



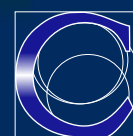
Allied Construction Industries

Your Primary Resource for Commercial Construction



Articles Inside:

- Director's Message
- Safety Director's Message
- Membership Message
- 2008 Spirit of Construction
- Marketing Your Company In A Down Economy



The Cincinnati
Constructor

Winter 2009

Decorative Concrete Headquarters



**JANELL!
HAS IT!**



**SOLOMON
COLORS**

Unlimited Colors

Janell carries an incredible range of colors for every palette of every job.

Regardless of Method

Janell has the material for all methods: Shake-On, Liquid Dispense, Integral Etc.

Any Application

Janell has the accessories and supplies: Cast-in-Place, Slabs, Pre-Cast, Tilt-Up Walls, Restoration, etc.

All Chemicals & Tools

Janell stocks Hardeners, Bond Breakers, Releases, Cures, Primers, Sealants, Mats, Rollers, Stamps, Stencils, etc.

Cincinnati, OH
(513) 489-9111
Cornell Road

Dayton, OH
(937) 886-9111
E. 1st Street

Columbus, OH
(614) 444-9111
Harmon Avenue

Hamilton, OH
(513) 874-9111
Ashley Drive (W. 24th)

Lexington, KY
(859) 254-9111
New Circle Road

Erlanger, KY
(859) 341-9111
Crescent Spr. Road

Dayton, OH
(937) 277-9111
Needmore Road

Norwood, OH
(513) 651-9111
Paddock Road

www.Janell.com

Janell inc., Your Supermarket For Concrete Accessories and Masonry Equipment.



"Concretely Yours"™

JANELL

CONCRETE and MASONRY EQUIPMENT





Allied Construction Industries

Executive Committee & Officers

- Mike Strawser, President
- Mark Luegering, Vice President
- Ken Fender, Second Vice President
- John R. Neyer, Secretary
- John Wilson, Treasurer
- Tim Beischel, Past President
- Kathleen Fischer, At Large

Board of Directors

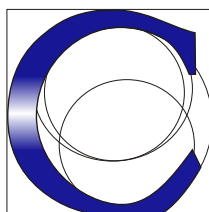
- Mike Strawser
- Joseph H. Albert
- Tim Beischel
- Pete Chronis
- James Donnellon
- Mark Douglas
- Ken Fender
- Kathleen Fischer
- James Flach
- Scott Gurney
- Jim Imbus
- Mark Luegering
- Jay E. Meyers
- John R. Neyer
- Willie A. Reeves
- Majid Samarghandi
- Steve Spaulding
- LeVon Thompson
- John Wilson

Staff

- Joseph G. Hummel, Jr
Executive Director
- Terry Phillips
Associate Director
- Cathy Hangbers
Office Administrator
- Christie Farrow
Union Apprenticeship Coordinator
- Laura Stormer
Accounting Manager
- Tammy Kerr
Director of Membership Development
- Sherry Leadbetter
Safety Manager
- Debi DeBellevue
Construction News/Plan Room Manager
- Rick Bowlin
Plan Room Assistant
- Candi Oakley
Construction News Assistant
- Dan Wright
Information Technology Manager
- Pat Popp
Education & Training Director

Photography

McKendrick Lee Photography.



The Cincinnati Constructor



ON THE COVER

2009 An Economy in Crises

As we enter this new year, ACI asks its members “what can we do for you?” In this magazine issue there are several articles focused on the current economic downturn and what you might look at to help your organization. What you do and how you approach 2009, will determine your company's future. We believe that better times are around the corner; we simply need to get through this period of uncertainty.

Table Of Contents

President’s Message _____ 4

Director’s Message _____ 6

Safety Director’s Message _____ 10

*The American Society of Association Executives (ASAE)
Letter to its Members* _____ 12

In An Uncertain Economy, What Can ACI Do For You? _____ 14

Welcome New Members _____ 15

Spirit of Construction 2008 _____ 17

Marketing Your Company In A Down Economy _____ 18

Industry News _____ 20

Advertiser Index _____ 22

The Cincinnati Constructor is an official publication of Allied Construction Industries, 3 Kovach Drive, Cincinnati, Ohio 45215. For information, advertising, rates or change of address, contact ACI at 513-221-8020. Submitted articles and editorials do not represent the opinions of Allied Construction Industries’ governing body.

President's Message

My time to 'CHANGE' has come.



Mike Strawser, President

The buzz-word for the past year has been “change”. You couldn't turn on your TV without seeing President Barack Obama talking about change. “Change is coming” he would repeat, day after day, city after city, audience after audience. And he was right. Change has come.

Looking back a year since I became President of ACI, it seems that just about everything has changed. In government, we have a new President and the shift in power has gone to the Democrats. The stock market has changed dramatically, dropping over 40% in the past year. But most importantly to those of us in Greater Cincinnati, the economy has changed and we are now in a recession. However, the one constant in all of this has been ACI. The need to belong to an association like ACI, to succeed through this period of 'change', is more important than ever. Where we are in the recession, beginning, middle or end, is anyone's guess. All I know is that we are in a recession and the prospect of it turning around is sometime in the future. And I know, first hand, that it is affecting business.

ACI stands on the forefront of programs and advocacy efforts that are looking out for our best interests during these difficult times. In December, 2008, ACI presented a program on the 2009 Construction Outlook featuring Ken Simonson, Chief Economist of AGC of America, and Cliff Brewis of McGraw-Hill Dodge. For over an hour, they presented graphs, charts and explanations on where the economy has been and where it was

going. If you weren't there, and there weren't many in the Cincinnati construction community who weren't, you missed a great opportunity to gain insight into our current dilemma and an understanding of how and when we will come out of this crisis.

My time as President and as a member of both the Board of Directors and the Executive Committee has shown me that ACI is positioned to help its members cope with the difficulties that come with a downturn in the economy. Education and safety training will still be needed in the coming year and ACI offers some of the best and most cost effective programs you can find in the area. In an effort to find more project opportunities for its membership, ACI has expanded the Construction Connection reporting service to report on all jobs within a 100 mile radius from Greater Cincinnati. They continue to focus on the needs of its members both now and in the future.

As I transition out as President of ACI, I would like to thank Joe Hummel, Executive Director of ACI, and his entire staff for the support and guidance they have given me during this past year. I look forward to continuing my association with ACI in the future. Even though the saying goes “that you only get out what you put in”, I can tell you from personal experience that ACI gave back to me more than I ever expected. If you haven't gotten involved in the past with ACI, I urge you to do so now, especially in this trying economy. Times like these force us to look at our businesses and rework them into leaner, more efficient operations. With all ACI has to offer, they can be a huge asset in helping you achieve your business goals in 2009 and beyond.



*Physician Driven
Managed Care Organization (MCO)*

- Workers' Compensation Claim Management
 - State Funded Employers
 - Self Funded Employers
- Non-Workers Compensation Disability Management

9916 Carver Road, Suite 400
Cincinnati, OH 45242

513.221.3422 Ext. 3206
www.3hab.com • info@3hab.com

SCHERZINGER DRILLING

9629 State Route 128 • P.O. Box 202 • Marietta, Ohio 45041 • (513) 738-2000 • Fax: (513) 738-3100

Assisting contractors, municipalities and owners in solving foundation problems, repairing landslides, installing tower foundations



Specializing In:

- Drilled Shafts
- Tiebacks
- Cased Shafts
- Helical Anchors
- Pier Walls
- Mini Piles
- Slurry Drilling
- Retaining Walls
- Landslide Repair
- Sewer Taps
- Rock Anchors
- Shoring
- Augercast Piles
- Tower, Light and Pole Bases
- Bridge Piers
- Design Assistance

One Industry. One Source.



The Blue Book is the #1 source for bringing construction buyers and sellers together.

- General Contractors
- Equipment
- Subcontractors
- Materials
- Architects
- Products
- Engineers
- Suppliers
- Manufacturers
- Services



Call us at: 800-431-2584

THE BLUE BOOK®
Networking the construction industry.

thebluebook.com

Director's Message

Forecast for 2009



Joseph G. Hummel, Jr.
Executive Director

As the cover of this magazine issue indicates, there is tremendous uncertainty for our industry going into 2009. In preparation for this crisis ACI, in partnership with McGraw-Hill, held a 'Town Hall' meeting on December 18th regarding an Economic Forecast for the New Year. We brought in two nationally recognized economists to speak to our membership and attempt to sort out the issues impacting our immediate future.

Ken Simonson, Chief Economist for AGC of America, stated "he can't remember a time of continuous bad news from all of the various economic indicators; the credit market, employment office, government budgets, etc." Everything points to a bleak outlook, in the short term, for project 'start-ups'. All of last year's news wasn't

completely negative. It wasn't until the final two months of the year that a decline hit the commercial construction industry. Through October of 2008, non-residential construction YTD was up by 9.1% in private construction and 7.4% in Public construction over 2007 figures. "In the first 10 months of 2008, almost every construction category was up over 2007", according to Mr. Simonson. Unfortunately, the bottom fell out in November & December of 2008 and is carrying over into the early part of 2009. Cliff Brewis, Vice President of McGraw-Hill, stated that "It was remarkable how immediate the reaction of the construction community was to the credit crunch that took place across the country. Between 20%-40% of ALL projects, nationally, have either been abandoned or delayed". Those are not welcoming statistics.

It appears that it will take into the second half of 2009, at the very least, before we will see a change or upward



movement for our industry. Predictions are that non-residential construction will be down anywhere from -5% to -9% in 2009. However, there is a light at the end of the tunnel. Both presenters indicated that Greater Cincinnati is better positioned than most communities around the country to weather this storm and that the 'fall-off' will not be as steep, locally, as the indicators predict for national trends. Greater Cincinnati is probably at the 'front end' of recovery for the housing market and has the potential to turnaround in late 2009. We simply need to do the things necessary to survive over the next several months. To that end, ACI's commitment is to do whatever we can, within our power and resources, to assist our members through these trying times.

For those of you unable to attend our 2009 Economic Forecast event who would like copies of the program, please contact me and I will send you the PowerPoint presentations of both speakers. In the interim, if I or any member of the ACI staff can be of assistance to you, don't hesitate to contact us at 513-221-8020.



Mountain of
High Premiums

River of Mismanaged Claims

Endless Paper Trail

Feeling lost in a
Workers' Comp wasteland?
We know the territory.

Sinkhole of
Dwelling Frosts

Valley of Vicarious



Shopping "group" is confusing. The percentages. The fees. The quality of the group. The quality of the TPA. You need an excellent guide – one who knows the ins and outs of Workers' Comp. One who can lead you to the best discounts and multiple quoting options. Just send up a flare, or call us at 513.351.1222. We'll take you right where you want to be.

the
matrix
companies
matrixtpa.com

MARK YOUR CALENDAR for ACI's 2009 Annual Meeting



Joe Morgan will be the keynote speaker at ACI's 2009 Annual Meeting.

When: Thursday, March 19th

Time: 5:30 pm to 9:30 pm

Location: Northern Kentucky Convention Center.

Sponsored by



RICHARD GOETTLE, INC.

Celebrating 60 years working with the Construction Industry providing Financial Advisory Services to over 150 Contractors

"WORK WITH THE BEST"



Certified Public Accountants and Business Advisors

250 Grandview Drive
Ft. Mitchell, KY 41017
(859) 331-3300
(859) 331-4358 Fax

www.vlcpa.com

4755 Lake Forest Drive
Cincinnati, OH 45242
(513) 891-5911
(513) 891-5969 Fax



STEEL FABRICATING INC.

1207 U.S. Rt. 42 South
Lebanon, Ohio 45036
Phone: (513) 932-2887
Fax: (513) 932-2059
www.georgesteel.com

-  **Structural Steel**
-  **Bar Joist**
-  **Metal Deck**
-  **Steel Erection**

10th Annual ACI/OSHA Construction Safety Day Is Rapidly Approaching



By Terry Phillips
Associate Director, ACI
Executive Director, ASAC

By the time you read this article, Safety Day will be rapidly approaching. It's hard to believe this will be the 10th Annual ACI/OSHA Construction Safety Day. When we started this event (my first year at ACI) the safety committee wondered if it would be successful or if we would do it again the following year, but here we are 10 years later.

Our goal the first year was to have 15 exhibitors and at least 100 attendees. Our goal this year is to have 60 exhibitors and 500 attendees. Our approach - slow, steady growth. This year we're concerned about the impact of the economy on attendance, but that won't stop the show. The line-up of educational programs is tremendous and we have wonderful local and national speakers involved. Just a few include:

Myths, Legends and Facts about our Fine Fanged Friends (snakes to be exact); The "new" Dennington Fall Protection System; Updates on Crane and Rigging Safety Issues; Confined Space, Hearing Conservation and more.

In addition to the topics offered by ACI, this year we've partnered with the local Chapters of the American Society of Safety Engineers and the American Industrial Hygiene Association. They will each offer a series of classes that will provide extra value for ACI members.

You don't have to stay all day as per the last 3 years, we once again offer the "super special" designed so field personnel can get 2 hours (4 topics) of information starting at 6:30 a.m. and then get back to work. These 4 topics are taught by Cincinnati Area OSHA Compliance Officers. What a great opportunity to network and get information OSHA needs you to know.

We do this for you! Exhibits, demonstrations, safety programs, Tri-State Area Safety Council credits, food and door prizes what more could you ask for in one day? If you haven't signed up, call ACI right now to register. You don't want to miss out on the best one-day safety show in the Midwest!

Tuesday, February 24, 2009

6:00 a.m. 4:00 p.m.

Call: (513) 221-8020 and ask for Sherry Leadbetter or Terry Phillips

Local AGC of Ohio Construction Safety Excellence Award (CSEA) Winners

AGC of America sponsors two annual safety award programs. One is the CSEA award; a program that includes an extensive "safety excellence" initiative. In order to qualify you must complete a lengthy application form that includes statistics and narratives. The goal is to pick the best of the best companies as winners.

Local applicants must submit their application to their home chapter, which in this case is the AGC of Ohio. The winners of the local awards (State) are then forwarded to the national office in final consideration for the national awards program.

This year ACI congratulates the following local AGC of Ohio winners and wish them the best in the national competition:

The award winners are as follows:

Building Division: 4 million work hours:
Messer Construction Company

Construction Management: 500,000+ work hours:
Turner Construction Company

Specialty Division: 300,001-700,000 work hours:
TP Mechanical Contractors

Special Division: Over 1 million work hours:
Baker Concrete Construction

Good luck at Nationals to these ACI members.

ACI AND OSHA PRESENT

THE 10th ANNUAL CONSTRUCTION SAFETY DAY

KEYNOTE SPEAKERS INCLUDE:



Joseph T. Schneider
Spirit Seminars



Marko Kaar
Senior Risk Engineering
Consultant

Co-Sponsored by:

- The Tri-State Area Safety Council
- Southwest Ohio Chapter of the ASSE
- American Industrial Hygiene Association, Cincinnati Chapter



Continental Breakfast, "Super Special" 4 - 1/2 hour presentations, Lunch, Keynote Speakers, Exhibits, Breakout Sessions, Door Prize Give Aways and more!

FEBRUARY 24, 2009

6:30 a.m. 4:00 p.m.

Sharonville Convention Center

11355 Chester Road

Sharonville, OH 45246

For more information or to register please call
Sherry Leadbetter at (513) 221-8020

The ACI logo, consisting of the letters 'ACI' in a bold, red, sans-serif font with a white outline.

ALLIED CONSTRUCTION INDUSTRIES

The American Society of Association Executives (ASAE) Letter to its Members

Joe Hummel Jr, ACI's Executive Director, is an active member of ASAE and is involved in several initiatives with that organization. This is just another way that your voice is being heard. Through his advocacy efforts with policymakers locally (from Frankfort to Columbus) and those of the AGC of America, nationally, Washington is hearing about the needs of our industry. The following is a letter from the President of ASAE to its members indicating that they will be keeping a 'watchful eye' on Washington in the months to come.

Dear Association Member:

With the 44th President of the United States preparing to be sworn into office, we can reflect on this significant moment in history and share in the nation's hope for firm leadership and sound investments in policies that jump-start our economy, repair our fragile financial markets, create new jobs and lay a solid foundation for future growth and prosperity.

Change is more than a campaign slogan these days. President Obama and the newly seated 111th Congress face a collection of challenges unlike any in America's history. They will have to make tough choices as they prioritize policy issues and new spending to spark our economy, all the while managing a federal deficit soaring to unprecedented heights.

As they navigate these complex challenges, it will be imperative that ASAE and other associations step forward with expertise and advice in the policy discussions that potentially impact our industry and our own future relevance and success. We cannot count on anyone else to speak for us.

We must continue to demonstrate that associations are a vital part of America's economy, and play an essential role in delivering products and services that ensure our high quality of life in this country, and we must communicate these points to policymakers so they can make informed decisions. The nature of our economic crisis suggests that the legislative agenda will be fluid, and new issues could emerge quickly that demand our attention.

ASAE has been closely monitoring these issues and is ready to play an active advocacy role this year on behalf of the association community. In recognition of the unique challenges and the gravity of the issues facing policymakers this year, ASAE is also close to launching a fully integrated public relations campaign targeting Washington, DC policymakers.

Given the number of new faces in the administration and Congress, and the seriousness of the issues in play, it is more imperative than ever those policymakers and opinion leaders understand what our associations do, why our work is important, and how we are positioned to help address some of the most pressing issues facing the country today. I pledge to you that ASAE will be a strong voice for the association community, but we will need your help to have a real and lasting impact on the many issues confronting our organizations and the country as a whole.

Please plan to stand with us this year as we bring to bear the full weight and resources of the association community to help America get back on track and ensure a prosperous future for all. Thank you in advance for your support.

*Sincerely,
John H. Graham IV, CAE
President and CEO*

Lift Equipment, LLC

Oldfield Pumps

CINCINNATI: 331 S. Cooper Avenue PH: 513-563-7787
DAYTON: 2400 Dryden Road PH: 937-293-1700

Serving Southwest Ohio, Northern Kentucky, and Southeast Indiana
www.oldfieldpumps.com

SALES • RENTALS • PARTS • SERVICE

GR GORMAN-RUPP PUMPS
GEHL
BOXER
BIG POWER IN ALL PLACES

“No contractor is 100% perfect, but Kelchner is the most professional, safest and easiest to work with of anyone I have ever seen.”

—Aaron Hall, Project Manager, Clayco

Find out more about why our customers have made Kelchner the region's leading excavation contractor at www.kelchner.com/people

 **KELCHNER**

Earth Wise. Business Smart.

We've added a new Kentucky Location

34 Kenton Lands Road
Erlanger, Kentucky 41018
Phone: 859-578-0700

50 Advanced Drive
Springboro, Ohio 45066
Phone: 937-704-9890
Cincinnati: 513-332-0580

In An Uncertain Economy, What Can ACI Do For You?



By Tammy Kerr,
Director of Membership
Development

Are you familiar with The Construction Connection?

The Construction Connection is ACI's project reporting system that focuses on project bid opportunities for our members within 100 miles of Cincinnati. ACI provides the Construction Connection as a premium service. The cost to our members for this service is \$600; a price which has not increased in 12 years. In November of 2008, ACI's staff began discussing

how ACI could assist our members, going forward, as the Regional economy began to look uncertain. Understanding that project leads is a crucial part of our contractors' needs, we decided to expand our geographical reach for the Construction Connection. Historically, we reported on projects within a 65 mile radius of Cincinnati (27 counties), however, on December 1st we increased our project search territory to a 100 mile radius adding 50 counties in the process. The Construction Connection now reports on project activity between Cincinnati and: Columbus, North Dayton, Indianapolis, Louisville and Lexington at no additional cost to our members.

The Construction Connection includes the following detailed information as available on projects:

- Name of project
- Location of project
- Status notes and comments about project
- Estimated cost of project and bond information
- Addenda information
- Where plans can be purchased and location of plans in our physical plan room

- Owner, Architect & Engineer with contact information
- Projects in the planning stage including RFP's and RFQ's for architectural/engineering services
- Projects in the bidding stage with pre-bid information and bid date
- List of potential bidders on the project with contact information
- Bid results for the project with list of who placed a bid and the amount
- The award information for projects
- Information on cancelled projects and any re-bid information

We realize that saving money on necessary services will be a vital part of decisions made in 2009 and as ACI gets ready to celebrate its 80th birthday this March we want you to know that we continue to seek out and develop services that will assist your company in saving money. Some of the other services we offer include discounts off gasoline, payroll services, contractors' software, wireless accessories and free phone bill evaluations, background checks and more!

Finally, we want to thank you, our members for your continued loyalty, support and commitment to your association. Your feedback, input and participation is invaluable to us personally as a staff and to the continued success of our organization. Now, more than ever, ACI continues to strive to be your primary resource in commercial construction. Please continue to provide us with ideas and feedback on what or how we can assist you.

BENJAMIN, YOCUM & HEATHER, LLC

Attorneys at Law providing services in Ohio, Kentucky, Indiana and Florida in the areas of:



Benjamin, Yocum & Heather, LLC
300 Pike Street, Suite 500
Cincinnati, OH 45202

Phone: 513-721-5672
Fax: 513-562-4388

- Construction Contract Preparation, Review and Consultation
- Mechanic's Liens, Bond Claims and Public Fund Claims
- Incorporations, Creations of Partnerships and LLC's
- Construction and Business Arbitrations and Litigation
- Business and Estate Planning
- OSHA and Safety Regulations
- Workers' Compensation Matters
- Immigration and Hiring of Foreign Workers

Contact Thomas R. Yocum, Esq.
Visit our website at www.byhlaw.com

Welcome New ACI Members

G/C Contracting Corp.

A general contracting firm that was established in 1992 by current President and CEO, Larry Conger, for the purpose of constructing quality commercial office buildings, churches, schools, and various other facilities. G/C Contracting Corp. has established a reputation for quality, dependability, and efficiency that is unsurpassed in the industry today. Working to fulfill their clients' needs to meet their building requirements is valued as one of the most important components at G/C Contracting Corp. Their business services include general contracting, design/build, and construction management. Celebrated projects include: Lakota East & West High School additions, Centerville High School, Urbancrest Baptist Church, Fredericks Steel (another ACI Member) and renovations of The Golden Lamb.

Abercrombie & Associates

An engineering firm that has been in business since 1976 that provides "proven expertise for today's development challenges in a timely & 'build-able' manner. This company specializes in civil engineering & land surveying. Their business services include site design, pre-planning, zoning analysis, construction administration, boundary/topo/utility surveys, construction staking, and alta surveys. Celebrated projects include Stone Creek Town Center, Baldwin 300 Building, Kings Island's Diamondback Roller Coaster and The Views Condominiums. They are LEED accredited for 'Green Building' and are an active member of the Ohio Valley Development Council.

Baker General Contractors

In business since 1991, this General Contracting Firm specializes in building/structural remediation, metal fabricating, general maintenance such as paving, building structures, etc.

CBS Construction

A general Contracting firm who began business in 1983, their business services includes new construction and renovations of commercial and industrial buildings.

Cincinnati Data Technologies

This firm provides IT consulting solutions for business customers. Their goal is to provide compete, high-level IT consulting services and believes in solutions that provide customers with clear development plans for their IT goals.

D.C. Byers Company/Ohio, Inc.

This company has been in business since 1988 and is a general and sub-contractor specializing in concrete repairs and waterproofing.

ADM Contracting

ADM is a Woman-Owned full service painting contractor specializing in industrial application. Celebrated projects include the Waste Water & Water Treatment Plants for the city of Jackson, Ohio.

J.K. Meurer Corporation

This paving subcontractor began business in 1985 and specializes in bases, ballasts, pavements, appurtenances, flexible pavement, rigid pavement, paving specialties and athletic & recreational surfacing.

Logan Creek Demolition

This demolition contractor began business in 2000 with over 40 years of demolition experience and specializes in complete and total demolition. Their business services also include trucking and excavating. Celebrated projects include NHS (Neighborhood Housing Services) Hamilton, Ohio and the Hanover Street demolition.

Nelson Comfort Systems

This business began in 1927 and is a complete mechanical contractor.

Rainbow Environmental Service

This firm is certified as a WBE, SBE and DBE and has been in business since 1990 with a mission to be the best they can be to all our customers and potential clients. They specialize in asbestos, mold, lead, abatement and interior demolition. Their business services include abatement, inspections consulting and testing. Sonya Wilson, President/CEO is on the board of the Brownfield Training Program, an EPA grant program sponsored by the City of Cincinnati.

Rite Rug

This subcontractor began business in 2001 and specializes in flooring.

Romohr Electric, Inc

This electrical contractor began business in 1982 and specializes in electric with business services that include design/build.

PlaySite Surfaces

This company sells and installs Versa Court tile products for multi-game courts and specializes in synthetic turf and poured rubber products for playgrounds, parks, athletic fields and lawns. Celebrated projects include Youthland academy and UC's Arlitt Center.

Congratulations To The 2008 Spirit of Construction Award Honorees



*Dennis Denier
Joseph Glassmeyer
Elda Marshall
George "Dewey" Newport
Thomas L. Neyer*

As this year's presenting sponsor, USI is proud to be a long term supporter of the Region's construction industry. The Spirit of Construction Foundation has contributed more than \$150,000 to scholarships supporting the construction industry. USI is a leading provider of construction insurance, contract bonding and employee benefits. We are committed to our continued support of the Foundation and the hard working people of the construction industry.

LEADING THROUGH INNOVATION.



312 Elm Street, 24th Floor • Cincinnati, OH 45202
513-852-6300 • www.usi.biz

Spirit of Construction 2008

The Spirit of Construction held its annual celebration on Saturday, October 18th to yet another large and appreciative group of SOC members and guests.

This year's inductees into the construction industry's 'Hall of Fame' were: Dennis Denier, Elda Marshall, George 'Dewey' Newport, Thomas Neyer Sr. and Joseph Glassmeyer (Posthumous).

This annual gala recognizes eminent members of the community that have made lasting contributions to the Greater Cincinnati and Northern Kentucky Building industry.



Marketing Your Company In A Down Economy



Rusty Bird
Bird Enterprises, Inc.

Economic indicators say that the next 12 months will be uncertain. Most construction companies will cut their marketing budgets and tighten their belts and cut their expenditures. When the economy is sluggish the need for building a brand and creating awareness, as well as generating leads for new opportunities is more important than ever.

In fact, challenging economic times and competitive conditions is an excellent time to improve your chances of getting noticed and standing out by taking advantage of limited marketing spending by your competitors.

Studies show that a consistent presence in the marketplace now will pay dividends in the future. It has been proven time and again that marketing dollars invested in a down economy are actually more valuable than those spent in a good economy. Consider the fact that many construction and design professionals have a little more time on their hands to better research new products and services that they can incorporate in their projects. By advertising now you are reaching a larger audience that is open to learning about new ideas that they haven't had time for in the past few years.

Marketing and advertising during a sluggish economy also boosts the confidence that customers and potential customers have in your company as your consistent market presence will deliver the message that you are a strong, viable, stable company. Such a message contributes to long-term brand building and supports your differentiation strategy. And, when the economy builds again, the top-of-mind awareness you've built will result in a sustainable competitive advantage.

For the construction contractor, there are several approaches and philosophies to consider.

Build a high wall around current clients. Raise the bar of what they should expect from any new entrant. Some of this is just communicating all that you do for your clients. Some of this is adding a new benefit.

Don't participate in the economic slowdown mentally. In any business, you have to believe your best days are ahead of you. Construction is no different. Conversely, not believing this makes it true. Remember, your customers and prospects are looking extra hard for any signal of trouble.

The number of qualified leads is the reason you will land a good project. Keep conversations going with people who are decision makers and have budgets, needs, wants, and treat you with

e.b. miller contracting, inc.
1701 Mills Avenue | Cincinnati, OH 45212
p. 513.531.7030 | f. 513.531.0775

THE
AIA Contract Documents are the way
INDUSTRY
professionals ensure all projects meet the same
STANDARD.

AIA Contract Documents

Available in both paper and software formats. For on-line ordering go to AIA Cincinnati's website at www.aiaincincinnati.org or contact us at 513-421-4661

respect. At some future date, they will have a deadline to meet for constructing a project. Keep yourself at the client's table. Talking does not cost you a dime.

7 marketing actions you can start with right now.

Narrow your market focus. Look at whom you are currently doing most of your business with. Figure out why they do business with you and what it is about them that is unique.

Position your business and create core messages. Figure out what it is that you do best. Call up 3 or 4 of your clients and ask them why they buy from you. Create several very compelling benefits or core messages of doing business with your firm and find ways to work them into everything you say and do. Just remember your clients don't buy what you sell...they buy what they get from what you sell.

Marketing materials. Evaluate all of your marketing materials; ads, direct mail, email programs, brochures including your website, so that they speak only of your core messages and your target market.

Concentrate on current customers. In tough economic conditions, customers also feel vulnerable and are more likely to stay with a company than make a switch. When people are worried about spending, increasing relevant engagement is more likely to generate sales than simply highlighting a brand.

Cultivate Referrals. Every time you meet one new person, and develop a relationship, you've actually just increased your prospect list a potential 250 people, every single time. Do this often enough and before long, you'll cultivate a network of endless referrals.

Go to networking events. Try to meet 50% of the people there (ask about them, don't talk about yourself). ACI offers many such networking events, make it a point to have a representative of your company regularly attend these ACI functions.

Develop a plan. Determine what you need to do to put the above items into action and then schedule them on a calendar. Whatever it is, you need to pick a month and pledge to get it done that month.

In a slow period, some contractors earn their first stripes while others revisit once familiar territory. Whatever the experience, construction firms know that their service is a basic necessity to human life and vibrant business will be back in the near future.

Successfully marketing through a slow period can turn the challenging economy into an opportunity, and make a construction firm stronger and more profitable when good times return.

Rusty Bird is the founder of Bird Enterprises, Inc, providing marketing and graphic design to construction-related firms. For information call 859-341-6404.

Graphic Design/Marketing for Construction-Related Firms



Member: ACI

Over 20 of Years Industrial Service — Serving the Companies You Know

Our Services Include:

Website Design
Logo Development
Brochures/Sales Literature
Electronic/Digital Presentations

Direct Mail/Email Programs
Newsletters
Branded Apparel
Promotional Items

Call Rusty Bird 859-341-6404

rusty@iac.net

JOE KNOWS DIRT.

Chris Sunderhaus - Cincinnati / Northern Kentucky

JoeKnowsDirt.com 888-DIRT-NOW

Industry News



Messer Construction Co. announces the promotion of Stanford T. Williams, Jr., to Economic Inclusion Vice President.

Williams joined Messer in 2005, bringing experience as an owner of a small business, an adjunct professor of business and operations management, and a business consultant for supplier diversity programs. Williams leads

Messer's Economic Inclusion program across the entire company.

In his new and expanded role, he will develop partnerships with certified minority and woman-owned businesses that can lead to economic opportunities such as project work and joint venture opportunities with Messer Construction. He will also oversee the recruiting initiatives for minority men and women for the company's workforce. Under Stan's leadership, Messer was awarded the 2006 Ohio Governor's Minority Business Development Award - the only construction firm, as well as the only majority owned firm, to earn that distinction. Messer has increased its purchases of certified minority-owned business enterprises (MBEs) and women-owned business enterprises (WBEs) from \$31 million to \$89 million in 2008.

Commonwealth of Kentucky Unemployment Insurance Rates to Increase

Effective January 1, 2009, all Kentucky employers will pay more for unemployment insurance for their employees due to the dwindling balance in the State's Unemployment Insurance Trust Fund. Every employer should watch their mail closely for a notice from 'The Office of Employment and Training' regarding this issue.



Messer Construction Co. announces the promotion of Brooks A. Parker to Craftforce Development Vice President.

Parker began his career with Messer in 1974 as a journeyman laborer and has previously been promoted to journeyman carpenter, carpenter foreman, field superintendent, project manager and manager of craftforce

development. His extensive project experience ranges from office buildings to hospitals to entertainment facilities.

Parker holds certifications from the National Center for Construction Education and Research as a Master Trainer as well as Mobile Crane Inspection, Mobile Crane Operations, Tower Crane Operations and Concrete Flatwork Finisher & Technician. He serves on the Emerging Workforce Development Council Construction Trades Career Pathway Workgroup, Great Oaks Institute of Technology and Career Development advisory committee, as well as the Woodward Career Technical advisory council and the C.E. McCormick Area Technology Center advisory council.

In his new position, Parker will oversee Messer's craftforce, providing strategic direction and managing development opportunities for the carpenters, laborers, equipment operators and related personnel working for the company.



Tru Wall Concrete, Inc.

Phone: (513) 771-8192

Fax: (513) 771-8199

COMMERCIAL ■ INDUSTRIAL CONCRETE

10737 Medallion Drive, Cincinnati, OH 45241

www.truwallconcrete.com

[email: info@truwallconcrete.com](mailto:info@truwallconcrete.com)

PRECISION SWIMMING STRUCTURES

COMMERCIAL & MUNICIPAL POOL CONTRACTORS



- Design/Build
- Renovation & Repair
- Complete Mechanical
- Experienced Professionals
- Fully Bonded/Self-Performing
- Stainless & Concrete Construction
- Decorative Waterfeatures
- Spraygrounds & Splashpads



1-800-218-7561 or 513-772-2001

FAX: 513-772-2331

www.psscontractors.com

Info@psscontractors.com

PSS

CONTRACTORS LLC

Serving the U.S.A. & Caribbean

ADVERTISER INDEX

3-Hab _____	4
American Institute of Architects _____	18
Benjamin, Yocum & Heather _____	14
Bird Enterprises _____	19
Blue Book, The _____	5
e.b. miller Contracting _____	18
George Steel Fabricating, Inc. _____	9
Janell, Inc. _____ Inside Front Cover,	22
Joe Dirt _____	19
Forge Lumber _____ Inside Back Cover	
Kelchner _____	13
Lift Equipment _____	12
PFI, Inc _____ Back Cover	
PSS Contractors _____	21
Matrix Claims Management _____	8
Scherzinger Drilling _____	5
Tru-Wall Concrete, Inc. _____	20
USI _____	16



Allied Construction Industries

2009 Upcoming Events

ACI/OSHA Safety Day - Tuesday, February 24th,
 Annual Meeting - Thursday, March 19th, 2009
 ACI Day with the Reds - Thursday, June 18th, 2009
 Annual Golf Outing - Monday, July 13th, 2009



Janell Inc. Your Supermarket
 For Concrete Accessories & Masonry Equipment




JANELL INC.

6130 CORNELL ROAD CINCINNATI, OH 45242
CONCRETE and MASONRY EQUIPMENT

CINCINNATI, OH 489-9111
 HAMILTON, OH 874-9111
 DAYTON, OH 866-9111

COLUMBUS, OH 444-9111
 ERLANGER, KY 341-9111

LEXINGTON, KY 254-9111



We see the forest AND the trees.
Supplying lumber from responsibly managed forests.

Chain of Custody Certified to supply FSC®
lumber for your LEED® projects.

Now it's easy being green.

All your lumber needs

- Pressure Treated and Fire Retardant Treated Lumber and Plywood
- Concrete form plywood

Complete construction services

- Supplying framing and trim crews for your projects

Custom mill



FORGE
L u m b e r

We nail it. Every time.

Forge Queensgate
Cincinnati, OH
513.541.3800

Forge Newtown
Cincinnati, OH
513.561.7465

www.forgelumber.com

High Performance Sealants, Adhesives & More

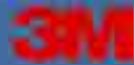
PFI'S Commercial Construction Sealants serves ALL your commercial construction project needs: Siding, Roofing, Concrete, Interior, Exterior, Sub-Floor, and Architectural.



Our full line of construction sealants provide excellent adhesion, durability, flexibility, weatherability and water resistance. Available in single- and multi-component, non-sag and pourable formulas, PFI's Commercial Construction Adhesives and Sealants come in a variety of colors to match numerous substrates.

- Butyls • Acrylic Latex • Open & Closed Cell Backer
- Silicones • One & Two Part Urethanes • Polysulfide
- Epoxies • Waterproofing • Firestop • Caulking Guns & Accessories

**Authorized
Distributor**



PFI Inc.
11257 Williamson Road
Cincinnati, Ohio 45241
PH: 513-489-6710
Fax: 513-489-7237