

WINTER 2012

# OFF THE WALL



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

## *Silicon Valley Brace Yourself —*

**\$1.5 Billion  
Applied Sciences  
and Engineering  
University Planned  
For Roosevelt Island**

**— Page 20**



**WC&C Annual Christmas  
Party Photos on pages  
14 through 17**

## CALENDAR February – June 2012

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

## OFF THE WALL

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

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*From the  
Executive Director  
John DeLollis*

## Let's Continue To Hope For A "New Day."

By this time, I had hoped that our contract negotiations would be concluded and our management/union cooperation restored. Unfortunately, that has not yet happened. Unless the situation changes by the time you are reading this, ratification by the union has not yet happened. Perhaps it will be, and we can report a satisfactory conclusion in our spring issue of Off The Wall.

As you know, the carpenters' union leadership voted that the best way forward was for a rank-and-file ratification of the contract. This would seem prudent, given the history of the previously elected leadership. However, this has also given opportunity for a unified campaign among certain rank-and-filers urging their colleagues to reject the agreements that we negotiated with their appointed representatives. Their major point of contention has mostly to do with full mobility. Unless union members understand the benefits this will generate for them, not the least of which will be five years of work stability which ratification of the contracts will help secure, we will have to go back to the table.

I hope this doesn't happen. The agreements we negotiated are fair and will permit union contractors to better compete in this very tight market. That is the bottom line and its absolutely necessary for our workers as well as management.

On another front, I dare to say that there are signs of modest recovery in our industry which brings along other concerns, not the least being cash flow. Increased activity after a long period of struggling to survive means finding the funds to finance new business. Proceed with caution and good judgment but let's continue to hope for a "new day".

— John DeLollis



*From the  
PRESIDENT  
Michael Weber*

## YOU CAN'T PUSH A ROPE

I was reviewing the general bid requirements on a recent sizable Adult Behavioral Health Care Center project funded by the New York State Dormitory Authority. The labor force required to perform the work was 40% minority, 5% women and 25% employed must reside in the Bronx. Without full mobilization for our membership, attaining those goals set by DASNY will be extremely challenging under our current Collective Bargaining Agreement.

Unfortunately as of February 2, 2012, we are still waiting for a vote by the UBC to ratify the proposed Collective Bargaining Agreement we negotiated back in August of last year. We will continue to update our membership at our monthly meetings and should there be any developments in the interim we will be sure to keep you informed. We can't push a rope but maybe we can find a way to drag this horse across the finish line.

On the international front, AWC has the INTEX EXPO 12 Convention coming up this spring from April 15<sup>th</sup> thru 19<sup>th</sup> in Charlotte North Carolina. "Planning for your company's recovery", "Navigating your business after a major loss", "Building bigger with steel: mid-rise construction", "Prefabrication and off site construction" are just a few of the seminars that are available to attend.

Attending professional development seminars and engaging with your peers across the country can only add value and insight to help navigate the changes in our industry and better manage your business. For registration information please go to [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml). Hope to see you in Charlotte and enjoy this unusually mild winter.

— **Mike Weber**

## Construction-Related Accidents Decreased By 18 Percent In 2011 Even As Construction Permits Increased Across New York City

### Construction Accidents and Injuries Both Declined in 2011, While Construction Permits Increased 7.7 Percent

Mayor Michael R. Bloomberg and Buildings Commissioner Robert LiMandri announced in January an 18 percent decrease in construction-related accidents in New York City for 2011, despite a 7.7 percent increase in the issuance of construction

Bloomberg made the announcement at a T.F. Cornerstone construction site in Long Island City, one of the tens of thousands in the five boroughs which applied for a construction permit in 2011, where he was joined by Congresswoman Carolyn Maloney, Assembly Member Rory Lancman, Council



Spencer T. Tucker

permits citywide. Construction-related injuries also decreased across the City last year – falling from 165 reported accidents in 2010 to 152 in 2011, a reduction of 7.8 percent. In total, there were five construction-related fatalities in 2011, a slight increase from four fatalities in 2010, but a 73 percent decrease when compared to 2008. In addition to increased enforcement, expanded outreach to construction industry members and greater cooperation by builders throughout the City, the Department of Buildings has implemented more than 25 new construction safety laws since 2008 to enhance public safety and provide businesses and developers with the confidence to invest in the five boroughs, create good-paying jobs and promote economic growth. Mayor

Member Jimmy Van Bramer, Real Estate Board of New York President Steve Spinola and Building Trades Employers' Association President and CEO Lou Coletti.

"One of the best ways we can keep our City's economic recovery on track and help put more New Yorkers to work is by ensuring businesses and developers have the confidence to invest in New York City," said Mayor Bloomberg. "The good news is even as construction activity rose by nearly 8 percent last year, the number of construction-related accidents fell by more than 18 percent. Deputy Mayor for Operations Cas Holloway, his predecessor Ed Skyler, Commissioner LiMandri and their respective teams have done a remarkable job making construction sites safer for those who use them, while making it easier and

more efficient for businesses to create jobs and get projects off the ground."

Since 2008, the Department of Buildings has implemented a series of comprehensive initiatives to promote construction safety and increase awareness and cooperation among construction industry members. In large part due to these efforts, construction-related accidents and injuries have fallen across the board each of the last three years. The total number of reported construction-related injuries decreased from 165 in 2010 to 152 in 2011, a decline of 7.8 percent and 37 percent lower than in 2009. Likewise, construction-related accidents in New York City fell 18 percent from 157 in 2010 to 128 in 2011, a reduction of 18 percent and a 41 percent decrease when compared to 2009.

"By reducing construction accidents even as construction activity increases, Commissioner LiMandri and our partners in the development industry continue to prioritize safety and development," said Deputy Mayor for Operations Cas Holloway. "Expediting safe development creates jobs and spurs economic growth – and we will work together to substantially decrease the time and costs of getting the approvals needed to continue building New York City."

"Strengthening New York City's construction industry is a priority for the Bloomberg Administration," Deputy Mayor for Economic Development Robert K. Steel said. "As construction activity rebounds along with the rest of the economy, it is critical that we expand on the gains in workplace and public safety that have been achieved in the last several years."

"As construction work steadily increases throughout the City, accidents continue to decline – proving that industry members recognize the importance of safety on any job site," said Buildings Commissioner LiMandri. "Development is critical to this City's growth and success, but there's no reason why that work cannot be done safely. With new laws, tougher enforcement and more cooperation from the industry, our inspectors, engineers, architects and attorneys have made construction sites safer – meaning a safer city for all New Yorkers."

"A rising construction rate plus a declining accident rate equals great news for workers and our city's economy," said

*Continued on following page*

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Congresswoman Maloney. "New York has fared better than most cities during the economic downturn, and that's due to continued private-sector investment and the leadership shown by Mayor Bloomberg and his team. I thank the Mayor for his work to ensure that New York remains the safest big city in America."

"Both the city and the state recognize that a safe workplace is not a privilege, it's a right," said Assemblyman Lancman. "The Mayor's success in making construction sites safer is not just a statistic, it's men and women coming home to their families safe after a hard day's work."

While the most common construction

## Increased Enforcement, Greater Industry Outreach Helping Make the Nation's Safest Big City Even Safer

accident remains workers falling, the number of workers who were injured in a fall declined from 66 in 2010 to 52 in 2011, a 21 percent decrease. Last year, after the Department of Buildings discovered unsafe construction conditions, it issued more than 5,100 full and partial Stop Work Orders. Of the five construction-related fatalities in 2011, all involved construction workers who were killed as a result of improper procedures on the job site, such as a lack of fall protection and improper construction practices.

"The construction industry is vital to the health and strength of the New York City economy because of the great numbers of jobs it creates," said Steve Spinola, President of the Real Estate Board of New York. "Supporting and encouraging construction projects keeps the real estate market competitive and attracts businesses and residents to our city. By having safe sites, we not only protect our workers and

New Yorkers, but we are able to develop sites faster and better. We congratulate the Mayor and the Administration on their safety and training initiatives, and we congratulate the real estate developers, construction contractors, and construction workers for achieving this reduction in accidents to historic lows."

"It is appropriate that we are here at the East Coast project in Queens, where labor-management cooperation between the unionized Building and Construction Trades and TF Cornerstone produced a cost-saving project labor agreement that made it possible to move forward with important economic development and create thousands of jobs in our industry," said Gary La Barbera, President of the Building and Construction Trades Council of Greater New York. "It is the same kind of cooperative approach between the mayor and his administration, working with labor and management, that is improving safety as we continue to recover and rebuild our great city."

"BTEA union contractors are proud to be partners with city government in working to improve public and worker safety," said Lou Coletti, President and CEO of the Building Trades Employers' Association. "This shows the millions of dollars BTEA union contractors spend on safety training and other initiatives to meet city standards is working."

A few examples of the new initiatives launched by the Department of Buildings in recent years to enhance public safety, provide greater oversight and increase industry awareness include:

- First revision of the City's construction codes in 40 years, which took full effect in 2009 and expanded safety requirements during the construction process;
- More than 25 new construction safety laws, including a smoking ban on all construction sites, mandatory training for all tower crane workers and requiring the uniform color coding and regular pressure testing of standpipe sprinkler systems;
- Creation of a Stalled Sites Unit that has conducted more than 14,000 inspections of stalled construction sites to ensure properties are maintained in a safe manner;
- Creation of a site safety program for

major construction projects that allows contractors to submit plans for an enhanced review by Department experts; and

• Launch of *Experience Is Not Enough*, a citywide safety campaign to encourage construction workers to use proper fall protection, such as safety harnesses, guardrails or nets. More than 12,000 banners, bracelets and posters were distributed to construction sites across the City.

While there were notable decreases in construction-related accidents and injuries, the number of initial construction permits – including new buildings, major and minor alterations and demolitions – increased by 7.7 percent from 80,675 to 86,895 in 2011. This marks the third consecutive year where the issuance of permits has increased, fueled by a rise in small-scale construction, a positive sign for both the construction industry and the economic future of the City. Of the initial construction-related permits issued last year, the largest increase occurred in demolition permits – a key indicator of future construction projects – from 1,645 in 2010 to 1,848 in 2011. Construction permits for new buildings also increased slightly from 1,517 to 1,523. Similarly, permits for major alterations, or Alteration Type 1, rose from 2,878 to 3,081 in 2011 – a 7.1 percent spike – and permits for minor alterations, or Alteration Type 2 and Alteration Type 3, increased 7.8 percent from 74,635 to 80,443.

This past year, the Department of Buildings launched a number of new programs to accelerate the development process and speed up job creation without sacrificing public safety, including the creation of the NYC Development Hub. The Hub, a state-of-the-art project review center in Lower Manhattan which receives and reviews digital construction plans, allows plan examiners to review building designs easier, faster and without the use of paper for the first time in New York City. Licensed architects and engineers can submit digital construction plans and resolve any issues with City officials in a virtual environment – without ever having to meet in person. The Department also expanded its eFiling system to allow for more online permit approvals than ever before, eliminating the need to wait in line and pay for mailing costs and saving customers both time and money. •

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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.

## Claim By Construction Service Representatives For Overtime Compensation Against Employer Under Fair Labor Standards Act Allowed To Proceed

A federal court has allowed a claim for overtime compensation against an employer under the Fair Labor Standards Act ("FSLA") by three construction service representatives to proceed as a class action lawsuit.

The three plaintiffs worked at various construction sites as construction service representatives for a multi-discipline architectural and engineering firm specializing in educational facilities. The plaintiffs allege that they regularly worked more than 40 hours a week but did not receive overtime pay as required under the FSLA. The three plaintiffs visited construction sites to determine whether the work was being performed in accordance with architectural plans and specifications.

The court denied a motion to dismiss by the employer, who argued that the plaintiffs were not entitled to overtime pay because they were exempt from the FSLA overtime requirements as administrative employees. The court found that there were factual issues as to whether or not the employees fell under the administrative employee exemption.

## Appeals Court Reverses Lower Court Ruling That Pension Plan Trustees Breached Fiduciary Duty On Investments

An appellate court has reversed a federal court ruling that multi-employer pension

plan trustees had violated their fiduciary duties to properly investigate and diversify plan investments.

The plan in question had lost a substantial amount of money on its investments of plan assets during the 1970s and 1980s. In 1987 the plan's board of trustees established a new investment strategy with the primary goal of assuring that the plan did not lose any money. Under the new strategy, the trustees invested plan assets from 1992 through 2005 solely in certificates of deposit and one and two year treasury bills. A new set of trustees was installed in 2005 and they filed a lawsuit in federal court alleging that the former trustees had breached their fiduciary duties in failing to prudently invest the plan assets. In particular, the new trustees alleged that the former trustees failed to research alternative investments to assure that the plan's investments were prudent when measured against other investments of "similar class" or to adequately review the plan's investment strategy "to insure that such strategy was reasonable and prudent" in achieving the plan's funding needs, administrative costs and "real rate of return being earned under such a strategy."

The trial court found that the former trustees had breached their fiduciary duty by failing to investigate investment options and diversify investments. The court awarded damages in what a prudent investment would have yielded for a three-year period between 2003 and 2005.

On appeal, the appellate court reversed the trial court's ruling. The appellate court found that there was an inadequate connection between the alleged breach of fiduciary duty and any liability for damages. That is, the court found an inadequate causal link between the trustee's actions and the difference between the plan's actual and hypothetical investment gain. The court stated that "Simply finding a failure to investigate or diversify does not automatically equate to the causation of loss and therefore liability."

## Court Rules That Withdrawal Liability

## Can Be Based On Past Contributions And Does Not Require A Signed Collective Bargaining Agreement

A court ruled that a multi-employer pension fund could collect unpaid withdrawal liability from a defunct company's owner and other companies even though it had never signed a collective bargaining agreement ("CBA").

The individual defendant owned several companies, one of which contributed to a multi-employer pension fund on behalf of one of the company's employees even though that company, and none of the individual defendant's other companies, had ever signed a collective bargaining agreement. The company stopped contributing to the fund and the fund demanded payment for withdrawal liability.

The court ruled that withdrawal liability does not arise pursuant to a labor agreement, but rather pursuant to a company's past payments into a pension plan. The court found that the contributing employer had acted as an "employer" by contributing to the pension plan on behalf of its employees and that an actual signature on a CBA was unnecessary to assess withdrawal liability. The court found that the individual and all of his companies were jointly and severally liable for the withdrawal liability because the individual owned 100 percent of all of the named companies.

## Court Says Employer Cannot Withhold Contributions To A Pension Fund To Offset Prior Overpayments

A court has ruled that a multi-employer health and pension fund can collect unpaid employer contributions that an employer unilaterally withheld to offset alleged overpayment of past contributions.

The case arose out of the employer's decision to withhold employee contributions from a pension and welfare fund on the basis that it had allegedly overpaid benefits to the fund. The

employer argued that it was entitled to such an offset for overpayments pursuant to ERISA. ERISA provides that if a contribution or payment by an employer to a multi-employer fund is made "by a mistake of fact or law" ERISA "shall not prohibit the return" of the overpayment within six months after the plan administrator determines that the contribution was made by mistake.

The court found that ERISA merely allows for the return of an overpayment but does not require it or make it automatic. It is at the discretion of the plan administrator. In this case, the employer informed the plan administrator that it believed there was an overpayment and then unilaterally deducted the amounts it alleged were overpaid from its mandated contributions. The court found that this was a violation of ERISA and awarded summary judgment to the plan for the withheld contributions.

## Arbitration Award Finding Double-Breasting Affirmed

An arbitrator's award finding that two companies performing demolition and

garbage disposal work were engaged in a double-breasting operation was affirmed by a federal court.

The first company signed a collective bargaining agreement ("CBA") with a union requiring that they use union labor for certain types of work. The CBA contained an anti-double-breasting provision. The company began work on a project and used union laborers to perform the work. Thereafter, the president and 50 percent owner of the company formed a second company. Subsequently the union company was dissolved and the nonunion company took over the same project using nonunion laborers.

The arbitrator found that the companies were a double-breasted operation and found both companies liable to the union for using nonunion labor on the project and for any delinquent fringe benefit contributions.

Confirming the arbitration award, the court found that the anti-double-breasting provision applied to work covered under the CBA that is performed by another entity over which the signatory company exercised significant management, ownership or control. •

## Sub Prequalification Is Tougher But Needed More, Survey Says

With more subcontractor defaults expected in the next 12 to 18 months, building contractors are collecting a broader array of data in vetting potential subs and may have to prequalify them more frequently, says a survey by Arthur J. Gallagher & Co., a San Francisco construction insurance broker.

Results released last month are based on responses from 25 building construction firms with more than \$10 billion in total subcontractor volume. About 25% of respondents said obtaining "quality" financial information from subs is the biggest prequalification challenge. An additional 20% said receiving all requested data for safety, surety capacity, insurance and other financial areas is a key obstacle. Jake Concannon, a Gallagher subcontractor insurance specialist, says 60% of respondents use only e-mail to obtain data. The firm added that the 60% of builders prequalifying subs annually would rise in the next 12 months and that more builders would prequalify second-tier subs. The survey said 92% now do not. •

# NYU Unveils Plans For New Med Building

**New 11-story, Kohn Pedersen Fox-designed building will rise on First Avenue to house schools of nursing and dentistry, as well as a new bioengineering program. Work to begin in spring.**

New York University unveiled designs for the new home of its nursing and dental schools, as well as a new bioengineering program. All will be moving to First Avenue at East 26th Street, along what is known as Manhattan's health corridor. The new facility is part of the university's ambitious expansion plans dubbed NYU 2031.

The 11-story, state-of-the-art facility, planned for 433 First Ave., will be 170,000-square-foot large and 183-feet high, according to an NYU spokesman. The previous building on the site, which was used for administrative and academic office for the school's College of Dentistry, was demolished in September.

"A large portion of the building was not used and the building was deteriorating," said the spokesman.

Construction of the new property is slated to begin in the spring. Kohn Pedersen Fox Associates is designing the exterior, while EYP Architecture & Engineering is working on the interior design.

When the facility is complete, NYU's nursing school will move from its current home in Greenwich Village. There will also be space for a new multi-school bioengineering program and an expanded dental school. It is slated to open in 2015. NYU declined to say how much the new building will cost, but published reports pegged it at roughly \$140 million.

Plans for NYU's new health-corridor building have drawn little opposition in contrast to those for the school's expansion



New York University's new medical school, which will be on First Avenue and East 26th Street, will be part of the university's NYU 2031 expansion plan.

in Greenwich Village. The university released the design a day after announcing that it had officially started the public review process to add 3 million square feet to its campus in Greenwich Village and areas around Washington Square Park.

In order to proceed with much of its growth plans there, NYU needs city zoning approvals. NYU had wanted to begin that process, which takes up to seven months, by the end of last year, but at the request of Community Board 2 it decided to postpone the move until after the New Year.

The university's 2031 expansion plans have been opposed by preservationists and some local community groups in Greenwich Village, who believe that NYU is overbuilding in the neighborhood. •

## Non-U.S. Citizens Make Up 39% Of NYC's Construction Workforce

Katherine Clarke  
ny.therealdeal.com

Non-United States citizens accounted for 39 percent of the total New York City construction industry workforce and 45 percent of all construction trades workers in 2010, according to a New York Building Congress analysis of the U.S. Census Bureau's 2010 American Community Survey. Of the 224,500 men and women in the construction industry surveyed, including both white-collar and blue-collar positions in private firms and on government payrolls, white, non-Hispanic men and women accounted for 40 percent, while Hispanics made up 36 percent. Asians made up 9 percent of the workforce, while 1 percent identified

as multi-racial.

As for the 168,200 construction labor workers who lived in New York City in 2010, 63,600 were Queens residents. Another 53,700 lived in Brooklyn, followed by 24,200 from the Bronx, 14,400 from Staten Island, and 12,300 who dwelled in Manhattan.

The data, which is based on personal responses to the Census Bureau survey and incorporates both union and non-union labor, as well as management positions, architects, engineers and other service workers, also indicates that construction workers are increasingly going without health insurance. Forty-nine percent of all construction industry workers lacked health insurance in 2010, up from 45 percent in 2009.

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# Make Way for App Builders in Construction

By Erin Joyce  
Engineering News-Record

What's in your app? ENR asked developers of construction apps for tablets and smart phones what features are most desired and requested in field management and productivity.

Tablet adoption is exploding on construction sites. Amid the blast radius of that adoption, a new generation of applications is following, many designed by

*...the tablet scenario is rapidly becoming the standard approach to project management. Its methods include building information modeling "kiosks," which are stations with tablets attached that make models available to superintendents and workers to bring up plans and check for clash detection issues in the field.*

construction firms using in-house teams or partnering with vendors.

"It's the dawn of a new era" in construction technology, says Jason Burns, vice president of technology with New York City-based construction manager Hunter-Roberts Construction. He reckons that 80% of the firm's projects now are using Apple iPads on jobs. Burns

also supports other tablet devices for the Android platform as executives request it—but they are nowhere near the steady clip of adoption he's seen with iPads on jobsites.

For Hunter-Roberts, the tablet scenario is rapidly becoming the standard approach to project management. Its methods include building information modeling "kiosks," which are stations with tablets attached that make models available to superintendents and workers to bring up plans and check for clash detection issues in the field.

All this is barely the start. As more construction firms adopt the iPad as a field-management device to document work flows on jobsites for quality assurance/quality control, punch-listing and commissioning, a new wave of apps designed for niche purposes are flowing in. Is this a good thing? Some major software vendors aren't so sure. Midsized firms say there is a need and a desire to build apps that fill gaps currently not served by enterprise vendors.

Even Apple's own developers see a surge in niche apps for the A/E/C sector, company spokesman Ted Miller confirms. Burns adds, "People are jumping on the bandwagon and programming for more field apps."

## There's a Niche App for That

Julian Clayton, vice president of research and technology at Crescent Construction Services, is one example. The commissioning firm, based in North Carolina and Connecticut, isn't out to compete head-to-head with big providers of enterprise software, such as Vela Systems. He's going after market sectors he doesn't think are being served by them.

Clayton says Vela's software gets

overcomplicated for jobs on smaller sites. "I've been on jobsites with guys yelling at each other over how to use it," he says of Vela's punch-listing application.

In his view, Vela is great for large projects that have multifaceted systems to track and document. But Clayton



looks at the large number of smaller projects, such as pharmacies, that could use an app that isn't priced for a major enterprise customer. He is targeting a higher volume at a lower price point (See ENR's Sept. cover story: Tablets Take Off in Construction).

Riding a crest of interest, Clayton and his new app-building division have been featured on Apple's own iTunes website, highlighting its PunchList app (\$6.99) that helps users flag problems in the design phase and during preconstruction.

Like most apps in the App Store, PunchList also mashes up other apps, such as how it connects with the free, file-sharing web service Dropbox for uploading and downloading big files, images and video. He claims it's a much simpler version of other punch-listing apps.

Clayton also just released an app called PourScore, which performs flatness and levelness calculations of floors based on industry standards. It can give users a single score for individual runs and slabs, or users can calculate the required score for the remainder of the slab. This is an example of the niche productivity apps that Clayton says are a "green field" for smaller firms. It's just the start for his team: "We're going at it full steam."

## Can They Support It?

All that's fine with Josh Kanner, co-founder and marketing chief of Vela Systems, the Massachusetts-based field-management vendor considered one of the leaders in construction software. For the most part, he shrugs off Clayton's comments. He argues that if a user finds Vela too complicated, it's likely a training issue. "We provide unlimited user access based on the size of your project or companywide deployment. There is no per-seat model," he says. It is unlimited for users at the project or company level, he says.

Kanner agrees the market for niche apps is hot in construction. "It's so early in the world of apps that I'm not sure everybody understands what's out there. I could build my own quality-management system, or I could buy Vela's and know that it's going to be supported," he says.

Support is key to the care and feeding of any major software investment, Kanner says. "[We] have training and a variety of relationships with BIM vendors to have more BIM on the iPad. When companies do their homework [on Vela], they'll quickly see that it's more than an app," he says.

In addition, Kanner says, Vela does field management and provides tools, such as attaching images and documenting them in the app. It works with thousands of free or cheap apps that are useful in construction, such as Box.Net or DropBox for uploading images and big files of jobsite plans for markup.

There's a big difference between low-cost apps and those that are fully supported, Kanner adds. "We come out with a new upgrade every 30 to 45 days [in the Apple App Store]," he says. "In the old days, using Windows-based tablets, that would have been impossible because each user download came with an installer. At some firms you might have to get your IT staff involved. But in the new app world, you can deploy and upgrade in a much easier and seamless way."

This has major advantages for both the firm and the end users, he adds. "We can always be innovating."

The bottom line is that the iPad and apps in general use are changing the construction sectors' expectations about software on jobsites, Kanner notes. Another key point for Kanner is the web

platform that begat the tablet apps. "It's easy to build apps now, but it's not easy to build software platforms that leverage apps," he says.

## Competition From Customers

Sam Lamonica, the vice president and CIO of Rosendin Electric, San Jose, Calif., is in a situation similar to that of Burns at Hunter-Roberts. He counts the firm a happy customer of Vela's but also is looking at new ways of creating apps for jobsites that could complement or fill other niches.

The firm, one of the largest electrical contractors in the U.S., uses Vela for the iPad to work on files "untethered"—that is, without a web connection—allowing workers to load project drawings, commissioning information and related QA/QC checklists. "We just load it up, walk out to the point of construction that we're inspecting, highlight an issue and mark up the drawing. It's brilliant," says Lamonica.

But now he wants to do more, such as figuring out apps that can integrate his markups back into the project BIMs he's working with. Lamonica just launched a working group within Rosendin to determine whether it has the capacity to build an app for this or to partner with a vendor.

"Or are there enough apps out there already that we can leverage for this?" he says. "That's something we just started scratching the surface on."

In the meantime, Lamonica has his hands full getting the 200 or so iPads that the firm now supports fully secured and in the staff's hands in the field. Once the apps are up and running, staff members curate and share them. He says, "We have a committee that finds 'iThings.' It has come up with at least five other small applications, such as Docs to Go and SharePlus Light. These apps help staffers reach back-office documents or share the docs and print them from an iPad. The firm also installed GoToMeeting and Citrix clients to access back-office data.

The good news for Lamonica is that most of these "iThings" are free, and the ones that are not are incredibly cheap.

## Partnering for Profits

Other construction firms diving deeper into app development are looking at the example of Brinkmann Constructors,

Chesterfield, Mo., which formed a 50-50 partnership with enterprise software provider Impact Technologies Inc., St. Louis, to develop its own construction management app.

"We've got the best of both worlds," says Bryan C. Baehr, the president of Impact Technologies. "We have a world-class subject-matter expert in construction with Bob Brinkmann, the CEO, and a team that knows commercial-grade software design." Together, they came up with the Construction Superintendent Journeyman app (See ENR's story: iPad App: Learning Curve for All Ages).

Priced at \$299.99 in Apple's App Store, the app is grossly underpriced, Baehr says, considering it includes daily reports, speech recognition and time-sheet tracking and works without a web connection, among other functions. Perhaps most important, it "dramatically increases the certainty of the information and reporting to both the project manager and the business owner," Baehr adds. Why is that so important? "Because a PM can become too disengaged with so many projects. They need to rely on regular feedback [from the field reports]," he says.

"Very often, unfortunately, [contractors] find themselves in lawsuits. If they've got the documentation—who did what, what they got accomplished, who visited the site that day, and who ignored pending items—they've got [evidence] to represent themselves in court," Baehr says.

Baehr uses the term "commercial-grade developers" as opposed to "app developers." He notes, "If I've built a piece of crap [app] that I can sell on iTunes for \$10, that would be a liability. If I build something of quality, we get sales calls, not support calls. It's iron-clad."

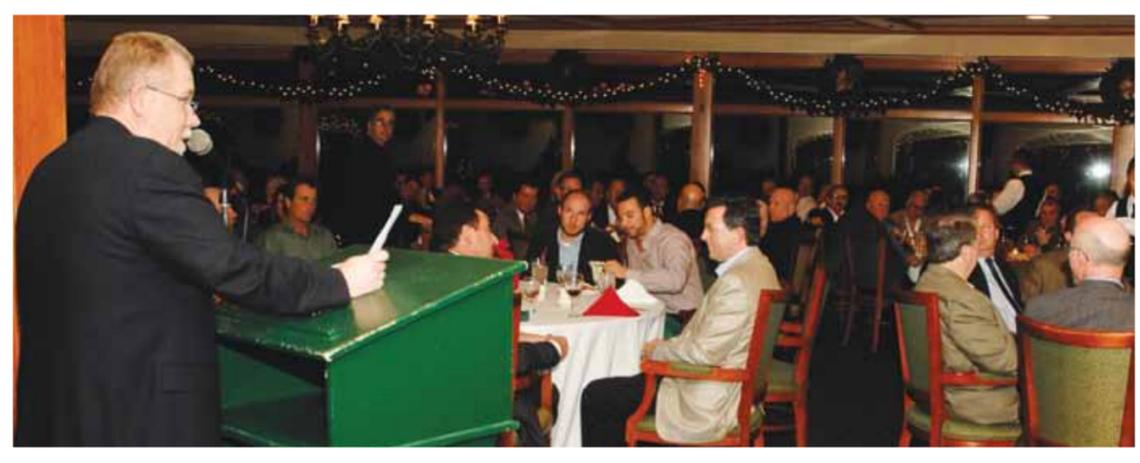
For many firms, advising on new apps for specialized construction needs is the sweet spot, more so than creating new development teams to support an app after it is launched. This tactic is how Hunter-Roberts' Burns is getting Vela to add features he needs and helping third-party app providers create tablet versions of their software.

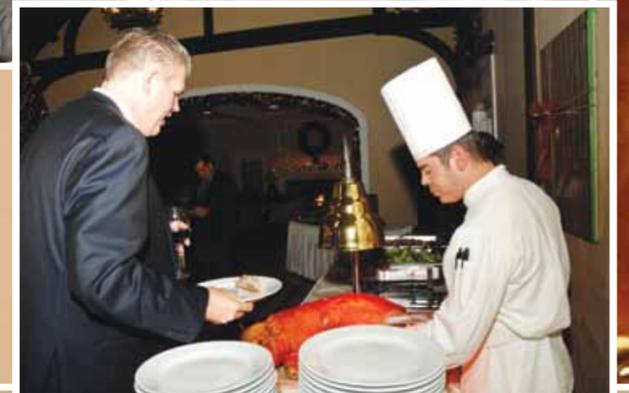
"Tech has been so difficult to get into construction. It's been great to see these apps helping it take off. They really opened the door for the industry," Burns says.

"I still call myself an early adopter with caution." •

# WC&C Annual Christmas Party

December 13, 2011  
North Hempstead Country Club





## Fifth Avenue's New Anchor

**T**hor Equities is planning to build a new retail, hotel and residential complex in midtown, giving fresh momentum to a stretch of Fifth Avenue already making strides toward becoming a fashionable new shopping destination.

The development and management company, already a major investor in Manhattan retail property, has agreed to acquire three connected buildings at 516 to 520 Fifth Avenue and 43rd street from developer RFR for an undisclosed price.

Thor plans to raze the properties and erect a glass box structure that will be the retail base for a 350,000 square foot building. Joseph Sitt, chief executive officer, said the firm is already in discussions with

*Thor Equities—A rendering of the retail component of the Thor Equities project*



such as Vornado Realty Trust and RFR acquired buildings and leased their retail spaces to national and foreign brand names, like Zara.

This year five retailers, including Guess, Joe Fresh and Tommy Bahama, opened stores on the strip of Fifth below 49th street. British clothier Ted Baker plans to open a store next year, moving into a spot that was a Sprint outlet.

Mr. Sitt hopes the trend will continue and even extend south of 42nd Street, which gets much less foot traffic. He believes he can attract traditional Fifth Avenue shoppers as well as the crowds that frequent the area around the Empire State Building at 34th street.

"We're seeing a dramatic shift on Fifth Avenue down to 42nd street," Mr. Sitt says. "And we expect it will expand further, stretching like a rubber band down Fifth to the mid 30s."

One attraction: lower rents. They run around \$600 to \$800 a foot on Fifth Avenue in the 40s, but \$350 to \$400 a foot below 40th Street, says Faith Hope Consolo, head of Prudential Douglas Elliman's retail group.

"This will appeal to retailers that want a Fifth Avenue address but don't want to pay upper Fifth prices," Ms. Consolo says.

Other investors also are being drawn to Fifth Avenue south of 49th St. Hotels such as Cassa, Setai Fifth Avenue and Andaz opened recently in the area.

In October, Jamestown Properties and Rockwood Capital joined Murray Hill Properties and Crown Acquisitions in agreeing to buy 530 Fifth Avenue, at 45th Street, for \$200 million in equity and assuming \$220 million in debt.

Where upper Fifth is marked by upscale retailers with elegant displays, "it's more of a youth market on this stretch of Fifth," says Ms. Consolo, referring to the strip south of 49th Street. "It's closer to a mall type of tenant."

For Thor Equities, the recent deals further solidify its status as a major player on the avenue. Mr. Sitt owns or has agreed to acquire eight addresses on Fifth, which he says is more than any other operator. He added that he is negotiations to acquire another Fifth Avenue property.

All but one of these properties are below 49th street. Last year Thor acquired the trophy Takashimaya building between 54th and 55th streets on Fifth after submitting a winning \$142 million bid. Forever 21, the Los Angeles-based apparel retailer, signed a short-term lease for the space last fall.

Mr. Sitt said the Forever 21 lease ends in the spring and that he is talks with another possible tenant for the space. While he has spoken with several candidates, brokers say the building's confined ground floor and other eccentricities may have discouraged some potential tenants.

## Thor Equities Plans Megaproject That Will Include Retail and Residential

By Craig Karmin/Wall Street Journal

hotel companies and residential developers to team up with Thor or buy pieces of the project.

Hurdles still remain, including Mr. Sitt's need to raise financing for the development which could cost around \$250 million, according to industry estimates. Construction loans have been hard to come by in today's weak economy.

But Mr. Sitt, a Brooklyn-born developer, has been on a roll lately, buying the Palmer House Hilton Hotel in Chicago and top retail properties in London, Mexico City and New York. He's also a major player in the outer boroughs with investments in Coney Island and a proposed big-box retail project near Gravesend Bay.

Separately, Mr. Sitt said he also has signed a contract to acquire a building at 445 Fifth Ave., near 39th Street. Thor already is talking to retailers to move in when the existing lease expires in two years, Mr. Sitt said.

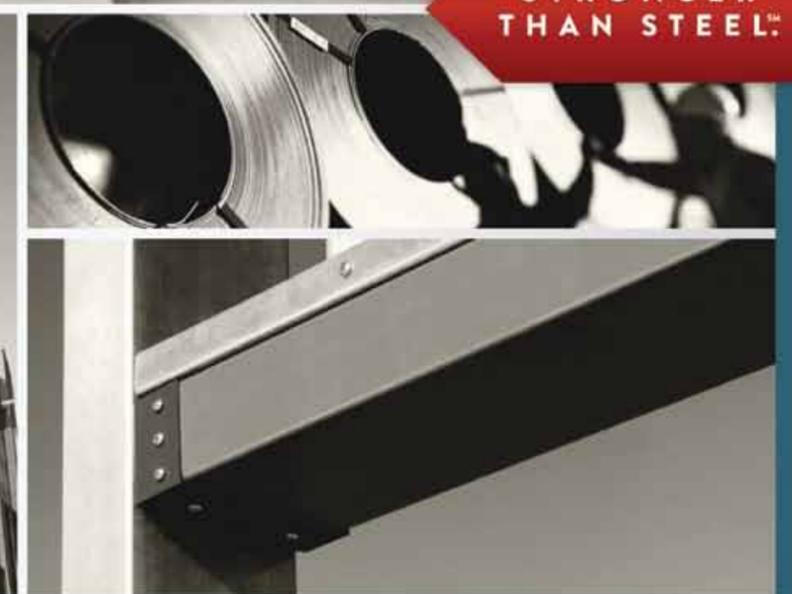
Thor is making a big bet that the world's big-name stores and high-priced rents will continue to drift south on Fifth Avenue. For years, the hottest addresses have been between 49th and 59th streets, the home of stores such as Tiffany and Saks Fifth Avenue. Average asking rents along this strip have soared about 50% since 2008 to around peak levels of about \$2,100 a square foot, putting it among the world's most expensive shopping districts.

But until recently, shopping south of 49th Street on Fifth Avenue was more downscale. The street was dotted with discount stores, souvenir shops and electronics kiosks, as well as a number of locations that stayed vacant for years.

That began to change about three years ago as bigger landlords



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# New York Campus Bid To Be Innovation

By Eileen Travers  
University World News



**C**ORNELL UNIVERSITY AND TECHNION-ISRAEL INSTITUTE OF TECHNOLOGY'S WINNING PLAN for a \$1.5 billion, environmentally-friendly applied sciences and engineering university in New York could thrust the city to the forefront of high-tech development. Silicon Valley has been warned to brace itself.

The American-Israeli partnership emerged triumphant last month following a year-long international competition to build a New York institution to rival Stanford, which withdrew from the contest at the last minute.

When ground was broken last year for a memorial park at the southern tip of Roosevelt Island, a sliver of land in the East River connected by cable car and subway to Manhattan, New Yorkers nodded with approval over the beautification of an island that a century ago housed the city's orphaned, sick and mentally ill.

When the park opens later this year, developers will be poised anew to begin building the new campus that will bolster higher education in a city looking for a new cutting edge.

Officially called NYCTech Campus, the project is expected to be completed by 2027. "We are not going to have an extension of the Technion or Cornell," said Technion President Peretz Lavie. "We are going to have something new."

As the reputable Cornell and Technion schools combine forces to create this truly new learning space, 185,800 square metres of it, what the project symbolises is New York City's commitment and willingness to promote technology and research-oriented development.

David Jacobson, of Moody's Investors Service, a credit rating, research and risk analysis agency, said: "Over the long run of a decade or more, it could provide a new centre of high-tech growth for the city that would further diversity its image and sources of growth."

In many cities in the United States, higher education and health care sectors account for the largest employers and directly offer more job growth and more stability than most other industries, he explained, adding that research universities also offer the opportunity for cities to generate employment through 'spin-offs' of new technology-based businesses.

In Israel, an estimated 4,000 start-ups have been set up around Technion, creating an area similar to America's Silicon Valley.

"New York City is trying to capitalise on this well-established trend," Jacobson said. "If successful, the project will enhance the

city's reputation as a higher education and research centre, which will be positive not just for the city, but for other universities in the New York metropolitan area that are seeking to attract talented faculty and students, as well as private donors and government research grants."

Because the higher education sector is a comparatively small part of the city's economy now, the impact will be larger when viewed just from the perspective of higher education rather than from the city's overall economic position.

"The city's economy is already huge and well diversified and it would take a long time before the Cornell-Technion development would have a major impact on the city's economy," said Jacobson.

At any rate, the project is expected to generate more than \$23 billion in economic activity and \$1.4 billion in tax revenue. Crunching the numbers, the project also means a boost in jobs and what Jacobson called spin-offs, with an estimated 20,000 construction jobs, 8,000 permanent jobs and 600 new businesses that would create an additional 30,000 jobs.

## A game-changer

New York Mayor Michael Bloomberg was thrilled to announce the winning bid. "Today will be remembered as a defining moment," he said. "In a word, this project is going to be transformative. It really is a game-changer."

Cornell President David Skorton agreed, saying he hoped the campus would turn New York into the innovation capital of the world. "This is not a moment for a touchdown dance for Cornell or Technion. This is a moment for a touchdown dance for New York City."

The nuts and bolts of the proposal led the mayor to select it over other plans submitted by six higher education institutions. The eye-catching campus, which will host 2,500 students and 280 professors, will feature sloping metallic panels that look like giant silver dominoes, built to generate solar power, and shadowed by state-of-the-art research towers.

Environmental experts have already praised the plans for their ingenuity. The Cornell-Technion proposal would combine cutting edge technologies to create one of the most environmentally friendly and energy efficient campuses in the world.

The proposed phase one academic building, if completed today, would be the largest net-zero energy building in the eastern United States, meaning that it will harvest as much energy from solar power and geothermal wells as it consumes on an annual basis.

A solar array will generate 1.8 megawatts and a 400 well geothermal field, cooling buildings in summer and heating them in winter. The campus will employ some of the most sophisticated environmental technology in the world and help develop them, serving as a living laboratory for the built environment hub.

Organised around three interdisciplinary hubs, the campus will feature connective media, healthier life and the built environment.

Cornell will immediately offer masters and doctoral degrees in areas such as computer science, electrical and computer engineering, and information science and engineering. In addition, after receiving the required accreditation, the campus will offer innovative Cornell-Technion dual master of applied sciences degrees.

## Bold plan won the contest

It was Cornell and Technion's bold and assertive plan for such a campus that won them the contract, with Bloomberg saying that the team triumphed because the proposal would be able to accommodate the most students and in most aggressive time frame.

What amounted to a bidding war saw Cornell and Technion fight off stiff competition from institutions including Stanford University, Columbia University, New York University and Carnegie Mellon University.

In a neck-and-neck finish, Cornell-Technion announced the receipt of a \$350 million gift from alumnus Charles Feeney, cofounder of Duty Free Shopper, just a few hours after Stanford University said it was withdrawing from the competition.

Moody's stated that Stanford's withdrawal was a positive move as a non-New York State university. Cornell had established a presence in the city, where its campuses already served students, alumni and a donor base. Likewise Technion, an Israeli science college that saw one of its professors Dan Schechtman awarded a Nobel Prize in chemistry this year.

"This is a momentous day catapulting New York City into the forefront of the 21st century economy and burnishing its place as the high-tech centre of the east," said US Senator Charles E Schumer.

He said this was just the first step, the end of the beginning, of what needs to be an ongoing, multi-year effort to make New York not just one of, but the high tech center for innovation. "Look out Silicon Valley, look out Boston," Schumer said. "New York will be second to none."

Whether that challenge will materialise now rests on Cornell and Technion. •



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# How Companies Can Make Buildings Greener and Better

By Melissa O'Mara and Cam Williams  
GreenBiz.com



The need for global efficiency within buildings – one of the largest generators of greenhouse gases in the world – has been recognized for quite some time.

Over the last several years, our industry has been actively greening both commercial and residential buildings, in order to mitigate the environmental impact of building and managing these structures.

These actions include a wide variety

of voluntary programs and evolution of building codes and standards, enabled by technology and interoperability standards and protocols. In addition to programs aimed at improving building design and construction, there is also a proliferation of building metrics, building labeling, and benchmarking programs, aimed at validating the actual performance of “better buildings.”

All of these combined actions are synergistic, with new ideas, standards and programs emerging every year, as our industry uncovers new strategies and overcomes complex obstacles to whole building performance and lifecycle optimization.

Though there have been multiple approaches to helping buildings implement

practical and measurable solutions, one of the most effective and widely sought-after approaches has been gaining certification through industry standards for energy efficient buildings.

It is essential for companies to be proactive in shaping and implementing voluntary initiatives, code development and standard evolution in order to accelerate the pace and pave the path for high performance green buildings of tomorrow. This is both a business decision and a principled one, but only by practicing what we preach are we able to gain valuable insight into our overall energy management, which when added up, makes a difference in how the whole system works.

## Today's Standards

Perhaps one of the best known green building initiatives is a voluntary certification program developed by the U.S. Green Building Council known as the Leadership in Energy and Environmental Design certification program. This voluntary program started in 1998 and today consists of nine rating systems in design and construction, development of new buildings, and retrofit and operations of existing buildings. It is a dominant catalyst in both in the U.S. and worldwide with more than 35,000 projects currently participating in the LEED system in 91 countries.

This year, two additional global building initiatives were introduced to the market: the ZigBee Building Automation Standard and the ISO 50001 certification program. These most recent initiatives demonstrate the dynamic nature of the market and the continued need for development of program standards of many different types that help builders and owners translate high performance and sustainable buildings goals into practical and actionable measures on the ground. All three programs meet different needs in the market, but they all have the same goal – helping owners and builders develop energy-efficient buildings.

The ZigBee Building Automation standard, announced just a few months ago, addresses a specific challenge for high performance buildings: how to ensure interoperable, secure, and reliable monitoring and control of building systems. It is the only BACnet-compatible wireless mesh network standard for

commercial buildings, is vendor-neutral, and can ultimately be used to help organizations contribute toward LEED credits. BACnet is an ASHRAE, ANSI and ISO standard protocol that enables communication between building automation and control devices independent of service. BACnet's open and nonproprietary protocol enables easy expansion and integration, and because it began development in 1987, is a widely-deployed system. ZigBee enables new green buildings or retrofit of existing buildings to green buildings by providing pervasive sensing and control in places costly to wire, such as the living space.

ISO 50001 provides management strategies and systems to increase energy efficiency, reduce costs and improve energy performance within a single building, or across many buildings. It aims to solve the energy dilemma on a non-technological level: that is, ensuring that management policies and practices account for energy efficiency metrics and that senior decision-makers are involved in the energy management process. Not only does this give organizations a consistent and overarching framework for continual improvement, but it also provides that across the entire organization, regardless of location or function. The involvement of an organization's senior executives also demonstrates commitment and accountability to strategic energy efficiency initiatives.

## How Can Companies Help?

Companies today play a crucial role in helping to develop and promote these initiatives, whether voluntary or regulatory in nature. For example, through our participation in USGBC

LEED, ZigBee Building Automation Standard, and ISO 50001, we have identified a few key factors in helping to promote and deploy these standards with customers:

- Early participation in the development of standards or voluntary initiatives
- As new technologies emerge and the industry evolves, continuous engagement in programs to enable improvements
- Active implementation of programs, codes, and standards within our own buildings, and our products and solutions
- Collaboration with customers and solution channels to ensure open standards are adopted in the market, and that all green buildings initiatives are yielding the anticipated value in terms of validated operational performance over time.

The early involvement in developing standards is a key factor in ensuring in-depth understanding that can then be applied to on-the-ground deployment. For example, Schneider Electric's global headquarters located in France that houses 1,800 employees was the first building in the world to be certified ISO 50001 compliant. The certification of a company's own building sends a strong signal to its customers and partners that the company believes in the viability, influence and robustness of the standard and has an ongoing commitment to making it a success. In the future, Schneider Electric expects to have additional buildings certified in the ISO 50001 standard, demonstrating further commitment to the standard.

Schneider has also embraced the USGBC and was one of three key players in the development of the updated LEED Demand Response Pilot Credit announced earlier this year. Originally launched in 2010, the revised guidelines aim to increase participation in automated demand response programs and were developed in conjunction with Lawrence Berkeley National Lab, Schneider Electric and Skipping Stone. This credit also contributes to LEED certification.

Only through the cooperation of industry, government and consumers can we launch and drive widespread adoption, voluntary or otherwise, of these transformational programs that pave the way for making all buildings high performance, sustainable structures. We believe open standards are the key to enabling deeper performance improvements and to widespread adoption. For example, a global alliance of major building automation companies brought the ZigBee Building Automation Standard to fruition. 24 companies that span different manufacturing sectors and sizes have undertaken pilots under ISO 50001. ISO 50001 is projected to have a huge impact on the world's energy use – an estimated 60 percent of organizations are anticipated to be positively impacted by the initiative – all by giving multinational organizations a single, consistent, way to integrate energy management into their business operations.

We believe that collaboration between businesses, academia and governments is crucial to addressing the energy dilemma the world faces today. Over time, these collaborations will help to make buildings better. By better, we mean not just more efficient and advanced, but easier to run, cheaper to maintain and provide occupants with a better end user experience.

Mike Bielby, Schneider Electric's director of buildings laboratory offer management, and Barry Coflan, the senior vice president of offer management for the company's buildings business, contributed to this post.

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# PRODUCT NEWS

## New Ultima® with AirGuard™ Coating from Armstrong Ceilings Removes Formaldehyde from Indoor Air

**Breakthrough technology converts naturally occurring and man-made formaldehyde present in interiors into an inert substance**



Armstrong Ceiling & Wall Systems has introduced Ultima® with AirGuard™ Coating, the first ceiling tile that actively removes formaldehyde and other aldehydes in indoor air.

The breakthrough, patent-pending coating technology for improving indoor air quality converts naturally occurring and man-made formaldehyde present in interiors into an inert substance permanently captured by the ceiling.

Clean indoor air is especially important to the elderly and immune-compromised patients in healthcare settings, elementary-aged children in educational facilities, and people who spend 90% of their working day in office buildings.

### Removes Over 90% during the First Year

Applied to the back of acoustical ceiling tiles, AirGuard Coating actively removes aldehydes throughout a 10-year period, including commissioning and early occupancy of a building when off-gassing from new materials presents the greatest risk to occupant health.

Tests show that AirGuard eliminates over 90% of formaldehyde during the first year of use. Over a 10-year period, the average formaldehyde reduction is 50%, a claim backed by UL-Environment™.

AirGuard Coating also helps reduce exposure level and time during "spike" periods. These occur when formaldehyde concentrations increase dramatically due to human activity and indoor air reactions with products such as cleaning agents and office equipment.

### Performance Backed by UL-Environment

Independent tests validate the performance of AirGuard Coating. It is a UL-Environment Certified Product and listed in the UL Database of Validated Products. UL offers independent testing and evaluation of claims and reassesses them through the UL Conformity Integrity Service to assure ongoing compliance.

Tests also show that the performance characteristics of fine-textured Ultima ceilings with AirGuard are unaffected by the new coating. This includes the ceiling's acoustic and light reflectance properties as well as its durability, recyclability, and resistance to sag, mold/mildew, and bacterial growth.

### Can Contribute to Seven LEED® Credits

In addition, Ultima with AirGuard Coating ceilings can contribute to LEED and LEED

for Schools criteria in seven credit categories, including Renewable Materials, Recycled Content, Energy, Daylight & Views, Regional Materials, Waste Management, and Innovation (Active removal of indoor pollutants).

Ultima with AirGuard Coating has a high recycled content of 71% and is recyclable at the end of its service life through the Armstrong Ceiling Recycling Program. The new ceiling has a high Light Reflectance (LR) value of 0.90 to enhance the performance of indirect lighting systems and to maximize daylighting benefits.

It also meets CA Department of Health Services Standard Practice for the testing of VOC emissions and is listed on CHPS High Performance Products Database for low-emitting materials.

For additional information on the new Ultima with AirGuard Coating ceiling tile, visit [armstrong.com/airguard](http://armstrong.com/airguard).

## Expanded AirRenew® Indoor Air Quality Gypsum Board Product Line Meets Wide Array of Project Specifications

CertainTeed Gypsum is broadening its groundbreaking AirRenew® indoor air quality (IAQ) gypsum board product line with the addition of AirRenew Extreme Impact and AirRenew Extreme Abuse. The expansion rounds out the AirRenew product family with solutions that boast high-performance attributes, such as fire-, abuse- and impact-resistance as well as moisture and mold protection.

"AirRenew plays an important role in the overall health of interior environments by proactively scavenging volatile organic compounds (VOCs), particularly formaldehyde, in a built environment," said John Donaldson, president of CertainTeed Gypsum. "By expanding the AirRenew product line, we are ensuring that building and design professionals can leverage this innovative technology to meet stringent performance requirements, especially in healthcare and educational projects."

# PRODUCT NEWS

AirRenew Extreme Impact and AirRenew Extreme Abuse are the first abuse-resistant gypsum boards that actively improve indoor air quality. They handle the same as regular gypsum boards and do not require special tools to install or finish. Additionally, abuse-resistant gypsum boards are cost-effective alternatives to concrete masonry units, often specified for high-traffic applications. AirRenew Extreme Impact contains a specially designed fiberglass reinforcement that provides superior resistance to hard impacts and penetrations. AirRenew Extreme Abuse is designed for areas prone to surface abrasion and indentation, such as hallways and classrooms. Both products feature M2Tech® technology, which consists of 100 percent recycled paper that is treated to protect against mold growth.

Ideal for healthcare, education, and commercial projects with sustainable design in mind, the AirRenew product family can contribute to indoor environmental quality, recycled materials, and innovation in design credits for green projects. AirRenew contains up to 99 percent total recycled content and may provide regional materials depending on project location. In addition, the use of abuse- and impact-resistant gypsum boards contributes to the overall durability and longevity of interior spaces in homes and buildings.

AirRenew products achieve GREENGUARD® Children & Schools (SM) certification while AirRenew Extreme Abuse and AirRenew Extreme Impact also meet the abuse resistant requirements of ASTM C 1629. They are available in 5/8-inch (15.9 mm) thick boards in standard lengths.

Offering a broad range of gypsum and finishing products for interior and exterior needs, CertainTeed Gypsum has served the North American building industry for more than 80 years and is a subsidiary of Saint-Gobain, the world's leading producer of gypsum products. This, in combination with the full range of affiliated CertainTeed Corporation building products, provides architects, contractors, builders and dealers one partner to provide service and support for commercial and residential building projects.

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

## ClarkDietrich™ Building Systems Launches New Interactive Tools for Building and Design Community

**ClarkDietrich Introduces New Support Tools Highlighted by Newly-Designed Website with Mobile Accessibility for Product Selection and Submittal**

ClarkDietrich™ Building Systems is proud to announce the launch of its newly-designed website at [www.clarkdietrich.com](http://www.clarkdietrich.com). The website, which includes the industry's largest selection of steel framing products, features increased functionality, easy navigation and streamlined access to SubmittalPro®, the leading submittal generator and product data resource.

The site also includes an extensive range of support tools such as multiple interactive BIM systems, eight AIA-approved continuing education courses, CAD framing details and access to LEED® request forms. In addition, the newly added Support Document



Library provides users with tools to easily specify and submit ClarkDietrich products. This extensive library contains product certification letters, material safety data sheets, evaluation service reports and

other documentation requested during the submittal process.

As part of the site, ClarkDietrich also launched iProSTUD.com, a mobile version of the website that allows users to quickly view ProSTUD data, calculate ProSTUD limiting heights and email final submittal documents directly from a smartphone.

"The new website was designed to be a true user-friendly resource for those involved in cold-formed steel framing design and product selection. From architects and specifiers, to distributors, general contractors and installers in the field, the site has something for everyone in the industry," said Terry Westerman, vice president of marketing, ClarkDietrich Building Systems.

The site also provides up-to-date information from ClarkDietrich Engineering Services (CDES). CDES offers BIM coordination and engineering design services for cold-formed steel framing to architects, general contractors and subcontractors. BIM coordination includes assisting with clash avoidance, collaborating with other trades, creating 3D visuals, providing detailed documentation/shop drawings that include wall elevations, sections and plan views, and other customized BIM services.

### About ClarkDietrich™ Building Systems

ClarkDietrich™ Building Systems is the leading manufacturer of a full line of drywall studs and accessories, structural studs and joists, metal lath and accessories, shaft wall studs and track, interior finishing products, and connectors and accessories for commercial and residential construction. Quality manufacturing, a full-line offering, national distribution, engineering services and responsive customer service position ClarkDietrich Building Systems as the largest and fastest growing manufacturer of cold-formed steel framing in North America. ClarkDietrich Building Systems is a 75/25 joint venture with Marubeni-Itochu Steel America Inc. (MISA) and Worthington Industries, Inc.

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

# PRODUCT NEWS

## Structus Hydrotrim Faster, Simpler Alternative on Drywall Corners



Structus's HYDROTRIM water-activated corners and AUTOSLAM Automated Drywall Corners are ushering in a new technological era in the drywall industry. Combined with NO-COAT, these innovative corner trim products are rapidly gaining ground against traditional corners such as metal, vinyl, and paper faced metal bead.

As the latest Structus product release, HYDROTRIM offers a faster, simpler alternative to metal and plastic corner bead for both hangers and finishers. HYDROTRIM goes on in seconds, and is ready to finish in minutes. Simply spray with water, and roll it on.

For more information regarding Structus drywall corner solutions, visit [www.hydrotrimcorner.com](http://www.hydrotrimcorner.com)

## Chicago Metallic Introduces New Family of Products with 65 Percent Recycled Content

*Maximize LEED Efforts with HRCmax®  
Ceiling Grid Systems*

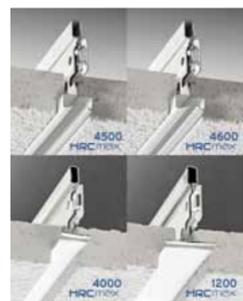
A new family of products by Chicago Metallic Corporation is LEEDing the way in recycled content. The new High Recycled Content Ceiling Grid Systems, HRCmax®, feature 65 percent recycled steel in their

suspension grid components.

According to the Environmental Protection Agency, building related construction and demolition account for 26 percent of all non-industrial waste generated in the United States. This is why the use of environmentally responsible building materials is a critical component of the U.S. Green Building Council's LEED certification process. To that end, Chicago Metallic has been working to engineer products that will minimize the impact buildings may have on the environment and the new HRCmax® grid systems - the Premium Ultraline, the Professional Temptra 4000, and the Standard 1200 System - each currently have a LEED RC value of 58.

"In addition to providing the highest recycled steel content in the industry and being 100 percent recyclable, HRCmax® systems feature double web construction for increased strength and durability," said Brian Valdez, product manager. "We are committed to providing industry-leading products and are excited to introduce the HRCmax® family grid line."

**Premium Ultraline – Bolt Slot Grid**  
With a 9/16-inch wide profile, Ultraline™ grid systems provide a choice of reveals



– 1/4 and 1/8-inch – and crisp intersections to accent any ceiling. This discreet system offers aesthetic qualities and unmatched performance and is ideal for upscale

offices, retail locations, galleries and hospitality.

**Professional Temptra – 9/16-inch  
Face Profile**

Temptra grid has an understated 9/16-inch wide profile, but that should not stop you from using it to make a strong overall visual statement. Temptra accepts square or reveal edge lay-in panels, and is ideal for hospitals, retail locations, airports, transit stations, galleries and offices.

**Standard 1200 System – 15/16-inch**

### Face Profile

When code dictates seismic requirement, Chicago Metallic has excellent design choices. Suspension systems meet all industry standards for codes compliance and compatibility with acoustical tile, light fixtures and air diffusers. Popular applications include healthcare, hospitality, retail locations, airports, transit stations, galleries and offices.

For more information call 800-323-7164.

## Milwaukee M12™ Cordless High Performance Jig Saw Kit

Milwaukee Electric Tool introduces the next generation in cordless cutting with the



M12™ Cordless High Performance Jig Saw. With its innovative Hybrid Grip™ design, the M12™ Jig Saw is the most compact, lightest weight professional cordless jig saw on the market. The saw's cutting power and control delivers an incredible portable cutting solution for a wide range of trade applications. Powered by the M12™ RED LITHIUM™ battery



system, the tool is ideal for trim carpenters, remodelers, cabinet/counter top installers, plumbers, electricians, and HVAC professionals for making quick cuts in wood, metal, wall tile, or plastics without the hassle of pulling out a cord.

The Hybrid Grip™ handle design combines the best features from both top handle and

# PRODUCT NEWS

*continued from preceding page*

barrel grip jig saws to provide superior cut control. The low center of gravity grip is ideal for precision during curved cutting applications. A ¾" stroke length and 0-2,800 SPM variable speed trigger deliver fast and accurate cuts in multiple materials. The Quik-Lok™ T-Shank blade clamp and tool free 450 bevel capability allow for quick and easy tool adjustments. An LED light highlights the cutting surface for improved visibility. The M12™ Jig Saw is designed to minimize vibration by using a fully counterbalanced mechanism and positioning the limited tool weight directly over the cutting area. Backed by Milwaukee's 5-year warranty the 2445-21 comes equipped with (1) M12™ RED LITHIUM™ compact battery, 30-minute charger, (1) 10 TPI wood cutting blade, anti-splintering insert, non-marring shoe, and contractor bag.

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

## Introducing The Hyde® Pour & Roll

*Paint directly from the can with a 4" roller!*

If there's a better way, it's probably the HYDE® way. Take painting, for example, where painting more easily is often a matter of having the right tool handy. In this case, it's the new HYDE® Pour & Roll, a two-piece set that allows you to pour paint safely with no spills or simply paint right from the can with a roller.



The set includes a paint-pouring spout that snaps into the inner edge of your paint can eliminating the mess caused by pouring paint. It also functions as a brush rest

## The Steel Network's New MidWall™

MidWall™ is The Steel Network's latest in a long line of enhancements to the metal framing industry, providing a tested alternative in partial wall assemblies.

MidWall is designed to support out-of-plane loading in cantilevered partial wall systems that are unsupported at the top track. The out-of-plane loads are transferred to the floor system through a ½" thick plate nested in the flanges of the member with two 3/8" diameter fasteners used for the connection. Available in two lengths, 24" and 48", MidWall may be used in place of standard framing members, or in conjunction with them to frame the wall.

- Replaces labor/coordination of placing embedded angle into floor system
- Only certified steel is used
- 3.625" and 6" Meets IBC criteria Section 1607.7.1

- Provides guide holes for attachment of MidWall to the stud (more efficient attachments compared with tube steel)
- Reduces the number of anchors used (2 in MidWall vs. 4 in other methods)
- Creates flexibility as two sizes of MidWall are available (24" and 48") to enable adjustable wall heights

- Current code requirements for handrails and partial walls
- Test data for 2.5" depth MidWall is available. Go to [www.steelnetwork.com](http://www.steelnetwork.com) for more information.



MidWall 24" is generally used in interior half walls of less than 48" in height. Attach MidWall 24" to a 54mil stud with #12 screws through all pre-drilled guide holes. Other studs in the walls are typical infill studs. Maximum spacing between MidWall connectors is 36" o.c. (see table below). Contact TSN Technical Services at (888) 474-4876 for design recommendations.



MidWall 48" is used in interior half walls equal to 48" in height. Use one MidWall 48" as a substitute for a stud at the specified spacing. Maximum spacing between MidWall connectors is 36" o.c. (see table below). Contact TSN for technical support regarding use in exterior or 6" wide walls.

while you paint. The lip is equally safe to use with paint, stain and solvents.

Packaged with the pour spout is a roller grid for use with a 4" roller. The grid attaches to the pour spout in either of two positions – one for use with full paint cans and a second for use with partially empty cans. The grid removes excess paint from the roller and prepares it for smooth, clean rolling. It also acts as a brush

wipe when dipping paint directly from the can. There are two versions of this product, one for metal cans and one for plastic cans.

For more information, go to [hydertools.com](http://hydertools.com) and search item #45160 for the metal can version or item #45161 for the plastic can version, contact your Hyde Tools sales representative, email [custrelations@hydertools.com](mailto:custrelations@hydertools.com) or call (800) 872-4933.

# PRODUCT NEWS

## Insulfoam® Introduces Durable, Energy-Efficient Composite Insulation

### New InsulFoam® HD Composite roof insulation system combines lightweight EPS with high-density polyisocyanurate for use in adverse weather

Insulfoam – a leading manufacturer of expanded polystyrene (EPS) building materials – has developed a composite insulation panel for new or retrofit roof systems requiring resistance to misuse, abuse and severe weather. The new InsulFoam® HD Composite panel is a closed-cell, extremely lightweight and resilient EPS foam factory bonded



to high-density polyisocyanurate cover board. The factory laminated composite insulation provides significant field labor savings, a cover board offering high compressive strength (100 psi), and high thermal efficiency that is not available with traditional foam insulation.

Substantially less expensive than similar Iso composite products, the lightweight InsulFoam HD Composite insulation system makes an entire fully adhered single-ply roof system more resistant to abuse. Widely compatible with a range of roofing membranes – including EPDM (M-class rubber), TPO (thermoplastic polyolefin), PVC (polyvinyl chloride), CSPE (chlorosulfonated polyethylene), and low-sloped, built-up and modified bitumen membrane systems – it is also a suitable insulation underlayment for metal roofing.

approvals, and is available in standard 4' x 8' panels, with thicknesses ranging from 1.5" to 7". Insulfoam also produces custom lengths and widths with little or no impact on lead time.

"InsulFoam HD Composite insulation brings together the best features of two leading roof insulation materials for an extremely competitive price," said John Cambruzzi, Director of Marketing and National Accounts for Insulfoam. "The R-values of the EPS remain stable over time for exceptional long-term insulation, and the polyiso caps that off with additional insulation and a protective layer. The product is substantially more lightweight than gypsum and OSB for faster install, while standing up to abuse. It provides long-lasting,

### 33 Percent Greater Endurance: New Metabo Battery Pack With 4.0 Ampere Hours

With the new "Ultra-M-Technology" generation battery pack, Metabo is the only manufacturer in the world introducing a battery pack with 4.0 ampere hours to the market.

Same battery pack size and same weight, however with 33 percent more battery capacity: The new Ultra-M-Technology with 4.0 Ah by Metabo sets

new standards on the market. As from January, the manufacturer from Nürtingen will be the world's first supplier with 4,0 Ah battery packs for professional power tools in their cordless programme. With 14.4 or 18 Volt they are hundred percent compatible to the latest Metabo 'slide in' battery powered range. When it comes to drilling, screwdriving, sawing or sanding: Thanks to the greater

energy-efficient roof insulation in a range of harsh climates."

Insulfoam manufactures a diverse line of EPS insulation for virtually all roofing applications, including R-Tech® Fan Fold bundles, InsulFoam® SP with laminated facers, Tapered InsulFoam® blocks, and InsulFoam® FL flute-fill panels for use over existing metal roofs. The products are lightweight, easy-to-install, and resist moisture, while offering exceptional long-term insulating capability. Insulfoam's EPS is 100% recyclable, made of a portion of recycled content, and contains no HCFCs (hydrochlorofluorocarbons) or formaldehyde.

Contact at [www.insulfoam.com](http://www.insulfoam.com) or (800) 248-5995.

capacity craftsmen can work 33 percent longer than before with one battery pack charge. The remaining run time is clearly visible on the capacity display on the battery pack.



In order to make use of the additionally stored energy in the most efficient and safe way, Metabo has further optimised its battery pack technology "The perfect interaction

# PRODUCT NEWS

of intelligent battery management, patented AIR COOLED charge technology, single cell monitoring and processor-controlled charging and discharging management are the heart of our Ultra-M-Technology", says Martin

Work for 33 percent longer than before with the new 4.0 Ah Metabo battery packs - independent from any power outlet Photo: Metabo



Egenrieder, Manager of the Competence-Centre Cordless at Metabo. "This is why we are the only manufacturer granting a 3 Year Warranty on all Li-Power battery packs, without limitation of the charge cycles. This also applies to our new 4.0 Ah generation."

"The Ultra-M-Technology with 4.0 ampere hours is a further important step to expand into new fields of applications for cordless power tools", explains Horst W. Garbrecht, Metabo's CEO. "The extension of the working time per battery charge by one third is our answer to one of the main requirements of professional users of cordless tools. Our stated aim is to introduce a cordless variant of any power tool to the market, wherever it is deemed sensible. The new battery pack technology brings this aim within reach - and already today we are working at the next level."

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

## New and Nimble Titebond Website Makes it Easy to Find the Right Product for the Job

Titebond-manufacturer Franklin International introduced the new site to enable woodworkers, construction pros and DIYers to quickly search more than 100 woodworking glues, construction adhesives, caulks, sealants, and flooring products – and access application tips and other useful information.

Franklin International has made it easy to access information on its Titebond brand of adhesives, caulks and sealants as it is to use them: The company has fully redesigned the Titebond.com website with an eye to smooth navigability, enabling visitors to instantly search more than 100 Titebond products as well as how-to and other useful information.

The site offers visitors several ways to find the right product for the job. They can search by product category, brand name, specification and VOC-compliance. They also can access a single index of all Titebond products, grouped by categories. A click on the product name opens that product's page. From any page on the website, visitors also can connect to Materials Safety Data Sheets (MSDS) or an index of product literature.

Once woodworkers, construction pros or DIYers identify the right product, they can quickly find out where to purchase it. They simply click on the "Where to Buy" tool to locate retailers, distributors and online catalogs that offer Titebond products.

Franklin International is deeply committed to supporting customers on the job and has included a plethora of helpful information on the website. Visitors can scroll through a glossary of key terms and definitions, application tips, FAQs and a handy specifications guide. They can view a number of "how to" multimedia videos, housed on the Titebond channel on YouTube. The site also includes a community feed to capture the latest tweets and on-line news stories related to construction and woodworking industries.

As a pioneer in environmentally friendly products, Franklin also includes a large section on green building on the site, replete with an interactive green house. As the visitor's mouse passes over the house, rooms light up; a click on that room brings up a list of green products for use in that area.

"Franklin has focused on developing a broad line of Titebond products to give our customers the ideal adhesive solution for any specific woodworking, construction or remodeling application," notes Craig Stone, director of marketing. "Now, we have launched the new Titebond.com to help them easily identify the right Titebond product for the job – and apply it appropriately to achieve optimum performance. The new site is as focused on providing useful information as it is on connecting our customers with our products."

Franklin plans to continually add informational resources for woodworkers, construction professionals, flooring contractors and DIYers and is developing a mobile-friendly website for smart phones.

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

## OSHA Releases New Construction Safety Videos

**OSHA released new safety videos to offer both employers and workers brief, easy-to-understand education about construction safety. The animated videos are based on real-life incidents and include depictions of hazards and the safety measures that would have prevented injuries and fatalities.**

By Laura Walter/EHS Today

"Falls cause one of every three construction worker deaths. These falls happen in a split second while workers are on roofs, scaffolds, ladders, bridges and other work surfaces. But these deaths can be prevented." So begins one of OSHA's 12 new videos targeting construction hazards.

OSHA released the videos to offer both employers and workers brief, easy-to-understand education about construction safety. The animated videos are based on real-life incidents and include depictions of hazards and the safety measures that would have prevented injuries and fatalities.

For example, the Falls in Construction/Reroofing video portrays a woman working on a roof without fall protection. As

she reached for another shingle, she lost her balance, fell 20 feet to the driveway below and died instantly from her injuries. The video explains how a personal fall arrest system would have prevented the fall and

saved her life.

The videos, which each last between 2 and 4 minutes, cover falls in construction; workers who are struck by vehicles and heavy equipment; sprain and strain injuries; trenching and excavation hazards; and carbon monoxide poisoning. They can be viewed online at <http://www.osha.gov/dts/vtools/construction.html>.

"I urge anyone who works in the construction industry or operates a construction business to watch the videos. Share them with your coworkers and friends in the construction industry; organize screenings for your workers; and post them to your Web pages," said Assistant Secretary of Labor for Occupational Health and Safety Dr. David Michaels.

The videos are available online in both English and Spanish versions. Users may choose to watch the videos online, download them for future screenings or view them on the U.S. Department of Labor's YouTube channel. Transcripts of each video in either English or Spanish also are available.

"Every step we take to educate workers about their rights and the safety measures employers must take to protect workers in construction helps us avoid preventable injuries and the tragic loss of life," Michaels added.

## OSHA Publishes Injury and Illness Prevention Programs White Paper

OSHA has published a new Injury and Illness Prevention Programs White Paper on the agency's Web site. An injury and illness prevention program is a proactive process to help employers find and fix workplace hazards before workers are hurt. These programs are effective at reducing injuries, illnesses, and fatalities. Many workplaces have already adopted such approaches, for example as part of OSHA's cooperative programs. Not only do these employers experience dramatic decreases in workplace injuries, but they often report a transformed workplace culture that can lead to higher productivity and quality, reduced turnover, reduced costs, and greater employee satisfaction.

Thirty-four states and many nations around the world already require or encourage employers to implement such programs. The key elements common to all of these programs are management leadership, worker participation, hazard identification and assessment, hazard prevention and control, education and training, and program evaluation and improvement.

OSHA believes that adoption of injury and illness prevention programs based on simple, sound, proven principles will help millions of U.S. businesses improve their compliance with existing laws and regulations, decrease the incidence of workplace injuries and illnesses, reduce costs (including significant reductions in workers' compensation premiums) and enhance their overall business operations. Read more on OSHA's Injury and Illness Prevention Programs Web page.

OSHA has also initiated a Small Business Regulatory Enforcement Fairness Act (SBREFA) Panel Process on a draft Injury and Illness Prevention Program rule on January 6, 2012. The SBREFA Panel process

is an opportunity, prior to publishing a proposed rule, for affected small entities (including small businesses, small local governments and small not-for-profit entities) to provide input on the impacts of a draft proposed rule--as well as alternatives that OSHA is considering--on small business and to suggest ways such impacts might be decreased, consistent with agency statutory goals. OSHA convened a SBREFA Panel, which consists of members from OSHA, the Small Business Administration's Office of Advocacy, and the Office of Management and Budget's Office of Information and Regulatory Affairs (5 U.S.C. 609 (b)(3)). Visit the OSHA Web site for more information on the SBREFA process.

## New OSHA Online Outreach Training Program Providers

OSHA announced its selection of 10 OSHA authorized training providers to deliver 25 online courses as part of its Outreach Training Program. The OSHA Outreach Training Program teaches workers how to identify, prevent, and eliminate workplace hazards. The program also informs workers of their rights, employer responsibilities, and how to file a complaint.

The online courses are voluntary and are not required by OSHA, but they provide training that can help protect workers' safety and health and help employers reduce the high costs of worker injuries and illnesses. Workers must also receive additional training on hazards specific to their job.

The organizations selected by OSHA to offer the online courses will provide a variety of 10- and 30-hour classes designed for Construction, General Industry, and Maritime. Since OSHA began authorizing training providers to offer Web-based distance learning in 2001, the online Outreach Training Program has grown significantly. More than 135,000 workers were trained online in 2011? a five-fold increase from the number of online students trained in 2007. Access to courses and other information about the program are available at <http://s.dol.gov/L6>.

The selections are the culmination of a national competition announced last March. The newly selected OSHA-authorized Outreach Training Program online training providers are:

**Construction 10-Hour:** AdvanceOnline Solutions, CareerSafe, ClickSafety, Compliance Solutions, PureSafety, Safety Unlimited, Texas Engineering Extension Service

**Construction 10-Hour Spanish:** ClickSafety and PureSafety

**Construction 30-Hour:** AdvanceOnline Solutions, ClickSafety, PureSafety, Texas Engineering Extension Service, Turner Knowledge Network

**General Industry 10-Hour:** AdvanceOnline Solutions, CareerSafe, ClickSafety, North Carolina State University, PureSafety, Safety Unlimited, Texas Engineering Extension Service

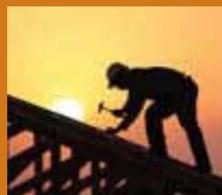
**General Industry 30-Hour:** AdvanceOnline Solutions, ClickSafety, PureSafety

**Maritime 10-Hour:** Moxie Media

OSHA provides no funding to authorized Outreach Training Program training providers. •

## 4,547 Workers Died On The Job In 2010

Latest Bureau of Labor Statistics Census of Fatal Occupational Injuries



## The high costs of falls in construction for employers

A new OSHA PowerPoint presentation shows the heavy financial cost resulting from falls in construction. OSHA analyzed workers' compensation data for injuries resulting from falls from elevations suffered by roofers and carpenters. The data, which covers 2005-2007, comes from 38 states, which comprises approximately 1/3 of total workers' compensation benefits.

OSHA's analysis of fall injuries for roofers and carpenters found that: falls from elevations by roofers cost an average of approximately \$106,000 each; falls from elevations by carpenters cost an average of over \$97,000 each. To find out more information, view the PowerPoint presentation of Workers' Compensation Costs of Falls in Construction\* posted on OSHA's Residential Fall Protection Web page.



Workers' Compensation Costs of Falls in Construction

AN OSHA POWERPOINT SLIDE PRESENTATION

AWCI's  
**CONVENTION** + **INTEX** EXPO 2012  
Interior Exterior | Commercial Construction



**April 15-19, 2012**  
**Charlotte, N. Carolina**

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