still, prefab has its own set of limitations. It is uncharted territory for most architects, developers and contractors, who are hesitant to take any risks in a tenuous market. Every decision, from the color of the bathroom tile to the knobs on kitchen cabinets, must be made before construction begins. And the building must be designed so it can fit in boxes that meet Federal Highway Administration regulations.

“It looks simpler than it is,” said Jonathan Weiss, the president of Equinox Management and Construction, the developer of the Modules in Philadelphia. “There’s an awful lot of coordination.”

Mr. Weiss said the \$9.5 million building would have cost 25 percent more and would have taken 15 months instead of eight had it been built traditionally.

The modernist building has boxy orange windows jutting out from a gray stucco facade that masks the boxes behind it. The facade was built on-site along with several other elements like the hallway stairwells and the mechanical elements.

“You really do need to embrace the modular constraints,” said the building’s architect, Brian Phillips of Interface Studio Architects. “That’s where you save time and money.”

An untrained eye could never tell the building was built anywhere but on-site. The units have modern kitchenettes; large, airy bedrooms; wood floors and chalkboard apartment doors.

“Everyone’s always fascinated when I tell them I live in the Modules,” said Timothy Archer, a Temple University junior who was sitting on the building’s roof deck garden one recent morning sipping a glass of red wine. Rents start at \$1,300 a month for an unfurnished two-bedroom unit, according to the building’s Web site.

The challenge of making a prefabricated building architecturally innovative is part of what drives architects like James Garrison, the principal of Garrison Architects, who designed a Scandinavian-style modular apartment at an adolescent treatment center in Albion, Mich. With floor-to-ceiling windows looking out over a lake, the steel-framed Koby Cottage was built in a factory; even the furniture was installed off-site. The 1,100-square-foot structure was put together on-site in a single day.

This summer work is to start on a two-story modular child care center at Lehman College in the Bronx that Mr. Garrison also designed. At \$6 million, the building will cost the City University of New York half of what it would have cost and take half the time to build had it been built on-site, said Iris Weinsall, the vice chancellor for facilities, planning and construction at CUNY.

The center will be constructed of 20 boxes brought to the campus on a truck from a factory in Ephrata, Pa., and Garrison Architects says it will take a week to assemble.

Mr. Garrison offset the two stories and added trellises of vines on the building’s facade that run alongside thin vertical glass louvers.

“We don’t want it to look like a set of boxes produced in a factory,” said Mr. Garrison. •

“  
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**Yes,”**  
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for the developer Forest  
City Ratner at Atlantic  
Yards in Brooklyn.*

# PRODUCT NEWS

## Park Avenue Named Dealer For Radius Track

Park Avenue Building and Roofing Supplies, LLC (Park Avenue) has announced that the company is now a preferred Radius Track distributor. Large or small, simple or complex, domes or curved ceilings and walls, Radius Track knows more about helping you design and build curved surfaces than anyone. Radius Track is trusted by architects, general and drywall



contractors and building products distributors alike to help turn any project into a successful project, and is currently being used on the MTA Fulton Street Station project.

Park Avenue Building and Roofing Supplies, a Brooklyn-based, minority-owned, family-business, is well known as one of New York's leading suppliers of best-in-class building materials and supplies. Park Avenue serves as an authorized dealer of many

of the building industry's highest quality products and Radius Track will be no exception as their Signature Products, now become available to Park Avenue's customers.

Radius Track has built their reputation by taking the most complex curved surface challenges and turning them into simple solutions. Their cold form steel fabricating service is an economical, accurate, and timely solution to build any curved surface.

Ready Products are the most convenient and simple solutions for any curved shape with steel and wood. These specially designed Ready-Track®, Ready-Arch® and Ready-Angle® profiles are supplied in straight sections that can be easily hand-formed to your exact requirements on the job site. Ready Products hold their shape so they're simple and easy to install reducing labor costs.

You'll be amazed at how their ingenious portable hand tools allow you to simply, easily and accurately replicate curved forms right on the jobsite to save enormous amounts of installation and labor time. Radius Track Bender® is ideal for forming curved studs and track runners up to 20-gauge and 6— inches in width. The Radius Trim Bender® allows you to curve 20-gauge angle up to 3 x 3-inches for beautiful curves every time.

About Park Avenue Building and Roofing Supplies, LLC

Park Avenue Building and Roofing Supplies, LLC (Park Avenue) is a Brooklyn-based, family-owned business that is certified by the city and state of New York as a Minority-Owned Business Enterprise (MBE). Serving the tri-state area for over 20 years, Park Avenue is the area's only certified minority and union direct distributor of wide-range of building materials, and has grown from a small hardware store to two full-service facilities with a network of supply yards, offices and stores. Park Avenue supplies building materials to many major contractors in New York and New Jersey, as well as to local homeowners and construction firms, offering unsurpassed reliability to each customer, including a full range of environmentally friendly building construction materials. In short, Park Avenue is "not your typical MBE." Park Avenue's website can be found at [www.parkavebuilding.com](http://www.parkavebuilding.com). •

## New Clamp-It Disc System From Johnson Abrasives For Exclusive Use With The Porter-Cable® Drywall Sander #7800

The Clamp-It system provides the dry-wall finishing professional unparalleled performance options in both abrasive product choice and grit selection. Three different abrasive product types are available for maximum control of job objective.



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Throw in the fact that the foam pad stays with the machine after the abrasive discs are worn and replaced, and you have a total abrasive system with Clamp-It that is unmatched for sanding performance.

For more information go to [www.johnsonabrasives.com](http://www.johnsonabrasives.com).

# PRODUCT NEWS

## Serious Materials Launches QuietGlue Pro for Higher Performance, Lower Cost



*New and improved sound damping technology delivers superior noise control performance at 30% lower cost than competitive products*

Serious Materials has launched QuietGlue Pro soundproofing glue that outperforms other sound damping glue products at 30% lower price for the do-it-yourself, home studio, and home theater markets. QuietGlue Pro is specialized glue that is applied between two pieces of regular drywall to create damped noise-reducing walls. QuietGlue Pro is the cheapest, highest performing solution specifically for DIY applications where labor cost is typically zero (\$0).

Serious Materials pioneered the use of sound-damping technology in building construction in 2002 with the development of its market-leading QuietRock drywall product line and the original QuietGlue. QuietGlue Pro cranks up the volume on the soundproofing performance of the original QuietGlue, while greatly lowering its price over all other damping glue products. Like any other sound damping glue product, QuietGlue Pro is only suitable for Do-It-Yourself (DIY) or small one to two room projects, where the cost of materials is the only cost to the customer (compared to the light commercial or commercial markets where labor/installation costs are significant considerations).

“QuietGlue Pro is a breakthrough in price-performance,” said Frank Bishop, General Manager of Serious Materials’ Interior Products Division. “If you have ample time and you self-apply or own your labor, there is no better, cheaper way to soundproof walls than with QuietGlue Pro.”

For commercial applications, factory-damped panels, like Serious Materials’ soundproofing drywall QuietRock products, are specifically designed to cost-effectively and reliably meet high acoustic standards and code compliant walls. QuietRock requires far less labor (installation time and cost) than gluing and assembling in the field. Serious Materials’ most popular soundproofing drywall product, QuietRock ES, uses EZ Snap technology (no paper in the middle), so labor is no more costly than just hanging regular gypsum drywall, making QuietRock ES the lowest-cost, sound-reducing

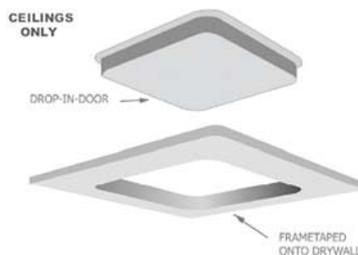
Type X drywall available today.

For performance and price comparisons, visit [www.QuietGlue.com](http://www.QuietGlue.com) including full analysis and independent lab test results.

## Serious Materials Changes Name to Serious Energy

Serious Materials announced that it has changed its name to Serious Energy. The new name reflects the company’s suite of energy software services and advanced building products designed to increase the value of America’s buildings, for both owners and occupants. For building owners, the goal is to increase net operating income. For occupants, the goal is to increase comfort, productivity, and health at lower operating cost.

## Williams Brothers Introduces WB GY 3000 Series Lightweight Gypsum Ceiling Access Panels



Williams Brothers Corporation of America has introduced a state-of-the-art lightweight gypsum based formula that exceeds all required specifications that the market expects.

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The gypsum panel is lightweight and features exceptional definition, high compressive strength, and zero mold and fungus growth. It is moisture resistant, no warping, cracking or sagging.

Door and Frame: 5/8" lightweight Gypsum, drop in door

Finish: Unpainted natural grey gypsum

Installation: Access panels are installed using standard supplies, screws are #6 bugle head. Joints are filled with standard tape and joint compound, then sanded. The access panel has edge thickness to accommodate 5/8" drywall. Therefore, shimming may be required if adjacent material is not 5/8".

Substrate material is determined by job site conditions. The panel does not require framing, but can be connected to adjacent drywall using blocks or studs.

For more information visit [www.wbdoors.com](http://www.wbdoors.com).

# PRODUCT NEWS

## New StoCoat® Metallic

StoCoat® Metallic Combines the look of metal with the superior insulating properties of StoTherm EIFS in one integrated system.



This isn't your ordinary coating. StoCoat Metallic creates breathtaking design possibilities combined with the energy efficiency and reliability of StoTherm EIFS NEX.T.

StoCoat Metallic incorporates mica, metallic particles and pigments into a superior coating that creates the look of a substantive metal surface. When building design calls for the visual impact of metal, StoCoat Metallic delivers.

StoCoat Metallic comes in 10 standard colors, and custom colors are also available to ensure an aesthetic fit with almost any project. With the option of applying over a variety of smooth and textured surfaces, StoCoat Metallic can read as sleekly modern or elemental and organic.

The application techniques used are common to the paint and drywall trades with only water needed for clean up of this safe, nontoxic coating. StoCoat Metallic systems with a clear coat sealer provide excellent long-term durability and UV fade resistance.

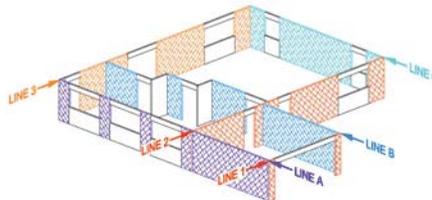
StoCoat Metallic can be used on most paintable, properly primed interior or exterior surfaces. It's specifically formulated for application on StoTherm EIFS and other properly prepared surfaces such as concrete, masonry and gypsum wallboard. StoCoat Metallic and StoTherm EIFS: an integrated, single-source system with a myriad of design options.

Visit [www.stocorp.com](http://www.stocorp.com) for more information.

## Wall-Bracing- Length Calculator From Simpson Strong-Tie

Model building codes require all exterior walls of a non-engineered or conventionally constructed wood-framed structure to be braced against lateral loads from wind or earthquakes. Depending on the configuration of the structure, wall bracing might also be required for some interior walls.

The degree to which a structure's walls must be braced – and the type of bracing that is required – is dictated by the 2009 International Residential Code (IRC) and by local building codes, and is influenced by the location of the home relative to hurricane- and earthquake-prone regions.



Determining the wall-bracing requirements for a structure is a complex process. In an effort to simplify it, Simpson Strong-Tie has developed a Wall-Bracing-Length Calculator—a quick and easy tool that helps calculate the required length of wall bracing in accordance with the 2009 IRC. The tool provides printed output of the bracing requirements along with a summary of input information and factors used in the calculations.

Visit [www.strongtie.com](http://www.strongtie.com)

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For more information visit [www.titan-tool.com](http://www.titan-tool.com)



## USG's SHEETROCK™ Brand Paper Faced Plastic Bead

Paper Faced Plastic Bead is a cost-effective, durable composite corner bead option that delivers strong, problem-free corners for a variety of decorating needs.

Create beautiful corners that resist crack-

# PRODUCT NEWS

ing and chipping with SHEETROCK Paper Faced Plastic Bead, featuring a coated paper tape covering that promotes excellent joint



compound adhesion, delivering a strong, smooth finish.

SHEETROCK Paper

Faced Plastic Bead is made with a strong paper tape laminated to a durable composite plastic that provides greater impact and abuse resistance. That means less damage at the job site, as well as in transit. It applies quickly and easily without nails, eliminating nail pops and making precision corner alignment less complicated.

The rust-proof bead handles and cuts easily, and its enhanced crack-resistance decreases the prospect of costly callbacks, providing a cost-effective solution for achieving long-lasting, elegant corners.

The bead meets ASTM C1047 Standard Specification for Accessories for Gypsum Wallboard and is backed by a 30-year limited lifetime warranty when used as directed. For more information go to [www.usg.com](http://www.usg.com).

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

## New Products From Vinyl Corp.

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.

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'332' Starter/Casing Beads with front Weep Holes (w/f) (patent pending) Available sizes: 3/4",

1", 1-1/2", 2", 2-1/2" & 3" (Shown with patented connector splice)



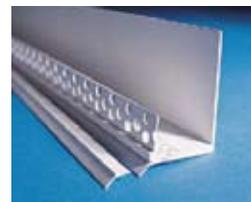
'332' Starter/Casing Beads with back Weep Holes (w/b) (patent pending) Available

sizes: 1-1/2", 2", 2-1/2" & 3"



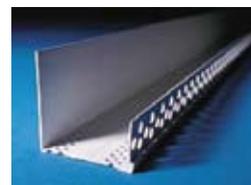
'332' one piece soffit vents Available casing bead sizes: 3/4", 1", 1-1/2", 2",

2-1/2" & 3" Available vent widths: 1", 1-1/2", 2", 3" & 4" (Dis-similar grounds available on special order)



'332' Drip starter/casing beads with front moisture release slot (patent pending) Available

sizes: 3/4", 1", 1-1/2", 2", 2-1/2" & 3" (Shown with removable strip)



332' Starter/Casing Beads with front & back Weep Holes (w/w) (patent pending) Available sizes:

1-1/2", 2", 2-1/2" & 3"



'332' starter/casing beads Available sizes: 3/4", 1", 1-1/2", 2", 2-1/2" & 3" (patent # 5,003,743)

For more information visit [www.vinylcorp.com](http://www.vinylcorp.com).

## Graco's Husky 1050 Pump Family Wins Gold Award for Plant Engineering's Product of the Year

The readers of Plant Engineering Magazine selected the Husky 1050 pump family as the best fluid handling product for 2010. The Product of the Year is one of manufacturing's most prestigious awards for innovations that make plants run smarter, safer and more efficiently.

Graco's Husky 1050 pumps are available in six materials of construction, including aluminum, polypropylene, conductive polypropylene, PVDF, stainless steel and hastelloy fluid sections to better accommodate a variety of applications and have multiple ports for easier installation. Graco's pumps provide process solutions for low to high viscosity fluids and are built for years of reliable service.

For more information about the Husky 1050 family, please visit [www.gracohusky.com](http://www.gracohusky.com).

# PRODUCT NEWS

## Bellwood Hardwood Flooring Announces 100-Year Transferable Warranty

Bellwood, a premium prefinished hardwood flooring brand, has increased its warranty from 50 to 100 years and added a warranty transfer option for homeowners. Bellwood, known for its beauty and durability, is one of the first in the industry to offer a transferable flooring warranty, which is significant for homeowners who may eventually sell their home. This



means that for a century, home sellers with a Bellwood floor can transfer their

warranty to future homeowners.

Whether solid or engineered, Bellwood always begins by hand-selecting each board of domestic and exotic species. The natural colors and grain of the wood make every floor unique in its character. No stain is added. To protect

the wood's beauty and provide remarkable durability, a UV-cured aluminum oxide finish is then applied to each plank. The result is an exceptional hardwood floor with breathtaking graining and coloration, topped with a finish that has raised the bar within the flooring industry. It's this superior craftsmanship that allowed the brand to increase the warranty to 100 years.

To ensure the finish meets life's demands, a sandpaper abrasion test known as Taber Testing is conducted on Bellwood flooring. In addition to the Taber Test, the quality control and inspection process for Bellwood products is stringent. The Bellwood quality control experts walk a total of 12 miles on the finishing line every day to ensure the quality of each plank. As part of this commitment to continuous improvement, an innovative topcoat was recently added that improves scratch resistance.

Visit [www.bellwood.com](http://www.bellwood.com).

## Decoustics Sets a New Standard with Claro-T, the Industry's Most Durable Concealed Grid Fiberglass Ceiling Panel

Decoustics, the custom acoustic product division of CertainTeed Ceilings, offers a new generation of lift and shift ceiling panels with Claro-T, the most durable, concealed grid fiberglass ceiling panel on the market today. Featuring an industry-first metal perimeter edge and patent-pending clip technology that increases its resiliency, Claro-T ceiling panels provide a custom look to T-bar ceilings. Featuring Decoustics' unique Claro acoustically transparent coating, Claro-T has the classic appearance of drywall for a modern and monolithic look.



Developed specifically with ease of installation in mind, Claro-T panels mount directly to a heavy-duty 15/16-inch T-bar grid system without the use of tools. The panels conceal the T-bar, leaving a 3/16-inch reveal at the vis-

ible face. A vapor barrier covers the back of the panel to reduce premature discoloration due to air movement.

"Building and design professionals who want an innovative, quality ceiling design in standard sizes now have a dependable, attractive solution from a provider they trust," says Eric Bishun, general manager of Decoustics. "Claro-T panels provide a moisture-resistant and sound-absorbent alternative to mineral fiber ceiling panels."

Claro-T is available in three standard sizes: 4-feet by 4-feet, 2-feet by 6-feet, and 2-feet by 8-feet. The patent-pending safety clips ensure that the panels stay intact. In standard white, Claro-T boasts a high light reflectance of 90 percent, increasing the natural distribution of lighting to create a more pleasant, energy-efficient interior environment.

CertainTeed Ceilings is committed to

providing innovative acoustical ceiling and wall solutions that contribute to superior environments for the eye, the ear and the mind. With its Performance Series, Designer Series and Signature by Decoustics product lines, CertainTeed Ceilings provides custom ceiling fabrication as well as a complete range of manufactured panels, walls and suspension systems that meet all key performance requirements. As a member of the U.S. Green Building Council, CertainTeed Ceilings is a leader in the effort to provide building materials that promote sustainable design. Its products help contribute points toward LEED® certification as CertainTeed ceiling panels contain a high recycled content.

For more information, visit [www.certain-teed.com](http://www.certain-teed.com).

## Dryvit's New Outsulation X System Features DOW XENERGY™ Rigid Insulation Offering Higher R-Value and Impact Resistance

*Outsulation® X™ is an ideal High Performance Cladding Choice for New Construction or Renovation*

Dryvit Systems, Inc., kicked off its "Think Outside the Shell™" campaign with the introduction of Outsulation X, a high performance cladding system that yields a 39 percent greater energy efficiency and 36% better impact resistance (compared with similar EPS-based systems with similar weight reinforcing mesh), and incorporates 2-inches of DOW XENERGY™ rigid insulation. Dryvit Outsulation X is suitable for new construction and renovation, and meets both current and proposed ASHRAE design standards and IGCC/IECC code requirements for the use of exterior continuous insulation. Dryvit unveiled Outsulation X at the

# PRODUCT NEWS

AIA (American Institute of Architects) 2011 National Convention and Design Exposition in New Orleans, LA.

Outsulation X, the newest member of Dryvit's Outsulation System family, provides architects with a single-source solution for the air and water-resistive barrier, exterior continuous insulation (ci), and finished appearance of the exterior wall. General contractors also will appreciate that a single, professional sub-contractor can install this engineered, fully tested, Code-compliant system. As with all of its Outsulation Systems,



Dryvit provides a written, system warranty upon request.

"Architects will discover that using Dryvit's robust, energy-efficient Outsulation X system can reduce the project requirement for concrete, structural steel, and HVAC, as well as shorten the overall construction schedule" said Tony Stall, Dryvit Vice President of Marketing and Sustainability. "By combining these and the energy savings accumulated over the lifetime of the building, Outsulation X more than validates its value proposition as a truly sustainable, high performance cladding"

"Dow Building Solutions is excited to team up with Dryvit in providing DOW XENERGY™

insulation, a key component of the Outsulation X system, to help meet the higher demands for energy efficient solutions", said

Michael Kontranowski, Strategic Marketing Director, Dow Building Solutions. "As building codes and the cost of energy increase, continuous insulation systems will continue to play a key role in minimizing energy costs and reducing green house gas emissions, while improving the overall comfort of buildings. This initiative exemplifies how manufacturers can work together to deliver solutions that help increase the energy efficiency and long-term sustainability of buildings and improve our planet now and for future generations."

## Dremel Introduces First-Of-Its-Kind Universal Oscillating Accessory Adapter

Using an oscillating tool just got easier. Thanks to the new Dremel Multi-Max Universal Adapter™, users of any type of oscillating tool can now utilize the Dremel brand's patented Quick Fit™ oscillating accessories. With faster accessory changes and a first-of-its-kind pin design that keeps accessories in place during use, the Universal Adapter allows oscillating users to spend less time setting up their tool and more time repairing, remodeling and restoring.

"Consumers are continually demanding increased functionality from their power tools," said Andrea Ash, vice president of marketing, Dremel. "As a brand built on versatility, we're happy to introduce an accessory that will allow users of all oscillating brands to utilize our unique Quick Fit accessories for fast and easy changes and quality results."

The Dremel Multi-Max Universal Adapter allows all Dremel Multi-Max™ accessories to be used with all of the current oscillating tools on the market including brands from Fein, Rockwell, Bosch, Craftsman, Rigid and Masterforce. As the first pin fit adapter in the market, the Universal Adapter prevents accessories from sliding or loosening during use, resulting in a more efficient and precise project.

Dremel currently offers a wide variety of oscillating accessories, including cutting, scraping and grout removal blades, as well as sanding and grinding pads. All accessories, except for sanding pads, utilize the Dremel brand's innovative Quick Fit™ accessory system, which allows users to change accessories in less than half the time competitive systems require. The Quick Fit system features slotted accessory connections, instead of an enclosed blade, enabling users to swap out accessories without removing the clamping screw and blade washer.

Beginning in October, the Dremel Multi-Max Universal Adapter will be available at most hardware stores and home improvement centers nationwide. It will retail for the suggested price of \$4.99 USD. For More Information go to [www.dremel.com](http://www.dremel.com).



### The X Factor

DOW XENERGY™ rigid insulation is an integral component of the Outsulation X system. It provides the Code-required continuous layer of insulation, eliminates thermal breaks and moderates the temperature of the wall cavity, reducing the potential for dew point condensation. DOW XENERGY™ rigid insulation provides long-term thermal performance, outstanding energy efficiency, moisture resistance and durability. Backed by a 50-year limited thermal warranty, DOW XENERGY™ rigid insulation is manufactured with foaming agent technology that has zero-ozone depletion potential.

Dryvit Outsulation is an engineered, rigorously-tested, code compliant, air/water-resistive exterior cladding. Since 1969, architects and contractors have selected Dryvit Outsulation Systems for than 450,000 projects in North America.

Dryvit has led the EIFS industry for over four decades because of its commitment to research and development, and a constant stream of new, high-quality products. That spirit of innovation, coupled with a rigid adherence to ISO Standards for manufacturing quality and consistency, has made the Dryvit brand (Outsulation) the unquestioned leader in the EIFS industry.

For more information about Outsulation X, please visit [www.dryvit.com](http://www.dryvit.com) or contact Dryvit at 800-556-7752, ext. 9. •

## OSHA Launches Interactive Web Site To Help Explain Its Recordkeeping Rules

WASHINGTON - The Occupational Safety and Health Administration recently unveiled a new interactive web tool to help users determine whether injuries and illnesses are work-related and recordable under the OSHA Recordkeeping rules.

The OSHA Recordkeeping Advisor is an interactive tool that simulates an employer's interaction with a Recordkeeping rules expert. The Advisor relies on the users' responses to questions and automatically adapts to the situation presented. Responses put into the program are strictly confidential and the system does not record or store any of the information.

oped to better help employers understand and comply with their responsibilities to report and record work-related injuries and illnesses," said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels.

OSHA's Injury and Illness Recordkeeping page links to the Recordkeeping Advisor and other guidance materials to help employers understand and comply with Federal recordkeeping and reporting requirements.

The OSHA Recordkeeping Advisor is one of a series of elaws (Employment Laws Assistance for Workers and Small Businesses) Advisors developed to help employers and workers understand federal employment laws. A full list of Advisors can be found at the elaws Web site.

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 assure 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>.

## Three Month Phase-In For Residential Construction Fall Protection

WASHINGTON - The U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) announced a three month phase-in period to allow residential construction employers to come into compliance with the Agency's new directive to provide residential construction workers with fall protection.

"We want to make sure that the residential construction industry has every opportunity to successfully come into compliance with the new directive," said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. "I am confident that this phase-in period will provide employers the additional

time and flexibility they need to alter their work practices in accordance with the requirements of the new directive."

The three month phase-in period runs June 16 - September 15, 2011. During this time, if the employer is in full compliance with the old directive (STD 03-00-001), OSHA will not issue citations, but will instead issue a hazard alert letter informing the employer of the feasible methods they can use to comply with OSHA's fall protection standard or implement a written fall protection plan. If the employer's practices do not meet the requirements set in the old directive, OSHA will issue appropriate citations.

If an employer fails to implement the fall protection measures outlined in a hazard alert letter, and during a subsequent inspection of one of the employer's workplaces OSHA finds violations involving the same hazards, the Area Office shall issue appropriate citations.

OSHA has a wide variety of resources and guidance materials to assist employers in complying with the new directive. OSHA's Web page includes many guidance products, including a fall protection slide show that recently received over 3,000 hits in one week. Employers are encouraged to take full advantage of OSHA's free On-site Consultation Program. In addition, there is also a Compliance Assistance Specialist in most Area Offices, and employers are urged to contact their local Area Offices and use these services.

The new directive, Compliance Guidance for Residential Construction (STD 03-11-002), a detailed description of the phase-in policy, a presentation and other guidance materials about requirements for protecting workers from falls are available at [http://www.osha.gov/doc/residential\\_fall\\_protection.html](http://www.osha.gov/doc/residential_fall_protection.html).

A Safety and Health Topics Web page, which provides a list of references to help employers identify fall hazards and possible solutions for eliminating such hazards, is available at <http://www.osha.gov/SLTC/fallprotection/construction.html>.

OSHA's On-Site Consultation Program offers free and confidential advice to small and medium-sized businesses in all states across the country, with priority given to high-hazard work-sites. For more information, visit <http://www.osha.gov/dcs/smallbusiness/consult.html>.

## 4,340 Workers Died On The Job In 2009

"With every one of these fatalities, the lives of a worker's family members were shattered and forever changed. We can't forget that fact."

**-Hilda Solis,  
Secretary of Labor**

The Advisor helps employers determine:

Whether an injury or illness (or related event) is work-related

Whether an event or exposure at home or on travel is work-related

Whether an exception applies to the injury or illness

Whether a work-related injury or illness needs to be recorded

Which provisions of the regulations apply when recording a work-related injury or illness

"The Recordkeeping Advisor was devel-

## Final Rule Announced To Reduce Employer Burdens By Removing Outdated Requirements, Streamlining And Simplifying Standards

WASHINGTON – OSHA announced the release of a final rule that streamlines and simplifies standards while reducing employer burdens. The published rule will help keep OSHA standards up-to-date and better enable employers to comply with their regulatory obligations.

“OSHA estimates that the final rule, without reducing employee protection, will result in annual cost savings to employers exceeding \$43 million and significant reductions in paperwork burden hours,” said Assistant Secretary of Labor for OSHA Dr. David Michaels.

These updates will be in line with the goals of the president’s Executive Order 13563, “Improving Regulation and Regulatory Review,” issued Jan. 18 to simplify standards and reduce unnecessary regulatory burdens. The executive order is available at [http://www.regulations.gov/exchange/sites/default/files/doc\\_files/President's%20Executive%20Order%2013563\\_0.pdf](http://www.regulations.gov/exchange/sites/default/files/doc_files/President's%20Executive%20Order%2013563_0.pdf).

The rule will update OSHA’s standards and identify requirements for revision based on an agency review, comments from the public and recommendations from an Office of Management and Budget report (Regulatory Reform of the U.S. Manufacturing Sector, 2005). It builds on the success of SIP-Phase I published June 18, 1998, and SIP-Phase II published Jan. 5, 2005.

The new rule will result in several changes to OSHA’s existing respiratory protection standard, including aligning air cylinder testing requirements for self-contained breathing apparatuses with U.S. Department of Transportation regulations, clarifying that aftermarket cylinders meet National Institute for Occupational Safety and Health quality assurance requirements and clarifying that the provisions of Appendix D, which contains information for employees using respirators when not required under the standard, are mandatory if the employee chooses to use a respirator.

Other changes to result from the new rule will include updating the definition of the term “potable water” to be consistent with the current Environmental Protection Agency standards instead of the former and outdated

Public Health Service Corps definition, removing the outdated requirement that hand dryers use warm air because new technology allows employers to use hand-drying products that do not involve hot or warm air and removing two medical record requirements from the commercial-diving standard because that standard no longer requires medical examinations.

Updates also will include deleting a number of requirements for employers to transmit exposure and medical records to NIOSH, thus saving NIOSH significant costs to store and maintain the records. According to NIOSH, these records did not serve a useful research purpose. The slings standards also will be updated and streamlined by requiring that employers use only slings marked with manufacturers’ loading information.

There will not be any new requirements set by this rule, so employers will be able to comply with it immediately. •

## OSHA Seeks Comments On Proposed Updates, Revisions To Injury And Illness Tracking, Reporting

WASHINGTON – OSHA has announced in a Notice of Proposed Rulemaking an update and revision of two aspects of the agency’s recordkeeping and reporting requirements for work-related injuries and illnesses.

“These proposed recordkeeping updates will better enable OSHA, employers and workers to identify hazards in high-risk worksites,” said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. “The proposed reporting revisions will enable OSHA to more effectively and efficiently target occupational safety and

health hazards, preventing additional injuries and fatalities.”

The new proposed reporting requirements revised OSHA’s current regulation that requires an employer to report to OSHA, within eight hours, all work-related fatalities and in-patient hospitalizations of three or more employees. Under the revised proposal, employers would be required to report to OSHA any work-related fatalities and all in-patient hospitalizations within eight hours, and work-related amputations within 24 hours. Reporting amputations is not required under the current regulation.

OSHA is also proposing to update Appendix A of the recordkeeping rule (Part 1904 Subpart B) that lists industries partially exempt from the requirements to maintain work-related injury or illness logs. These industries received partial exemption because of their relatively low injury and illness rates. The current list of industries is based on the Standard Industrial Classification system. The North American Industry Classification System was introduced in 1997 to replace the SIC system for classifying establishments by industry. When OSHA issued the recordkeeping rule in 2001, the agency used the old SIC code system because injury and illness data were not yet available based on the NAICS. OSHA is also updating Appendix A in response to a 2009 Government Accountability Office report recommending that the agency update the coverage of the relevant recordkeeping requirements from the old SIC system to the newer NAICS.

OSHA is requesting public comments on the proposed revisions, and has included in the proposed rule’s preamble specific questions about issues and potential alternatives. Comments must be submitted by Sept. 20, 2011. See the Federal Register notice for details on how to submit comments. General and technical inquiries should be directed to Jens Svenson, OSHA Office of Statistical Analysis, at 202-693-2400.

To educate employers and employees on the proposed changes, OSHA updated its Recordkeeping Web page to include answers to frequently asked questions regarding the proposed rule. A link to the proposed rule itself also is available on the page. •



# Better Buildings Initiative Could Create 114,000 New Jobs

— U.S. Green Building Council  
and the Natural Resources Defense Council

*BuildingOnline eUpdate*

More than 114,000 new jobs, many which would come from the hard-hit construction industry, would be created through the Better Buildings Initiative, a White House plan to make existing commercial and multifamily buildings more energy efficient, according to a new analysis released today by The Real Estate Roundtable, the U.S. Green Building Council, and the Natural Resources Defense Council. This key initiative, announced by President Obama in February, combines financial and other incentives to improve energy efficiency in the nation's commercial and multifamily buildings stock.

The biggest job driver in the Better Buildings Initiative, which accounts for more than 77,000 of the new jobs, is a redesigned tax deduction for energy efficiency upgrades of buildings. The joint analysis also shows how the initiative would have a rippling effect throughout the economy to generate more manufacturing, production, and service jobs - and demonstrating how public funds can leverage significant private investments to expand the benefits to the economy.

"This Obama Initiative works for our economy in two important ways: it helps create tens of thousands of good-paying jobs while making us more energy efficient," said The Roundtable's CEO and President, Jeffrey D. DeBoer. "Unemployment in the construction sector continues to hover above 16 percent. Lending is still difficult to come by in many markets, so financial incentives like these proposed by the White House will leverage private investment to help propel our cities and suburbs forward into a new energy economy."

"The Better Buildings Initiative will achieve multiple benefits with an amplifying effect - first and foremost, the initiative will create green jobs," said Roger Platt, Senior Vice President of Global Policy & Law with the U.S. Green Building Council. "This program will also lower energy consumption, reduce our nation's dependence on foreign oil and

allow America to retain its competitive edge in the international marketplace as a leader in constructing, retrofitting and operating high-performing buildings."

"The Better Buildings Initiative helps fill the country's need for targeted programs with well-defined jobs creation goals," said Ashok Gupta, senior energy economist with the Natural Resources Defense Council. "This plan will help bring lenders into the retrofit market to provide financing for commercial building efficiency projects. Improving buildings' energy performance reduces harmful pollution associated with energy production while reducing bills for consumers and making businesses more competitive."

The Natural Resources Defense Council (NRDC), The Real Estate Roundtable (RER), and the U.S. Green Building Council (USGBC), retained the Political Economy Research Institute (PERI) of the University of Massachusetts at Amherst to conduct the analysis, which can be viewed here. For more information on the PERI analysis and its figures on jobs creation from the White House's Better Buildings Initiative, visit: <http://usgbcblog.blogspot.com/2011/06/new-report-better-buildings-new-jobs.html>. •

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