

Greater Florida Constructor

A Publication of the Associated General Contractors of Greater Florida

Q1 Q2 Q3 Q4 | 2007

The Associated Schools of Construction 2007 Student Competition Winners

Can Congress cure decades
of bad immigration policies?

Stellar's Release of a New ModUtility
MCP Product Catalog.

How to be the Best Boss... Ever

AGC Council President and AGC of Greater Florida Chairman of the Board David V. Hayes, of Wharton-Smith, Inc. Construction Group, flew to Tallahassee for the day recently to meet with State Senator Ron Gaetz on a variety of issues affecting the commercial construction industry. He was joined by Bill Spann and his AGCGF Governmental Affairs Team. *AGCGF...always working to grow our members' businesses.*

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President's Message

Since my last column, much has happened at your AGC of Greater Florida chapter.

For three days in late October and early November, we – along with our sister chapter Florida East Coast -- were privileged to host the Associated Schools of Construction (ASC) Region 2 annual competition. The best and brightest construction college students from almost every major construction program in the southeast United States gathered in Jacksonville to participate in Design-Build, Commercial and Heavy-Civil competitions. The entire competition was presented by Kiewit, who also sponsored the Heavy-Civil portion of the competition, and I would like to personally thank them for stepping up to the plate with generosity and a great deal of hard work!

Supporting sponsors Stellar Commercial Design oversaw and conducted the Design-Build competition and Brasfield & Gorrie General Contractors, headed up the Commercial portion of the competition. We are equally indebted to both Stellar and Brasfield-Gorrie for their leadership, and significant commitment of time, energy, and resources.

Schools represented included: Auburn, Clemson, Georgia Tech, Georgia Southern, Southern Polytechnic State, University of Florida, UNC-Charlotte, University of North Florida, and Western Carolina University.

Nearly 250 students, faculty and AGC staff worked to make this event a success and I ask that you join me in congratulating the winners – Design/Build: University of Florida; Heavy/Civil: Clemson University; and Commercial: Auburn University. These three schools will now compete at the national level next March in Las Vegas during the AGC of America Annual Convention.

October was also the mid-year meeting for the AGC of America Board of Directors. The meeting was held in Colorado Springs and was very well attended. The biggest news was the Board's unanimous vote to reject the 2007 proposed revision of the American Institute of Architects (AIA) A201 General Conditions of the Contract for Construction Document.

In this unanimous vote, AGC sent a strong message to AIA and the industry that A201 as it is being revised is not consistent

with the construction industry's movement towards increased collaboration among builders, owners, architects, specialty contractors and suppliers.

At the same time, AGCA released ConsensusDOCS. AGC is proud to be a founding sponsor along with a diverse group of 19 other leading associations representing owners, contractors, subcontractors, sureties, and designers. ConsensusDOCS represents the first time that broad industry representation had an equal voice in creating standard construction contracts. The comprehensive contracts catalog features more than 70 standard construction contracts and forms. Go to www.agc.org/contracts for more information on what CEO Steve Sandherr calls "one of the most significant industry development in the last 20 years."

We also hosted two very successful Fall Golf Classics, one in Orlando on Oct. 1 and one in Jacksonville on Oct. 15. More than 220 golfers enjoyed great weather (after a rain delay in Jax thanks to eight inches of rain on the original date!), good food and fantastic company and professional networking opportunities.

Lastly in the two most recent chapter Board of Directors meetings, the Board voted three significant changes to our organization. First, we created a mechanism by which the local advisory committees in Tampa, Orlando, and Jacksonville can raise funds and retain them for local political contributions. Second, the length of office for Board Officers was increased to two years to provide increased leadership continuity. Thirdly, the titles of the President and Senior Vice President were changed to Chairman and Vice Chairman, respectively, and the Executive Director position was renamed President and Chief Executive Officer to come more in line with a corporate business structure. If you have any questions about any of these changes, please contact Bill Spann or me anytime. 🍷

Sincerely,

David V. Hayes
President, AGCGF/AGC of Florida, Inc
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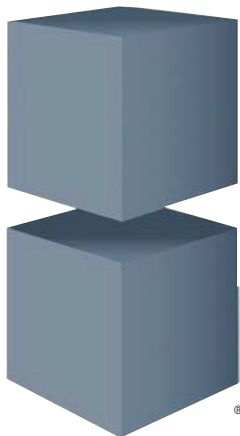


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Executive Vice President's Message

The past four months have been a very exciting and gratifying time for your chapter staff.

As David told you in his column, we had an extremely busy late summer and early fall. It went by very quickly for the staff, but the most amazing part of it for me was witnessing the incredible level of support, dedication, and enthusiasm our members have for AGC of Greater Florida.

The turnout at our classes, events, and functions across the state is setting and breaking new records so fast we lose track. We have increased our value proposition to the point that members *now call us* asking to sponsor events; golf tournaments sell out and we have waiting lists; classes are full and we have to schedule more sessions. New members continue to join and current members continue to renew and allow us to serve them for another year.

Why? *Because it helps them grow their business!*

Since we have had such great support, I wanted to recognize the firms who have sponsored any of the three following events: the Jacksonville Fall Golf Classic, the Orlando Fall Golf Classic, and the Associated Schools of Construction (ASC) competition. The firms listed in **bold** sponsored more than one event.

This list includes **Wharton-Smith, Inc. Construction Group, Barton-Malow Company Design-Construction Services, Kiewit Southern Company, Brasfield & Gorrie, Stellar Commercial Design, Turner Construction Company, Enterprise Fleet Services, Clancy & Theys, Elkins Constructors, STT Construction Group, W.G. Pitts Company, WPC Industrial Contractors, Ltd., Martonick Publications, Zurich North America, NGI, Able Body Labor, Acousti Engineering, America's Insurance Solution, Ardaman & Associates, Auld & White Constructors, Autobuilders General Contracting Services, Batson-Cook Company, BE&K Building Group, The Beck Group, The Blue Book, Bonds Only, Bonn-J Contracting, CLP-Skilled Services, CPS Security Solutions, Cecil W. Powell, Cemex, Centennial Contractors Enterprises, The Compass Group, The Construction Law Firm, Crane Inspection & Certification Bureau, Crane Rental Corp., Danis Construction, Dav-Lin Construction, Ed Waters & Sons, Ellis & Associates, FDN Communications, Foley & Lardner, GFA International, GT Leas-**

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The support from you, our valued members, has been a very humbling and exciting part of this job. It has also afforded you an excellent opportunity to get your company's name in front of people who want to do business with AGC members! 🍷

Thank you!

Until next time,

Bill Spann
Executive Vice President, AGCGF



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Enterprise Rent-A-Truck Opens First Branch Office in Jacksonville, Florida

By Michael S. Lawson, group truck manager, Enterprise Commercial Truck Division

September 27, 2007, Jacksonville, FL –

Enterprise Rent-A-Truck, which specializes in providing commercial truck rental services to businesses nationwide, announced that it has opened its first branch office in Jacksonville, Fla. at 5731 Commonwealth Ave. The branch is conveniently located to serve businesses in the Jacksonville metropolitan area. Enterprise Rent-A-Truck is a division of Enterprise Rent-A-Car®, the largest rental car company in North America.

Enterprise Rent-A-Truck has 120 locations across the nation, including 14 locations in Florida with the new Jacksonville branch. Enterprise's commercially equipped trucks, available for daily, weekly or monthly rentals, include a wide selection of late model and well-maintained conventional or cab-over vehicles from 14 foot to 26 foot., as well as cargo vans and tow-capable pick-up trucks.

Depending on a customer's needs, Enterprise can deliver trucks to the customer's place of business, pick up drivers and bring them to an Enterprise location, or have trucks available for pick up at an Enterprise branch location, all at no additional charge.

"We are looking forward to serving the supplemental and replacement truck rental needs of the Jacksonville business community with customized solutions to meet each customer's unique situation," said Mike Lawson, Group Truck Manager at Enterprise Rent-A-Truck.

Lawson added that it is this focus on developing and implementing customized solutions for every commercial customer that distinguishes Enterprise Rent-A-Truck. In fact, Enterprise Rent-A-Truck's customer service performance is well documented through the Enterprise Service Quality index – known as ESQi – one of the most comprehensive and effective programs of its kind. ESQi identifies customer concerns and motivates employees by directly tying compensation and advancement to customer satisfaction results. Each branch office earns an ESQi ranking based on the percentage of customers who say they were not merely satisfied, but "completely satisfied," with their last Enterprise experience.

"We work very hard to ensure customers are 'completely satisfied' with every truck rental experience and this is why our division's scores are so high," explained Lawson. "Customer satisfaction is a way of life at Enterprise, so we are very pleased about this opportunity to deliver the kind of commercial truck service to customers in and around Jacksonville."



Enterprise Rent-A-Truck, a division of Enterprise Rent-A-Car, specializes in providing commercial truck rental services to businesses for daily, weekly or monthly rentals. With 120 locations (75 major markets) across the nation, it provides a range of commercially equipped trucks that include conventional or cab-over vehicles from 14 foot to 26 foot., as well as cargo vans and tow-capable pick-up trucks. For more information about Enterprise Rent-A-Truck, visit the company's Web site at www.enterprisetrucks.com or call toll free **1-800-RENT-A-TRUCK**.



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Hometown Democracy

How can something that sounds so good be so bad?

By Warren Husband, AGCGF Governmental Affairs

Motherhood, Apple pie, or “hometown democracy” . . . which one has the greatest potential to wreck Florida’s economy? I hope you picked hometown democracy, even if based on nothing more than the title of this article. Hometown democracy poses the greatest threat to Florida’s economy and to Florida’s construction industry that this state has ever faced. Read on to learn more . . .

What is Hometown Democracy?

The label “hometown democracy” refers both to a political organization and to a radical, anti-growth amendment to the Florida Constitution that this organization is trying to put before Florida voters at the November 2008 general election.

If adopted by Florida voters, the proposed amendment would require every change in a local comprehensive growth management plan -- no matter how small or insignificant -- to be subject to a local voter referendum. As you know, each local government has such a comprehensive plan in place to guide growth in the area and to govern zoning and concurrency requirements for new development. As circumstances inevitably change, of course, the plan must be amended to accommodate the community’s needs.

Under the proposed constitutional amendment, a landowner who needs a change in the local comprehensive plan in order to build would have to navigate the already lengthy and expensive plan amendment process before the local planning commission, the city or county commission, and perhaps the Florida Department of Community Affairs. If successful in securing

approval of the plan amendment after this rigorous process, typically after much public input, negotiation, and compromise, the landowner would then have to submit the plan amendment to local voters for their “up-or-down” vote at the next available election.

What Will It Mean?

To keep pace with the large number of people who want to live in Florida and do business here, many jurisdictions adopt hundreds of comprehensive plan amendments every year. In 2005, local governments adopted a total of more than 8,000 plan amendments.

Does anyone really believe that the average voter, who is juggling the constant demands of work, family, home, etc., has the time to study and analyze hundreds of comprehensive plan amendments every year? Isn’t this why our local governments employ professionals trained in urban planning and growth management? Don’t we have local planning commissions in place to study these complex land use issues and make recommendations to our local elected officials? Don’t we elect city and county commissioners for the very purpose of making decisions like these that contribute to the larger goal of promoting vibrant and sustainable communities?

Where will voters end up getting information on plan amendments – from yard signs, billboards, and 30-second sound bites on radio and television? How long will the ballot have to be and how long will it take the voter on Election Day to work through several hundred plan amendments? Won’t many voters just skip voting on the plan amendments or perhaps be discouraged from voting altogether?

On a more fundamental level, why should a voter who lives on one side of town be able to dictate what can be built on a piece of property miles away on the other side of town? Why should the efforts of neighboring property owners who negotiate favorable modifications to a proposed development be thwarted by distant voters who will never be impacted by that development?

Certainly, there are improvements that could be made to our current growth management process. But as Florida's Department of Community Affairs Secretary Thomas Pelham has stated, "Hometown Democracy offers an extreme, impractical solution." This also appears to be the conclusion reached by mainline Florida environmental groups like the Florida Audubon Society and 1000 Friends of Florida, who do not support the Hometown Democracy amendment.

What's Next?

To get its proposed constitutional amendment on the November 2008 election ballot, Hometown Democracy will have to get 611,000 registered Florida voters to sign petitions and get those petitions verified by the local supervisors of elections by February 1, 2008.

At this writing, Hometown Democracy is over halfway there, with some 331,000 verified petitions reported to the state's Division of Elections. Many thousands more are undoubtedly signed and awaiting processing, produced by a California-based petition-gathering firm paid by Hometown Democracy to help get the amendment on the ballot.

Even if Hometown Democracy does not obtain the required number of signed petitions by the Feb. 1 deadline, signatures gathered on these petitions are valid for four years, so hometown democracy can continue to gather signatures and shoot for the 2010 election ballot instead.

How Can You Help?

In response to negative experiences with traffic, congestion, etc., the knee-jerk reaction of many Floridians will probably be to sign the petitions pushed on them by paid signature-gatherers, and later to vote "yes" on the Hometown Democracy amendment.

As a result, voter education and outreach is critical. Educational materials are available from several groups, most notably the Florida Chamber of Commerce (www.thehometownscam.com). At this Web site, you can download flyers for distribution to your employees, business associates, and customers, as well as an information kit for retailers and others whose property may be targeted by paid petition-gatherers. The Chamber is also sponsoring a hotline where you can report sightings of petition-gatherers - (888) 425-1234. Finally, just like AGC, you can use this Web site to join the Chamber's "Hometown Scam Coalition."

Another group engaged in the Hometown Democracy battle is Floridians for Smarter Growth (www.flsmartergrowth.org). This group is doing a lot of "grass-roots" organizing and pulling together groups at the local level to help educate citizens and business leaders. They have also filed a competing constitutional initiative that would provide for local voter referenda on comprehensive plan amendments, but only if the amendment in question was the subject of a petition drive supported by at least 10 percent of local voters.

Finally, there is a group called Save Our Constitution (www.takebackmysignature.com) that is trying to make use of a new state law that allows a voter who has signed a petition to revoke their signature.

Join and support any or all of these groups TODAY!!! If the Hometown Democracy amendment makes it to the ballot, estimates are that a credible statewide media campaign to defeat it at the ballot box would cost upwards of \$65 MILLION!!!

Everyone in construction should be taking this threat seriously and spreading the word everywhere they go about this radical, anti-growth measure.

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“You are the best boss I’ve ever had”

How to get your team to follow you anywhere

By Bill Spann, AGC GF Executive Vice President

Admiration, loyalty, and genuine respect from your employees – it is what every true leader should value the most. Unfortunately, many do not. Many are content to simply use their subordinates as tools to keep their boss happy, thinking it is the most efficient way to further their own careers.

While this philosophy can work in the short term, it does so only to the detriment of that person’s subordinates. These teams are easy to spot, as they have consistently high turnover rates as people leave to find better working environments.

So, how does a leader accomplish his bosses’ and organization’s goals and, at the same time, gain the genuine trust and respect of their subordinates?

The answer is simpler than you think. You just have to place the welfare of those you are privileged to lead above your own. Put simply, take care of your people and they will take care of you. If you do this one thing, you will reap professional and personal benefits beyond your imagination. Remember, there is a difference between a boss and a leader. A boss tells you what to do. A leader instills respect and loyalty, and inspires and motivates you to do your best, under any circumstance.

The respect of your employees is the highest form of praise a leader can receive. If you have it, anything is possible, and success at virtually any task is all but guaranteed. Without it, no amount of professional competence or prowess is enough. We have all worked for “screamers” and people who manage by intimidation. How loyal were you when they left the room? Key to this concept is the understanding that an employee’s respect is NOT given.

It must be earned, particularly and especially by the boss.

We are not referring to the fawning, manipulative, brown-nosing that many leaders mistake as respect. Such fear-based or “I want something from you” respect will evaporate the instant the fear is gone or the goal is achieved.

Employees may respect your position, but they will not respect you until – and this is key – you show them respect first and demonstrate genuine professional competence.

Show your employees you are willing to go a mile for them and they will go ten miles for you. Do that consistently without asking for anything in return, and demonstrate your own willingness to roll up your sleeves and do the job too, and your success rate will increase...exponentially.

Think back to the great mentors and bosses you had coming up. What did they do and why were they so satisfying to work for?

Here’s my list; maybe it will work for you. My mentors:

- *Took an interest in my career, asked where I wanted to be in five years, and helped put me on a track to get there. They sent me to training and helped me target my next job or promotion.*
- *Put me in situations that challenged me but that also had a fairly high probability of success.*
- *Held me accountable for my performance, but left me my dignity when I missed the mark...asking only that I learn from the mistake and not repeat it.*

- *Let me take credit for the team's successes instead of them.*
- *They laid the track and let me drive the train. They set the goals and gave me the freedom to determine how to achieve them.*
- *Focused on accomplishing the mission while creating a positive, predictable, and ethical work environment wherein I could rise to my own level of success unfettered by bias.*
- *They insisted I take reasonable time off to be with friends and family, left me alone when I did, and welcomed me back when I returned. Message: it is OK to have a life too!*

There is more – see the list below – but it really boils down to the principle of “servant leadership.” There are many books written on the subject, but the idea is so simple: If you remember that it is all about your people, and not about you or your career, the end result will benefit you and your career more than you could ever imagine.

Some thoughts on leadership and life

A leader's job is to use their talents to promote the welfare of the people working for them. Leaders take care of their people. They help them get to professional schools, achieve professional qualifications, help ensure they get promoted when it is deserved, and help them get their next job.

A leader must focus on accomplishing the mission while creating a positive, predictable, and ethical work environment wherein everyone can rise to his or her own level of success unfettered by bias.

A leader needs to establish a working environment where people feel safe in making an occasional honest mistake. Without an occasional honest mistake, your people will accomplish nothing except maintaining the status quo. And while it is OK to make a mistake, it is never acceptable to make the same mistake twice!

If you remember that it is all about your people, and not about you or your career, the end result will benefit you and your career more than you could ever imagine.

You can't manage human nature; you must manage in spite of it.

Everyone has strengths and weaknesses. Successful leaders manage to their people's strengths. Put your people in situations where their personalities and talents are likely to succeed, and avoid putting them in situations where their weaknesses may impede their success.

You can't drive the train and lay the track at the same time. Leaders lay the track. Teach your people to drive the train... and then stand back and let them drive.

Seek a balance between your professional, physical, and spiritual lives.

To be happy, a person needs something to do, someone to do it with, and something to look forward to.

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(James Taylor)

Never interpret someone else's success as your failure. Be genuinely happy for others when they do well!

The truest measure of a person's character can be seen in how they treat someone who can do absolutely nothing for them.
(Mark Twain)

You always have five minutes for coffee with anyone.

The most worthy, noble, and rewarding acts are those done selflessly for others.

Every time you look the other way when injustice is perpetrated, you have just helped set a new, lower standard.

Humility isn't thinking less of yourself; it's thinking of yourself less.

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WG Pitts Company expands to offer design-build services

By: Craig TerBlanche

What do you get when you combine an award-winning general contractor with in-house premier architectural services headed by Daniel R. Pickett, AIA? A more efficient, cost-effective company.

WG Pitts, a Jacksonville-based general contractor, has decided to reconstruct its own business model. The company has expanded its services to include full service architectural design and is now a fully integrated design-build construction company.

Many general contractors are beginning to rethink their business models as the competition works to develop more creative ways to deliver better results.

This expansion of services comes amid another expansion as WG Pitts spreads its reach from Florida into Georgia.

“As we extend our footprint into southeast Georgia, it was necessary for us to become a fully integrated company,” WG Pitts President Will Pitts said. “Integrated design-build projects are those performed by firms that have general contracting and design departments in-house. More developers are using design-build services because they provide a single source for their project.”

WG Pitts specializes in designing and developing commercial real estate, residential amenity centers, and recreational facilities.

The company’s first completed design-build project was Hampton Professional Park in Jacksonville, Florida. The office condo-

minium park has a high-end design with an urban feel.

WG Pitts is already underway with several other projects that will take advantage of the new design-build concept, including Tison’s Landing amenity center, Cobblestone Professional Park and Kindlewood amenity center.

The company received the 2007 Horizon Award for the best new construction in the \$2 million to 6 million range in the state of Florida. The company was also the recipient of the 2006 Grand Aurora and 2006 Aurora awards for the recreational facility category.

Dan Pickett’s design portfolio includes Columbus Crew Stadium in Ohio, a 700,000 square foot distribution center for Abercrombie & Fitch and a corporate headquarters for Cardinal Health. Columbus Crew Stadium seats more than 22,000 and is home to the Columbus Crew, a Major League Soccer team. The stadium also plays host to a variety of other sporting and entertainment events.

The Design-Build Institute of America said most companies and projects operate in the design-bid-build, or “hard-bid,” form in which contractors, architects and engineers work independently of each other under different contracts on the same project. That is why WG Pitts is extremely optimistic about the benefits that will result from this new service offering.

A recent study by the Construction Industry Institute indicated that design-build projects cost an average of 6 percent less than hard-bid projects. In addition, design-build projects are completed 12 percent faster than hard-bid projects.

“The fusion of architecture and general construction services under a single company allows customers to see timely, budget-minded results in addition to more accurate cost projections,” Dan Pickett said.

“The design-build method fosters a sense of cooperation among the team,” Pitts said. “We will continue to work together to increase our efficiency and deliver a superior product.”

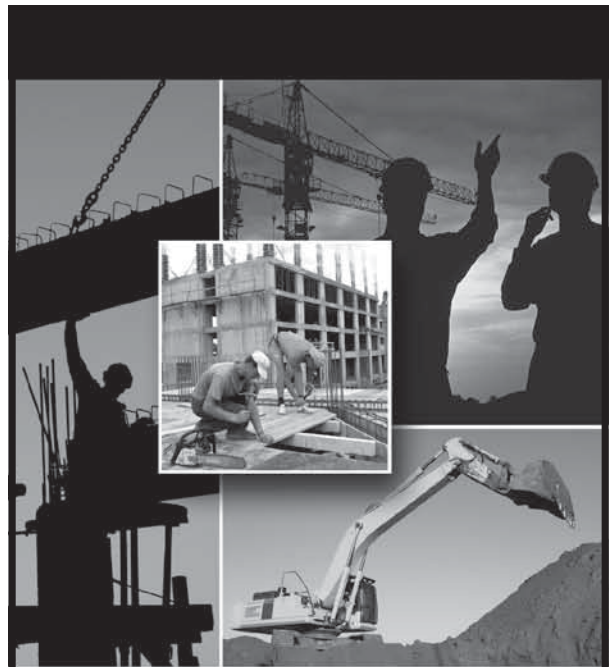


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People Serving Industry

By: Joe Sorrentino, Facilities Engineering/Roof Consulting Group - Business Development Manager

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PSI has a strong reputation as an industry leader, built on more than 100 years of experience of providing business and industry with Information To Build On. Services are offered from a network of 125 offices in the U.S., with 2,500 employees. The state

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Where real property is concerned, conditions below grade are often as important as surface conditions. This is true especially when construction is contemplated. The most cost-effective way to ascertain subsurface conditions is by obtaining geotechnical services.

PSI maintains a large variety of land and marine subsurface exploration equipment along with laboratory and office facilities. We have more than 25 fully-equipped exploration crews with drill rigs mounted on all types of carriers to allow our Florida staff to drill on land, water or even in a typical doorway. The variety of sizes and types of equipment and our crews' broad experience permit flexibility in sampling and drilling techniques and in scheduling. PSI's drill rigs are immediately available and include barge-mounted drill rigs, lightweight pneumatic tire drill rigs, track-mounted drill rigs, as well as other specialized equipment.



PSI's Orlando office maintains complete facilities and equipment for the inspection and testing of soils, foundations, concrete, pavement, masonry, structural elements, metals, roofing materials and specialty areas.

Construction Materials and Laboratory Testing Services

The construction of buildings, roads, warehouses and other types of facilities requires detailed planning, careful design, rigorous execution and precise budgeting. Therefore, it is extremely important that all work and materials be of the highest quality to assure that specifications, schedules and budgets are met. One easy way to achieve this balance is by using the services of PSI – an independent quality control and testing consultant.

The Orlando and Tampa offices maintain complete facilities and equipment for the inspection and testing of soils, foundations, concrete, pavement, masonry, structural elements, metals, roofing materials and specialty areas.

PSI's Florida laboratories and personnel fully comply with the standards of ASTM, AASHTO, AISC, AWS, and FDOT standards. Our labs have been inspected and approved by FDOT, AASHTO, CCRL and the Army Corps of Engineers. To maintain the integrity of our testing results, our laboratory also undergoes annual in-depth audits by the FDOT, CMEC, AASHTO, CCRL, and the Army Corps of Engineers.

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PSI is the largest, single source, full-service roof consulting firm in the United States. We currently provide services to state and local governments, public schools and universities, industrial and commercial clients, professional architectural and engineering firms, general and sub-contractors in the design, specification and construction management of roofing systems and their application. We have designed and/or tested over 1.5 billion square feet of roofing in the United States.

In addition to roof consulting, our Facilities Group provides subcontractor verification of key components to the building envelope. The walls, windows, doors and sealants are critical areas for moisture intrusion. Through the use of proper testing equipment and trained field technicians, PSI assists the construction team in providing protection from the elements. In addition to these basic services, we perform a full range of consulting engineering services, investigation and evaluation of materials failures/deteriorations, and forensic evaluation of all types of materials and structures. PSI provides an array of specialty testing and utilizes cutting edge equipment such as Infrared Cameras, Ferroskan Machines, Wind Uplift Domes, ASTM/AAMA Moisture Intrusion Testing equipment to assist in these services.

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We at Opus South Corporation, as contractors of the 400 Beach Drive project in downtown St. Petersburg, Fla, are always trying to accommodate our clients and their last minute changes. This was the case with our penthouse owners, as they decided that their own backup generator would be required. As a result, when you try to make last minutes changes, they do not always fall into place like you would wish. The tower crane was scheduled to come down before we received delivery of the additional generator for the penthouse. Therefore, the plan was to use a helicopter to make the lift of the generator once it arrived.

Opus contacted Fire Hawk Helicopter Inc. and the wheels started turning. The required permits with the city of St. Petersburg, Fla and with the FAA for restricted airspace had to be issued. There was a great deal of coordinating on everyone's part. Once the permits were received, we scheduled the lift for June 23, 2007 at 6:30 a.m. Opus had to secure a city park and a four-block radius around the site to protect the public bystanders that were expected to watch. The Opus South Safety Team provided onsite personnel, which enabled this lift to be very successful not only in the placement the generator, but also for all involved in overseeing the lift.



COMPASS GROUP, INC.

Quality, integrity and commitment to excellence and safety are the cornerstones at Compass Group.

With the home office in Amelia Island, Compass Group has the ability to provide the Southeast region of the United States with a full spectrum of design and construction services to include Design-Build, Construction Management, Program Management and General Contracting. Compass Group's Program Management is the premium service of which we will lead select clients with the development and creation of their "vision." We have the ability to aid in the initial consultation of potential development projects, provide feasibility studies, coordinate financing, aid in site evaluation and acquisition and act as a client's key consultant through every step of the development process. The program manager then carries its services through the Design Build phase and finally to the point of occupancy.

CGI has also been very successful with clients using the Design-Build approach whereby Compass Group provides the owner the general contractor, the architect/engineer and project manager. The DB methodology can tailor the specific, envisioned project into reality under one contract, thereby usually resulting in a lower project cost for the client and decreased projected completion date.

Compass Group uses contractual methods with each of its services that are beneficial to the client. These include: flexible terms, fixed fees, no markup on materials purchased, invoice accountability and competitive bidding of trades/supplies. The most significant of these is Compass Group's open book accountability that helps develop the absolute trust in the relation that is necessary for success.

"We have a passion to do things right and to do it better than the competition" said Ron Flick, President and CEO of Compass Group. "To succeed, you have to build a relationship with the owner or developer, by building trust and reliability—in being a guardian of the process, the project and their money. We deal with each project and each owner as if our total employment depends on it. We try to take a project from someone's dream or vision, and we stay with it until we delivery a set of keys and the customer is completely satisfied we have fulfilled our obligation to them."

In fact, many of CGI's clients are repeat clients because they know CGI will honor their commitment to quality and excellence and service after the sale.

Compass Group's projects range in geographical area from South Carolina to Tampa and include several hotels such as Holiday Inns, County Inn and Suites, Comfort Suites, Crestwood Suites and privately owned luxury hotels. Some of the finest new buildings in Nassau County have Compass Group's stamp on them. On Amelia Island, CGI projects include Gateway to Amelia (a CGI development and home of CGI). Barbara Jean's Restaurant, Fernandina Cay Condominiums, Ocean View Villas and the Village Shops at Amelia Island Plantation, to name a few. According to Flick, "We approach any business opportunity with open eyes. We try to be diverse because the market requires it."

We are very comfortable in building in the hospitality industry; however, we do a lot of commercial, office/retail and high end residential properties to include renovations. Additionally, CGI always considers the pristine environment of Amelia Island and its surrounding area when developing a product. For instance, Gateway to Amelia is one example of our dedication to responsible building—it has been praised and applauded as a successful model by the Nassau County Commission.

A member of the DBIA, AGC, Amelia Island-Yulee Chamber of Commerce and a host of other organizations within and outside of Nassau County, Compass Group and their employee are active in various civic group and organizations. From coaching children's sports to participation in the Coast Guard Auxiliary, CGI employees are actively engaged in their community.

"We are definitely a player in the construction field," Flick Said

The population is growth rapidly in the Southeast, particularly Nassau County and we would definitely like to expand our depth. There's a demand for it and we are part of the answer in filling that demand.

To learn more about Compass Group, Inc. please call 904-261-0059 or go online to www.compassgrp.com

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Immigration Reform

Can Congress cure decades of bad immigration policies?

By John P. Horan, a partner with Foley & Lardner LLP



If “Blue Collar” comedian Ron White were to comment on the current state of national immigration reform, the Spanish translation might be as follows: “No se puede arreglar estúpido. Estúpido es para siempre.” (“You can’t fix stupid. Stupid is forever”.)

How does a “nation of immigrants” find itself in this situation? Why can’t Congress pass a sensible law that secures our borders and allows a reasonable flow of needed labor? The answer is, you can’t fix stupid. Congress can’t “fix” the imbecilities of decades of immigration policies that have not met our nation’s security and labor needs.

It is estimated that there may be as many as 15 million undocumented persons in this country, many of whom are performing unskilled or lower wage jobs. They did not appear here overnight. Many have been in the United States for years and have been allowed to stay as a result of the government’s “wink and a nod” attitude towards enforcement. Our strong economy needs these “illegal” workers because the nation has been at full employment for a number of years, so the government has looked the other way.

American history tells us that immigrants have always been willing to work at lower paying jobs. In recent decades, changes occurred. The proportion of European immigrants decreased. The U.S. now participates in a global economy where goods and services can be produced almost everywhere. For decades our government has been granting disproportionate numbers of visas to engineers, health care workers, physicists, doctors and technicians, instead of granting visas to immigrants needed for lower wage jobs.

The construction industry operates in the wake of what these policies have wrought. Consistently, the construction industry accounts for approximately 10 percent of the nation’s gross domestic product and is one of the top three employers. Nonetheless, despite continued efforts to promote workforce recruitment, career technical education, higher-education outreach, and professional development training, there still remains a drastic shortage of workers in the industry at every level, both skilled and unskilled.

Immigrants comprised a substantive portion of the workforce that was needed to build our modern nation. Immigration laws and policies allowed for the workers that were needed. That has changed. Current immigration law provides construction companies the ability to bring in workers to perform unskilled tasks in non-agricultural industries through the H-2B visa program. Unfortunately, annually there are less than 75,000 of these visas available and the workers allowed to enter the U.S. via this program may only stay for less than one year. Nonetheless, the program is utilized to its full capacity. For example, the Department of Homeland Security announced on January 4, 2005, that the annual cap for H-2B visas had been exhausted for 2005, meaning that no more applications for those workers would be accepted for the remainder of that calendar year.

However, according to the Pew Hispanic Center, the construction industry has more than 1.4 million unauthorized workers, accounting for about 12 percent of the industry workforce. This is the largest number of unauthorized workers in any major industry category.

These people work in the shadows of our society. In the early part of the twentieth century, these "illegal" immigrants would have been granted entry visas to work under standards that then existed. We know them. They are our parents, our grandparents, and our great-grandparents. Is it worthy of a great nation of immigrants that those who have recently come to work and seek a better life remain in the shadows? Is it not time for them to be brought into the light?

The House has focused on border security, and imposing criminal penalties on illegal immigrants and those that assist them. Senate proposals incorporate the tough border enforcement aspect of the House bills, but offer undocumented workers an opportunity to legalize their status. Proposals have included a guest worker program, which makes temporary work visas available for lower wage workers and allows for renewal of employment eligibility as warranted by market demand. They have also included the creation of an immigration identification system that would allow employers, as well as government officials, to electronically verify and track workers.

The House and Senate have not been able to agree on a reform package that has passed through a conference committee. It is likely that no legislative solution will be reached before the 2008 elections as the debate has become emotionally charged and politically polarized. But this is an important debate for a nation of immigrants. Our nation should expect its lawmakers to pass legislation that effectively secures our borders and allows a reasonable flow of immigration needed to fill jobs for the American economy. Stupid need not be forever, Congress needs to fix this now.

John P. Horan is a partner with Foley & Lardner LLP in its Orlando office. He is the founding chairman and a current member of the Construction Practice.



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College construction competition comes to JACKSONVILLE

2007 ASSOCIATED SCHOOLS OF CONSTRUCTION

By: Bill Spann, President and CEO, AGC of Greater Florida

TALLAHASSEE, FL – The Associated General Contractors hosted the 2007 Associated Schools of Construction (ASC) Region II Student Competition at the Jacksonville Baymeadows Embassy Suites Oct. 31 to Nov. 2. The ASC Region II includes construction schools from The University of North Florida, The University of Florida, as well as Auburn, Clemson, Georgia Tech, Georgia Southern, Southern Polytechnic, UNC-Charlotte, and Western Carolina Universities. More than 300 students, faculty and commercial construction professionals participated in the event.

The event was a three-day competition of construction management students in the disciplines of design-build, commercial, and heavy-civil construction. Student teams were required to act as construction firms bidding on projects and are judged by commercial construction industry professionals.

This year, judges came from AGCGF member firms Stellar in Jacksonville, Kiewit in Lakeland and Brasfield & Gorrie in Lake Mary.

The three-day event kicked off with a career fair Wednesday evening and culminated with an awards banquet Friday at 6 pm. More than 25 AGCGF member firms participated in the Career Fair. Winners from the ASC Region II go on to compete in the national finals held in conjunction with AGC of America's annual convention in Las Vegas in March of 2008.

Winners from this year are as follows:

Commercial Competition -

1st Place- Auburn University
2nd Place- University of Florida
Best Presentations- Auburn University

Design-Build Competition-

1st Place- University of Florida
2nd Place- Clemson University
Best Presenter- Jill Allen of Clemson University

Heavy/Civil Competition-

1st Place- Clemson University
2nd Place- University of North Florida
Best Presentation- Auburn University

At the Awards Banquet, AGCGF also recognized the University of North Florida Department of Construction's AGC Student Chapter as the 2007 Student Chapter of the Year.

Ms. Lyonella "Leah" Trainer was selected as the 2007 AGCGF Student of the Year for her work as the 2006 and 2007 Student Chapter President.

"This award is given to the AGC Student Chapter in our membership area that goes 'above and beyond,'" said Bill Spann, AGCGF President and CEO.

"Over the past 20 months, the UNF Student AGC Chapter, ably led by Student President Leah Trainer, has been there every time we asked for assistance in the Jacksonville area," Spann added. "From the Associated Schools of Construction Region II Competition, to two golf tournaments, and more, Leah and her team were always there for AGCGF."

AGCGF is also hosting the 2008 competition in Jacksonville. Member firms may register now for the career fair by contacting chapter staff at 866-860-6009. Space sells out very quickly for this event.



A Wharton-Smith recruiter talks to a potential new employee.



Shima Clarke, Associate Professor, Department of Construction Science & Management at Clemson University and President of ASC addresses the students at the career fair.



Phil Kelly, Vice President, Stellar speaks with Clemson students.



Richard Marshall, Vice President, Walbridge Aldinger and Vice President, AGC of Greater Florida Board of Directors speaks to a potential new employee.



Leah Trainer, President, AGC UNF Student Chapter is recognized as the AGC of Greater Florida 2007 Student of the Year.



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Stellar promotes modular chiller plant systems

By: Kurt Liebendorfer, Senior Vice President, Stellar

New Catalog Provides In-Depth Information About Popular Product

Stellar, a leading firm in the design, engineering and construction of energy and utility systems, has become increasingly focused on commercializing one of its most in-demand products. The company is announcing the release of a new ModUtility® Modular Chiller Plant (MCP) product catalog, which features the company's 32 standard MCP models.

Stellar fabricates modular chiller plants for various commercial and industrial applications at its 43,000 square foot Fabrication Facility on Jacksonville's Northside. The fabrication of complete modular utility and energy plants is a growing market for Stellar.

"Pharmaceutical firms, the resort and gaming industries, hospitals, universities and business campuses are our top markets for this product," said Kurt Liebendorfer, Senior Vice President at Stellar. "We have the capacity to completely fabricate entire systems, modular systems, partial structures, all depending on what's best for the client and the project. The components are then shipped to the job site for easy installa-

tion. Generally speaking, any large building is a candidate for this product."

The new catalog will feature 32 standard MCP models, complete with selection tables, three page product cut sheets of each model, dimensional and performance data, guideline specifications and relevant technical information. In an industry known for a lengthy engineering phase, Stellar's MCP product catalog will streamline the specification, fabrication and installation of modular chiller plants.

"This is a way to provide in-depth information to owners, engineers and contractors wishing to choose an integrated system and utility plant for HVAC, or process chilled water, hot water, steam, electricity and compressed air," Liebendorfer said.

Stellar was recognized earlier this year by the U.S. Department of Commerce for its success in providing district cooling systems in the Middle East, particularly the United Arab Emir-

ates. The company provided three modular chiller plants – the largest in the world, totaling 105,000 tons of refrigeration capacity – as well as cooling towers and design/build services for the Jumeirah Lake Towers Development in Dubai. In addition, Stellar was awarded a \$50,000,000 million contract by Palm District Cooling to design and build two district cooling systems on the Palm Jumeirah Trunk, one of the world’s largest manmade islands and a mixed-use residential, retail and commercial development in Dubai.

The Department of Commerce’s U.S. Commercial Service and its offices in Saudi Arabia and the UAE was instrumental in Stellar’s entry into the Middle East marketplace, providing guidance in the culture and economics of the region, where demand for district energy continues to grow.

District energy is an efficient, environmentally responsible method of heating and cooling buildings. District energy systems product steam, hot water or chilled water at a central plant. The steam or water is then piped underground to individual buildings within a designated area for heating, cooling or use in industrial purposes.

“Our energy division is an increasingly important part of what we do at Stellar,” Liebendorfer said. “The demand for these types of systems and services will only continue to grow, both here in Florida and worldwide.”



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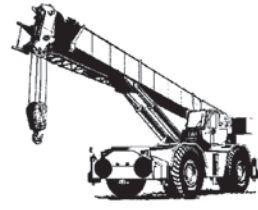
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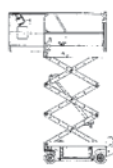
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Big brothers get Big ideas

By: Deb Thielen, CEO, Big Brothers Big Sisters Association of Florida

For Ed Proefke, President of Proefke Construction Company in Clearwater, Florida it's all about building – places and relationships. As a member of Associated General Contractors of Greater Florida (AGCGF), and as a past president and current member of the Board of Directors, Proefke knows that community relationships are as important as breaking ground on new construction sites. The places where people will live, work, worship and play will house the community's future builders, brokers and leaders. That's why he carved out a little time to take a Big Brother and his Little Brother on a tour of one of his construction sites.

"It's a chance to show off your work and share your feelings about taking pride in your work with a young man who will soon be making his own career choices," Proefke said, "It is my hope that I have sparked an interest in the construction field."

Little Brothers are potential front-line staff, associates, customers and builders of the not-so-distant future. They gain a sense of real possibility when invited to don a hard hat sporting a company logo and take a dusty walk-through. Planting a seed of hope for creating a better life in a young person's heart is like laying a strong foundation for a beautiful new home.

For Little Brother Jeff Detwiler and his Big Brother Ron Barker, it was an opportunity to ask, learn and enjoy the experiences of being on a construction site. Detwiler is a junior at Largo High School and expressed enthusiasm about reviewing blue prints and walking around the construction site for a beautiful new home in Dunedin, Florida.

"I am already planning my new home," Detwiler said.

A Big Brother's task, to mentor and motivate his Little Brother in exciting new ways, is made easier by teaming up with AGC and a builder for a field trip. The site tour adds a tangible dimension in an impressionable young mind. Both organizations benefit and ultimately, in a ripple effect, the whole community benefits.


For more than a century, Big Brothers Big Sisters (BBBS) has fulfilled its mis-

sion to help children reach their potential through professionally supported, one-to-one mentoring relationships. The impact on youth has been measurable and has stood the test of time. Children who have participated in BBBS youth mentoring programs are: more confident in their schoolwork performance; able to get along better with their families; 46% less likely to begin using illegal drugs; 27% less likely to begin using alcohol; and 52% less likely to skip school.

"Big Brothers Big Sisters is an outstanding non-profit organization," says Proefke. "I know that volunteers get as much from the experience as the child."

Big Brothers Big Sisters Association of Florida and AGC are joining forces to encourage these potential future employees in the construction field, by recruiting volunteer mentors for some of the more than 3000 children on waiting lists for mentors throughout Florida. According to Deborah Thielen, CEO for the BBBSAF, a primary need is for male volunteers. Discover how you and your staff can benefit from being a Big Brother. It's as simple as calling toll free: 877-283-5055.


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How to More Effectively Market Your Construction Company

By Ted Garrison

Unfortunately, too many people confuse advertising with marketing. While advertising is part of marketing, marketing covers a lot more. Harvard Professor Michael Porter writes, "Marketing is anything you do to get and keep a customer." Therefore, advertising definitely falls within that definition, but unless that effort is targeted at the right prospects, it has little impact. So the question is how to effectively target the right prospects.

You have probably heard the example that people don't want to buy a drill; instead, they want to buy a hole. Despite this reality, too many companies attempt to sell a better drill instead of solving the hole problem. Therefore, when contractors describe their services and what they have done in the past, they are merely selling a better drill. Instead, it's important to understand and define the prospect's real problem and address that. The design-build process has become very popular because it's usually perceived as faster. For example, contractors that offer design-build should be selling early completion to prospects who value that. A typical example of this is casino owners. They can't get the new casino open fast enough because as soon as it opens, it's like turning on a faucet that pours liquid gold.

Many contractors mistakenly believe prospects care about only price. Of course, that's true of some prospects. However, if a prospect has a higher need and you merely offer a low price, you are not likely to get the job. Wattle and Daub, a roofing contractor in Colorado and Wyoming, has determined its best clients are those who place the best value on a problem-free roof. When they identify prospects with that view point and offer a bid, they are successful more than 90 percent of the time despite not being the cheapest contractor in town. Clayton Christensen and Michael Raynor wrote in their book, *The Innovator's Solution*, "the critical unit of analysis is the circumstances and not the customer." In other words, what is the circumstance or problem that the client wants solved or eliminated?

The mistake contractors make is classifying prospects by the types of projects, such as schools, water-treat-

ment plants, roads, office buildings or hospitals to name a few. This approach is not effective because not all organizations that are building a particular type of project have the same circumstances. In other words, when a contractor sells a solution instead of a service, its marketing efforts are more effective, especially to its potential best clients.

Another important consideration is the lifetime value of a possible prospect. The value of a client comes from two elements. The first is the value of the actual purchases. The second is the value of the referrals. Too often contractors focus on only the value of the actual project. This is shortsighted because often the value of that prospect's referrals may be substantially greater than the value of the project itself.

For example, a road builder in Delaware bid on a project and was awarded the project the hard way – it was the low bidder. The president of that company told me that after they were awarded the contract, they discovered they had left a ton of money on the table. He advised his project team they needed to meet with the municipality to find every way possible to speed up the project to earn the early completion bonus in order to survive. The contractor was successful in meeting the early completion deadline. The surprise was by completing the project ahead of schedule, they actually earned a profit before the early completion bonus. The bonus turned the project into an exceptionally profitable project. Yet he told me that wasn't the best part. He then explained how other municipalities started calling him and asking for his company to design-build their next road so they could take advantage of his aggressive schedule. In essence, they wanted him to service their true need of faster construction.

The moral of the story is that contractors that promote the value of solutions to the clients' circumstances have more effective marketing campaigns.

*Ted Garrison is the host of Internet radio program *New Construction Strategies*.*

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