Those who recognize the value and significance of strong, long-term relationships have a distinct advantage; both professionally and personally. People who have the ability and opportunity to create and cement those relationships are, by and large, more effective and successful.

While the quality of your work, your business acumen, and your competitiveness are key factors in growing and sustaining a profitable business, there is some truth to the old cliché “it’s not what you know; it’s who you know”. After all, who you know is often the key that initially opens the door; thus allowing us to build and enhance our most coveted relationships.

Today, more than ever before, every business is a “relationship” business. In Maryland’s construction industry, we’re in-line and in-keeping with that trend. Entrepreneurs, and those possessing the entrepreneurial spirit, recognize and acknowledge that creating and cementing relationships is valuable currency. We also recognize that relationship-building is an important skill set that can and must be learned; but how?

• Don’t be out of sight and out of mind.
• Make a long-term commitment to successful networking.
• See and be seen by customers, potential customers, and your competitors.
• Cultivate new relationships.
• Maintain and enhance existing relationships.
• Network, Network, Network!

Networking is about getting to know people. Networking is not about schmoozing or collecting business cards. It is about identifying and participating in exceptional networking opportunities which facilitate connecting with key industry decision makers. Maryland Construction Network (MCN) provides those opportunities by providing premier networking events; our Direct Connects.

Benjamin Franklin once said, “Time is money.” He also said, “Energy and persistence conquer all things.” Over 360 industry leaders agreed with Mr. Franklin and chose to spend their valuable time and energy with MCN; attending our last two Direct Connect networking events. And it seems their attendance was, in fact, time very well spent.

“Great job….! One of the best events I’ve been to in a long time.”

“The network was GREAT! Don’t know how you did it – I saw people I haven’t seen in 10 years.”

“Awesome event…!!!! Everyone had a good time.”

Continued on Page 3
What Does This Mean To You?

Maryland Construction Network (MCN) is very pleased to announce its partnership with American Express.

MCN members can now take advantage of the American Express Corporate Card Program and its many benefits. What does this mean for you?

As a Business Owner you will:

• Maximize Control – Manage business spending more effectively through American Express’ streamlined accounting processes.
• Drive Savings – Save with suppliers through discount programs. Offset expenses with rewards.
• Benefit Employees – Provide your employees with convenient tools that also let you manage employee spending.
• Manage Growth – Consolidate your expenses and optimize your cash flow to prepare for future growth.

The American Express Corporate Card Program is an outstanding employer tool to reduce purchasing costs, manage expenses, streamline invoicing, and improve controls. American Express allows you to:

• Write fewer checks.
• Earn cash rebates.
• Extend payment terms.
• All of this is unsecured with no personal guaranty.

For information on this effective and efficient member benefit, please contact MCN’s Verna Regler at 443.982.7329 or at verna@mdconstructionnet.net. Verna is waiting for your call!

Technology At Its Finest!

The Maryland Construction Network (MCN) and the Sheet Metal and Air Conditioning Contractors Association Mid-Atlantic Chapter (SMACNA Mid-Atlantic) invite you to participate in a tour of one of the most technologically savvy sheet metal fabrication facilities in the United States.

Stromberg Metal Works has been involved in some of the largest and most prestigious construction projects in the area. For more than 70 years, they have manufactured and installed efficient, cost effective, and durable HVAC systems. Having earned an excellent reputation for strictly adhering to technical specifications; the Occupational Safety and Health Administration (OSHA), as well as other trade groups, have looked to Stromberg Metal Works for guidance in setting shop safety standards and for industry leadership.

The MCN / SMACNA Joint Association Tour, on Tuesday, October 8th at 10 a.m., will provide an opportunity for Maryland’s construction community to see:

• Fully Automated Coil Line
• Plasma Cutting Tables
• Seam, MIG, & TIG Welding
• Coated Duct Work Capabilities
• Spiral Ductwork
• Quikduc Duct Flange System
• Cut To Length Line
• Automated Estimation System
• Computer Aided Drafting System
• Custom Hoods, Panels, Trim and Grilles

Join us for this unique, informative, educational opportunity!

MCN / SMACNA Joint Association Tour
Stromberg Metal Works
Date: Tuesday, October 8th
Tour: 10:00 a.m.
Lunch & Networking: Noon to 1:30 p.m.
Location: 6701 Distribution Drive; Beltsville, MD 20705
Cost: $30.00 per Person

Register Today!
Allstate Leasing, founded in 1969, is a locally owned, nationwide vehicle fleet management and equipment finance company headquartered in Towson, Maryland.

The Allstate Vehicle Fleet Management provides a full range of vehicle fleet management services, including service management & tracking, vehicle maintenance, collision management, fuel cards, short-term mini-leases, vehicle purchase and disposal programs, telematics, driver training and of course, vehicle leasing and financing. Vehicle maintenance and repair services are performed through an established network of national vendors. We also offer Equipment Financing alternatives for all types of business assets, including construction equipment, industrial machinery, office furniture, medical equipment, tractors and trailers, computer systems and communication networks. As such, Allstate is one of a relatively small number of firms capable of providing its clients with both vehicle and equipment financing and leasing programs.

Allstate Leasing is a member of the MileOne Automotive Group, the preeminent automotive company in the Mid-Atlantic region. The MileOne Automotive Group operates over 60 automobile dealerships in Maryland, Washington, DC, Virginia and Pennsylvania. This relationship enables Allstate to assist in the acquisition of any make or model of automobile, SUV or truck, new or used.

As with many companies, our major asset is our people. We are extremely proud that for the nearly 40 employees of Allstate Leasing, the average length of service with the Company is in excess of thirteen years.

Our goal is to continue offering products and services to fulfill the vehicle and equipment needs of our customers, providing the expertise of a national leasing company while at the same time maintaining the level of personal service that our customers have come to expect.

For further information, please contact Brent Baron, President of Allstate Leasing, at 410-363-9526 or via email at bbaron@allstateleasing.com.

Valuable Currency

Continued from Page 1

The excitement and momentum is growing! We so hope you’ll join us!

MCN is challenging the usual and customary construction trade association concept. At MCN; we think differently. We’ve developed an affordable and forward-thinking organization; designed to fit your needs and your budget. We understand design-build and custom-fit! We understand value. We understand return on investment. We know relationships! Contact Verna Regler or Rob Bertazon (443.982.7329) for additional information about this exciting, cutting edge association. Or visit our website, www.mdconstructionnet.net.
Among the most obvious inhibitors of profitability for construction companies is job site safety. Consider the following example suggested by the Electronic Library of Construction Safety and Health: A contractor with a 3% profit goal who suffers a $50,000 loss because of an accident must boost sales by more than $1.6 million to counteract the shortfall.

If only there were a crystal ball you could use to foresee a catastrophe and then take steps to prevent it. There isn’t. But one long-time safety concept, Heinrich’s Law, may offer you a glimpse into the future — or at least provide some food for thought.

The gathering clouds

H. W. Heinrich was Assistant Superintendent of the Engineering and Inspection Division of Travelers Insurance Company during the 1920s and 1930s. In 1931, he published Industrial Accident Prevention: A Scientific Approach. The book brought us Heinrich’s Law, which states that, for every 300 injury-free accidents, there are 29 minor-injury accidents and one major-injury accident.

To be clear, this 300:29:1 ratio is far from being set in stone. It’s based on research from decades ago for which no reviewable papers exist. Several books have been written challenging Heinrich’s Law, and workplace (and construction job site) safety has grown in leaps and bounds since 1931.

Yet the enduring lesson of Heinrich’s Law persists. That is, if your construction company experiences a rash of “minor” accidents, don’t assume the weather has cleared. Those incidents could be the gathering clouds of a much greater storm.

What you can do

Sometimes contractors actually grow overconfident after enduring a series of relatively unremarkable safety-related occurrences. One might say: “Yeah, we had a couple of scaffolds fall apart, but no one was hurt. We’re good.” Or: “There was a fender-bender, and a few of the guys were a little banged up. But no one had to be hospitalized.”

Workers escaping serious harm is a good thing. But, as Heinrich’s Law indicates, as the number of these incidents builds, you may not be managing job site safety so much as suffering a slow erosion of it.

So what can you do? For starters, document every safety-related incident with no exceptions. And don’t just document them — track them. Look for patterns and any sudden upswings in the number and severity of accidents. Over several years, you might be able to develop your own approximation of Heinrich’s Law. The railroad system in the United Kingdom, for instance, purportedly uses a 12:1.5:1 ratio.

Second, get every employee involved. Data is important, but it’s human beings who will make the difference. Establish a formal safety program that includes:
- Ongoing training,
- Prejob safety meetings,
- Regular project updates, and
- Clear procedures for preventing, reporting and responding to accidents.

Require every worker on staff, from project manager to laborer, to sign off on the program and follow the rules.

Out of harm’s way

Heinrich’s Law may not be perfect, but it should get you thinking about your recent history of job site accidents. A strong safety record can mean the difference between a profitable year and a losing one. Most important, safer job sites greatly improve your chances of keeping employees out of harm’s way.

By Donald N. Hoffman, MS, CPA

Donald N. Hoffman, MS, CPA is a partner at Hertzbach & Company, P.A. in Owings Mills, Maryland and Rockville, Maryland. He can be reached at (410) 363-3200 or by emailing dhoffman@hertzbach.com.
Contact us today to see how we can work together to help your business gain the advantages necessary to prosper and grow in this competitive industry.

We can help your company reach its maximum profit potential by providing the expert guidance, support and resources many contractors lack within their own organizations. Services we provide to construction industry firms include: Accounting and Auditing, Tax Planning and Preparation, Business Advisory Services, Surety and Bonding Assistance and Cost Segregation Services.

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Implementing a disciplined and effective change order process based on understanding and applying certain pricing principles can go a long way in helping construction contractors improve profitability and safeguard their reputations.

Successful businesses are not necessarily those with the most creative and visionary ideas. Rather, they are companies that have cultures that encourage and reward people who are disciplined in thought and action. Construction contractors are no different.

It’s all about discipline
The profitability of a construction business is directly linked to the discipline of its people, from top management personnel all the way down through on-site project managers. How a contractor uses change orders directly impacts his or her profitability. Changes, particularly those initiated by the customer, are something every contractor has to deal with. Although simple in concept, change orders, when handled ineffectively, can result in lost profitability and ill will toward the contractor.

Contractors are like everyone else in that they want to do a good job and please their customers. Stopping to get written approval for every change during the construction process is sometimes seen by the contractor as potentially detrimental to his or her relationship with the customer. Often, the contractor’s mentality is to “Just get the work done and we will negotiate the price and terms in good faith later,” or “We just don’t have the time to do it now.”

This “do it later” approach often leads to a huge amount of time (i.e., lost profitability) spent on the back end of a job trying to resolve disputes (i.e., potential damage to the contractor’s reputation) that could have been avoided if changes were dealt with in writing before the work was done to ensure that the contractor and customer agreed on and understood the scope of work and price for the proposed change. Many disputes between contractors and their customers arise simply because they honestly had different perceptions of the requested changes.

The emotional aspects of pricing
Understanding the emotions of pricing psychology can help to implement an effective change order process, boost a contractor’s profitability, and enhance the business’s reputation in the eyes of its customers.

Two aspects of pricing psychology every contractor should take into account when putting change order procedures in place are price leverage and payment resistance. Price leverage is not so much an advantage held by one party over the other as it is a question of who has the most – or least – price sensitivity at a given time. Prior to any work being done the contractor typically has the leverage because the customer either needs or wants the requested change. This is the time when the contractor has the best opportunity to receive the maximum amount for the requested change and improve the profitability of his or her company. After the work is done the price leverage then shifts to the customer and the contractor can be left scrambling to recover whatever the customer is willing to pay.

Unwillingness to pay, or payment resistance, is often the direct result of the customer not feeling empowered in the change order process and being caught off guard. Without upfront timeliness the customer is not given the opportunity to approve the terms of the change order or perhaps modify them if they are not what they expected. This sense of control is extremely important to the customer and when not granted, can leave the customer feeling disrespected. Furthermore, some customers whose contractors do not put change orders and accompanying price add-ons into writing might assume that requested changes, especially small ones, are included in the overall contract. Such customers are often caught off guard when a bill arrives very late – and larger than they expected – after the work is completed. This is where a contractor’s reputation and customer relationships can really be damaged. No one likes to be surprised, especially when it comes to money.

Timing is paramount
Executing change orders prior to work commencing is the most effective way to maximize profitability, overcome payment resistance and build good customer relationships.

By: Steve Ball, CPA, CVA, CCIFP

Steve Ball, CPA, CVA, CCIFP, director of Gross, Mendelsohn & Associates’ construction consulting group, can be reached at (410) 685-5512 or sball@gma- cpa.com.
New Material Lift Available

GML, LLC dba J.D. Belfield Enterprises has introduced the HEK GTP 1500 Material Transport Lift to the Baltimore Metropolitan Construction Community with its installation and usage on the Kinsley Construction project converting the former Highlandtown Middle School into “The Patterson Apartments”.

The GTP 1500 is a material-transport lift with dimensions that allow for a full drywall skid and open top to allow elongated configurations such as rolls of carpet or HVAC components. Its travel speed is 42 feet per minute with a maximum load of 3,300 lbs. The pendant control allows for ground base operations, but it also possesses in car controls that allow an operator and handling assistant to travel with the material if necessary.

Its use at The Patterson Project has been for multi-trades, including demolition. And its record of dependability has been outstanding. It operates on 240 Volt – three phase power and attaches to scaffolding as easy as it attaches to the building.

Fully complies with all ANSI. A92.10 Requirements. These units are available for monthly rentals to include install/dismantle, required engineering, maintenance, and operator training.

For additional information, contact Joel Ross at jross@belfieldenterprises.com.
Heat Related Illnesses Symptoms and First Aid

Hot work environments can affect the body’s natural ability to handle heat which can lead to heat illness. Heat illness may appear in many different forms depending on its severity. When the body is unable to cool itself through perspiration, serious heat illnesses can occur. The most extreme heat-induced illnesses are heat exhaustion and heat stroke. If not treated, severe heat-related illnesses can lead to mental confusion, seizures, or even death.

It is important to recognize the common signs and symptoms of heat illness and know how to respond.

Fatigue: Occurs more quickly during exertion in hot conditions because of the body’s natural cooling methods. When the body circulates more blood to the upper layers of the skin in order to release body heat to the environment, relatively less blood is available to provide active muscles, the brain, and other internal organs with the energy they need for peak performance thereby causing fatigue.

Symptoms:
- Performance declines.
- Coordination and alertness decline.

Response:
- Rest in cool, shaded area.
- Take heat-relief breaks.
- Gradually adjust to working in heat.

Heat Rash: Occurs as a result of the body’s natural cooling mechanisms. Body heat is released through sweating. This cooling action is most effective if the sweat is able to evaporate into a dry environment. But, when it’s humid, the skin can remain moist from sweat. If sweat ducts become plugged, a skin inflammation in the form of a rash can develop.

Symptoms:
- Skin remains moist from sweat.
- Skin inflammation in the form of a rash develops.

Response:
- Rest in a cool area.
- Wash the skin.
- Allow skin to dry.
- Seek medical attention, if infected.
- Regularly bathe and dry skin.

Fainting: Occurs when the brain doesn’t get an adequate blood supply.

Symptoms:
- Sudden loss of consciousness.

Response:
- Rest in cool, shaded area.
- Gradually adjust to working in heat.
- Move around to circulate blood.

Heat Cramps: Occur in tired muscles when the worker sweats profusely and drinks large quantities of water.

Symptoms:
- Painful contractions in the muscle.
- Uncomfortable pain in hands, feet, and abdomen that can sometimes be temporarily disabling.

Response:
- Rest in cool, shaded area.
- Drink about 5 to 7 ounces of fluids every 15 to 20 minutes to replenish body fluids.
- Avoid caffeinated beverages or alcohol.

Heat Exhaustion: Can result when a person has lost large amounts of fluid by sweating.

Symptoms:
- Physically weak, fatigued, or faint.
- Giddy, irritable, or mental confused.
- Nauseous.
- Headache, dizziness, and/or lightheadedness.
- Sweating continues.
- Skin is clammy and moist.
- Body temperature remains normal.
- Vomiting or loss of consciousness.

Response:
- Rest in shade.
- Drink about 5 to 7 ounces of fluids every 15 to 20 minutes to replenish body fluids.
- Seek medical attention, if severe.

Heat Stroke: Occurs when the body’s temperature regulatory system fails and sweating has become inadequate to remove excess body heat.

Symptoms:
- Skin is hot and dry with no perspiration.
- Skin appears red in color, resembling a sunburn.
- Body temperature is above 103°F

Continued on Page 10
Get More Value from BIM with Risk Management

Risk is unavoidable. It doesn’t matter what part of a project you’re involved in or if you’re the architect, engineer or contractor. What does matter is having a plan because risk management brings value to your company’s work and the project as a whole.

BIM provides information to help both large and small firms manage projects by going beyond design and supporting processes like cost management, construction management, project management and facility operation. It helps to support communication standards and define roles and responsibilities of all parties involved.

Join us for Managing the Liability and Risk of BIM and discover how you can manage the project management, technical, legal and financial risks when collaborating on a BIM project. James Good of Interface Engineering, Josh Miller of Gilbane Building Company, and Paul Hume of GWWO, Inc. will provide a local perspective as they discuss the topic with a panel of industry experts.

Attendees will have the opportunity to network with other AEC professionals and the panelists. This presentation is being brought to you by Print-O-Stat, Inc. – a leader in the design and construction community, providing the best in-class training and support services for nearly 60 years. Additional participating companies and organizations include the Maryland Construction Network, Cohen Seglias Pallas Greenhall & Furman, Stambaugh Ness, Carney Engineering Group, and the Mid Atlantic BX.

Managing the Liability and Risk of BIM Event

Date: Tuesday, October 1, 2013
Time: 3:30 p.m. – 7:30 p.m.
Location: The Grand Lodge of Maryland
304 International Circle
Cockeysville, MD 21030
Cost: $60.00 per person

Registration Deadline: Tuesday, September 24, 2013

For more information and registration, please visit software.printostat.com.
Heat Related Illnesses

Continued from Page 8

- Mentally confused or delirious
- Convulsive or unconscious

Response:
- Seek immediate treatment by medical professionals.
- Remove to a cool, shaded area.
- Soak clothing with cool water
- Fan body vigorously.
- Never leave unattended.

OSHA does not have a specific regulation governing exposure to heat. However, it can cite employers under the General Duty Clause when employees are overexposed to excessive heat.

Training Tips

As you share this information with your employees also stress the following:
- Measures and ways that employees can protect themselves and others (see the free app below).

- Explain that employees should check with their doctor if they are taking medications or have any medical condition, to see if working in hot environments would have adverse effects.
- Having a heat-induced illness in the past increases the odds that a person is at risk.
- Explain that employees who must wear heavy or restrictive PPE are at an increased risk for heat illness.

Free App

I have one final bit of information for those with a smart phone. Go to you app store and search for the “OSHA Heat Safety Tool”. This is a free app from OSHA that will not only provide you with the current heat index and risk level but you will also be able to pull up the precautions for each risk level. Additionally on this app you will be able to pull up all of the signs and symptoms for all of the heat related illness.

Stay Safe,

Terry L. Foy
President, Foy Safety Consulting, Inc.

Gilbane Building Company, a privately-held, family-owned firm, provides full construction management consulting and facilities-related services.
“Don’t Delay - Connect Today”

September 12th “Direct Connect™”

Get the Hottest Ticket In Maryland’s Construction Industry!

Thursday, September 12th, 2013
Seminar: 3:45 - 5:00 P.M.
Direct Connect: 5:00 - 7:30 P.M.
Eggspectation® Resto · Cafe · Bar
6010 University Blvd.
Ellicott City, MD  21043

Enjoy Beer, Wine, Select Liquors & Soda Plus
An Exceptional Array of Fine Cuisine!
$35 Per Attendee - MCN Members
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Maryland Construction Network (MCN), the forward-thinking organization; in-step and in-touch with the entire construction industry wishes to thank the following companies for sponsoring this event.

Save on your registration fees as an MCN Member! Company memberships start at $100 annually!

____ Attendees @ $35 member price.  ____ Attendees @ $45 non-member price.  Total Fees = $ ______________________
____ Attendees attending the complimentary seminar (must be Direct Connect attendees).

Company Name: ____________________________________________  Master Card ___  Visa ___  AMEX ___  Discover ___
Name: ______________________________________________________  Name On Card: __________________________
Email: _____________________________________________________  Card Number: ____________________________
Name: _____________________________________________________  Expiration Date: _____________________  CID: _____________
Email: _____________________________________________________  Credit Card Billing Address Zip Code: __________________________

Register Online and Learn More About MCN at www.mdconstructionnet.net

Or forward this completed registration with payment to: Maryland Construction Network (MCN),
3928 Norrisville Road, Jarrettsville, MD  21043 no later than Friday, September 6th.
Reservations made but not cancelled prior to Monday, September 9th are non-refundable.

Pre Registration Is Required!

Do you have questions about MCN or need assistance? Contact Verna Regler (verna@mdconstructionnet.net/410.977.8038) at 443.982.7329
Coming Soon

**Thursday, September 12th**
MCN Direct Connect & Pre-Connect Seminar
Eggspectations Resto / Café / Bar
6010 University Boulevard
Ellicott City, MD 21043

**Tuesday, October 1st**
Managing The Liability & Risk of BIM
The Grand Lodge of Maryland
304 International Circle
Cockeysville, MD 21030

**Tuesday, October 8th**
MCN & SMACNA Mid-Atlantic Educational
Connect, Lunch, & Networking
Stromberg Metal Works
6701 Distribution Drive
Beltsville, MD 20705

**Monday, October 14th**
Alban CAT & MCN Networking / VIP Night
8531 Pulaski Highway
Baltimore, MD 21237

**Thursday, October 24th**
The Blue Book Building & Construction
Network Showcase
M&T Bank Stadium
1101 Russell Street
Baltimore, MD 21230

**Thursday, November 7th**
AIA & MCN Project Tour & Networking
Texas Recycling Center
Details TBD

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