



The CONSTRUCTION EXECUTIVES REPORT

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A publication of the International Builders Exchange Executives, Inc.

March 2013

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

Our website is: IBEEonline.com
Submissions, articles and other information for content is compiled from members of the organization.

Suggestions or submissions can be sent to :
info@IBEEonline.com
1-855-719-0733

Looking back at the Mid-Year Meeting



Final night impromptu reception

By: Jacquilyn Davis, Executive Director

"I love the mid-year because of the open format and exchanging of ideas among my peers"

"Had a great time with everyone attending the meeting at Hilton"

"Good meeting!"

The International Builders Exchange Executives 2013 Mid-Year Meeting joined 22 delegates of the IBEE and 14 guests at the Hilton Marco Island Beach Resort and Spa. Beginning on Wednesday evening, the 11th floor penthouse terrace was opened to all attendees to enjoy an open bar, chocolate fountain and passed canapés at sunset, overlooking the gulf coast.

Special guests including Earl N. Hall (IBEE honorary member), Gerald Hansen (past IBEE

member) and Jason Stefanik (DEL Communications) joined attendees for a wonderful evening. The weather was warm and the company was outstanding.

Thursday morning began with a full breakfast buffet for all attendees. At 9 am, President Aaron Hilger started us off with a warm welcome and update from the Board of Directors, recapping what was discussed at the last meeting just yesterday morning. By 9:15 I introduced myself and kicked off the first ever *Speed Networking* session with the phrase "Let's get awkward!" Members were asked to pair up and get to know their fellow IBEE members, discussing topics from leadership to branding and learning what each other hope to gain from this meeting. Every 3 minutes, members switched to a new individual to scramble through more Q&A until the ice was officially

broken in the room. To everyone's surprise, this session was successful at getting everyone talking and set the trend for vocal interaction for the remainder of the meeting.

After returning to their seats, members were attentive to the first presenter, Laura Regan of Eastern Contractors Association, Inc., for her presentation on *Member Retention in the 21st Century*. Using data from the "Marketing General Incorporated's 2012 Membership Marketing Benchmark Report," Laura gave an overview of trends in association membership, the membership lifecycle and what marketing and communication tools are shown to lead to more renewals. A thorough discussion followed and transitioned nicely into the next session on Marketing Your Exchange. Members were given the floor to showcase their best marketing piece to the group. Lunch was then held outdoors on the Café Boardwalk. The weather continued to be beautiful each day for this meeting and members agreed to keep the session during the morning so afternoons could be free to enjoy the resort.

Thursday evening, members shared another sunset together on Café Boardwalk for the *Networking Reception*. All attendees were welcome. By this time, those who live in the northeast began to receive flight cancellations due to Winter Storm Nemo. Unfortunately some of the attendees were forced to leave early to beat the worst of the storm, decreasing our numbers but not our spirits.

On Friday, members gathered for breakfast and began the final day of the meeting with a panel discussing *Plan Room*



From left to right: Aaron Hilger and Rex Klein



From left to right: Jenny and David Fritz

The IBEE would like to say a special thanks to all of the IBEE Member Sponsors of this meeting:



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Joe Benedict and Dave Smith

User Feedback. IBEE members Joe Benedict of Construction Exchange of Buffalo, Barb Boroskae of Winnipeg Construction Association, and Rex Klein of Barryhund Administrators, Inc. spoke on this panel, outlining their views on the plan room, its future and its strengths. Members asked questions and engaged this panel which received the highest rating from the post meeting survey.

Following a short break, Dan Cowan of Altoona Building Exchange, Inc., presented on *Employee Benefits and Retention*. “Appreciation is key” was the chief message to this talk. Members discussed differing ways they grow employee ROI.

The last presentation by Martha George of Grand Valley Construction Association, touched on *Educational Benefits to Employees of Members*. Each presentation had positive interaction from the attendees, encompassing the new direction of Mid-Year Meetings, to be a more interactive open forum for members to share best practices and come away with new ideas.

We hope that you all will plan to attend the next meeting of the IBEE in Broomfield, CO - June 12-14, 2013 at the Omni Interlocken Resort.



Barb Boroskae and Laura Regan at the Golf Outing



Todd Helfrich getting out of a jam



Above and below: Views from hotel window



Plan Room Panel: Left to right, Rex Klein Joe Benedict and Barb Boroskae



Laura Regan, Member Retention presentation

Message from the President

Happy winter from Upstate New York. Last year at this time, we were enjoying 70-degree weather. I guess global warming has backed off a little as this year we are solidly in the low 20's. Still, downright balmy compared to our friends in Winnipeg or the Dakotas. Probably the hardest thing last month was leaving the nice 80-degree weather in Marco Island to return to a frigid snowstorm on the east coast!



The IBEE Mid-Year meeting was very strong. We had a series of great interactive sessions on topics ranging from marketing your Exchange, planroom operations, and employee compensation. A surprising hit was the session on speed networking. Think of speed dating with your association leaders and having a series of short conversations with guided topics. I took away a number of things about my peers that I did not know and gained a greater appreciation for those that I spoke with. I don't think anyone was excited about the thought of speed networking, but we ended up letting the session run for an extra twenty minutes! We also continued the practice of

having additional receptions and social time. All appreciated the extra interaction!

From the IBEE boardroom - we spent most of our meeting in Marco Island planning the Annual Meeting. The board is making a strong effort to enhance content and expand the range of topics covered at the meeting. We have also enlisted Debbie Hicks to help us with content development and facilitation. Debbie has moved into more of an education role and is doing work for many of the Canadian associations. She brings her deep knowledge of our business to the table and additional dedicated time that most of the board members can't spare. We are all excited about working with her. If you have topics or suggestions for the Annual Meeting, please forward them to me as soon as you can.

I look forward to see you all in Colorado this June.

Best regards,

Aaron Hilger



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Human Capital

Modern Tools and Strategies for Human Resources



By: Byron Mack

Winston Churchill once said, “Healthy citizens are the greatest asset any country can have.” An organization, be it a country or a company, is only as strong as the people who drive the process and agenda for that organization. In the modern business environment, Human capital is the driving force behind success and in many cases failure.

The modern global economy has brought down barriers and opened up the market place. Under the mounting competitive pressures, many managers lose sight of their most valuable asset, their people. When it comes to employees, I trust the old business adage that an A class person with a B class product will always outperform a B class person with an A class product. Managers need to step back, take a breath and focus on ‘who’ will help take their company to the next level.

The art of human resources focuses on attracting the right talent for a job and keeping them happy. Hiring managers need to determine who is qualified and which qualified prospects mesh with their organizational culture. Large companies and growing companies have the additional problem that their hiring managers tend to have a limited amount of time to focus on the hiring process. This situation can lead to substandard job applicant reviews, less attention to specific experience and a lack of emphasis on cultural fit. Remember, any oversight during the recruiting process has far reaching implications that can influence the long term success of your company. People are not office equipment. Each employee brings with them their own knowledge base, idiosyncrasies and skills.

Managing the hiring process has never been easier. With the advent of job posting sites including Hotjobs, Monster, Dice and even Craigslist, most organizations have a convenient outlet to reach out and post their employment opportunities. Getting the message out does not mean you have the internal experience base to help refine the candidates and pick the perfect employee. Third party recruiting specialist can provide the expertise necessary to filter your prospects and handpick the people who make it through to the interview process. Recruiting software, a recent innovation in the hiring field, leverages all of the advantages of experienced recruiters and enables your internal hiring manager to maximize the returns on their efforts. From streamlined work flow to advanced applicant management systems, modern recruiting software tools can give you a clear competitive advantage in the hiring market. With the increasing pressure on businesses due to the economic downturn, it is always in your best interest to keep your eyes open and look for the tools and services that can most effectively help you bring on the right people.

Ensure your success by hiring quality, reliable people. Combat the pressures of the modern economy with modern technology. By empowering your hiring managers with cutting-edge tools, you can cut down on time spent on the hiring process and ensure your new employees are the right fit for your company. Investing in the foundation of your human capital is the best strategy for long term success.

*I am an avid blogger. I enjoy writing and sharing helpful information. My favorite topics are travel, business and computers.
www.newtonondemand.com*



Did you know members of IBEE receive a rebate of \$118 per vehicle purchased through Momentum Groups Fleet Program? Learn how you can participate in this IBEE Affinity Program below.

IBEE Members Using Momentum Fleet Program

- 1) The Exchange must be in good-standing with IBEE to participate.
- 2) The Fleet Program would need to be displayed on the Exchange's website (website ad and/or additional info about this member benefit).
- 3) The Exchange would have at least one employee capable of fielding simple questions about the program.
- 4) The Exchange would survey yearly to find members who are fleet eligible.
- 5) The Exchange would email two quarterly flyers provided by Momentum.
- 6) The Exchange may provide Momentum with an updated mailing list for each of their mailings. Momentum would mail two quarterly fliers. If the Exchange declines to provide the mailing list, IBEE will provide a bulk of fliers to the Exchange to be mailed to their members. Although IBEE encourages the Exchanges to include the flier within a regular mailing, postage charges may be reimbursed if sent separately.

All advertising from Momentum would be customized for each Exchange. The cost would run approximately \$90-\$100 to drop logo and address info in. Cost to be incurred by Exchange.

All quotes for vehicles should be directed to Ardene Reilly at 866-834-9166 or by email at Ardene@momentumgroups.com. To sign up for this program, contact the IBEE Executive Office today.



Employee Engagement Best Practices Lead to **Increased** Employee Retention and Economic Growth



By: Rob Purdy

In lean economic times, organizations are seeking cost effective strategies to continue to grow. More organizations are adopting employee recognition programs that foster employee engagement to encourage innovation and creativity that will add value and lead to growth.

The global recession led many organizations to downsize their workforces. An era of cost cutting has left many organizations rebuilding their workforces and focusing on ways to re-energize and engage those employees that endured the hard times which in many cases meant taking on more duties as companies adjusted their labor pool. Top CEO's around the world have indicated that in the coming year they will be placing more emphasis on employee retention and improving employee engagement in the workplace.

Organizations who have downsized have consistently asked their employees to do more with less. These employees develop broader knowledge of the organization and have greater potential to innovate and create growth. Ensuring that these key contributors are engaged is vital to an organizations rate of employee retention. Providers of employee recognition programs who help organizations to adopt strategic use of effective employee recognition programs enable their clients to energize their employees which ignites economic growth.

Employee recognition programs providers have become increasingly in demand because they enable organizations to develop employee recognition programs that consider employee engagement best practices leading to increased employee engagement and employee retention.

It is time to break out the old "Employee Suggestion Box" which today is an integral part of every on-line recognition application.

In a recovering economy, competition for customers and human capital can be fierce while highly educated, younger workers seek more than money when considering employment. Compensation, benefits, recognition and rewards are all important to support the lifestyle and work preferences that today's employees demand. Furthermore, organizations that reward employees based on defined goals will create

a "recognition culture" that will help to attract new employees while improving their organizations competitive advantage.

Our own company has an extensive "employee recognition" program that includes generous point referral bonuses, a monthly innovation award as well as a "Looking Beyond" award that encourages employees to think outside the box by making suggestions that will either save money, drive new business or help retain our core clients.

What we also see is that a compelling employee recognition system helps to create a true "Buzz" about your organization while truly does help to attract the very best human capital and executing your recognition program well will definitely keep them highly engaged.

Adopting an employee recognition program that rewards employees for innovation consistently and equitably is one of the most effective "employee engagement best practices". Employee recognition programs providers who offer a "software as a service" ("SaaS") based on-demand, web-based solution are more competitive in today's marketplace because they enable organizations to easily take advantage of employee engagement best practices applied by leading organizations cost effectively. On-demand web-based applications that facilitate employee recognition programs are scalable and capable of growing with an organization's changing needs. Web-based recognition systems can be readily available so that organizations benefit without complicated, costly customization and the low cost of ownership that these systems provide. Employee recognition program providers who don't yet offer this technology stand to reap great benefit from partnering with a technology partner so they can offer the level of technology that today's organizations require.

In changing economic times, organizations can continue to experience growth, even with a reduced workforce, cost effectively. By optimizing the investment in human capital through employee recognition programs that support employee engagement and retention, a culture of innovation that connects employees to the organization's goals will increase profitability. An on-demand, web-based employee recognition system provides access to employee engagement best practices to maximize the impact of rewards to support economic growth.

Rob Purdy is the founder and CEO of Carlton Group and Global Rewards Solutions, a full service performance improvement company that specializes in bringing their clients leading edge solutions that help to improve employee performance, inspire loyalty with employees, customers and channel partners, as well as assist in building their brand and driving profit.

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 Article Source: <http://www.ArticleBiz.com>

Business News Briefs

By: Rex Klein

Please note that by my very nature this article is heavily biased towards business and technology as it relates to construction specifically the electronic sphere that today's construction professionals reside in.

ARC Document Solutions Inc – NYSE:ARC

Many of you may know them as the providers of "PlanWell." ARC is currently divesting itself of less profitable reprographic outlets. Certainly for the plan room operator this is good news. But be advised that many of the local staff of the spun off repro houses are choosing to keep the business alive. ARC is licensing Planwell to these spin offs at a very aggressive price. In the short term expect to see an increase in PlanWell marketing if you are in an affected region; in the long term, the marketing dollars and enthusiasm will run down because further development of the PlanWell platform will demand an infusion of funds. These funds do not appear to be forthcoming (speculation on my part).

Textura acquires Planswift

Textura is an online collaboration platform for the construction industry. From Design, Pre-Qualification, and Bid to Payment and LEED Management, their solutions leverage electronic signatures and online workflow to save time, save money and reduce risk.

Last year, Textura acquired Grade Beam for the purpose of securing the Grade Beam Network of contractors i.e. Prospects. Before the calendar year was out the founder of Grade Beam had left the organization.

Recently Textura acquired Planswift with the intent to integrate the software with Grade Beam. Giving Grade Beam users full takeoff capability. What I have not been able to find out is if a full version of Planswift will be included in a Grade Beam account. Planswift has stated that all of their existing agreements will be honored. Their CEO/Founder is leaving or is at least enjoying a reduced management role.

Rex Klein, CEO, Barryhund Administrators Inc.
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rex@barryhund.com 916-612-2901

Construction Open Software Alliance (COSA)

The Construction Open Software Alliance is a community of software developers and providers who support an open standard in construction software applications, in order to provide the most useful, integrated solutions to the end-user.

COSA is gaining members quickly, however it is also interesting who does not join. With the exception of SAGE Software most of the firms are small and in need of an easier way to communicate with other data systems. It really comes down to two camps the "Silos" and the "Partners;" those who believe in partnerships join and those who lean towards "vender lock in" don't. To my dismay Oncenter Software who enjoys a 60% market share in the take-off software industry declined to join. The stated reason was proprietary information protection. If you would like to join, please visit <http://constructionosa.org/>.

Finally Plan Room Software Advice from a biased source (me)

If your System depends on plan swift; find and secure an alternative. There are many.

Java is increasingly becoming more difficult to deal with as a tech support issue. Consider replacing any and all Java Based applications embedded in your plan room at your earliest convenience. The latest Java Platform is currently listed twice at the department of homeland as a threat.

Mobile is here to stay. We are working very hard to grasp and provide mobile solutions for the plan room users but it is uncharted territory.

Last but not least the future

Regardless of new technology and competitors there is one area where the local plan room can compete and win. That area is reporting, with the current economic status of the United States the plan room reporter is in effect an additional employee of the member. Quality reporting with quality documents will attract and retain members in any economy. When evaluating the competition it always comes down to reporters. If they do a great job reporting then I worry if not then they inevitably fade from view. So go tell your reporters how important they really are. If that reporter happens to be you then... Thank you.

IBEE Members are welcome to submit articles and announcements from their Exchange to be published in future issues of the CER.

Submit articles to info@ibeeonline.com.



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IBEE members that wish to participate in this affinity program are entitled to obtain discounted shipping services through UPS and an annual 1% rebate, based on total shipping volume, to increase non-dues revenue stream. Members of IBEE receive 36% off all air shipments and 8% on ground.

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Individual Solutions Save U Money: Unishippers consultants will assess specific needs for free and create a complete, individualized solution by analyzing your recent shipping trends.

To participate, you must be an active member of the IBEE and have an account set up with Unishippers/UPS. To set up an account, go to: http://www.unishippers.com/shipping-services/IBEE_Form.htm.

CALL FOR NOMINATIONS

DAN PATRICK AWARD

This award, named for Founding Director Dan Patrick of the Builders Exchange in Atlanta, Georgia, recognizes exemplary service and outstanding leadership by an association executive on behalf of IBEE. The winner will accept the award in person at the Annual Convention. Awards are given on the basis of merit, and may not be given every year.

The following points should be considering in determining whether to nominate an individual for the Dan Patrick Award. Fulfillment of all criteria is not required rather consideration should be given to the individual's overall contribution to IBEE and the field of association management.

- Number of years as an active member of IBEE. (At least ten (10) years)
- Participation on IBEE Committees during those years
- Service as a Board member during those years
- Served as President of IBEE
- Attendance at Mid Year and Annual Convention
- Past recipient of Management Award
- Past recipient of "No Boundaries" Award
- Has nominee hosted or co-hosted the Annual Convention
- Accomplishments in his/her own Exchange/Association

MANAGEMENT AWARD

This award recognizes exemplary skill, vision and leadership in managing the individual's own organization. The winner is required to accept the award in person at the Annual Convention. Staff and self-nominations are encouraged. Awards are given on the basis of merit, and may not be given every year.

The following points contribute to eligibility for the Management Award:

- Developing an effective solution to a challenging situation or problem.
- Developing a program or process that significantly improves the operation or services of the managed organization.
- Demonstrating exemplary management skills, including insight, vision, creativity and foresight through the achievement of a specific goal.



NO BOUNDARIES AWARD

This award recognizes an individual who has consistently demonstrated boldness, creativity, vision and a willingness to challenge perceived limitations. Awards are given on the basis of merit, and may not be given every year.

Eligibility is open to IBEE members and their employees and other individuals of merit. Nominations must be initiated by a third-party (no self nominations) and winners will be selected at the sole discretion of the three most recent winners by unanimous agreement.

The following are examples of characteristics that might be considered in nominating a recipient for the No Boundaries Award:

- Exemplifying initiative, vision, creativity, and “out of the box” thinking.
- Approaching challenges in a way which inspires others to push the envelope of accepted belief
- Developing programs and/or processes which now serve as a model for implementation by other individuals or organizations.

Nomination Deadline: March 30, 2013

To download a nomination form, go to:

www.ibeeonline.com/pdf/Award%20Nomination%20Forms.pdf

Send nominations to:

IBEE

One Regency Drive, P.O. Box 30
Bloomfield, CT 06002-0030

Fax to: (860) 286-0787 or
Email: info@IBEEonline.com





Email: Columbus.Digital@e-arc.com

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IBEE RS Means Affinity Program



We would like to remind our members of our affinity program with RS Means and how the program can benefit your exchange. The following list gives a general breakdown of the terms of the agreement and ordering and shipping process:

- IBEE is the authorized buying/marketing group for member exchanges of IBEE
- IBEE Members have two RSMeans distribution options available: Inventory Stocking or Customer Drop Shipment

Inventory Stocking

IBEE Members who choose to maintain an inventory of RSMeans products will receive a 45% discount on all RS Means publications ordered by your exchange and for your respective members. You will be able to resell the materials to your membership at whatever discount you choose, thereby generating non-dues revenue for your exchange. For example, when you purchase items at 45% discount if you resell at a 25% discount to your members, you are earning a 20% reseller profit.

Inventory may be returned for full credit provided it is in saleable condition and it is received by RSMeans on or before March 31 of the subsequent

Customer Drop Shipment

IBEE Members who elect not to inventory products may have RSMeans ship products directly to the IBEE Members customer. In the case of drop shipment RSMeans will invoice the IBEE Member who will be responsible for collecting payment from the IBEE customer. IBEE Members receive a 25% discount for participation in the drop shipment program.

Order forms and price lists will be sent annually or upon request from the Trade Sales Department.

This program is for publications and CostWorks CD products only. Member exchanges place orders directly with RS Means Trade Sales Department. If you wish to order, contact the RS Means Trade Sales Department at 1-800-448-8182 and identify yourself as a member of the IBEE, as the Trade Sales Department will maintain a complete list of IBEE Member participants.

RS Means has waived the normal shipping and handling charges that they normally place on all orders not prepaid, but they will include actual UPS freight, IBEE will invoice members annually for a 5% commission on purchases.





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.



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