

Issue 1 2008

# BUILDING IN FLORIDA

*communicating and promoting Florida's professional construction communities*

## CLEAN & GREEN

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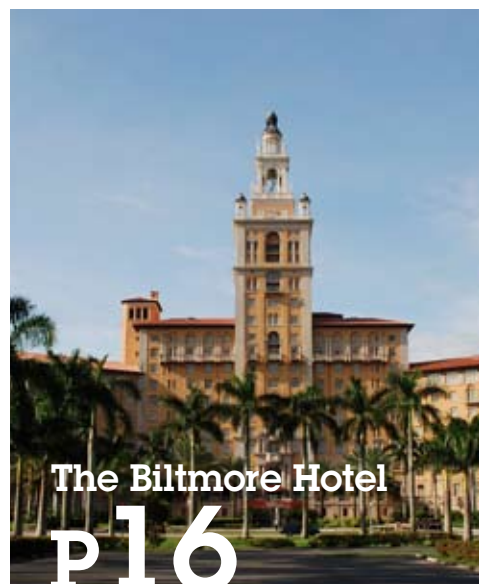
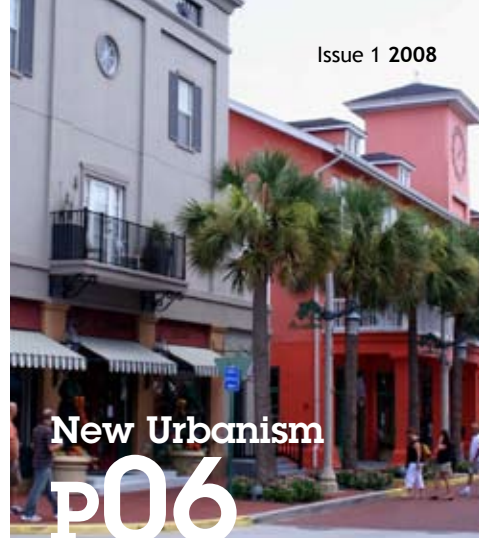


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# Letter from the Editor

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Dear Readers,

**Thank you for picking up a copy of the very first issue of Building in Florida magazine! We are excited to start this new venture with you.**

Florida's tourism brings in millions of other Americans and foreigners to our inspiring cities, sunny beaches and world-renowned theme parks. To both accommodate and impress all those people coming in and out of the state, as well as those that call the Sunshine State home, new buildings need to be constructed and renovations need to be made. This makes Florida a state that constantly building — both horizontally and vertically — and we feel it is important to look at trends and accomplishments in the building and construction industry here.

In this issue, we explore the ideas of New Urbanism as a solution to the suffering economy and hiking gas prices. We take a look at Florida's most expensive construction projects of the past year, and we feature how the green building movement has affected the state and country. The green building movement and how it has affected the state and the country is also featured in our pages.

We hope you enjoy this read and welcome any feedback. Send your questions and comments to [info@martonickpublications.com](mailto:info@martonickpublications.com).

**Please look forward to upcoming issues!**

Regards,

Vilmarie Estrella



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# In The NEWS



## Kraft Celebrates 40th Anniversary November 20, 2008

**Naples, FL – Kraft Construction Company, Inc. celebrated its 40th anniversary as a southwest Florida leader in construction by hosting local community and industry officials at its corporate headquarters in Naples last evening.** This was a time to look back and reflect on how the area grew and so did the firm which was ranked among the top 100 largest contractors in the United States. Kraft Construction has helped to reshape its hometown with a diversified portfolio of projects including k-12 and university schools, government and institutional buildings, churches, recreational parks, hospitals, mixed-use assisted living facilities, hotels and luxury high-rise condos, financial institutions and numerous projects on Fifth Avenue in downtown Naples. Projects include North Collier Hospital, Ave Maria University, Collier Emergency Services Complex, Allen Systems headquarters, Collier County Courthouse, Edison College, Naples Grande Resort and the Golden Door Spa, Moorings Park, and Waterside Mall parking garage. The firm did this by maintaining a reputation for getting the work done on time and on budget with the highest quality standards --this has long been a Kraft trademark. If you look at the website [www.kraftconstruction.com](http://www.kraftconstruction.com) you will see its motto: We build more than buildings; we build partnerships.

Founded in 1968, by George Kraft, the company was purchased by Bob Carsello in 1970 and Fred Pezeshkan joined him as a business partner in 1979. When Carsello retired in late 2006, Pezeshkan continued as president and CEO of a thriving multi-million dollar company that had expanded its reach from Collier and Lee counties north into Charlotte and Sarasota counties with work in the Florida Panhandle.

Kraft established a full service office in Ft. Myers in 2003 and worked on the downtown Ft. Myers Streetscape project, FGCU Engineering Building and South Village Housing, High Point and Jasmine Bay condominiums, Ortiz Jail, Marina South at Cape Harbour to name a few. Kraft established a full service Sarasota office in 1998 and served as Construction Manager for 1350 Main Street, the Alinari at the Renaissance, Lamarque Elementary School, Woodland Middle School (the first LEED green certified school project in Sarasota County), Plaza at Five Points, Rivo at Ringling, 100 Central Avenue, Whole Foods Market Centre and North Sarasota Library (both LEED certified).

Kraft has won numerous awards and industry recognition awards in the past 40 years including the prestigious ABC 2008 Business of the Year Award for the General Contractor category of 200 employees. The award acknowledges members who have made outstanding contributions to the industry, safety community and the ABC chapter.

In August of 2008, Manhattan Construction Group acquired Kraft Construction, a subsidiary of investment company Rooney Holdings, Inc. With that acquisition, its Tampa office became part of Kraft Construction with more than 60 employees. Manhattan was founded in 1896 and has a portfolio of projects which includes the U.S. Visitor's Center, the Bush Presidential Library and new Dallas Cowboy's NFL stadium.

**[www.kraftconstruction.com](http://www.kraftconstruction.com)**

*To share your press release for possible publication in Building in Florida, please email [info@martonickpublications.com](mailto:info@martonickpublications.com).*

## Jessica James Chan Elected to SMPS Board of Directors



**Orlando, FL – October 8, 2008 – Barton Malow Company's Southern region marketing manager, Jessica James Chan, CPSM, was elected to the board of directors for the Central Florida Chapter of the Society of Marketing Professional Services (SMPS). Jessica will serve a two-year term as the director of the Coordinator's Club. SMPS is an international professional society of marketing and business development professionals serving the architecture, engineering, and construction industries.**

Barton Malow Company provides construction manage-

ment, design-build, program management, general contracting, technology and rigging services throughout North America. The ISO (quality) certified company has LEED Accredited Professionals on staff and is an industry Building Information Modeling (BIM) leader. Niche market specialties include health care, educational, federal, industrial, energy and special event facilities.

### Have news?

Email press releases to [info@martonickpublications.com](mailto:info@martonickpublications.com)

## Pam A. Carman appointed to National NAIOP Forum



**Orlando, FL – October 8, 2008 – Barton Malow Company announces the three-year appointment of Pam A. Carman, FSMPS, director of business development for the company's Florida regional offices, to the National Design and Construction Forum of the National Association of Industrial and Office Properties (NAIOP). Carman also serves on both the local and national NAIOP boards as treasurer and director, respectively.**

NAIOP is the nation's leading trade association for developers, owners, investors, asset managers and other professionals in industrial, office and mixed-use commercial real estate. The national forums are comprised of special interest groups for NAIOP members that provide networking opportunities and experience

exchange among peers with ten or more years of industry experience.

Barton Malow Company provides construction management, design-build, program management, general contracting, technology and rigging services throughout North America. The ISO (quality) certified company has LEED Accredited Professionals on staff and is an industry Building Information Modeling (BIM) leader. Niche market specialties include health care, educational, federal, industrial, energy and special event facilities. Barton Malow has a staff of 1,500 in 13 offices and is headquartered in Southfield, MI. The Southern region offices are located in Jacksonville and Orlando, FL. Annual firm revenues exceed \$1 billion. For additional information, visit [www.bartonmalow.com](http://www.bartonmalow.com).



Photo By Javier Espinosa

# ABC LAUNCHES GREEN CONTRACTOR CERTIFICATION PROGRAM

**WASHINGTON, D.C. – Associated Builders and Contractors (ABC) today launched a pilot Green Contractor Certification program for member companies in the Washington, D.C., metropolitan region.** The Green Contractor Certification program is designed to recognize construction companies that implement green practices and principles at its workplace environments, including their headquarters, branch offices and jobsite offices.

To achieve Green Contractor Certification under the pilot program, companies from three ABC chapters – Baltimore Metro, Virginia and Metro Washington – must complete an application, undergo an onsite audit by ABC officials and be certified by ABC's National Green Building Committee. The Green Contractor Certification program is expected to be unveiled at the national level in early 2009. At that time the onsite audits and certifications will be conducted and validated by an independent third party.

“The ABC Green Contractor Certification program demonstrates that our members are leading the construction community by establishing a sustainable workplace

environment – both on and off the jobsite,” said Brewster Earle, ABC National Green Building Committee chairman. “We hope the certification program becomes the industry standard and is recognized by our customers and the general public.”

The Green Contractor Certification process involves a list of 12 prerequisites ranging from distributing documents electronically to establishing an aggressive recycling program. Companies also are required to fulfill 12 of 36 elective items that include conducting a professional energy audit, water conservation efforts, and providing incentives for carpooling or using public transportation. In addition, each company must achieve four education and training benchmarks, such as instructing employees on sustainable issues and requiring at least 50 percent of managers to receive green building awareness education.

Associated Builders and Contractors (ABC) is a national association representing nearly 25,000 merit shop construction and construction-related firms in 78 chapters across the United States. Visit us at [www.abc.org](http://www.abc.org)

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# New Urbanism

The solution to suburban transportation woes?

By Vilmarie Estrella

**A father of two leaves his suburban home every morning and hops into his SUV to drive to work. He is employed in the city and it takes him about 25 minutes on the freeway to get there, assuming there is no traffic. Between going to work, picking up the kids from school and running errands, he spends so much money on gas that he's considering two things: finding a job closer to home or relocating to the bigger city. And he's not the only one.**

Across America, the \$4-a-gallon gas trend has changed the way commuters live. People are tightening their budgets and thinking twice about getting in that car and making a

second run to the supermarket to get the bread they forgot. But what if a car wasn't necessary to run all of life's errands?

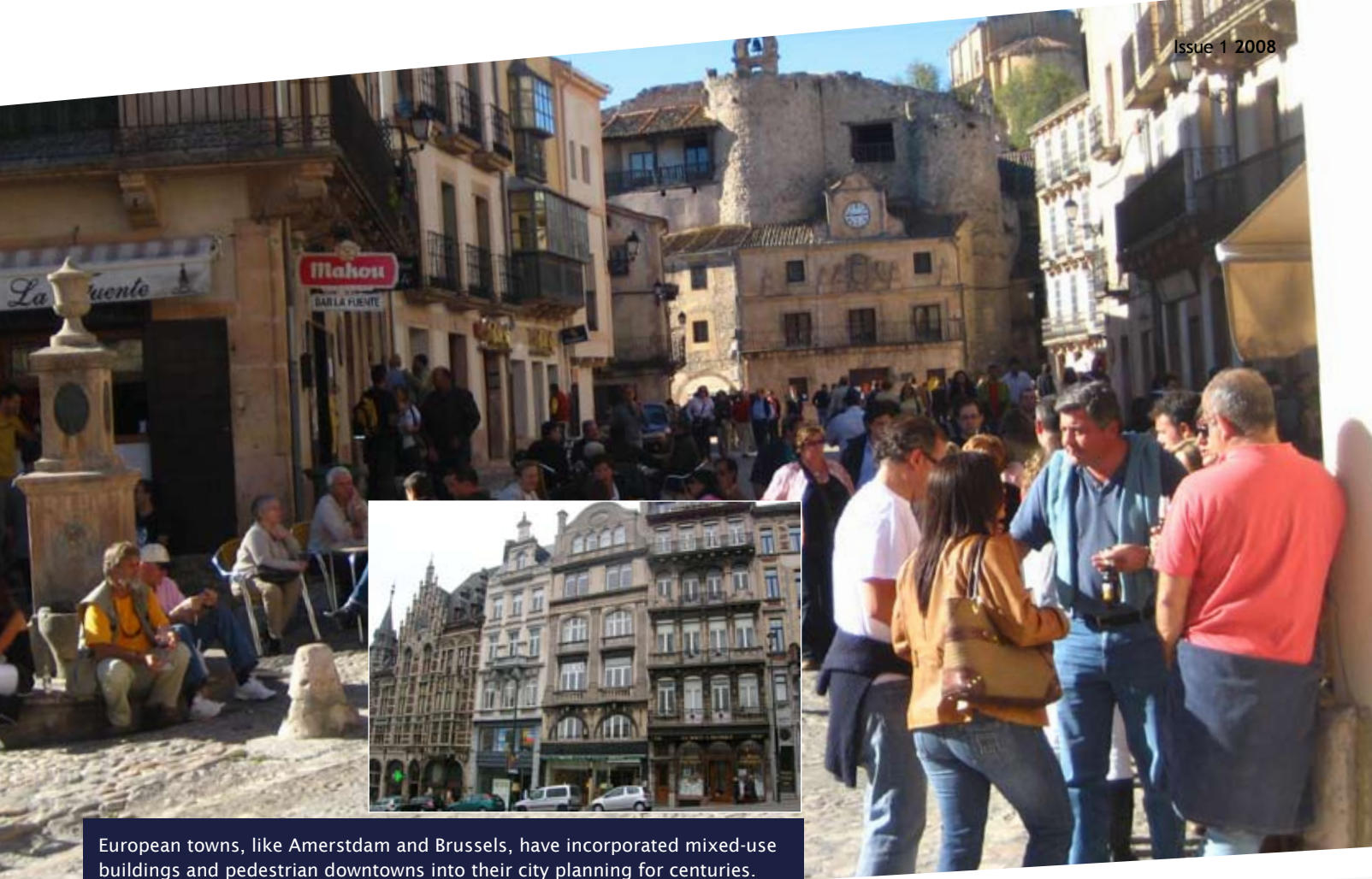
Enter the idea of New Urbanism. Add a variety of residential offerings and mixed-use developments to a walkable community and the result is a compact neighborhood that saves residents cash otherwise spent on gasoline. This community prototype invites people to be outside — no, not into a car with the A/C on full blast, but rather strolling down the tree-shaded streets of the town or playing in the park across the street with the kids. Their inspired community design should strive for a positive impact on both the quality of civic life and the human spirit. Some more famous than others, the

concept of these New Urban towns are gaining attention once again. As gas prices continue to rise, talks of an imminent death to American suburbia are nabbing Op-Ed columns nationwide.

A June article in the Wall Street Journal delved further into the issue concluding that “millennials” — people born between the late 1970s and mid 1990s — and baby boomers are both finding that higher-density urban housing better fits their lifestyle than suburban communities. This, paired with the gas prices ordeal, may hasten the demand for urban living.

New Urbanist communities, to an extent, have been around for centuries in Europe. In fact, it's considered traditional city planning in many





European towns, like Amsterdam and Brussels, have incorporated mixed-use buildings and pedestrian downtowns into their city planning for centuries.

European locales. Streets are narrow and often cobble-stoned, encouraging the use of people's own two feet to get from here to there. People live and work in mixed-use buildings and shop at Main Street-type avenues. Many families have only one car.

However, Europeans are used to this type of lifestyle and have well tweaked and adapted to it. Nevertheless, some American towns still strive to achieve the perfect New Urbanist community. Florida is home to several of these pedestrian-friendly towns.

## Celebration

Perhaps the most famous New Urbanist community in the nation is right here in Florida: Celebration. A planned community created by the Walt Disney Company just outside of Orlando in Osceola County, Celebration was founded in 1994 and its first residents moved in two years later in 1996. The master plan, developed by Cooper, Robertson & Partners and Robert A. M. Stern, was organized around existing fields, trees, and natural drainage ways to give a sense of age and permanence to new streets, buildings and open spaces.



Downtown Celebration features mixed-use structures and brick-paved streets, reminiscent of typical old European city planning.



The Market Square in Celebration, Fla., offers benches, fountains, trees and canals to add to the aesthetics of the town for pedestrians to enjoy.

Today, the town of Celebration has a nostalgic feel with a modern twist. The style of houses are varied, including some that take you back to the south of yesteryear with its inviting porches and Colonial-style facades. Some buildings near the town center radiate a vibrant Mediterranean energy with its warm coats of paint and airy balconies. Most of the pristine homes are at walking distance from downtown, where one finds New York-style townhouses and mixed-use buildings with shops and restaurants on the ground level and apartments and offices in the upper levels. There are gardens, benches and trees that line the sidewalks, making any promenade pleasant. According to the Celebration community Web site, there are now approximately 9,000 residents living in the town in about 4,060 homes and condominiums.

## Seaside

Before Celebration, there was the Panhandle gem, Seaside. Most famously known for being the setting of the movie *The Truman Show*, Seaside is the original New Urbanist town. Located in Walton County, Seaside was founded in 1982 by Robert and Daryl Davis, and Miami architects Andres Duany and Elizabeth Plater-Zyberk helped plan out the town. Robert Davis wanted to revive the Northwest Florida architectural tradition of building breezy wood-framed cottages, just like he remembered seeing as a child on family vacations in the area. According to The Seaside Institute, Davis wanted to build a town with all the necessities and comforts of life at walking distance from one's residence. And so, Seaside was born.

The developers envisioned Seaside's architecture as cohesive yet varied, and the finished town with a strong sense of place, not unlike other iconic U.S. cities like Charleston, Savannah or Nantucket. The streets of Seaside were designed to accommodate cars but to be even more pleasant and convenient for pedestrians and encourage walking. Like Celebration, the downtown area is pedestrian-oriented, bustling with shops and restaurants and is the heart of the town. A sense of neighborliness and active participation in the community, also key to New Urbanism, is evident in Seaside, and many New Urbanists look at Seaside as an the most successful example of New Urbanism.

## Criticisms

New Urbanist towns can seem like the easy solution to the country's



New Urbanist communities encourage residents to walk instead of drive from here to there.

growing economical and social problems, but nothing is perfect. Some cities and towns find themselves challenged when planning for a mixed-use project. Getting local approval and financing can prove to be a difficult task.

Breaking free from the nostalgia is also a struggle. Critics say New Urban towns like Seaside and Celebration often seem artificial or kitsch and feel isolated from the surrounding area. To maintain with the Old Town image, these communities also have limited shopping options, many times limited to expensive Mom and Pop shops that don't jive well with modern society. Strict codes sometimes give residents little to no say in what goes on the exterior of their homes.

Stemming from its original ideas and purposes, New Urbanist communities are supposed to offer an array of housing to attract people of all incomes and, to an extent, ameliorate poverty. Instead, New Urban towns attract mostly affluent Caucasians and are not diverse enough compared to other American cities.

## Final Thought

Whether New Urbanism incites criticism or praise, one thing is for sure: it gets people talking. Conversations about this urban design movement get ideas rolling and people thinking of innovative ways to mend the way society lives in the new millennium.

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# TOP Building

Florida's costliest

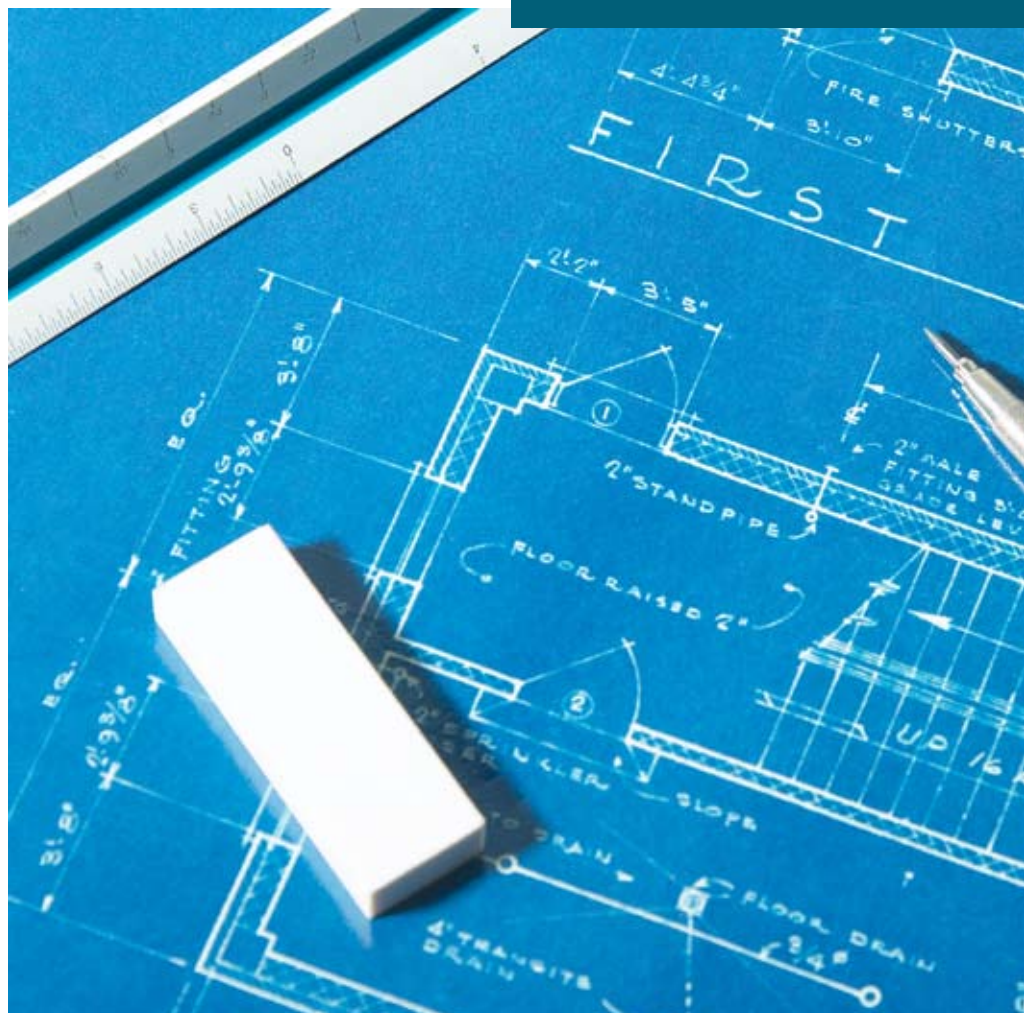
More than half of the 20 costliest construction projects in the southeast are in Florida. In line with tradition, Southeast Construction, a publication put out by McGraw Hill Construction, released its 2008 list of the top projects to break ground in the southeast in 2007.

These southeast projects, all within Florida, Georgia, South Carolina and North Carolina, all have a construction value of \$100 million or more.

The types of projects are very diverse, ranging anywhere from healthcare-related facilities, like the \$242 million Shands Cancer Hospital at the University of Florida in Gainesville, to office projects, like the \$310 Met 2 development in Miami. Also ranked are retail projects, like the \$165 million Mercato in Naples, transportation projects such as the \$430 million Interstate 75 Road Expansion project in Lee and Collier counties, and hospitality projects like the \$277.8 million Bonnet Creek Resort in Orlando.

10

Here, we will take a closer look at the Florida projects that placed in the top 10.



## West County Energy Center

Second on the list only to the Department of Energy's \$2 billion mixed-oxide fuel facility in Aiken, S.C., is the West County Energy Center project in western Palm Beach County. Zachry Construction Corporation is in charge of this \$506 million Florida Power & Light project. The energy center will have a nominal capacity of 2,400 watts – twice that which previous FPL combined-cycle plants constructed by Zachry produced. According to Southeast Construction, the contractor mobilized onsite in

February 2007 to begin underground work, soil stabilization and access roads construction. The West County Energy Center is designed to add generation closer to South Florida's growing urban population centers beginning in 2009.

## St. Regis Resort and Residences

Ranked third, The St. Regis Resort and Residences in Bal Harbour is one of the few mixed-use big budget projects that broke ground in 2007. According to Southeast Construction, the new development will measure more than

# g Projects

construction projects of 2007 announced

By Vilmorie Estrella



## Interstate 75 Road Expansion Project

When completed, the Interstate 75 Road Expansion project, ranked No. 4 on the list, will make it easier to drive through this heavily traveled section of the interstate. The Florida Department of Transportation selected ACCI/AJI for this \$430 million contract project, also called iROX. The ACCI/AJI consortium is Anderson Columbia Co. and Ajax Paving Industries are financing, designing and building two additional lanes – one in each direction – to 30 miles of I-75 between Lee and Collier counties, the homes of Fort Myers and Naples, respectively. During the next five years, the FDOT will repay the joint venture and construction is expected to be finished by the end of 2010. The extra lanes will be installed in the median, which gets rid of any traffic woes at the interchange ramps. Because of the FDB financial approach being used to construct the expansion, the project was able to get a five-year head start and will only take three years to complete. This high-priced project is a record breaker, making it the largest roadway

project in Southwest Florida history and the largest construction project bid in FDOT history.

## Miami Intermodal Center, Rental Car Center and Associated Ramps

Another Florida Department of Transportation project made the list of top projects and it comes in at No. 6. The Miami Intermodal Center, located across from the busy Miami International Airport, will be Miami-Dade County's main transportation hub. Not only will the MIC provide connectivity between all forms of ground transportation available in the city, but it will also help decongest the streets in and around MIA. Turner Construction Co. won the \$325.5 million contract to build the first major portion of the MIC: the Rental Car Center and associated ramps. The four-level RCC will measure 3.4 million square feet, have spacious customer service facilities, offer space for up to 20 rental car companies, feature a 6,500 rental car capacity, provide fleet storage and staging areas and feature the first multilevel fueling system in the

2 million square feet and feature three 26-story buildings over a three-story podium with views of the Atlantic Ocean. The glass-clad buildings will feature 268 luxurious condo units and 243 hotel and fractional-ownership units. Starwood Hotels & Resorts Worldwide, Inc. and The Related Group teamed up as the developers of the \$480 million project. It will stand where the Sheraton Bal Harbour Beach Resort existed for 50 years. Yabu Pushelberg is the contracted interior design studio, which has decorated other luxury hotels like the W Hotel in NYC and the St. Regis Hotel in San Francisco.

country. A consolidated shuttle service will run to and from the airport terminals once the rental companies take residence and the RCC opens to the traveling public. When up and running, the RCC is expected to eliminate 30 percent of airport curbside traffic.

## Met 2

The Met 2 office and hotel follows the MIC on the list at No. 7 at a cost of \$310 million. The contractor, Suffolk Construction Co., plans to obtain LEED Silver certification for this downtown Miami project. It will feature 700,000 square feet of Class A office space in a 47-story tower that will be linked to the 42-story Marquis, a JW Marriott Collection Hotel with 376 guest rooms. The tapered towers will rise from a 14-story podium that includes the office and hotel lobbies, nearly 18,000 square feet of column-free ballroom and meeting space, shops, a restaurant and lounge, and a 1,500-space parking garage. MDM Development Group and MetLife will develop the project.

## Bonnet Creek Resort

The city that runs on tourism, Orlando, will soon have yet another resort where travelers can escape to. The \$277.8 million Bonnet Creek Resort, ranked No. 8 on the list, will be comprised of a 17-story Hilton and a 14-story Waldorf Astoria located a stone's throw from Disney World. The Hilton will have 1,000 rooms and the Waldorf Astoria will have 498 rooms. The resort will offer a Rees Jones Championship designed golf course and expansive swimming pools that overlook it, as well as a 24,000 square foot spa and fitness center. It will also feature three upscale and specialty restaurants, an exemplary meeting space, and a 265,898 square feet, two story, state-of-the-art business center. The Hunt Construction Group is building the project.

## Shands at the University of Florida Cancer Hospital

Rounding out the top 10 is the Shands at UF Cancer Hospital in Gainesville. It's the largest health care center on the list at \$242 million. Skanska USA Building is constructing the nine-story, 480,000 square foot tower expansion for Shands HealthCare. The 500,000-square-foot facility will house 192 private inpatient beds for a variety of patients, including those receiving diagnostic and therapeutic oncology services. Some of the other medical and outpatient services offered will be operating rooms, an intensive care unit, a full spectrum of radiological capabilities and a bone marrow transplant clinic. It also will include a Critical Care Center for emergency- and trauma-related services, a healing garden, a Cancer Patient Resource Center and a 900-space parking garage. The project is expected to be completed by 2009 and is pursuing LEED certification, following suit with other eco-friendly UF buildings.




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# Crane safety

Fatal accidents call for stricter guidelines

By Vilmarie Estrella

**Every day, people walk in and out of buildings, be it their job, the bank, the doctor or the mall. What people may not realize is the hard labor and dangers it takes to construct them.**

When operating heavy machinery like cranes, workers run the risk of injury or even death. We've read about such accidents in the newspaper year after year.

In July, one of the largest mobile cranes in the nation collapsed at a LyondellBasell refinery in Houston, killing four workers and injuring seven.

In June, construction workers in Las Vegas walked off the site of a massive casino construction project over safety concerns. Six others died on the same site since 2006. The Los Angeles Times reported that union officials were seeking safety training for workers, an immediate inspection of the site and full access for safety and union officials.

Miami-Dade has had its share of accidents this year. On August 5, a crane tipped over a bridge, leaving the crane operator with an injured ankle. There were no fatalities there, but on March 25, two workers died and five were injured in Miami when a seven-ton section of a crane collapsed and fell.

Just 10 days earlier, another crane had collapsed in New York City, taking the lives of seven people including workers and a tourist. A six-ton steel collar that was supposed to hold the crane in place had broken free, falling 18 stories to the ground.

To make matters worse, two months later on May 30, yet another crane collapsed in NYC's Upper East side, killing two. That's when New Yorkers started to become alarmed: two crane collapses in two months?

## Call For Safety

An August 2 editorial in The New York Times called for Labor Secretary Elaine Chao to promptly get federal safety regulations in place, as they have not been significantly updated since 1971. The editorial also criticized the lack of



effort in preventing crane accidents and the lean toward after-the-fact analyses when it's too late.

The Occupational Safety and Health Administration sent out a press release on June 23 stating that for two weeks, they would bring in a dozen additional inspectors to NYC to conduct proactive inspections of high-rise construction sites, cranes and other places where there have been fatalities. In NYC alone, there have been 20 fatalities this year. Talk of all these accidents have reinvigorated efforts to get federal safety regulations updated and a change is expected this fall.

Crane safety regulation is often left up to the state, the county or the city. There are 24 states that have OSHA-approved state plans and have adopted their own standards and enforcement policies. Florida is not on that list.

### Florida and Safety Legislation

Florida has conflict surrounding crane legislation from within. Miami-Dade County opts for strict safety standards, often too strict, some may say. A crane safety ordinance in Miami-Dade was blocked by Florida's Southern District court in May, saying it was too strict and should have been submitted to OSHA for approval.

Meanwhile, state Representative Greg Evers' attempts at launching statewide crane safety legislation have been halted by opposition from Miami-Dade representatives who think the proposed legislation isn't tough enough.



### OSHA provides the following safety guidelines for operating cranes on their Web site.

- Cranes are to be operated only by qualified and trained personnel.
- A designated competent person must inspect the crane and all crane controls before use.
- Be sure the crane is on a firm/stable surface and level.
- During assembly/disassembly do not unlock or remove pins unless sections are blocked and secure (stable).
- Fully extend outriggers and barricade accessible areas inside the crane's swing radius.
- Watch for overhead electric power lines and maintain at least a 10-foot safe working clearance from the lines.
- Inspect all rigging prior to use; do not wrap hoist lines around the load.
- Be sure to use the correct load chart for the crane's current configuration and setup, the load weight and lift path.
- Do not exceed the load chart capacity while making lifts.
- Raise load a few inches, hold, verify capacity/balance, and test brake system before delivering load.
- Do not move loads over workers.
- Be sure to follow signals and manufacturer instructions while operating cranes.

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# THE BILTMORE HOTEL

ICONIC STRUCTURE SPILLS TALES  
OF LUXURY AND HAUNTS

By Vilmarie Estrella

Countless Florida buildings may spell out stories of milestones, haunts or extravagance, but none do all three like the Miami Biltmore Hotel in Coral Gables. The lush Biltmore Hotel is without a doubt a structure symbolic of Miami, and as a National Historic Landmark, there are plenty of decades-old reasons for this hotel to boast as so.

## Not-so-humble beginnings

This hotel's story began at the peak of the Florida land boom in November 1924 when land developer George E. Merrick, who founded the affluent suburb of Coral Gables and the University of Miami, teamed up with hotel entrepreneur John McEntee Bowman and announced projects to create a hotel that would "serve as a hostelry to the crowds which were thronging to Coral Gables but also would serve as a center

of sports and fashion," according to the hotel's Web site. To take on the project, they contracted the reputed Schultze & Weaver firm, which was responsible for designing some of the greatest luxury hotels of the Jazz Age, including the Waldorf-Astoria in New York City, the Breakers in Palm Beach and the Los Angeles Biltmore.

Ten months and \$10 million later, the Biltmore finally opened its doors in January 1926. With its Italian, Moorish and Spanish architectural style, the hotel completed Merrick's vision of what he wanted as Coral Gables' centerpiece.

## Principal elements

One of its most distinctive features, the copper-clad Giralda tower, looms over Coral Gables at 93 feet and made the Biltmore the tallest building in Florida from 1926 to 1928 until

the Dade County Courthouse surpassed it. It was modeled after the tower of the same name in Seville, Spain. The original Giralda Tower sits beside the Cathedral of Seville, is the largest Gothic church in the world.

Another cool feature, is the hotel's immense 700,000-gallon, 23-square-foot pool, the largest hotel pool in the continental US. During the Great Depression years, it was the pool that helped keep the Biltmore booming. Aquatic galas including synchronized swimming, bathing beauties and high diving, entertained up to 3,000 people on Sundays. Recently, the pool was considerably revamped and the 85-foot diving tower was transformed into an impressive tropical waterfall. The pool was also emptied and resurfaced with polished marble. The renovation project was led by Emilio Fuster, a noted Miami landscape architect that has worked on projects on the exclusive Fisher Island, among others.

### The decline of a legend

As much as the grandiose pool and other events at the Biltmore helped keep the hotel just above water, the hotel eventually sank into the war's doom. In 1942, the Federal Government turned the hotel into a military hospital, and after the armistice, it became a VA hospital. No more were the days of spirited spectacles and dance-till-you-drop nights. In the '50s and '60s, the building served as the site of the University of Miami Medical School. The building was finally abandoned in 1968 and remained unused till the early '80s.

From all the soldiers that died in the Biltmore when it was a hospital came the tall tales of ghosts and spirits haunting the place. Some people say they've seen lights flicker and doors shut involuntarily. The most famous supposed ghost of all, however, is Thomas "Fats" Walsh, a gangster who ran an illegal casino on the 13th floor—the very spot where he was murdered in 1926.

### New beginnings

The structure that was once the Biltmore was salvaged by the City of Coral Gables, which was granted ownership of the Biltmore in 1973 through the Historic Monuments Act and Legacy of Parks program. Work began to bring the Biltmore back to its former glory in 1983 when the City oversaw its \$55 million restoration to be opened as a grand hotel. The hotel reopened with a bang on New Year's Eve

1987 as a first-class luxury hotel.

In 1992, Coral Gables passed the baton over to Seaway Hotels Corporation, a Florida hotel management company, and they continued to carry out considerable refurbishments to the building. Among the many renovations, there were new lighting, telephone and computer systems, repairs to



the pool, furnishings, a complete guestroom renovation program and a state-of-the-art health club and spa.

Like Madonna, the Biltmore has reinvented itself countless times but still remains a classic icon. On the hotel's 70th anniversary in 1996, the federal government designated the Biltmore a National Historic Landmark, an elite title offered to only 3% of all historic structures on the National Register of Historic Places. Today, the Biltmore is the only Miami hotel to receive a four-star, four-diamonds ranking for six years in a row.

# HOW TO SUCCESSFULLY PROMOTE YOUR BUSINESS?

## Advice on how to get your business noticed in the industry

By Megan Heron

Having your own business can be an exciting endeavor to take on, but once you have it, you need to get your company's name on the map. There are slews of other companies that might offer the same services as yours, and making your company's name pop above the rest is easier said than done.

One of the first things to consider when getting your company's name and services out there is advertising. Word of mouth is clearly one of the most economical and effective forms of advertising. However, this could be a difficult task for new companies who are just getting their feet wet in the industry.

Neil Ross, owner of James Ross Advertising, warns against shelling out large amounts of money for advertising. He says that money doesn't necessarily guarantee success.

"We're in a very, very tough economic climate right now and customers have to be really, really smart about spending money," he said.

Ross advises company owners that whatever route they take in promoting their business, they should always be in the public eye. Companies should still do the main things

they did years ago when the economy was more stable so that when it does come back, the customer will remember who was there. This doesn't necessarily require spending lots of money.

One way to stay in front of the audience is by promoting your company online. Not only is it easy and efficient, but it can also ignite word-of-mouth marketing. Customers can go online to learn more about the company and review what other customers have written. Creating online promotions and Web exclusives can create a buzz and attract more customers.





## Grabbing Headlines

**Getting your company's name in the local paper is a great way to generate publicity, and often times, it can be done for free! Good publicity can both up your customers and revenue. Here are some tips to get your business to grab headlines.**

**Get involved in the community:** Sponsoring a charity event, contributing to a non-profit organization or creating a scholarship fund will not only help out the community but it will also establish a good rapport between your business and the public (and get you free publicity!).

**Send out press releases:** If your company has a newsworthy project coming up or a new product debuting soon, send out a press release to media outlets with time. Use a bold letterhead and catchy headline. When sending the press release, make sure it's sent to the appropriate person (i.e. not the executive editor of the publication, but rather the business writer).

**Get a good angle:** The newsworthiness of your business ventures determine whether or not your business gets in the paper. Try to get a good angle on your company's happenings: if you are relocating, it's not news; but if you're relocation will help boost that area's economy, then bingo! That's news.

**Hire a PR firm or ad agency:** A public relations firm has strategies for getting your business free publicity so you won't have to rack your brain over it, and an ad agency can come up with creative, eye-catching ads to get your company noticed. But be warned — this can be costly!

**Follow the DIY trend:** Offer a free public seminar to showcase your services or a demonstration for one of your products. Many people are into doing projects themselves, especially during these hard financial times. All they need is someone to explain how to get their project going, and that person could be you.

“In today’s world you must have a Web site and a decent identity mark or logo or brand so it looks like you’re playing the game,” he said. “It’s a game of packaging.”

Steve Cona, president and CEO of the Gulf Coast Chapter of the Associated Builders and Contractors of Florida believes it’s important for company owners to get involved in constructive training associations that represent the type of construction they’re in. It’s a great way to get involved in the field, find networking opportunities and build relationships, he said.

Having a bold logo will also get your company noticed. When choosing a logo, Cona said to keep in mind that customers should be able to clearly identify it with the company’s name and field of expertise.

Always be consistent with the information and images used to represent your company throughout all mediums of advertising. Repetition through print and online promotion will keep your company in the public eye and can establish company recognition.

Remember to put yourself in the consumer’s position. Think of what attracts you to other products or services. Companies sell themselves through reputation and name and logo recognition. Ross emphasized that the more you see or hear about a company, the more of a reputation it will build.

“Think about when you go to a grocery store or the mall, what’s going to make you pick that product up off the shelf?” Ross said. “It’s about how it looks and makes you feel.”

If you’re selling a service, Ross suggests advertising the value you’re giving the customer. You should emphasize that you’re giving quality service at the best value.

“If you can’t provide them with some kind of value at a reasonable price with an outstanding service and product you’re not going to make it,” Ross said. “You need to provide that regardless if you’re new or old.”

Both Ross and Cona agree that a good company will generate a good reputation. Cona strongly believes delivering the service the customer wants is the most important key to a company’s success.

“The better they do in building and delivering a product or service, that’s the best promotion they can have,” Cona said. “It’s not about slogans; it’s about doing the project on time and under budget.”



## Good-to-Go Logos

To get the most out of your company’s logo, it should follow these simple guidelines:

**Keep it simple.** Don’t clutter the logo with too many colors or complex design, as it could be distracting to the customer and you could lose your main message.

**Keep it balanced.** Be sure to keep the weight of the typography balanced across the logo. Unless the effect is supposed to be intentional to play off a service the company provides, keep it stable.

**Keep it legible.** While a font might enhance the look of your logo, it can also single-handedly butcher it. Your logo must be clean and easy to read. If in doubt, change the font.

**Keep it effective.** Be it the color, the font, the graphics, the placement of letters, or a combination of all of the above, your logo should be memorable. No one will remember a bland logo.

**Keep it legit.** Always keep a high resolution version of your logo to prevent pixelation. A low resolution logo might be difficult to transfer to different mediums and backgrounds, and the end result might hinder credibility of your establishment as it won’t look professional.

**Keep it going!** Display your logo on all of your publicity consistently, be it business cards, your company car, press releases, advertisements and promotional material. Make the image stick to your customers’ minds.

# The Blue Book of Building and Construction Announces Fall 2008 GC Showcase Schedule

The Blue Book is continuing to bring general contractors and local subcontractors and suppliers together with The Blue Book GC Showcase and has officially published the dates and locations for the Fall 2008 program. The attached schedule provides the specific places, dates and times for all of The Blue Book's Fall GC Showcases taking place in 17 regions this September.

These free networking events provide a unique forum for general contractors to exhibit their companies and find subcontractors and suppliers for their current and upcoming projects. The local companies who attend have the opportunity to meet with buyers and decision-makers responsible for hiring subcontractors and buying supplies for construction projects in their area. There is no cost to exhibit or attend and an exhibit space and table are provided for participating GCs.

"The Blue Book GC Showcase has grown tremendously since we first launched these events three years ago. The number of attendees and exhibitors nationwide has exceeded our expectations and I am proud to have made the GC Showcase a standard part of our product offering. These events clearly exemplify The Blue Book's mission to connect buyers and sellers in the commercial construction industry and provide an important service for our customers and general contractors nationwide," explained Rich Johnson, General Manager of The Blue Book.

*GCs interested in exhibiting should call 800-922-9962 or log on to:*  
[www.thebluebook.com/showcaseinfo](http://www.thebluebook.com/showcaseinfo).

*Subcontractors or suppliers interested in attending should call 800-431-2584 and ask for the GC Showcase Department, or visit [www.thebluebook.com/showcaseinfo](http://www.thebluebook.com/showcaseinfo).*

## Fall 2008 Schedule

### September 9, 2008

North Dallas, TX  
Sacramento, CA

Plano Convention Centre  
Radisson Hotel Sacramento

3-7pm  
3-6pm

### September 10, 2008

Charlotte, NC  
Ft. Lauderdale, FL  
Northern Colorado

Cricket Arena  
Broward County Convention Center  
The Ranch: Larimer County Fairgrounds

3-7pm  
3-7pm  
2-6pm

### September 11, 2008

Jacksonville, FL

Jacksonville Marriott

3-7pm

### September 17, 2008

Norwalk, CT  
Columbus, OH  
Minneapolis, MN  
San Antonio, TX

Norwalk Inn & Conference Center  
Makoy Center  
Minneapolis Convention Center  
San Antonio Marriott Northwest

3-7pm  
3-7pm  
3-7pm  
3-7pm

### September 18, 2008

Cherry Hill, NJ  
Baltimore, MD

Crowne Plaza - Cherry Hill  
M&T Bank Stadium - Home of the Ravens  
(This event is in conjunction with ABC Baltimore Chapter)  
Frederik Meijer Gardens & Sculpture Park  
Radisson Hotel Fresno

3-7pm  
3-7pm  
3-7pm  
3-7pm

### Grand Rapids, MI

Fresno, CA

Holiday Inn Palo Verde  
Doubletree Hotel San Diego-Mission Valley

3-7pm  
3-7pm

### September 25, 2008

Tucson, AZ  
San Diego, CA

### TBA

Houston, TX

TBA

TBA

# The Green Building Trend

## Increasing amounts of buildings make the switch to green

By Vilmarie Estrella

**One color has recently dominated. Dinner tables, the Congress floor, hybrid cars and 21st century buildings across America: green. Don't be alarmed — people aren't painting their dinner tables to match their front lawn. Green, the concept, is the hot topic of the hour, and as a result, a move towards a more eco-friendly environment is inspiring many industries to take initiative and make a change.**

These kinds of motivations in the construction industry bore the green building, a movement that adheres to building processes and results that are environmentally responsible and resource-efficient.

The key objective of building green is to reduce the overall impact of the built environment on human health and the natural environment by efficiently using energy, water and other sources, protecting occupant health

and improving employee productivity, and reducing waste, pollution and environmental degradation.

The movement is quickly expanding due to the unprecedented amount of government initiatives intended to help relieve climate change and all advances and improvements in sustainable materials. The popularity of the movement is evident in the numbers.

The Florida Green Building Coalition alone has seen its membership numbers double in the past year, going from 595 members in October 2007 to more than 1,000 in July 2008, according to Executive Director Suzanne Cook.

### False Impressions

A common misconception is that existing buildings can't be green as they have to be built with green technologies from scratch. This is not

necessarily true.

"Commercial buildings can make the move to green when retrofitting and in renovations," Cook said. "There are so many options, like switching to low flow water, day lighting and material selection."

Another factor that deters entities from changing their building to uphold green standards is the thought that it's too expensive to make the change.

"It doesn't [cost more]," Cook said. "The payback comes in monthly utility bills."

Sure, certain aspects of green building are costly, especially in the design phase. But in the long run, the consumer saves money on water, electrical and mechanical services.

Even the smallest changes can make an impact. Construction project managers can decide on incorporating





sustainable materials in their projects, like using recycled materials or reusing them, or using materials made from renewable resources.

### Building Green

Building green benefits the environment. It enhances and protects biodiversity and ecosystems, improves air and water quality, reduces waste stream and conserves and restores natural sources.

And believe it or not, the benefits of building green are not just environmental. Sustainability also has a positive effect on the economy and society.

According to the Environmental Protection Agency, creating sustainable buildings also helps the economy by creating, expanding and shaping markets for green product and services. It optimizes life-cycle economic performance, reduces operating costs and improves occupant productivity.

Socially, green building helps by enhancing occupant comfort and health, heightening aesthetic qualities, minimizing strain on local infrastructure and improving overall quality of life.

### Green Buildings

Green buildings are rated by the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. LEED certification provides independent, third-party verification that a building project meets the highest green building and performance measures.

All certified projects receive a LEED plaque, which is the nationally recognized symbol demonstrating that a building is environmentally responsible, profitable and a healthy place to live and work, according to the U.S. Green Building Coalition Web site. To receive LEED certification, project teams must register with USGBC.

Florida government has made an effort to encourage LEED certification. Governor Charlie Crist signed into law House Bill 7135 on June 25, requiring all new construction and renovation of state buildings to follow LEED guidelines or other green building rating systems. The same goes for Florida public entities entering design after July 1.

On June 26, the Tampa City Council adopted the City of Tampa Sustainability Ordinance, requiring that all new municipal buildings follow LEED guidelines. In addition,

the ordinance offers developers of commercial and multi-family residential buildings a rebate of up to 80 percent on building permit fees, depending on the level of LEED certification the building earns.

### Rinker Hall

In Florida, the first LEED Gold certified building was Rinker Hall at the University of Florida in Gainesville. As the main building of UF's School of Building Construction, its green status provides a productive and healthy environment for students, faculty and staff.

According to MyFlorida Green Building, Rinker Hall utilizes energy and water efficiency tactics, environmentally friendly construction methods and provides high indoor air quality for all of the building's frequent inhabitants. By designing and constructing a high performance building envelope, as well as utilizing lighting controls such as motion detectors, the building's energy savings is 50 percent more than the projected savings by the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

Some of the key green features of the building are use of rainwater harvesting, preservation of existing trees and vegetation, use of recycled campus construction materials, use of daylight, and Low-Volatile Organic Compound (VOCs) materials like interior paint and adhesives.

### Buildings Make An Impact

USGBC reports that in the U.S. alone, buildings account for:

**70** percent of electricity consumption

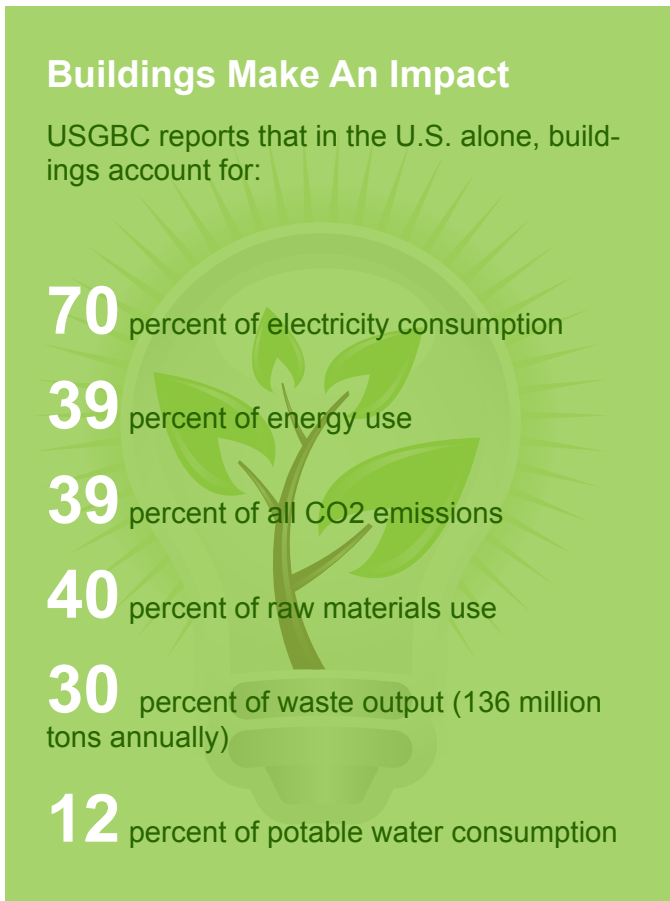
**39** percent of energy use

**39** percent of all CO2 emissions

**40** percent of raw materials use

**30** percent of waste output (136 million tons annually)

**12** percent of potable water consumption





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# Upcoming Issue

## Articles to look forward to in the next issue of Building in Florida:

-The impact immigrant labor has on Florida's construction industry

-The power of cool roofs and how they can save you money

If you have any story ideas you would like to see in the next issue, please send an e-mail to [info@martonickpublications.com](mailto:info@martonickpublications.com).


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