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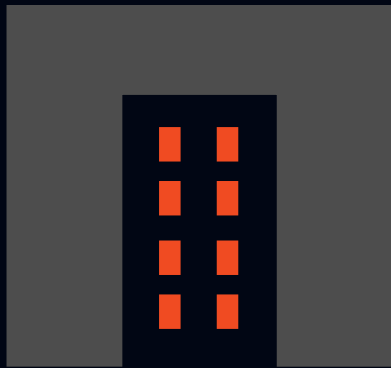
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Construction is the largest employer in our region -- made up of large and small firms, generals and subs, material suppliers, banks, consultants, unions, construction managers, owners, manufacturers, designers and architects. All of these groups must work in harmony to get the job done. The common thread amongst all of these firms, the one common factor that makes General Building Contractor Association (GBCA) members better, is our people. This is an industry of people, and in my opinion, the best people. Construction is filled with men and women that get things done. The GBCA is the result of a gathering of these diverse people that have shared a simple thought for over 200 years. And that is that getting the best people, to do the best job, with the highest quality, is at the core of who we are.

These are challenging times in construction -- this industry has suffered the worst unemployment percentages of any industry in the nation -- but we still must look forward, to the horizon, and plan for our future. We are resolute in our desire to continue to train people, invest in knowledge and continue to build relationships between owners, architects, engineers, contractors and tradesmen. We must increase advocacy in the halls of government, not only to work for the small business agenda, but to better deliver construction projects to our public owners in Harrisburg, Philadelphia, and Washington.

Construction is an industry based on the value of one's word and a strong handshake, not on profiting from mistakes or the disadvantage of others. We are working together to face our problems head on, and we are working with our partners to better position our members for better days ahead.

GBCA is a collective of people, business and ideas, all focused on the advancement of the construction process. This report demonstrates the vast activities of an Association with strong foundations from the past and optimism for the future. 2010 has been a challenging year for construction. With decreased man-hours and the financial markets still without clear trends, many construction projects have been in question. But the Association has been engaged in some of the most important discussions in a generation. We will continue to look ahead and we will continue to rely on our people. Because we know we have better people and better quality, which prepares us all for 2011.



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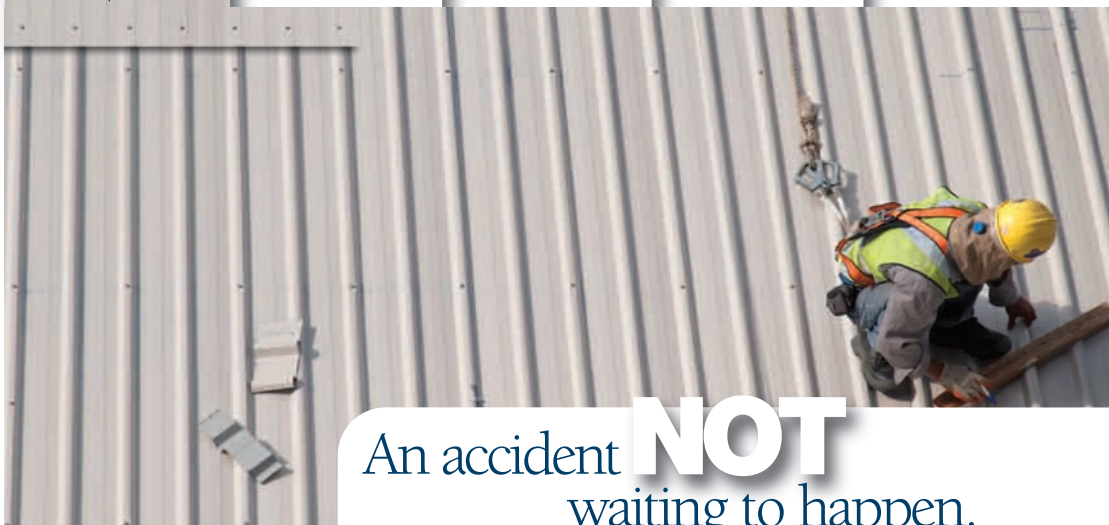
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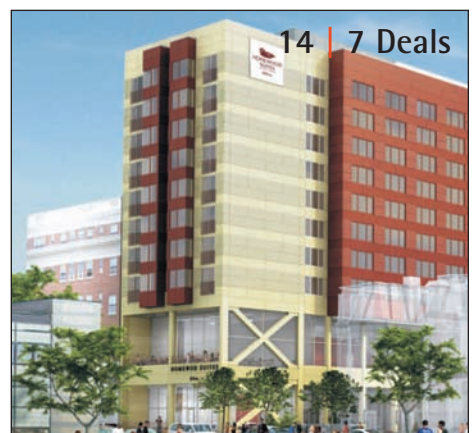
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Union Iron Workers of Local 401

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THE ECONOMY IS RECOVERING. IS YOUR MARKETING?

Joseph Hoffman

YOU HAVE PROBABLY READ THE VARIOUS economic reports and forecasts that seem full of dismal news. Construction spending in December 2010 was the lowest monthly level since July of 2000. Yet, the McGraw-Hill Construction Outlook Report states that the construction market in 2011 will increase 8%. The Associated Equipment Distributors foresee 2011-2012 as "finding the new level of normal demand for most end markets" with construction in "early stages of recovery".

Based on these reports and several others, it is evident, the economy is recovering. But what does that really mean? We see corporations watching their balance sheets, landlords and developers modifying their business models, corporate tenants slow to build out, government officials more closely monitoring their budgets, and the credit crunch still in play slowing development overall.

Before the recession, a firm may have won one out of every four or five projects, whereas now the challenge is to win one out of ten. Competition has significantly increased, and may have doubled or tripled in your company's strong market sector. Bigger firms are "bottom feeding", and some projects are being priced at cost to maintain staff.

Today we are witnessing a very different operating environment with respect to:

- a. Politics
- b. The overall economy
- c. Competition
- d. Customer purchasing
- e. Corporate issues: (i.e., cash flow, resources, etc.)
- f. Material and services pricing, (i.e., surety issues, etc.)
- g. Marketing technology, (i.e., social media, performance analytics, etc.)

The above drivers should be considered in developing a marketing strategy, along with the several marketing ideas provided below. Together they will help you generate new business. Careful consideration should be given to the timelines and resources needed to meet your objectives. Some may have a long timeline, such as government-related projects, but can have significant returns. Here's a brief checklist.

1. Do a Strength, Weakness, Opportunities, Threats (SWOT) analysis and get to know your company better.
2. Get your staff more involved in marketing. "It's not my job" was yesterday.
3. Meet your clients more often, and ask the dynamite question: "Do you know anybody else that can use us?" It works.
4. Give your lead-generation program an adrenaline boost.
5. Explore new technologies that provide a competitive edge.
6. Improve your proposal development process.
7. Expand and improve your prospect pipeline.
8. Solicit political introductions
9. Follow the money from the "Feds" to the "States", to local government.
10. Install customer relationship management software (CRM).
11. Consider pursuing different types of contracts, (i.e., task-order/on-call, design/build, etc.)
12. Take advantage of your brand.
13. Pursue related industries for

services such as facility management companies, etc.

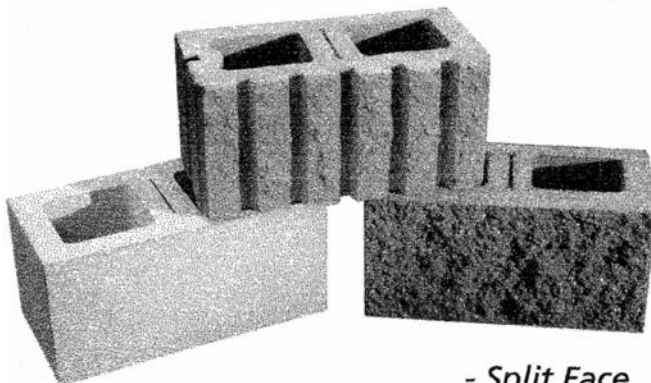
14. Increase teaming opportunities.
15. Introduce/promote value added services.
16. Develop, review and revise your strategic plan.
17. Hire consultants on a selective basis to augment your marketing team.
18. Update your website and based on your objectives retain a Search Engine Optimization (SEO) consultant to increase your hit rate.
19. Develop a sound contingency plan.
20. Attend local seminars, conferences and events and work the crowd.

Finally, you need to measure performance. There's a popular saying: 'If you can't measure it, you can't manage it.' Good analytics can help you achieve your marketing objectives. Virtually every idea above can be measured, but in order to avoid getting overwhelmed by the data, focus on those activities that provide the most bang for the buck.

We have tried to provoke some thought and provide several marketing ideas to help you generate business. Only you can answer whether your marketing is recovering. The old adage, do the same things and you'll probably get the same results is true, so you have an opportunity to make 2011 a year to recover. Getting back to the forecasts, we may at least have an early Spring. Punxsutawney Phil didn't see his shadow on Ground Hog's Day.■

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Joseph Hoffman, president of www.jsbarclaymarketing.com, has more than 30 years of experience in the industry, and served as the senior marketing officer for a number of well-known construction management and engineering companies.

THE LEGACIES OF LABOR LEADERS

Angel M. Davis-Taylor

REMEMBERING RETIREES SAM STATEN, JR. AND MIKE FERA

SAMUEL STATEN SR. KNEW AS A CHILD THAT he wanted to go into business for himself. His instinctive compassion and entrepreneurial spirit lent him the opportunity to land his first job at just five years old, carrying groceries for neighbors. He began by simply assisting a woman with her bags and in return, she paid him a nickel. What began as an act of kindness ignited an aptitude that would afford a lifetime of legacy. He credits his mother for his commitment to humanity, learning that sharing and being kind are key ingredients to a recipe of success. At the age of two, he and his mother relocated from his birth town, Callahan, FL to Philadelphia, PA. They were the first in their family to move north. As time passed, additional family members made their way to Philadelphia and lived in their home. His mother nurtured and took care of each and every family member, encouraging them until they were able to go their own way. She instilled in him the adage of charity beginning at home in his early years and it wasn't long before Samuel Staten knew that he could be successful by first, being kind. "Train up a child in the way he should go and when he is older, he will not depart

from it"—an old proverb that has been proven true for Philadelphia's longtime labor leader.

Samuel Staten Sr. began his career in the building industry at Kelly Brick Company. He enjoyed construction and was proud to be a union member. He received his training in the field by "old-timers" and excelled in his loyalty to his craft. In the 60's, such loyalty was proven when he worked on a Philadelphia project at 4th & Washington Streets, building three high-rises. The operating engineers went on strike, leaving the laborers to dig the basement by hand. "It was hard work", recalls Sam Staten with hilarity. "We had to be diligent". After 10 years as a laborer, Staten worked his way through the ranks and in 1970, became a Field Representative of Laborers Local 332.

In 1973, Staten became Local 332's Assistant Business Manager. Because of the then divided membership of Local 332, he creatively sought after potential opportunities that would bring the members together, making the organization great. He began a vigorous marketing campaign to empower and unite the members of Local 332 which included 332 jackets, t-shirts and other

membership paraphernalia. His ambitions promoted harmony and the members became increasingly proud to be a part of the union.

Staten's leadership and business acumen led him to be elected as Local 332's Business Manager in 1978. His vision for the members began to take shape and come to fruition. Just two years after becoming Business Manager, the Local 332 offices relocated to a new location at 13th and Wallace in Philadelphia-its current home. The new location became an active communal space for its members, the community and political action. In 1983, Staten and Local 332 heavily supported the mayoral campaign of W. Wilson Goode, Sr. through endorsements, motorcades, hanging posters and other street work during the primary and elections. From this, a Political Action Committee was developed to respond to the demands of political support for potential candidates.

In 1987, Staten was honored for his leadership by the Friends of Labor Committee. The members shared their appreciation for Staten through a \$25,000 gift, in which Staten then donated to several charities. This was the beginning of the Annual Friends of Labor Charity Dinner, which has since raised and awarded over one million dollars towards many Philadelphia charitable organizations. His community service and charitable involvement has extended in providing food for those in need, housing for homeless and low-income families, toys for children and educational opportunities for Philadelphia youth. In 2003, Staten's 17 year old son, Qaid, was sadly murdered during a holdup. Even in his most difficult moments, Staten found strength in establishing the Qaid Staten Memorial Scholarship Fund in honor of his son's life. Staten also encouraged his members to become involved with community service outreach programs including providing in-kind labor services to needing non-profit groups.

Through Staten's leadership, the Laborers' District Council Education and Training Facility was established. He, along with Local 413's Business Manager, James Harper, saw the need in improving the skills of their members. Together, they completed courses at Penn State University and traveled nationwide to research similar training programs-taking the best qualities of each and incorporating them into their own. "The school is the apple of my eye", says



Sam Staten Sr. with Philadelphia Mayor Michael Nutter.

Staten. Its Exton, PA location houses over 90 acres of land with training bays and state-of-the-art amenities including a gymnasium, swimming pool and dormitories. Currently, the Education and Training Facility is just one of two facilities in Pennsylvania to certify weatherization training. In fall 2009, Liberia's Ambassador

**"I THANK ALL OF THE ASSOCIATIONS
THAT I'VE WORKED WITH OVER THE
YEARS AND ALL OF MY MEMBERS
WHO ARE SO WONDERFUL TO ME.
I COULD NOT HAVE MADE IT
WITHOUT THEM."
— SAM STATEN JR.**

& Permanent Representative to the United Nations, Milton Nathaniel Barnes, met with Mr. Staten and visited the Education and Training Facility. He used the program as a model to help provide Liberians with building and construction trade skills in addition to lifelong learning. "Because of Sam, the Laborers Training School has become one the finest training facilities of its kind in the nation", says Walter Palmer, Jr. past president of the General Building Contractors Association (GBCA).

Staten also established the Diversity Apprenticeship Program (DAP). DAP is a not for profit pre-apprenticeship training program that helps to prepare individuals to enter Philadelphia building trade union apprenticeships and non-construction employment. In 1991, the Local 332 Retiree Council was also established to provide mentorship from retired laborers to current members in addition to fellowship opportunities between retired laborers. In addition, he developed an Emergency Relief Fund to financially aid members with disastrous circumstances. A Sergeant of Arms Committee was also launched to grant members' children with scholarships. "I've never met a man as outstanding as Mr. Staten", says Glenda Collins, Director of the Development Apprentice Program. "He just wants to help. He's the go-to guy." His greatest accomplishment was keeping membership together and providing jobs for his workers. He appreciates management for being dedicated to the workers and never giving up the fight against non-union. His admirable relationship with management has been vital to the success of Local 332. Staten's tremendous capability of being reasonable and kind always kept management willing to keep open lines of communication.

Soft spoken and full of humility, Staten is a quiet storm in Philadelphia construction. In all of his brilliance, he is never arrogant, never boastful. His modest pride came when he would take his young children on driving tours, proudly showing off the many projects he'd worked on throughout the city. He helped shape Philadelphia's skyline. He helped build Philadelphia's construction climate. "When you go on a journey, you don't go alone- you need help all the way. You don't complete that journey without people pointing directions and moving obstacles out of the way", says Staten. "I thank all of the associations that I've worked with over the years and all of my members who are so wonderful to me. I could not have made it without them."

LEADING LOCAL 592: HONORING MIKE FERA

Mike Fera joined the Cement Masons Local 592 as an apprentice back in 1971. In 1982, he was elected Union Trustee and in 1983, he was elected onto the Executive Board. He was appointed as the Organizer in 1989, the first in Local 592's history. In this position, he built a reputation as a fair, but no nonsense union official.

In 1994 was elected as President and Business Manager and was re-elected in 1997, 2000 and 2003. Fera has worn many hats during his time at the Cement Masons. He was head trustee to Local 592's Health & Welfare and Pension Funds, chairman of Cement Masons Local 592 PAC Fund and chief negotiator for union contracts. "Mike was a passionate, straight forward negotiator", says Wayne E. Gregory, Director of Labor Relations for the General Building Contractors Association. "He was always tough at the table and never lost site of his desire and mission to serve his constituency." He was a "fair contract administrator that never failed to work through a problem as quickly and effectively as possible to reach a solution that was best for our industry".

**AS BUSINESS MANAGER,
FERA WAS RESPONSIBLE FOR
BUILDING CEMENT MASONS LOCAL
592'S APPRENTICE PROGRAM
INTO THE PROTOTYPE TRAINING
FACILITY FOR ALL CEMENT MASON
APPRENTICE PROGRAMS
THROUGHOUT THE UNITED STATES
AND CANADA.**

As Business Manager, Fera was responsible for building Cement Masons Local 592's Apprentice Program into the prototype training facility for all cement mason apprentice programs throughout the United States and Canada. Fera has also served on the Board of Directors for the Diversity Apprentice Program (DAP). Because of his dedication to DAP, in 1999, he was named the "Friends of Labor" Man of the Year. One year later, Fera was appointed to the Board of Directors of the Redevelopment Authority of the City of Philadelphia. He was also awarded the Philadelphia Chapter of Unico's Man of the Year medal in 2001. In addition, he received the March of Dimes Transportation Building and Construction award in 2003. Fera was again recognized as Man of the Year in 2005 for the USA Boxing's Middle Atlantic Association.

Over the years, Fera has been involved in the Delaware Valley Youth Association, the South Philadelphia Athletic Association, the Juniata Park Boys and Girls Clubs, Habitat For Humanity in Lehigh County, St. Monica's CYO, the Bristol Township Lagoon Restoration Project, the Mount Moriah Temple Baptist Church Christian Youth League and St. Katherine's Day School for children with down syndrome and mental retardation.

Through Local 592's Apprentice Program, Fera has been able to donate concrete work to State Representative Bill Keller's neighborhood Beautification Program, Pyramid Temple, Yesha Ministries Church, Academy Sabres, Mayfair Holy Terrors Youth Organization, EOM Youth Club,

Tacony Historical Society, St. Gabriel's Church, St. Timothy School for Autistic Children, Our Lady of Mount Carmel Church, Annunciation Church, Potter House and Negro Baseball League Memorial. He has also donated his services, providing wheelchair ramps for the handicap.

"I developed a great deal of respect for Mike over the years. He was always honest and straight forward with me", says Walter Palmer Jr. "He was a hardworking individual and was always available when needed. Trust and respect are words that immediately come to mind when thinking of Mike Fera."■

Angel M. Davis-Taylor is a freelance writer who has worked in both the architecture and construction communities.



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7 DEALS, 5 INVESTORS, 1 LANDMARK GROUNDBREAKING

HOW NEW MARKETS TAX CREDITS WERE LEVERAGED TO GREEN-LIGHT PHILADELPHIA'S ONLY HOTEL PROJECT OF 2010

WHEN THE **HOMESWOOD SUITES UNIVERSITY** City® broke ground in December 2010, it was a first to many people for many reasons. For the developer, Campus Apartments, it marks the company's first hotel project. For the City of Philadelphia, it is the first recipient of an EnergyWorks loan for a green building. For University City, it will be the neighborhood's first extended stay hotel. For the University of Pennsylvania, it's the first university-affiliated development project west of 41st Street, which was formerly the school's unofficial line of demarcation.

Slated for completion in Spring 2012, the 110,000-square-foot hotel will include 136 suites, featuring full kitchens, dining tables and separate work areas with phone and complimentary Internet access. The approximately \$50 million project is jointly financed through the Commonwealth of Pennsylvania, the Philadelphia Industrial Development Corporation (PIDC), The Reinvestment Fund (TRF), US Bank Community Development Corporation and Beneficial Bank.

Designed to meet LEED® certification standards, the hotel will also be an example

for progressive sustainable architecture within the hospitality industry. Elements such as a green roof, high-efficiency MEP systems, on-site storm water management and low-flow fixtures are incorporated into the plans to reduce consumption, optimize performance and control costs. The hotel is also the flagship commercial project for the City of Philadelphia's new EnergyWorks program, which provides low-interest loans to help finance sustainable building and redevelopment. "Campus Apartments has a long history of smart, strategic investment in Philadelphia, and they continue to demonstrate that commitment with the Homeswood Suites University City," stated Mayor Michael A. Nutter. "As our first EnergyWorks loan recipient, we're especially thrilled to see that Campus Apartments is investing for the long term, with a LEED-certified project that will be sustainable both environmentally and economically."

The hotel is the first part of a two-phased redevelopment plan for the 4109 Walnut Street property, with an additional 150,000-square-foot office building to be erected at this site in Phase II of the project. Campus Apartments' Philadelphia-based team is

rounded out by Alesker & Dundon Architects LLC, general contractor L.F. Driscoll Co. and interior designer Floss Barber, Inc.

The situation was complex, but the fundamentals were basic: combine public and private investment to secure the necessary financing to break ground before 2010 year-end, while achieving positive tax results and protecting the investors. The catch? It would take seven separate and distinct deals with five different investing bodies to make this happen. But by listening to the client's needs, leveraging the firm's tax and real estate finance expertise and remaining flexible, the law firm of Klehr Harrison found practical solutions to keep the project moving forward.

Financial market conditions during this time were less than favorable, and capital for a hotel project of this nature was not readily accessible. As a result of the economic climate, the project's primary lender would only provide 50 percent of the project cost as opposed to the normal 70 – 80 percent. In order to proceed, the gap had to be closed, and tax credits were the answer. Klehr's knowledge of the complex New Markets Tax Credit (NMTC) program

was integral to the project's viability. The firm worked closely with Campus Apartments, U.S. Bancorp Community Development Corporation, Beneficial Bank, The Reinvestment Fund (TRF), Philadelphia

AS A RESULT OF THE ECONOMIC CLIMATE, THE PROJECT'S PRIMARY LENDER WOULD ONLY PROVIDE 50 PERCENT OF THE PROJECT COST AS OPPOSED TO THE NORMAL 70 – 80 PERCENT. IN ORDER TO PROCEED, THE GAP HAD TO BE CLOSED, AND TAX CREDITS WERE THE ANSWER.

Industrial Development Corporation (PIDC), a private investor and the Commonwealth of Pennsylvania to create unique lending and equity structures appropriate to the project's needs, and by integrating these programs into the deal structure in a creative manner, the neces-

sary financing was secured and closed on time. "While this transaction was challenging, leading it to market shows that with technical knowledge, patience and creativity, great things can be achieved," stated Larry Arem of Klehr's tax department.

To be successful, the firm had to ensure favorable tax outcomes for the developer and the investors, given the particular requirements of the transaction. That involved listening carefully to each participant's concerns and molding compromises when competing demands were made. This was in addition to protecting the tax benefits necessary to fund the project. "With so many parties involved, closing this deal was one of the most complicated processes we've ever been through," stated David Adelman, President and CEO of Campus Apartments. "But for Klehr to be able to deliver these results, especially in today's economic climate, was a testament to their business-driven approach to achieving results."

While the New Markets Tax Credit program was the key to success for Homewood Suites University City, the long-standing Historic Tax Credit (HTC) has helped in the success of many high-profile development and adaptive reuse projects across the Philadelphia skyline. Countless landmark projects, including the Le Meridien, the former Strawbridge department store building, the Wharf at Rivertown in Chester, the Budd site, and various retail, office and apartment buildings in and around Philadelphia, have come to fruition by leveraging HTC investments. "Philadelphia's ongoing renaissance in both hospitality and residential living can largely be attributed to the use of historic tax credits and collaboration between the public and private sector," stated Carl Primavera, Partner Klehr Harrison. "By connecting all the parties involved and acting as a liaison between government, lenders, developers and the community, every day we help bring about urban renewal and continued investment in our region." ■

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BETTER PEOPLE. BETTER QUALITY.

Lisa Godlewski

GENERAL BUILDING CONTRACTORS ASSOCIATION'S 121ST ANNUAL BUSINESS MEETING

ON JANUARY 14, 2011 THE GENERAL BUILDING Contractors Association (GBCA) held its 121st Annual Business Meeting at the Union League of Philadelphia. A "who's who" of the construction industry, over 280 attendees came together to discuss the issues of the industry in 2011. The meeting also served as an opportunity to share optimism for the future, as was reflected in the comments of Walter P. Palmer 3rd, President & CEO of the GBCA.

Better People

The GBCA knows that the men and women in its industry are dynamic. Our workforce is engaged in doing. When we work, we change landscapes, raise skylines, and improve the quality of life for millions. We are proud to look over our shoulders at the end of the day and say, "we built that."

Speaking to the crowd, Palmer noted, "We are part of something larger." There are over 32,000 members of the Associated General Contractors, of which the GBCA is part. "All 32,000 of us share the idea that getting the best people, to do the best job,

with the highest quality, is at the core of who we are."

The past few years have been difficult times in construction -- this industry has suffered the worst unemployment percentages of any industry in the nation. But the message at the meeting was that we still must look forward, to the horizon, to plan for our future. "The GBCA is resolute in our desire to continue to train people, invest in knowledge and continue to build relationships between owners, architects, engineers, contractors and tradesmen. We must increase advocacy in the halls of government, not only to work for the small business agenda, but to better deliver construction projects to our public owners in Harrisburg, Philadelphia, and Washington," said Palmer.

Better Quality

GBCA is a collective of people, business and ideas, all focused on the advancement of the construction process. No one else has the industry resources, experience, and dedication that our people have. What these



1- Phillies relief pitcher Ryan Madson was the keynote speaker at the 121st Annual Business Meeting.

2- Chairman of the Board Fran Pietrini of B. Pietrini and Sons with Tim Schiller, Senior Analyst of the Philadelphia Federal Reserve.

3- This year's program drew a crowd of 283 business people.

4- Attendees at the event included contractors, architects, engineers, and service providers.



industry characteristics translate into is a better quality project. When we build, we build efficiently, safely, and smartly. This offers a piece of mind unavailable outside of the union construction industry.

The larger Philadelphia community is getting ready to build again. Universities such as Temple, Drexel and the University of Pennsylvania have all announced major projects that will start this year. Our industry is poised to start building large-scale state projects such as the Family Court Building and Graterford Prison. "We speak for the construction industry in Pennsylvania, and we will be there with our good people to build these projects," said Palmer.

Construction is an industry based on the value of one's word and a strong handshake, not on profiting from mistakes or the disadvantage of others. We are working together to face our problems head on, and we are working with our partners to better position our members for better days ahead.

"WE ARE PART OF SOMETHING LARGER. THERE ARE OVER 32,000 OF US AND WE SHARE THE IDEA THAT GETTING THE BEST PEOPLE, TO DO THE BEST JOB, WITH THE HIGHEST QUALITY, IS AT THE CORE OF WHO WE ARE."

— WALTER P. PALMER 3RD

Positive Outlook

2010 was a challenging year for construction. With decreased man-hours and the financial markets still without clear trends, many construction projects have been in question. But the Association has been engaged in some of the most important discussions in a generation. We continue to look ahead and we will continue to rely on our people. Because we know we have better people and better quality, which prepares us all for 2011.

Building on the idea of better people, better quality leads to success, keynote speaker Ryan Madson of the Philadelphia Phillies told the audience that this year is all about building the right team. Madson is confident that with the new additions to the team and

with the continued dedication of the existing players, that the Phillies have what it takes for a quality, winning season. Madson also spoke about the importance of concentrated effort during difficult times being one of the keys to success.

In regards to construction, Madson talked to the audience about the "greening" of his new home on the Main Line. From the basement to the ceiling, it is all eco-friendly. "It's very comfortable without a lot of energy being used," Madson said. The multi-million dollar home is filled entirely with sustainable products. For example, instead of traditional fiberglass insulation, a soybean based spray foam was used. The house was partly built with farm grown lumber, rather than trees cut from forests, and the outside was sided with cedar shake made from cement fiber. State of the art energy efficient lighting was also installed that includes bulbs that last up to 80,000 hours, versus incandescent which last only about 2,000 hours. Madson said he and his wife got the idea of a green home from watching others on television pursue green technologies. They hope to be an inspiration for others throughout the region.

RYAN MADSON OF THE PHILADELPHIA PHILLIES TOLD THE AUDIENCE THAT THIS YEAR IS ALL ABOUT BUILDING THE RIGHT TEAM. MADSON IS CONFIDENT THAT WITH THE NEW ADDITIONS TO THE TEAM AND WITH THE CONTINUED DEDICATION OF THE EXISTING PLAYERS THAT THE PHILLIES HAVE WHAT IT TAKES FOR A QUALITY, WINNING SEASON.

OFFICERS AND DIRECTORS ELECTED

The following officers and directors were elected at the meeting:

Chairman of the Board, Francis A. Pietrini, B. Pietrini & Sons
Senior Vice Chairman, Rudy E. D'Alessandro, J. S. Cornell & Sons

Vice Chairman, Mack Stulb, L. F. Driscoll
Treasurer, Patrick S. Pasquariello, III, P. Agnes, Inc.

The following members of the Board of Directors were elected for three-year terms:

Charles W. Cook, R. S. Cook & Associates
 James J. Dolente, Madison Construction Co.
 B. Scott Holloway, Josam Co.
 Jeffrey A. Klinger, Turner Construction Co.
 Mark Spadaccino, Dale Construction Co.
 Dean Cole, Lamarra Bldrs. & Constr. Managers

The following member of the Board of Directors was elected for a two-year term:

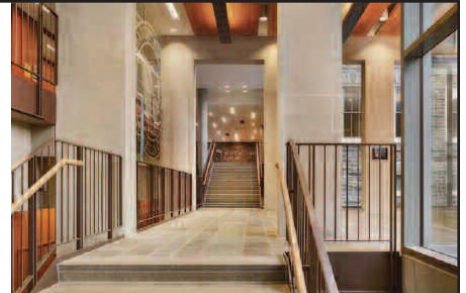
Frank T. Lutter - Frank T. Lutter, Inc.

The 121st Annual Business Meeting, as in years past, celebrated the rich history of the nation's oldest trade association. This year, the meeting was a celebration of the quality of the people in our industry. There are a lot of us in this industry. We know how to collaborate to get the strongest building built.■



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GOVERNMENT UPDATE

FROM THE US CAPITOL

Developing New Standards for Percentage of Completion Financial Reporting

By Anthony R. Stagliano

For several years the Financial Accounting Standards Board (FASB) has been pursuing its goal of creating a single revenue recognition standard that replaces well over a hundred current revenue recognition standards across most U.S. industries. FASB's Exposure Draft is entitled, Revenue Recognition from Contracts with Customers. Unfortunately, the construction industry is at the center of this project and the debate between standard setters and financial statement preparers and users.

Ironically, the construction industry's percentage of completion revenue recognition model is at the foundation of the FASB's proposed standard. But as the FASB has worked to define terms for the new standard for application to all industries, the construction industry may be losing

the battle if not the war – resulting in a set of reporting processes that are not functional for either the contractor or its surety and bank. This is a classic case of one size does not fit all. The new standards will also add new challenges to construction company auditors which will most likely increase the cost of audits.

Representatives of Associated General Contractors of America (AGC) Tax and Fiscal Affairs Committee have been working with the FASB since the project was initially under consideration and have participated in education sessions, comment letters, working sessions, and round table working groups. Over the last year, the FASB has reached a better understanding of the challenges faced by contractors in determining appropriate revenue. While the current official positions are still considerably different from current reporting there is still an open dialogue and optimism that the final standards will substantially align with current standards.

The revenue recognition project has been vented through a Discussion Paper in 2009 followed by an Exposure Draft in 2010. The

text of the Exposure Draft and the near 1000 comment letters can be viewed at www.fasb.org. Approximately a third of the comment letters came from the construction industry. Overall, the letters had fairly consistent comments including direction to retain the standards that are currently followed under SOP 81-1 and Topic 605-35 of the codification.

Below are the key points that are currently part of the debate.

Current contractor standards refer to a "profit center" which is generally the total contract and its subsequent modifications in reporting revenue. The proposed standard identifies "performance obligations" as the activity that is measured on the percentage of completion method. This is the most hotly debated aspect of the proposed standard. Contractors and sureties insist that revenue should be measured based on the contract only. Performance obligations can be interpreted to be the contract, a phase of a job, or a cost type. A change order could be interpreted as a performance obligation that would be measured independent of the contract.

A performance obligation is recognized if it is "distinct". A performance obligation is distinct if either:

(a) the entity, or another entity, sells an identical or similar good or service separately; or (b) the entity could sell the good or service separately because the good or service has a distinct function and a distinct profit margin.

Significant FASB and industry energy is going into redefining the concept of distinct before a final standard is issued. The combination of the definitions of performance obligation and distinct has created the complexity of multiple revenue measurement components for each construction contract. Informally, the FASB has indicated that their intent was not to create an environment where construction contracts had multiple performance obligations resulting in multiple revenue measurements for each contract. However, the surety industry has been very outspoken that they want to see the contract measured and not performance obligations.

Another controversial proposal has to do with loss contracts. Currently, if a contract is expected to have a loss, the full loss is recognized as soon as it is estimated. The proposed standards suggest that if

a performance obligation is estimated to have a loss but the total contract is otherwise profitable, the loss performance obligation would require early recognition.

The proposed standard would require the contract price to be determined based

THE CONSTRUCTION INDUSTRY MAY BE LOSING THE BATTLE IF NOT THE WAR - RESULTING IN A SET OF REPORTING PROCESSES THAT ARE NOT FUNCTIONAL FOR EITHER THE CONTRACTOR OR ITS SURETY BANK.

upon a probability weighted methodology when assessing uncertain contract values such as pending change orders, incentive provisions, liquidated damages, or claims. This differs from current practice that uses best estimates and prior experience. Many contractors follow conservative policies of not recognizing positive contingent compensation until it is finally determined. New standards do not provide this option which will result in earlier profit reporting. Since U.S. tax requires a contractor to report any contingent compensation for tax purposes if it is recognized in its financial statements, this standard will not only accelerate income recognition for financial purposes but also increase income taxes payable.

Currently, the majority of contractors recognize income on the percentage of completion method based on cost incurred to total estimated costs at completion. The new standard would impose a requirement of "transfer of control" before revenue can be recognized. Under certain contract terms the control of the materials, services, or work in progress may reside with the contractor even after costs are incurred and construction is in place. Contractors are concerned that this standard may result in contracts being reported on substantially the completed contract method. FASB has indicated that this was not the intent. Also, FASB is currently assessing its standards as they would be applied to materials as well as to services because contractors typically deliver both

materials and services under any given contract. An area that the FASB appears to have concern is the potential of contractors recognizing revenue on uninstalled materials.

The final question is when will contractors be required to apply the new standards? The stated target date for completion of the standard is June 30, 2011. With recent changes in the FASB members along with the need for the FASB staff to "go back to the drawing board" on these controversial standards this will likely move final adoption to later in 2011 or even 2012. After adoption, private construction companies will likely have at least a year before the standard will apply to their financial statements.

The project can be followed by monitoring the FASB website.



Anthony R. Stagliano, CPA, is a Certified Construction Industry Financial Professional (CCIFP) and is National Managing Director of the Construction Industry Services for CBIZ and Mayer Hoffman McCann P.C. Tony is a past Chairman of GBCAs Affiliate Member Council.

[This article was written by a General Building Contractors Association \(GBCA\) Affiliate Member. It was through the encouragement of the GBCA Affiliate Members Council that this article was possible. All Affiliate Members are encouraged to submit articles for publishing in Construction Today® by contacting Lisa Godlewski, Editor at \(215\) 568-7015 or \[communication@gbca.com\]\(mailto:communication@gbca.com\).](#)

FROM THE PA CAPITOL

There's a new sheriff – make that sheriffs – in town. In mid-January, Republican Tom Corbett took the reigns as Pennsylvania's 46th Governor. And, a couple of weeks earlier the GOP-led State House of Representatives elected The Honorable Sam

Smith (R-Jefferson) to be Speaker for the 2011-12 legislative session. Both join a seasoned State Senate leadership team (also guided by Republicans) in charting Pennsylvania's course for the next two years. It marks the first time in nearly a decade that the Governor's residence and both chambers of the General Assembly are in GOP hands.

In addition, there are a couple of other changes worth noting. There will be a new skipper at the helm of the House Labor

Relations Committee. Rep. Ron Miller, a veteran lawmaker from York County, has taken charge as Chairman. He will be joined by Philadelphia's own Rep. Bill Keller who was given the post of Democratic Chair for the Committee. In the Senate, the mid-state and the City of Brotherly Love are once again represented as Sen. John Gordner is the Majority Chair for the Committee, and Sen. Christine Tartaglione is the ranking Democrat for the Senate Labor and Industry Committee. While the

Committees continue to formulate their full agendas, and the General Contractors Association of Pennsylvania (GCAP) and the GBCA look forward to working with both Committees and all four Chairs.

Clearly, a few of the political dynamics in Harrisburg are new. However, the primary focus in the Capitol remains the same – government reform and fixing the state budget. From the initial House Voting Calendar to Governor Corbett introducing his first state budget proposal, these two issues will be at the forefront in the opening weeks/months of the 2011-12 legislative session. Joining the crusade to change the way government does business is an important undertaking, but patching a \$4 billion dollar deficit WITHOUT new revenues will be a difficult task. What's most important is that our state's Chief Executive and leadership in both Chambers remain committed to NOT raising taxes on Pennsylvania's business community.

When it comes to the state's FY 2011-12 spending plan, everyone who receives state funding will need to really cinch in their belts for the coming fiscal year.


In addition to the budget and government reform, School Choice (an initiative to help families whose kids are trapped in failing schools) and some level of tort reform are likely to take center stage early in the legislative session.

As the General Assembly and Governor conduct business early in the term, the General Contractors Association of Pennsylvania (GCAP) and the General Building Contractors Association (GBCA) have hit the ground running. We continue to fight to eliminate the Separations Act and to protect contractors from local business privilege tax ordinances that threaten to thump them twice for the same work. Whatever the issue, GCAP and the GBCA are actively engaged in all of the matters that are most important to the construction community.

FROM PHILADELPHIA

Tax Restructuring

The GBCA took a leadership role in defeating a proposal before Philadelphia City Council that would have dramatically increased city business taxes on the construction industry. Bill No. 100635, introduced by Council members Bill Green and



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Maria Quiñones-Sánchez, would have changed the Philadelphia business privilege tax over five years, decreasing the portion received from net profits while quadrupling the gross receipts portion. While the sponsors argued that this would benefit small businesses located within the city, construction would have been impacted worse than any other industry, and the GBCA organized early on to reach out to City Council, the Mayor and other stakeholders and communicated why this was the wrong type of tax reform needed. GBCA Members and staff testified at the public hearings, organized a letter-writing campaign, and had many behind-the-scenes negotiations to prevent the legislation's passage. As a result, the bill was held in committee and all parties have made a commitment to generally reduce the overall tax burden, instead of shifting taxes, and the GBCA will continue to advocate to City Hall that this goal must become a reality in the near future.

Green Proposes Commercial Activity Tax

State Sen. Anthony Williams has joined Philadelphia City Councilman Bill Green to unveil a proposal for a state Commercial Activity Tax (CAT) on sales in Pennsylvania.

The new tax would replace the state's corporate income tax. The proposed CAT is very similar to the enhanced city gross-receipts (sales) tax Green failed to get passed in Council last year. Green and Williams say sales taxes are easier to collect, and to impose on out-of-state companies, than income taxes. Green has also argued for exempting small businesses from both revenue and income taxes.

Williams and Green call theirs "a broad based, low rate tax on receipts to be paid by all firms selling into Pennsylvania markets, thus reducing the tax burden on Pennsylvania businesses."

According to the *Philadelphia Inquirer*, the CAT is harder to dodge than the city's current business income tax on profits. Williams and Green say it's also fairer than the state corporate income tax: "The ultimate goal of the Commercial Activity Tax is to help make the city and state more competitive in retaining and attracting businesses."

The GBCA will continue to monitor this situation.■

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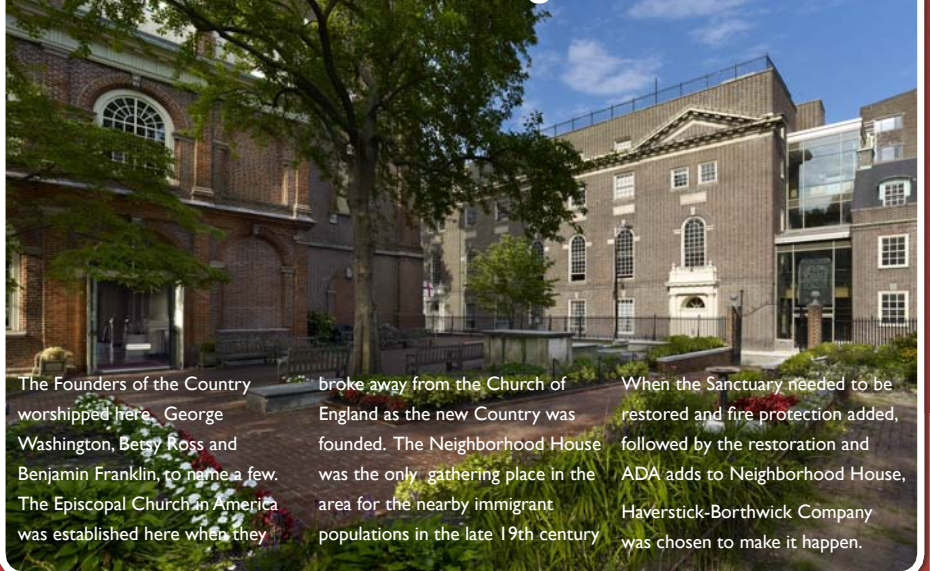
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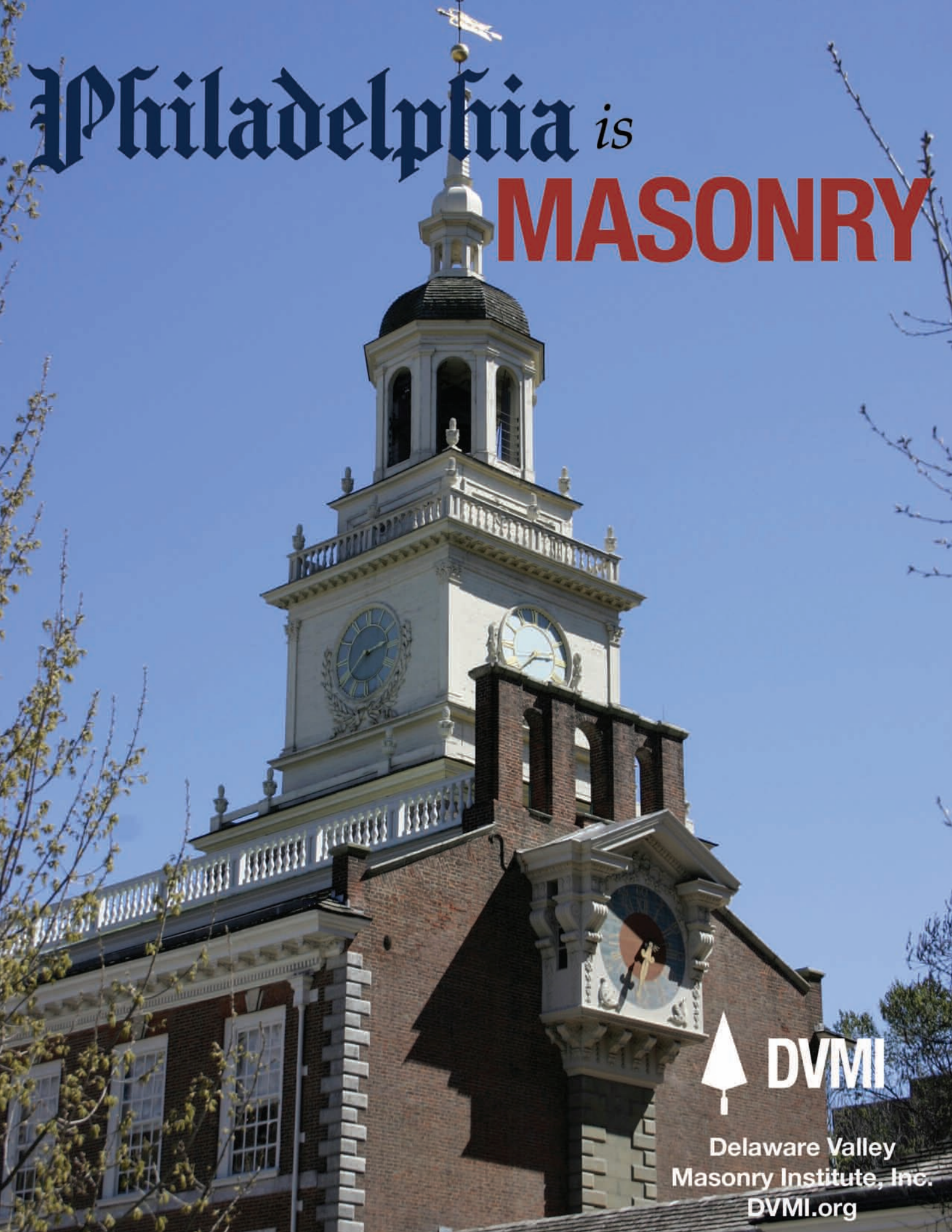
When the Sanctuary needed to be restored and fire protection added, followed by the restoration and ADA adds to Neighborhood House, Haverstick-Borthwick Company was chosen to make it happen.



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IS YOUR INSURANCE PROGRAM DESIGNED TO INSURE DESIGN-BUILD JOBS?

G. Martin Irons

DESIGN-BUILD IS A CONSTRUCTION DELIVERY system where both the design and construction aspects of a job are contracted with a single entity. This approach continues to grow in both public and private sectors because it minimizes the project risk for an owner and reduces the delivery schedule by overlapping the design phase and construction phase of a project. A recent study by the Federal Highway Administration found that the project duration for Design-Build projects was 14 percent less than the Design-Bid-Build approach, where the owner contracts with separate entities for the design and construction.

As more and more owners look to the Design-Build delivery system, for contractors the question remains: "Is my insurance program designed to protect me for this additional responsibility?"

The key issue to review from an insurance perspective is the type of Professional Liability Coverage you have. With a Design-Build approach, you, the contractor, hold the responsibility for the design contract. This exposure can be insured in various ways:

The Design Professional's Liability Policy

Many contractors subcontract the design to a design professional. If this is your approach, here are some key points to remember:

- The designer's Professional Liability Policy only protects the designer. It will not typically provide a contractor with Additional Insured Coverage or Contractual Liability Coverage if you are sued. Hence, contractors need an insurance policy that will protect them for their responsibility for the design contract.
- The limit of the Design Professional's Policy is shared over all their other jobs, and a claim from another job could exhaust their limit, resulting in inadequate claims coverage.

General Liability Policy

A contractor's General Liability Policy will typically have an exclusion for Professional Liability. The most common

exclusion excludes liability arising out of engineering, architectural or surveying services provided by you or on your behalf. This would likely exclude a contractor's responsibility for the design contract (whether it is performed in-house or sub-contracted to a design professional).

- Umbrella Liability Policy – Similar to the General Liability Policy, a contractor's Umbrella Liability Policy will typically have an exclusion for Professional Liability. The most common exclusion excludes liability arising out of engineering, architectural or surveying services provided by you or on your behalf. This would likely exclude a contractor's responsibility for the design contract (whether it is performed in-house or sub-contracted to a design professional).

Contractor's Professional Liability Policy

Your Contractor's Professional Liability Policy will typically have a definition of covered Professional Services. This definition is critical to understand the coverage provided by your policy. If this definition focuses only on your contracting activities, it may not extend coverage for your responsibility for the design contract (whether it is performed in-house or sub-contracted to a design professional). The definition of covered Professional Services in your policy should be carefully reviewed

to ensure your Design-Build exposure is properly protected. In addition, since your Umbrella Policy limits will not typically provide excess Professional Liability limits, your current Professional Liability limit

AS MORE AND MORE OWNERS LOOK TO THE DESIGN-BUILD DELIVERY SYSTEM, FOR CONTRACTORS THE QUESTION REMAINS: "IS MY INSURANCE PROGRAM DESIGNED TO PROTECT ME FOR THIS ADDITIONAL RESPONSIBILITY?"

should be evaluated to determine if it is adequate to protect you for the additional design exposure you have assumed.

Contractor's Protective Professional Coverage


This coverage is a first-party coverage that indemnifies you, the contractor, for your loss. Coverage applies excess of the design professional's professional liability insurance, for costs you incur and are legally entitled to recover as a result of negligent acts, errors and omissions of design professionals with whom you hold

a contract. This coverage is often not carried by a contractor, but here are several reasons why you should consider it:

- It provides coverage for costs you (the contractor) incur as a result of the acts/omissions of the design professional you hired. Note, however, that it does not provide protection for suits brought by third parties against you for your vicarious liability for hiring the design professional. For example, if the design professional designs the project with improperly sized rebar and it is not discovered until the job is nearly completed, the contractor could incur substantial rework costs and schedule delays that may or may not be insured by the design professional's policy.
- The coverage applies Excess and Difference in Condition of the design professional's own coverage. This means the Contractor would be protected if the design professional's coverage is exhausted or determined not to apply. This often happens because the design professional's policy limit is shared over all their other jobs, and a claim from another job could exhaust their limit.
- This coverage basically operates like Automobile Uninsured/Underinsured Coverage. If the design professional you hire is not properly insured and you sustain a loss from their negligent design, this policy provides protection to you for your loss.

While the Design-Build approach is advantageous for the project's owner, it forces a contractor to assume the responsibility for the design contract. Prior to bidding, it is critical that your insurance program be designed to protect you for this added responsibility. Reviewing your program with your insurance broker is essential to make sure you aren't surprised by an uninsured Professional Liability claim.■

G. Martin Irons, CPCU, CIC, ARM, Vice President. As the Team Leader for the Technical Development Department for the Graham Company, Irons is responsible for coordinating the training and development of new employees in a three-year training program, client education and internal quality assurance.



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PEDESTRIAN PROTECTION

FOR FAÇADE INSPECTIONS

Bob Blewett Jr.

SINCE NEW YORK CITY PASSED ITS FAÇADE inspection ordinance several years ago, you cannot go anywhere without walking under a "sidewalk shed," or as we know them in Philadelphia, pedestrian protection bridges or canopies. These "sheds" are almost all steel post and beam scaffold with very specific rating and design requirements. The sheds have to be rated at 300 lbs. per square foot and have two layers of 2 x 10 planks. These sheds are put in place while the buildings above are inspected. While the purpose of the shed is to protect pedestrians, many New York City sheds have become quite elaborate - looking more like billboards than construction zones.

Until last year, Philadelphia did not have a comparable requirement to New York's façade inspection ordinance. Then in 2010, Philadelphia City Council passed Bill No. 090568-AA which requires the periodic inspection of the exterior walls of certain buildings, the filing of reports of such inspections, and the repair and maintenance of certain conditions discovered during such inspections.

The inspections must be completed based on the following schedule:

Construction Date	Report to be completed no later than:
Prior to and including 1950	June 30, 2011
1951 – 1970	June 30, 2012
1971 – 1980	June 30, 2013
1981 – 1990	June 30, 2014
1991 – 2005	June 30, 2015

With this requirement for routine façade inspection came a new need for safe scaffolding. In fact, the regulation states that building owners must "take any action necessary to protect public safety, such as erecting sidewalk sheds, fencing, and or safety netting. Such action shall be considered as an effort to remedy an emergency situation."

The City of Philadelphia requires permits from both the Streets Department, for sidewalk closure, and a building permit from License & Inspections when erecting

sidewalk protection. The Sidewalk Closure permit application form can be found on the Streets Department web site. The form is then faxed to the Department for their review and approval. This can take up to ten days. In this time the scaffold contractor will be producing engineered scaffold design drawings required for the L & I permit. The application is taken with the Engineer stamped drawings and the Street Closure Permit to L & I's application office at the Municipal Services Building and submitted for review. If the building is listed on the Historic Registry you will also need the drawings reviewed by the Historic Commission. Your scaffold contractor should take care of this process.

The type of system you are able to use can be determined by the requirements of the building and the repair work needed on the building as well as the needs of the building tenants. If the façade is going to require repairs with the removal of large stones or areas of brick, the scaffold will need to be designed to support scaffolding or mast platforms. If pointing or joint repairs are being performed the shed will only need to be a landing platform for swing stages.

There are a few options that can be used for the sidewalk protection sheds or canopies. Philadelphia uses the International Building Code (IBC) amended with additional requirements.

The protection canopy needs to have at least 6' wide interior clearance with an 8' high head clearance. If your contractor is quoting a canopy frame shed make sure it is the heavier duty frames with the 6' wide clearance. The shed deck also must be rated at 150 lbs. per square foot on a building less than 100' tall and 300 lbs. per square foot if the building is over 100' tall. Most canopies will have 4' high parapet walls on the street side of the deck to prevent debris that falling into the street.

Other options include debris netting cantilevered from the parapet as further protection or waterproofing of the deck to keep rainwater off pedestrian. If large building openings such as a parking garage entrances or loading docks need to be accessed the scaffold contractor will have to span the openings with large steel beams or trusses to keep the required deck rating. A new type of sys-

PHILADELPHIA USES THE IBC AMENDED WITH ADDITIONAL REQUIREMENTS FOR ITS SIDEWALK SHEDS.

tem being used for sheds is aluminum shoring props. This system uses high strength aluminum posts or props. The props can be braced above the 8' high head clearance allowing wide access for pedestrians to the building and the stores

and businesses that occupy them. When requesting pricing from a scaffold contractor, be sure that they understand the needs of the building owner and the contractors performing the work as well as the code requirements of the location of the pedestrian protection. ■

Bob Blewett Jr. has recently opened the Pennsylvania branch for SAFESPAN Scaffolding servicing Eastern PA, NJ and DE. Bob has been in the scaffolding and concrete shoring and forming business in Philadelphia for over 25 years.



Above -

A new type of system being used for sheds is called aluminum shoring props.

Left -

Aluminum shoring props uses posts that can be braced above the 8' high head clearance allowing for wide access for pedestrians.

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SNEAKY SAFETY

2011

Hiliary H. Holloway, Jr.

THE OTHER NIGHT WHILE WATCHING TV, I DID something I rarely do without benefit of viewing a Super bowl game, I actually paid attention to the commercials. Being a lifelong "Motor Head", I'm usually attracted to Muscle Cars (I mean the real ones, not the ones made after 1974), whose main function was to accelerate in a straight line while causing maximum sensory excitement. Respecting the official Motor head Mantra, "you are what you drive!", imagine my surprise when I realized I was watching AND NOTICING a commercial featuring a Mitsubishi Outlander SUV doing laps at what appeared to be an abandoned airfield. This was followed by commercials for the Ford Fusion, Chevrolet Cruze, GMC Terrain and the entire Subaru and Acura vehicle lines. All of these car companies were highlighting their emphasis on their IHS (Insurance Institute for Highway Safety) and government "STAR" safety ratings. They were bragging about the amount of standard airbags, standard stability control and the crash worthiness of their products and their research and commitment to safety. Remembering how this industry lobbied and resisted against standardizing seatbelts/restraining devices, 5 MPH bumpers and are currently resisting back-up cameras, how many of you would ever have imagined

safety could or would become an automotive marketing tool?

On the casual enthusiast/participant level, my regular TV car shows are now touting the benefits of wearing the proper PPE while tinkering with and/or otherwise enjoying your car, namely eye & ear protection, gloves, proper material handling and disposal. They are also encouraging one of the most overlooked of all safety precautions, actually reading and following the manufacturer's instructions for joining, grinding, lifting and using hand tools. They're advertising brighter headlights, clearer windshield wipers, improved braking and hazardous material disposal products. The same people that previously reported on free flowing and less restrictive (read that loud) exhaust systems and barely DOT approved tires are now promoting quiet mufflers and treaded street tires. I've also noticed seasonal safety reminders, PSAs and news programs cautioning ladder, electrical and fire safety when decorating Christmas trees. Additionally, readily available topics include Halloween child safety precautions and even snow shoveling tips. Yes, safety communication is both becoming more prevalent and as a way of life it's maturing.

Home Depot, Lowe's and the various "DIY" home improvement TV shows have created a

loyal following of "weekend tradesmen" and an accompanying Home Safety industry. These stores stock and promote miscellaneous hand, eye and ear protection as well as cones, signs, CAUTION tape, and other protection equipment and warning devices. Customers are noticing that the plumbing department sales associate is wearing safety goggles while he cuts a short length of pipe, and puts on gloves before slicing even a small piece of carpet. They're commenting on the "in-aisle" man lifts with their accompanying guard rails and signage. They're inquiring about, "buying into" and purchasing many of these newly demonstrated pieces of safety equipment, precautions and practices that are being demonstrated first hand in these stores by those who are helping them. While in-store employee workers comp and customer liability claims are driving or initially may have driven some of these actions, to their credit most of these entities shifted toward and embraced this thinking for all of the right reasons, ... and as a bonus it has ultimately increased their bottom line.

Very quietly whole industries are emerging where previously we barely noticed there was a market. Growing up we simply got on our bikes and/or skates, regularly played baseball (and sometimes football) and never considered

wearing a helmet. Now, every parent (and child) automatically knows to strap on their respective helmets before they even begin to engage most sports. In preparing for this article, I did a quick "Google search" for helmet manufacturers and I was absolutely amazed at how many there were. Whereas I initially could only think of Bell helmets (and apparently as

REMEMBERING HOW THE AUTOMOBILE INDUSTRY LOBBIED AGAINST SAFETY FEATURES, HOW MANY OF YOU EVER IMAGINED SAFETY WOULD BECOME AN AUTOMOTIVE MARKETING TOOL?

recently as 1994 Bell controlled 70% of that market), I found other significant manufacturers like GIRO, PTI, Specialized and Trek. I also discovered or realized that since I was a child there are helmets, with specialty subsets, for biking, ATVs, horseback riding, "winter activities", rock & wall climbing and even rodeo riding. Now in all fairness some of these weren't invented or at least considered a sport when I was a kid but you know what I mean.

Probably all of us have watched a child when they first learn to climb into their car seat. The first thing they do is fasten, or at least attempt to fasten, their seat belt and look at you with that "now we can go" look. I guess what I'm really saying is that safety and safe practices have kinda' snuck up on us without us particularly noticing. I think this subtle shift to safety consciousness, and ultimately "conditioned automatic safety" because otherwise it doesn't feel right, will only be achieved when we adults think like kids again.■

Stay safe,
Hiliary H. Holloway, Jr.
The Safety Dude



Hiliary Holloway, Jr. is the Director of Safety for the General Building Contractors Association.

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DESIGNED FOR VISITABILITY: COMMUNITY DESIGN COLLABORATIVE FOCUSES ON NEXT GENERATION OF HOUSING FOR PHILADELPHIA

The Community Design Collaborative, the City of Philadelphia Office of Housing and Community Development and the Philadelphia Visitability Committee partnered to focus attention on ways to change Philadelphia into a truly inclusive city, one new house at a time.

For a home to be "visitable" it must have a zero step entrance; accessible first floor half bath; and doorways and pathways that can accommodate a wheelchair, according to Bruce Connus, President and CEO of Liberty Housing, Inc.

Late last year the group held a design charrette, with four teams of architects collaborating with specialists in housing and community development, aging, and health and human services. The design teams had four and a half hours to come up with workable designs for "visitable" new, single family homes that can be incorporated into Philadelphia's rowhouse neighborhoods.

"The point of the charrette is to raise awareness about visitability within the design community and to actively engage architects in addressing the issue," said Elizabeth Miller, Executive Director for the Community Design Collaborative, the "matchmaker" bringing the design community together with the other players. She said the concept of visitability may be where the idea of sustainability – now a key component of any new building design— was 15 years ago.

"Sustainability has engendered a different approach to architecture, integrating environmental responsibility into designs," said Miller. The hope is that considerations of visitability will become equally important. Some communities, including Bolingbrook, Illinois and Atlanta, Georgia, have adopted it as a requirement of new construction. But, she said, nationwide, even many 55 plus communities have failed to incorporate the concept in their building designs.

As the Baby Boomers age, Susan Klein, Housing Director for Philadelphia Corporation for Aging, predicts increasing demand for visitable homes, but said the need is not limited to the elderly or people with disabilities. "People can be affected by mobility problems throughout their lifetime. If you're buying a place, you want to know it's going to be easy for your parents to visit – or to get a stroller in and out of the house."

Currently, subsidized housing in Philadelphia is required by most funding streams to be visitable, but the same does not apply to market rate housing. Elizabeth Miller said the charrette was aimed at raising awareness of the possibilities.

Philadelphia's rowhouse neighborhoods presented a challenge, Miller said. In collaboration with the New Kensington Community Development Corporation, an actual site was chosen to serve as the setting for the exercise. Considerations also included the physical footprint, the cost of construction and the surrounding neighborhood.



JOHN GRASS WOODTURNING CENTER UPDATE

In Spring 2008 Construction Today® reported on the attempts by the local Woodturning Center, GBCA members and staff, and the Philadelphia Chapter of the United Carpenters and Joiners of America to open the John Grass Woodturning Center. The following is an update from the Woodturning Center on the John Grass initiative. Although the Center unfortunately was unable to acquire the John Grass Building, one of the oldest and finest examples of an historic building containing commercial wood turning equipment dating from the Industrial Revolution, they were successful in saving the building and equipment for future use.



The Carpenters, one of the earliest supporters of the Center's John Grass efforts, purchased the building and all of its equipment from the descendants of John Grass who owned the facility. Through the efforts of Walter Palmer, Jr., former Board Member of the Center, and officers of the Center, the Carpenters Union, upon hearing of the difficulty that the Center was experiencing, immediately entered into an agreement to acquire the existing machinery, tools and all other contents. Having secured the machinery, the Carpenters Union entered into negotiations with the owners and successfully acquired the building. The Center is thrilled to be saving this important part of the wood turning craft's history.

The Center would like to thank Lou and Marcia Bower, the former owners of the John Grass building, Edward Coryell, Executive Secretary, Treasurer and Business Manager of the Carpenters Union and the GBCA for their efforts and foresight in accomplishing the preservation of the building and its original machinery.

AGC CALLS FOR PASSAGE OF LONG-STALLED INFRASTRUCTURE BILLS

Employment in construction declined by 16,000 during the month of December 2010 as the industry's unemployment rate hit 20.7 percent, according to analysis of federal employment figures recently released by the Associated General Contractors of America (AGC).

Even as the industry continues to suffer from weak private sector demand the benefits of the temporary stimulus program appear to be winding down, association officials noted.

DELAWARE VALLEY GREEN BUILDING COUNCIL ANNOUNCES NEW OFFICERS

The Delaware Valley Green Building Council (DVGBC) is a non-profit membership organization whose mission is to transform the Delaware Valley through sustainable and environmentally responsible planning, design, construction and operation of the region's buildings, landscapes, cities and communities, mindful of the legacy left for future generations.

The DVGBC's Officers of 2011 are: Chairman-Joseph Healy, AIA, LEED AP, Managing Principal at Wallace Roberts & Todd; President-Christopher Minnich, LEED AP, Sustainability Analyst of Re:Vision Architecture; Vice Chair-Abigail Perlstein O'Brien, AIA, LEED AP, Project Architect & Sustainability Coordinator of Kitchen & Associates Architectural Services; Vice President-Alice Cathcart, Sales Executive, SunPower Corporation; Treasurer-Jim Kerr, Director of Sustainability and Contract Manager at IMC Construction; Secretary -Christa Duelberg Kraftician, AIA, LEED AP, Associate Architect at Spillman Farmer Architects.

EMILY BITTENBENDER OF BITTENBENDER CONSTRUCTION WINS SMALL BUSINESS PERSON OF THE YEAR

The Greater Philadelphia Chamber of Commerce recently honored Emily Bittenbender of Bittenbender Construction as the Small Business Person of the Year at the 28th Annual Excellence Awards.

The Chamber created the Small Business Excellence Awards in 1982 – later renamed the Excellence Awards Honoring the Region's Small Businesses – to showcase the achievement and impact of small businesses in our region. Each year, businesses with fewer than 100 employees are recognized for their creativity, vitality, stability and relevance. Equally important in selecting winners are civic involvement and responsiveness, corporate responsibility, employee recognition and concerns regarding service issues.

Over the years, the scope of the Excellence Awards has grown with the help of the Small Business Board. The Small Business Board has created new initiatives and categories, increased involvement in the nomination process, and established criteria for measuring and defining excellence.

Emily Bittenbender is also the Chairwoman of the General Building Contractors Association (GBCA) Government Affairs Committee and is a member of the GBCA Board of Directors.



CHARLES SNYDER TO JOIN AMQUIP AS PRESIDENT AND CEO

AmQuip Crane Rental LLC recently announced that Charles Howard Snyder has been appointed President and CEO of the Company, effective January 17th, 2011. Mr. Snyder will also join AmQuip's Board of Managers.

Mr. Snyder has been a senior executive with Sunbelt Rentals, Inc., most recently serving as Executive Vice President of Fleet Operations and as a member of Sunbelt's Board of Directors. He formerly held positions as Chief Operating Officer of NationsRent and President of AMECO, a subsidiary of Fluor Corporation.

GBCA OSHA 2010 AND HOW IT AFFECTS EMPLOYERS HELD IN NOVEMBER

In November, GBCA along with the Mid-Atlantic Construction Safety Council (MACSC), presented "OSHA 2010 and How it Affects Employers" at the Hilton City Line Avenue to approximately 60 people. The presentation was made by Dennis J. Morikawa a partner and head of the Occupational Safety and Health Practice group for the law firm Morgan Lewis & Bockius and Jonathan L. Snare, a former Deputy Solicitor of Labor in the Bush Administration and also served for one year as the Acting Assistant Secretary of Labor for OSHA. John is also a partner resident in the Washington D.C. office of Morgan Lewis & Bockius.

The presentation was set up by a discussion of the current OSHA leadership, recent activity and apparent trends. The audience was informed of proposed legislative changes, newly revised standards, as well as OSHA's recent efforts to increase enforcement, including penalty enhancements, multi-employer provisions, the general shift from compliance to enforcement and the effect the anticipated effect the mid-term elections will have on OSHA's agenda. The fact that this 2 hour presentation was ended after almost 3 hours easily could be used as a gauge of interest.

GBCA YCC TOY DRIVE

The GBCA would like to thank all of our members and friends who came to the GBCA Open House in December and donated unwrapped toys to the GBCA YCC Committee Toy Drive. The toys were given to the Northern Home for Children located in Roxborough.

The YCC (Young Constructors Committee) has participated in a toy drive for the Northern Home for the last four years. In addition, the YCC teamed with the AIA for their Constructing Play Exhibition and holiday Toy Drive.

Since 1853, Northern Home has continually provided a safe haven for children and a safety net for children and families facing extraordinary challenges. Through the provision of family, school and community-based services and supports, Northern Home directly affects the lives of nearly 3,000 children a year welcoming children and families from all backgrounds.

ANTHONY A. "TONY" FIZZANO, JR. PASSES AWAY

On November 15, 2010, Anthony A. "Tony" Fizzano, Jr. of Newtown Square formerly of Ridley Twp., passed away. Tony, a Vietnam veteran, was President of Fizzano Bros. Concrete Products Inc., a long time and valued member of the GBCA.

He is survived by his children Anthony III, Tracy (Paul) Dougherty, Tia Fizzano and their mother Cheryl and his daughter Cristina Fizzano and her mother Trish, his grandsons Paul, Shane, and Ryan Dougherty and his sister Barbara Fizzano-Uebler.



THE GRAHAM COMPANY'S VICE PRESIDENT AND GENERAL COUNSEL AUTHORS CHAPTER IN PENNSYLVANIA BAR INSTITUTE'S NEWEST CONSTRUCTION LAW BOOK

The Graham Company has announced that its Vice President and General Counsel A. Peter Prinsen, Esquire, has authored a chapter on construction insurance for the Pennsylvania Bar Institute's newest publication, Pennsylvania Construction Law: Getting Started, Getting Covered and Getting Paid.

The book's editor, Richard Lowe of Duane Morris, invited Prinsen to contribute because of his experience in construction law and litigation. Prinsen authored the second chapter of the book, titled "Pennsylvania Insurance for Construction Projects," which outlines the many insurance coverages required to properly insure construction projects in the Commonwealth of Pennsylvania. The chapter addresses not only the commonly found property-type and liability-type coverages, but also some of the more unique insurance coverages available, such as pollution, aviation, maritime and owner-controlled insurance programs.

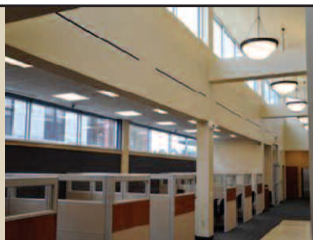
Published by the Pennsylvania Bar Institute, the book is a practical, authoritative resource for lawyers who represent clients in the construction industry. It follows the development of a construction project through contracts, insurance and bonding, performance, claims of various labels and complexities, warranties and completion and, for troubled projects, termination.



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Coming in the next issue...

ConstructionTODAY

Preservation

**This issue takes an in-depth look at the historic preservation
and restoration going on in the region. This issue coincides with the
Chamber of Commerce's Region on the Rise program.**

For more information or to submit a press release or story idea,
contact Lisa Godlewski, Director of Public Affairs, GBGA.

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LECET, The Laborer's - Employer's Cooperation and Education Trust and The Laborer's District Council of Metropolitan Philadelphia & Vicinity. P215-922-6139, Web Site: www.LDC-PHILA-VIC.org.

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Steel Erectors Association of Metropolitan Philadelphia and Vicinity.

SEE OUR AD ON PAGE 33.

Union Iron Workers of Local 401, "Building America Since 1896" 11600 Norcom Road, Philadelphia, PA 19154. P215-676-3000.

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ATTORNEYS

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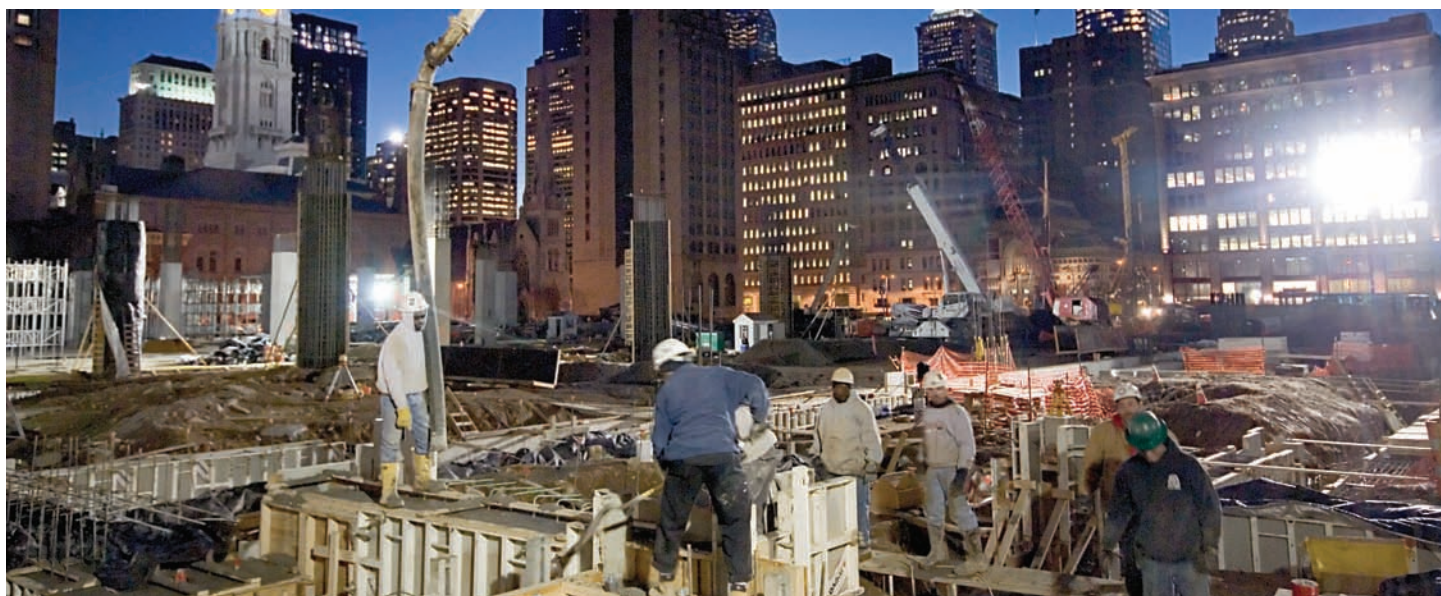
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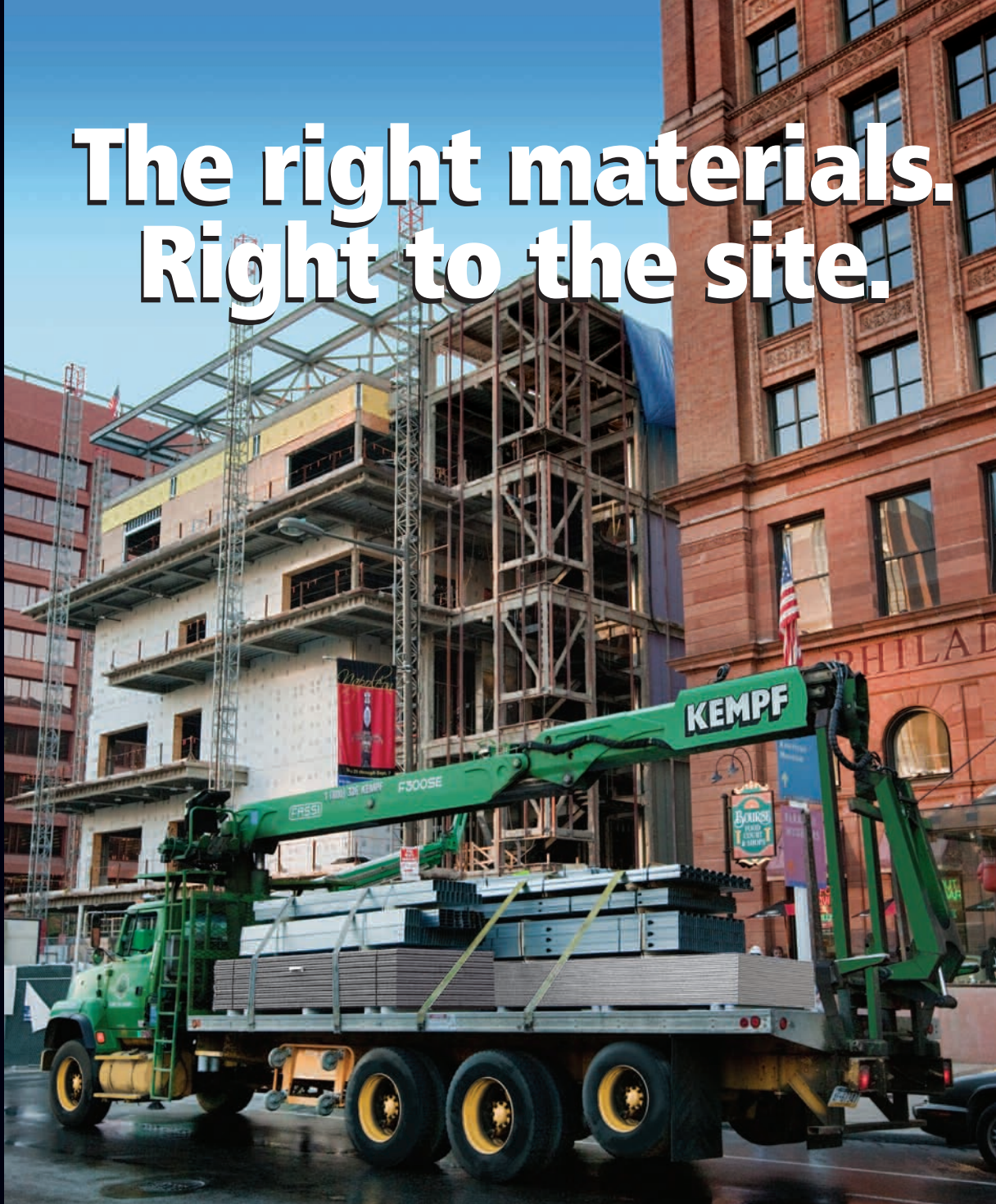
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