

2010/2011 IBEE OFFICERS & DIRECTORS

President - Ronald Hambley
Winnipeg Construction Association
Winnipeg, Manitoba

President-Elect - Daniel Cowan
Altoona Builders Exchange of Altoona
Pennsylvania

Vice-President - Aaron Hilger
Rochester Builders Exchange
Rochester, New York

Secretary-Treasurer - Rita Heldenbrand
Spokane Regional Plan Center
Spokane, Washington

Directors:
Debra Hicks
Southern Interior Construction Association
Kelowna, British Columbia, Canada

Roxanne Greenwood
Central California Builders Exchange
Fresno, CA

Jason Anderson
Builders Exchange of Tennessee
Knoxville, TN

David Ystebo
Fargo-Moorhead Builders & Traders Exchange
Fargo, North Dakota

Past Presidents:
Mary Ditz
The Plans Room, LLC
Anchorage, Alaska

Frances M. Wagner
Builders Exchange Association of VA
Richmond, Virginia

Earl R. Hall
Syracuse Builders Exchange
Syracuse, New York

The Construction Executives' Report is published by the International Builders Exchange Executives as a service to members.

Our website is: www.bxnetwork.org
Submissions, articles and other information for content is compiled from members of the organization.

Suggestions or submissions can be sent to :
INFO@bxnetwork.org / 877-788-4334



Representatives of the International Builders Exchange Executive convened at the beautiful Coeur d'Alene Resort in Idaho for the IBEE's annual convention June 9-12, 2010.

The four-day event opened on Wednesday morning with a meeting of the IBEE's board of directors, before the entire congregation got together for a poolside (moved inside due to cool weather) meet-and-greet that evening.

The next three days were stocked full of meetings, presentations and discussions on new and innovative approaches to operating a Builders Exchange/Construction Association.

Thursday morning kicked things off with a discussion on planroom response to emerging technologies, focused on how construction associations can realign themselves in the

modern competitive environment. Rex Klein, CEO of Barryhund Administrators Inc., led the discussion with a PowerPoint presentation (see a recap of his thoughts on Page 5). Later that morning, in a similar vein, Michael Tollette, CEO of Virtual Builders Exchange, gave a presentation titled "Planroom of the Future".

That afternoon, Executive Vice-President of the Edmonton Construction Association, Darlene La Trace, gave a stimulating presentation on the success her association has had in providing BIM (Building Information Modeling) training programs to their membership base. For full details on the challenges and benefits to hosting such an offering, refer to



2010/11 board of directors (from left to right), Frances Wagner, Earl Hall, Ron Hambley, Daniel Cowan, Aaron Hilger, Rita Heldenbrand, Debra Hicks, David Ystebo, and Jason Anderson (Missing: Roxanne Greenwood and Mary Ditz).

Convention

Continued from page 1

Page 6 for a full recap of La Trace's presentation.

The afternoon wrapped up with a roundtable discussion on what everyone's respective association had on the go, new or otherwise. Following the

meeting, the group adjourned until 6 p.m. when they reconvened for the President's Reception and Dinner. Ron Hambley was officially inducted into the President's position for the 2011 term. Outgoing President Earl Hall was honoured with a piece of local artwork for his year of service.

The next morning, attendees were given a jolt of energy to start the day on Friday with a bourbon mixed drink

known as a "Michigan Eye Opener" at 7 a.m. A breakfast buffet followed before the morning concluded with a general business session and official induction of officers for the 2011 term. The weekend's keynote speaker, George Hedley of Hard Hat Presentations, gave his speech entitled "Seven Things I Would Do If I Managed a Builders' Exchange" at lunch before the group dispersed for an afternoon of fun and leisure activities, including golf at one of the United States top 25 golf courses, an ATVing tour in the mountains and horseback riding.

Saturday's festivities concluded with a meeting discussing affinity partners and programs, including a presentation from DirtLogic owner Matt Gebarowski on collaborating online services to benefit electronic planrooms and online service providers alike, and then an hour-long discussion with a look ahead at the coming construction year.



Incoming President's Remarks from 2010 Annual Convention

Ron Hambley, Winnipeg Construction Association



Incoming IBEE President Ron Hambley of the Winnipeg Construction Association presented his opening remarks at the IBEE's Annual Convention June 10, 2010 at Coeur d'Alene.

First of all, I would like to thank Earl Hall, our outgoing president. Earl has been a very active member of this group for at least as long as I have and I know he has been extremely busy this past year and a half. As you know, we moved from a part-time contract position to a full-time staff position, while also changing office locations and bank accounts, so it's been a struggle for all of us on the board during this period. Earl has bared the brunt of this difficult process and I know how much time it has taken each week, so thank you Earl.

I started working for my local Association in 1999 after moving over from the Home Builders' Association, having also had past experience with a couple of business development groups and a Masters degree in Planning. I knew how to run an association but I knew absolutely nothing about our KEY service: **the planroom**. It was a very steep learning curve and I joke about it now, but I was scared to death of the person that ran our planroom. She had been ruling our planroom for 25 years, she terrified our members as well as me, and we had some incredible battles over the stupidest issues—needless to say it wasn't a great time for me.

Then the "OWG" (Old Wrinkled Guy—Gord McPherson) from Edmonton Construction Association called me and said I should attend IBEE. He said the members are all planroom operators that I would learn a lot from. It was a bit unnerving to plan a trip to some strange place in Northern Michigan, but

Fern Nagel and Gord kept after me and I am truly grateful that they did.

What I found with IBEE was a tremendous group of dedicated individuals that shared ideas freely and really understood the business. I learned about the electronic planrooms that were quickly gaining ground in the US and were slowly coming to Canada, and we could see how powerful this technology would be for us—and also how dramatically it would change our businesses. I remember people like Gregg Mazurek and Laurel Screptock, who showed us how they were using the systems and spent time showing us their operations. And Michael Tollette and his people presented at countless sessions at our meetings. And many others like John Kelly, Pete Gum and Del Walker, who shared some exceptional marketing ideas and strategies.

I was able to take those ideas and transform our Association over the next five years into the group it is today, and I don't know if I would have had the confidence to proceed like that without the shared experiences and knowledge I gained from IBEE members. That is why I come here and probably why you attend as well.

I do sense a change at IBEE these days. But then I think we have been in a state of constant change both in terms of our associations and the environment we operate in, so we would be naive to think that IBEE would not change as well. We are not building electronic planrooms anymore—but making the ones we have run more efficiently in the face of some significant competition.

We have tried some different marketing approaches, attempted to build national services—our second or third attempt in Canada is underway right now as a matter of fact. We ramped up our staff and board training activities with Brenda Romano—and I know my association benefited from those efforts. And BIM is on the horizon or doorstep depending on your perspective. There is always something new, and something for IBEE members to share.

Some of my predecessors in this role have chosen a theme for their year—some insightful and clever, and some that can't be repeated here. If I have a focus or a theme this year it will be to reconnect with the existing members and grow the membership overall. We have to ensure they feel connected whether they can attend our meetings or not. With a membership of just 75 we are still a very fragile group and we are very mindful of that on the board.

We have work to do, and I am confident that, along with my fellow board members, we can provide you with the experiences that you have come to expect from this group. Thank you for this opportunity to give something back to IBEE.

Annual IBEE Convention Invades Idaho



2010 IBEE Annual Convention Sponsors

Event Sponsor:

Spokane Regional Plan Center

Keynote Speaker Sponsor:

RSMeans

Gold Sponsors:

DirtLogic

Winnipeg Construction Association

Calgary Construction Association

Southern Illinois Builders Association

The Associated General Contractors of America

Silver Sponsors:

Syracuse Builders Exchange

Momentum Fleet Management Group

Tri-City Construction Council

Contractor Compliance and Monitoring Inc.

Staying Ahead of the Curve



Another presentation at the IBEE's summer convention in Idaho in June focused on the new wave of online service providers that could benefit the construction industry, courtesy Barryhund President Rex Klein, whose company specializes in online planroom hosting.

"The whole world's digital, and we need to work with other industries in the marketplace," Klein stressed. "There's a bunch of companies coming out who are going to be providing BIM services, and [construction associations] have to have our doors wide open to work with them and be prepared for it. Making it hard for them to engage with us is not going to help us, because then we'll eventually get passed by."

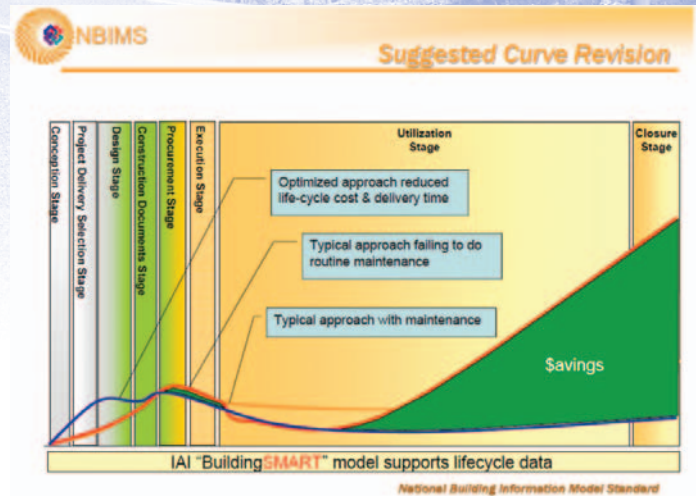
Klein said construction associations can't remain isolationists in an ever-changing global marketplace.

"For example, someone like Matt [www.dirtlogic.com] shouldn't have to re-negotiate a simple project every time he goes to a different construction association," Klein said of Matt Gebarowski's excavation estimating and three-dimensional electronic modeling service, DirtLogic. "If it works in Texas it can work in California and Canada and vice versa. If you're trying to launch technology across North America, and if you've got to fight every planroom along the way, then you're just going to pass them on by, you're not even going to try, because you figure you'll be dead before you get through all the red tape."

Klein proposes that the industry embrace new technology providers by readily positioning trade associations to accommodate and shape the disposition of modern construction communication methods.

How does he propose that gets done? Engage our industry and play to our strengths.

- Define unified paths and procedures that would allow emerging technologies to reach members
- Take part in industry "Business Plans"
- Create standardized web services (not complicated)
- Expand and Market planroom registry to include policies for commercial access to members. (market shaping)
- Information injection and extraction policies (facility management).



Klein points to one example of a successful blueprint, the McGraw-Hill Construction Network, which connects people, projects and products across the design and construction industry, serving owners, architects, engineers, general contractors, subcontractors, building product manufacturers, suppliers, dealers, distributors, and adjacent markets.

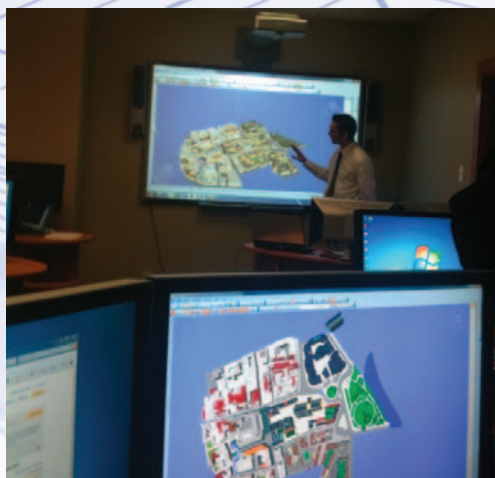
Other opportunities that incorporate these technologies and streamline services include:

- DirtLogic
- BIM Consultant Industry (Plan Room as a Funnel)
- AEI Strategic
- Various Commercial Invitation to Bid Systems
- State Agencies NDOT (Nevada Dept Transportation)



Barryhund President Rex Klein

ECA's BIM 101 Training Course Offers Successful Blueprint



Building Information Modeling (BIM) is a powerful design and planning tool that can make construction speedier, more efficient, and reduce construction dispute. BIM allows contractors to build a facility virtually, before it's ever physically constructed, and to reap the cost and schedule benefits of doing so.

But in order for BIM to realize its full potential in the construction industry, all major project partners, including the design team architect, engineering sub-consultants, the contractor and the major subcontractors have to work collaboratively and fully grasp the concepts.

Early adopters of BIM training, such as the Edmonton Construction Association (ECA), have been educating peers and members about how to get into the BIM mindset and plan for its widespread use in the construction industry.

ECA built a room that houses 10 terminals and began offering BIM 101 courses to its members this year. Since January, ECA has held 34 sessions training 219 members.

ECA received funding under an Alberta Employment and Immigration program to offer free BIM 101 training to qualified skilled immigrants, while also receiving an additional \$68,000 to support member firms with a 50 per cent discount on course fees.

"About two years ago now, we knew this was coming and it wasn't a matter of if, but when," said Darlene La Trace, Executive Vice-President of ECA.

"Fortunately, we have a massive building with lots of space, but in order to configure appropriate space for this we had to



release some tenants and knock out a wall. It was a bit of a challenge, and the room we have right now is a little bit small, but we wanted to start with this and first see if these courses would gain momentum. The training is gaining momentum so we may have to look at a more major renovation in the future. The whole thing is about integration and collaboration, so sitting together and working closely is the idea anyway!"

Investment

La Trace said the biggest investment in capital went into the server, which must efficiently download and transfer massive files.

"If you're going to try to do this on Mickey Mouse computers, it's going to be an embarrassment," La Trace warned. "The I-Room infrastructure is robust, not simple to work with, and these systems take massaging. We have a consultant on call and he works regularly maintaining and making sure the systems are good to go for the next day. You don't want anybody in industry showing up and having either computers or software not working, bad news travels too quickly!"

All told, the server, 10 terminals, built in overhead and state of the art presentation touch screen for the I-Room rang in at \$150,000. The class limit is eight, with a terminal for the instructor and a back-up in case of server trouble.

"Members raise eyebrows when you throw \$150,000 at anything, but they understand the value this is bringing to our firms now as far as having a competitive advantage, and positioning them well for the future," La Trace said. "They are getting cheap training because of the grants we were able to obtain, and I haven't had one complaint about the program. There are many other benefits to such a program, our estimator visits are up, the traffic through the association is up, and it brings a lot of young people here who don't fully know what the association does. The result is that you provide more printing services, you sell more tickets to social events, so the spin-off is really good."

Developing the course

The course covers the basics of BIM and its challenges, the benefits of its use for the construction industry, and basic navigation in BIM software.

"For the course content we worked very closely with AutoDesk and a couple of their resellers," La Trace explained. "I met with them a number of times to discuss what I wanted, which was basically a one-day, hands-on course, as it's very important to start at a basic level. We were not interested in the typical design-focused BIM session; it had to be about the bigger picture which would encompass cradle-to-grave benefits. We wanted the 30,000-foot level that took into account design, construction and the lifecycle of a building."

"It puts contractors, owners and the design community really close, and it's probably the first time we've had such a good mix of industry where we have them all together in a room like that," La Trace said.

Although many major construction companies have been working towards the adoption of BIM for some time, some of the smaller players lag behind because of the steep costs associated with BIM software.

La Trace said these training programs are not only important for large firms, but also for the mid-sized and smaller organizations who need BIM training to remain competitive in the market.

The design community is pushing BIM, so BIM-enabled companies will be able to participate in more projects as a result. However, La Trace is quick to add that "we are not doing this because the design community is pushing it. Owners will ultimately decide if 5D technology is for them. Regardless, contractors need to be ready."

Finding qualified trainers

The third challenge La Trace discussed was finding qualified trainers. A lot of experts know CAD, and now think they know BIM, but know little about the construction industry specifically. But once they do get a handle on BIM within the industry

*Darlene La Trace,
Executive Vice-President
of ECA*



itself, they don't tend to stick around long.

"Once you bring them in and they teach BIM for Contractors, they become very valuable to your members and your trainers then get scooped up," La Trace said. "Some of the biggest design firms are picking off those with good BIM knowledge, because they are key to the success of the future of their organizations."

College training not up to par

Another issue La Trace discovered was the lack of BIM training in the college system.

"When the construction associations are out the shoot far ahead of the colleges, we have an issue," La Trace admitted. "We want to direct members to the colleges to take BIM-specific courses after our starter one-day course, but they are offering very little BIM-specific training outside of CAD," La Trace said, pointing to a course offered at one college, which was billed as BIM training but looked more like glorified REVIT.

President's Message

July has flown by for me but our family did enjoy some holidays and the hot weather continues. Yes, it does get hot in Canada! I am now re-attached to my office desk and trying to assess priorities from the various piles of paper. IBEE is certainly right up there on the priority list.

For those of you that attended our 2010 Convention in Coeur d'Alene, I want to thank you and once again acknowledge **Rita Heldenbrand, Executive Director, Spokane Regional Plan Center**, for her logistical support in Idaho! That is certainly a very special part of the world. The convention allowed us to get reconnected with old friends and colleagues and meet a couple of new members. We participated in some very interesting business sessions and we have hopefully captured some of that information here in this issue of CER. And what IBEE Convention would be complete without some extracurricular golf and mountain ATViing? I will be the first to admit that I did not hit that pesky "floating hole" at the Coeur d'Alene golf course, but I did manage to keep my ATV upright coming down the mountain!

During the IBEE Business Session we thanked **Earl Hall, from the Syracuse Builders Exchange**, for his efforts during his term as IBEE President. We covered a lot of ground this year, and some of it was a little bumpy, and Earl was there through all of it. I personally want to thank Earl for his countless hours of effort, all of us appreciate it Earl! We also said thank you to **Kevin Koehler, Construction Association of Michigan**, who stepped off the Board this year. Kevin is always a great contributor and I hope we can still count on him to contribute. It was Kevin that upset the ATV by the way. And finally, we welcomed a new IBEE board member in **David Ystebo of the Fargo Moorhead Builders & Traders Exchange**. Dave has been attending IBEE meetings for a few years now, and is coincidentally the closest American BX to my Association in Canada. Welcome, Dave! We look forward to working with you.

A few weeks ago I sent IBEE members a letter updating you on the more recent activities of our group. We do have some challenges ahead and I know we, as a board, are committed to dealing with them.

We have concluded arrangements for the Mid-Year meeting scheduled for February 22-27, 2011 at the **Hilton Marco Island Beach Resort & Spa in Florida**. Generally the Mid-Year meeting has been a time to plan for June's Annual Convention, however, more recently it has morphed into a mini-Convention. We will confirm the agenda for the Mid-Year by the end of October and communicate this with you. If you have topic suggestions, please do not hesitate to send those to us. Our intention is to identify meeting and convention locations at least 3-5 years out. This will ensure we can get the best rates available and locations that inspire you to travel—and have time to plan well in advance. We will have a final location for the June, 2011 convention by the end of this month.

The IBEE Board will be meeting in Chicago on October 21, 2011 and the IBEE management issue is foremost on the agenda. We will discuss this and make some final determinations. Personally, I have a renewed sense of what IBEE members want and need from their Association, and what a future manager must deliver. While we may be without administrative support at this point, we are not without direction nor are we lacking in our commitment to IBEE.

As I said in my remarks at the Convention, what I have found at IBEE is a tremendous group of dedicated individuals that share ideas freely and really understand the business we are in. Our focus going forward will be to reconnect with membership, grow the membership, and to make sure you feel connected whether you can attend our meetings or not. I welcome your comments.

Sincerely,



Ron Hambley
IBEE President



Ron Hambley
President

MARK YOUR CALENDAR!

2011 Mid-Year Meeting

February 22-27, 2011

Hilton Marco Island Beach Resort and Spa
560 South Collier Boulevard, Marco Island, Florida
Room Rate: \$185



The Hilton Marco Island Beach Resort and Spa hotel is perfectly situated off the Southwest coast of Florida, directly on the Gulf of Mexico, south of Naples. The Hilton Marco Island Beach hotel is a AAA 4-Diamond deluxe 11-story resort only minutes from world-class golfing, the Florida Everglades National Park and some of Southwest Florida's best shopping, dining and recreational activities.

Rising Cost of Meetings

Ron's Rant

Technology is making it possible to communicate electronically, conduct presentations online, and participate in live video conferences. So why then do people still want to get together in person? Simply put, there is still considerable value in meeting face-to-face.

Attending IBEE meetings allows us to build stronger relationships, participate in more extensive discussions, and to do so without the inevitable distractions of the office. Hopefully, we manage to discover some new idea that we can put in place back in our own Association, and there is a great deal of value in that.

We typically survey our delegates after conferences and one of the questions asked relates to the cost of attending. The response is usually mixed with about one-third of respondents saying the room costs were "too high." I had a conversation recently with the meeting planner for our Canadian Construction Association, Chantal Montpetit, who was coincidentally attending a customer advisory board meeting for a major hotel chain. She indicated that everyone was talking about challenges and that the cost issue was a major one. According to Chantal, "Last year room rates were amazingly low, principally in the U.S., but they are planning a 4-7 per cent increase in room rates for 2011 and forward—not including food and beverage." Low? Did she say low?

So what is too high? Gasoline at \$1 a litre (that's \$4 U.S. per gallon) is too high but I still pay it. I paid \$12 for a beer at the Chicago airport this year—THAT was too high. Is \$175 a night for a hotel room too high? That depends.

Room rates are always part of the discussion when planning IBEE conventions and meetings. We try to negotiate with nice hotel properties, at interesting travel destinations, and we try to have them include as many of the extra food and beverage charges and room rental fees as we can. We have used the price of coffee in meeting rooms as a barometer for hotel price ranking: a gallon of coffee in St. Louis might cost \$38, but in New York City it can be \$120.

Joan Buser, of IMN Solutions, has been assisting IBEE in securing conference hotels, and suggests: "I like to see groups determine the best average rate they can afford, the quality of hotel expected, time of year for the meeting, and based on this information locate the meeting in or around a region of the country that works for rate structure." The IBEE group is typically not big enough to have major clout with these places, but we do the best we can and do try to get a guaranteed rate at least one year out.

In closing, I think any discussion regarding the cost of attending meetings has to also consider the return on investment—the ideas and contacts which arise from these meetings, which to me is the value in IBEE membership, without focusing entirely on the room rate.

I would like to hear from you on this one.

Sincerely,



Ron Hambley
IBEE President



DirtLogic Provides Potential Partnership for Planrooms

“As plan centers, our willingness to diversify and collaborate with affiliates is what will ensure our viability as a business in the future.”

This was the opening statement by Michael Tollette (Virtual Builders Exchange, Texas) introducing DirtLogic’s presentation at this summer’s IBEE Convention.

There is no denying that every industry world-wide is quickly discovering the importance of alliances in this fast-paced, ever-changing, internet-based marketplace. Though it is a challenge to begin adjusting a business model that has worked for over 100 years, the writing on the wall indicates this looming necessity.

To best illustrate this concept that Michael termed “Strange bedfellows”, consider the partnership of Kinkos Copy/Print Center and Federal Express Shipping Services. Each catered to the same clientele and their merger not only better served the customer, but it caused the two companies, as a whole, to stand out from the growing competition.

An alliance with DirtLogic represents a similar opportunity to the Builder Exchange Plan Centers. Separately, we are successful and could reasonably expect to continue undisturbed for a time, but by proactively innovating how we package our two services we stand to achieve exponential growth and stay ahead of the competition. In fact, once the plan centers begin the process of integrating cohesive services, there is no end to the partnerships and their benefits that could be realized.

Here is why DirtLogic is a perfect complement to the Builders’ Exchange. For over 10 years we have led our niche-industry in innovation. DirtLogic is the only earthwork take-off service to create a proprietary software of checks and balances to guarantee accuracy. We also developed the DirtStore, an online application and process which facilitates making DirtLogic’s high-end dirtwork quantity take-offs available 24/7. This is our platform directly relating to you as plan centers.

What has made the DirtStore successful is publicizing our quantities on sitework projects to all the excavation contractors in a particular area. By doing so, we sell the take-off multiple times. The more times we sell, the higher the profit, which is why there is a mutual benefit in a partnership between the Builders’ Exchange Plan Centers and DirtLogic. By integrating our symbiotic online services we can raise awareness of the take-offs available for your particular earthwork projects, offering your clients the convenience of one-stop shopping and ultimately sharing in the profits.

As easy as it sounds, what has gone into developing the DirtStore is an intricate and high-tech website and process that

Matthew Gebarowski, owner/operator of DirtLogic, explains his company’s innovative approach at the IBEE’s Annual Convention in June.



has cost DirtLogic over \$100,000 and taken over 5 years to develop and perfect. When we finally proved its effectiveness and popularity in our local area, we then began the process of evaluating who would be the ideal channel partner.

“It’s because of the Builders Exchange’s history of relationship building and personalized customer service that makes them a good fit for the goals and core values of DirtLogic’s DirtStore,” explains Matthew Gebarowski, owner/operator of DirtLogic. “We both take pride in providing the highest quality service and have a good pulse on what adds value for our clients.”

The proof of the DirtStore’s value exists in the number of subscribers we have to our daily/weekly updates. With little effort to advertise nationally, over 1,645 legitimate excavation/general contractors use the DirtStore, which lists the current dirtwork projects open for bid and our subsequent dirtwork quantity take-offs.

DirtLogic has worked closely with the IBEE leaders to tailor how the DirtStore presents information so that the plan centers’ intellectual property is protected and so the DirtStore serves to also drive new membership to the Builders’ Exchanges.

The demand for the DirtStore grows daily and DirtLogic is grateful for the warm welcome that the IBEE has extended to us as the new face of the “Affinity” partner of the 21st century. If your plan center would like to implement the DirtStore, please contact Matthew Gebarowski. He can personally guide you through the process of integration and help you begin reaping the benefits that this strategic alliance provides.

DirtLogic can be contacted at 1-800-77LOGIC.



The IBEE's Mission, Vision and Strategic Goals

IBEE MISSION

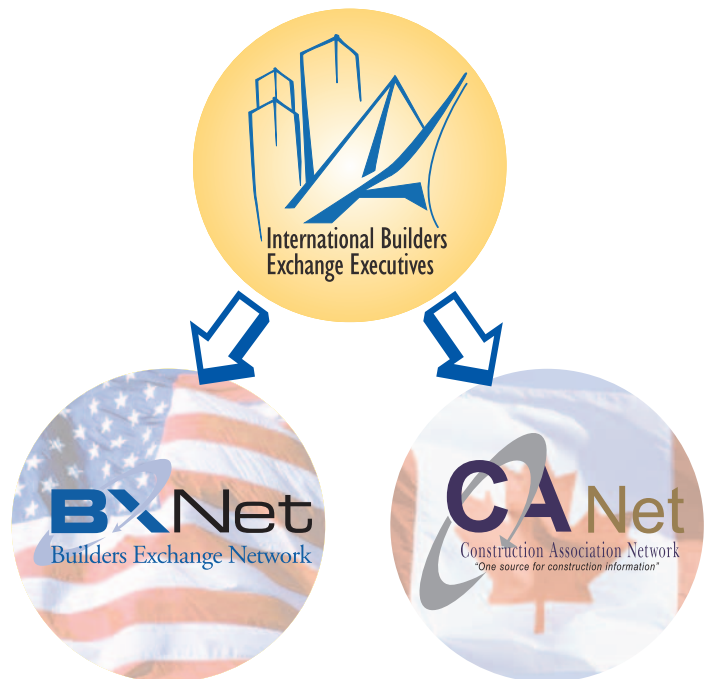
The International Builders Exchange Executives (IBEE) serves as a catalyst for the exchange of ideas and experiences to advance and enhance the role and effectiveness of construction association and plan room executives and their organizations. The IBEE also aims to assist the construction industry in obtaining information, services, and support at the local level.

VISION

The IBEE is a representative organization of Construction Association Executives and their organizations, dedicated to the pursuit of excellence in Construction Association and Plan Room services through cooperation and participatory action.

IBEE STRATEGIC GOALS

- Increase awareness and enhance the image of Builders Exchanges and their services among owners and design firms;
- Provide a forum for managing executives to share information, enhance management skills, develop professional standards and explore new methods;
- Provide tangible services, resources and support that will improve Exchange operations and member service at the local level;
- Identify common problems and seek solutions that benefit IBEE members and the construction industry they serve.



www.bxnetwork.org

INFO@bxnetwork.org / 877-788-4334