

MEMBER CONNECTION

A QUARTERLY NEWSLETTER FOR MBI MEMBERS

Winter 2010

Executive Director's Corner



Our Time to Shine

When we look back over the past 12 months, a year many industry veterans have called the worst they've ever experienced, there's a lot of reason to feel frustrated and discouraged. The modular industry, long labeled the "future of construction," struggled along with the construction industry as a whole. Rather than gain market share, we saw colleagues close their businesses,

state agencies scale back staff, and anxiety set in as Congress considered numerous "anti-business" bills such as card check and cap & trade.

But 2010 brings a renewed hope and energy to our industry. A review of our 2009 Awards of Distinction entries demonstrates that we built better, higher quality, more aesthetically pleasing and greener buildings during this downturn. Our manufacturers learned how to do more with less by streamlining operations, cutting overhead and retraining staff. These tough times made us stronger as an industry and it will pay off in 2010 and beyond.

Not yet a month into the New Year, our industry has been given the opportunity to shine with the whole world watching. The devastating earthquake in Haiti has created an immediate short term need to rebuild the infrastructure of an entire city, Port au Prince.

Over the next 12 months, Haiti will need medical facilities, office space, classrooms, and tens of thousands of houses. No other industry is better poised to help this country than the modular construction industry.

MBI, working with Associated Builders & Contractors, has developed an alliance to work with our non-profit partner Volunteers of America to help provide the people of Haiti with the facilities they most desperately need. Already, numerous members have called and e-mailed with offers to help and donate materials, and in some cases entire buildings. Our industry will respond with a comprehensive and coordinated effort that will show the world what we can do when under pressure.

Aside from the Haiti initiative, we are seeing a huge increase in interest from architects and design professionals realizing that the status quo of the construction industry simply isn't good enough. Our resource-efficient and inherently-greener process finally seems to have an audience willing to accept it.

So it's time to shake the "future of construction" label because the future is now. It is time for our industry to shine.

Tom Hardiman, CAE
Executive Director, Modular Building Institute

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26TH ANNUAL CONVENTION & TRADE SHOW

2010 AWARDS OF DISTINCTION



Each year MBI recognizes leaders in the industry through three prestigious awards programs. The Awards of Distinction recognize the best in commercial modular design and construction. Entries are judged by an impartial panel on architectural excellence, technical innovation, cost effective-

ness/energy efficiency, and calendar days to complete. MBI also gives an Outstanding Achievement Award annually to an individual in honor of their special contribution and service to the industry, as well as a Lifetime Achievement Award.

This year's reputable lineup of judges for the building and marketing entries include:

Robert Cassidy, Editor-in-Chief
Building Design + Construction
REED Construction Media

John Quale, LEED AP
Assistant Professor & ecoMOD Project Director
School of Architecture, University of Virginia

Jim Jones, PhD, Associate Professor
School of Architecture & Design
Virginia Polytechnic Institute and State University

Mohamed Al-Hussein, PhD, PE
Associate Professor
Department of Civil & Environmental Engineering
Hole School of Construction
University of Alberta Edmonton, AB, Canada

Robert Kobet, AIA, LEED Faculty
President
Sustainaissance International

Ralph Tavares, PE
Principal
R & S Tavares Associates

Silvana Tavares, AIA
Principal
R & S Tavares Associates

Lorenz Schoff, PE
President
Energy Efficient Solutions

WORLD OF MODULAR EXHIBITORS

In March, MBI's World of Modular will bring together more than 400 attendees. It is the premier meeting place for the commercial modular industry – the best networking, the best education and the best events.

Companies will be showcasing their latest products and technologies. These great companies will be exhibiting at World of Modular March 6 – 8, 2010 in Orlando, Florida. Make sure you're joining us as well.

360 Mobile Office
ABC Supply Company, Inc.
Access One, a division of HCP, Inc.
Air Quality Sciences - Building Consulting, Inc
Allen Insurance Group
American Bedding Manufacturing, Inc.
Bard Manufacturing Co.
Barnett/Hardware Express
Bartley Modular, Inc.
Bennett Truck Transport, LLC
Cast Products an Armstrong Distributor
Complete Access, a division of Integrated Stairs
Diversified Woodcrafts
Eemax, Inc.
Firestone Building Products
Guardian Fiberglass, Inc.
Loadking Construction Services, LLC
LP Building Products
Madison Industries
Marsh Industries, Inc.
Minute Man Products, Inc.
Mule-Hide Products Co., Inc
National Coil Company (Eubanks)
NTA, Inc.
Okaply Industries Ltd.
Oliver Technologies
Peerless Products Inc. (with ABC)
PTI Travco Modular Structures Ltd.
Ramps, Steps & Rails by Leesburg Concrete
Sapa Fabricated Products (REDD Team)
Skyline Building Systems Inc.
Smith-Manus
Talius
Tell Manufacturing, Inc.
Tink, Inc./TransLift
TMP Services, Inc.
Tri-Arc
Tyvek (with ABC)
WESCO Distribution, Inc.

Meet decision makers with the power to make your business grow. World of Modular is the one show you can't afford to miss.

DOING MORE WITH LESS

Making time if we choose to, and taking back control of our lives

by Warren Macdonald

Doing more with less. What does that mean? How can I do more with less? I can't do everything I need to do now, let alone with less. Less time, less money, fewer resources...I like to keep things simple. Doing more with less comes about naturally if we CHOOSE wisely. All of us, without exception, make hundreds, if not thousands of decisions every day. Every one of those decisions sends us down a CHOSEN path whether we consciously realize it or not.

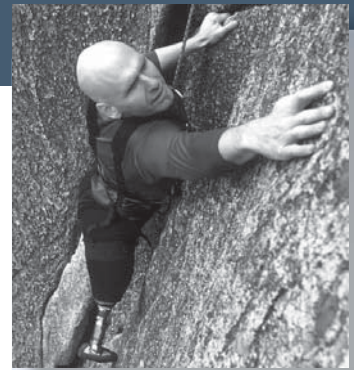
For example, how many times have you blown somebody off, or not taken up an opportunity to do something fun because you "didn't have time?" We're all busy, but all of us can make time if we CHOOSE to. What if we hadn't read the newspaper from cover to cover this morning? Would our lives really suffer if we missed a single day of soaking up all that information from all over the world? Wouldn't it be nice to swap from time to time to let yourself just be, in the moment; to focus on what's happening inside? Plus, we'd have an extra half an hour of "time" up our sleeves! How much time do we actually waste focusing on time we think we don't

have? What are we teaching our kids when we tell them we "don't have time" to play with them when they've seen us sitting in front of the television all afternoon?

Doing more with less is about taking back control of our lives.

People often ask me how I can possibly do as much as I do. How could I not? There is so much to do, and none of us are here forever.

Wheeling around the streets of Tanzania in the lead up to my climb of Africa's tallest peak, Mt Kilimanjaro, I became amazed by peoples reaction to what I had set out to achieve. They stopped me in the streets to shake my hand to tell me how great it was that I was going to climb their mountain. I would thank them for their support, before adding "but I haven't climbed it yet, I may not make it to the top." It wasn't until somebody pointed out to me that it didn't matter whether I made it to the top or not; they were impressed that someone could make the COMMITMENT, that a man with no legs had the VISION that he could reach the top of a 19,222 ft. peak. *(continued on page 5)*



Warren Macdonald is an adventurer/professional speaker based in Vancouver B.C. His first book "A Test of Will" is a gripping account of his accident and triumphant return to the mountains. In March 2003 he became the first double above-knee amputee to summit Africa's tallest peak, Mt. Kilimanjaro. For more information on Warren, visit warren-macdonald.com. Warren will be a featured keynote speaker at our 2010 World of Modular.

RETHINKING CONSTRUCTION PANEL

It has been 12 years since Sir John Egan, who played a major role in modernizing the UK construction industry, published "Rethinking Construction," a report that sprung out of the UK government seeing a need to build better buildings more efficiently. Egan's manufacturing background as chairman of Jaguar led him to identify areas of waste, focus on lean manufacturing, and recommend collaborative working. His report also concluded that the construction industry was underachieving; had low profitability; and invested too little in capital, research, development, and training. Egan noted that 30% of construction

is rework, that accidents account for 3 to 6% of total project costs, and that at least 10% of materials are wasted. While not advocating modular construction specifically, Egan did indicate that modular building was a means for improvement, saying "Advantages include speed of construction, lower cost, reduced need for skilled labour, and achievement of zero defects."

Likewise, revolutionary thinkers in North American construction are seeing the valuable role of modular buildings. Moderated by Robert Casidy, editor-in-chief of *Building Design + Construction*, a panel of respected

construction professionals at World of Modular will discuss where our industry is performing well, where it fails to perform, and using modular buildings to improve construction performance overall. Panelists include Kelsey Mullen, LEED AP, director of residential business development at the U.S. Green Building Council; Jon Sader, construction director at actor/activist Brad Pitt's Make it Right Foundation; and Dr. Mohamed Al-Hussein, PE, associate professor at the Department of Civil & Environmental Engineering, Hole School of Construction, University of Alberta.

DOING MORE WITH LESS (cont.)

(continued from page 4)

Most of us have goals and dreams. How many of us act on those dreams, taking the time to focus on turning them into reality? All too often I hear people say "I'd love to do this," or "I'd love to do that," then proceed to tell me why they can't!

They've already made the decision; already put forth an obstacle that may or may not have arisen. There are enough real obstacles in this world without conjuring them up in advance in our heads.

Why shouldn't it be possible for all of us to achieve our dreams? If not us, then who?

The only difference between successful people and those not living up to their potential is that successful people realise it takes ACTION to achieve a dream. Action is what is required to turn a pipe dream into reality, and most people are afraid to take action because it involves a degree of RISK.

What they fail to realize is that only through risk are we introduced to OPPORTUNITY. Sure, with risk there is always the possibility of failure, and we don't like failure because it messes with our sense of security. What we really want though is FREEDOM, and many of us have made the mistake of trading our freedom for security. Until we realize that security can only come from within, we have to accept that in trading freedom for security, we usually end up with neither...

Where does that leave us?

Consider this. When I woke up in a hospital 6 years ago having just undergone the amputation of both legs at mid-thigh, I could have thought that all was now lost, that I'd never again be capable of leading the life I'd become accustomed to, a life of travelling to exotic places, of adventure in the world's forests and mountains.

At that moment I was faced with a choice, a distinct "fork" in the road with two different paths. Down one I saw a life of misery. Of blaming the world, or whoever cared to listen, for what had happened to me. Of playing the victim, and letting go of any control over my life, because control had been "taken" from me with the loss of my legs.

I saw that path as leading down into a deep, dark hole... Down (or should I say up) the other road, I saw an opportunity.

I'd lost everything I prided myself on – the legs that took me to places few humans had ventured. I saw an opportunity to not just get back up, but to see just how far back up I could get. Doctors told me I'd never walk again. They didn't say anything about cycling, or swimming, or paragliding or climbing.

Only through accepting responsibility for what had happened to me was I able to move forward. To do more than anyone could have imagined.

To do more with less. 



BOB LOSYK

Bob Losyk is an internationally-recognized facilitator, expert, and trainer on workforce diversity; time and stress management; and employee screening, motivation, and turnover. He is also author of the best-selling book, *Managing A Changing Workforce: Achieving Outstanding Service With Today's Employees*. Bob addresses everyday workplace challenges and provides real solutions for enhancing performance and productivity for large corporations and small

businesses alike. Each of Bob's programs are designed specifically to enhance your effectiveness as a leader and provide valuable lessons.

He will be offering four sessions at World of Modular:

- :: Mastering the Mix: Understanding & Managing Four Generations in the Workplace
- :: How to Communicate & Connect with Customers
- :: How to Manage & Motivate Across Cultural & Ethnic Barriers
- :: How to Manage Your Time When You Wear Too Many Hats

CHESTER ELTON

The relationship between recognition and improved business results is highly predictable and proven to work. But it's not the employee recognition some of us have been using for years.

Best-selling author Chester Elton shows definitively that frequent and effective recognition is the central characteristic of the most successful managers.

Discover remarkably simple but powerful recognition methods which you can easily learn and begin practicing for immediate results. Great recognition doesn't take time, and it doesn't take budget-busting amounts of money, but it does lead to dramatically greater and accelerated business success.



Called the "apostle of appreciation," by the *Globe and Mail*, *Canada's largest newspaper*, and "creative and refreshing" by the *New York Times*, Chester Elton is co-author of several successful leadership books. *The Carrot Principle* by Simon & Schuster and *The Invisible Employee* by Wiley & Sons have been *New York Times* and *Wall Street Journal* best-sellers, while *The 24-Carrot Manager* has been called a "must read for modern-day managers" by Larry King of CNN. Elton will be a featured keynote speaker at World of Modular.

In Remembrance



Robert George McNeil: Robert, founder of NRB Inc. and an MBI Hall of Famer passed away peacefully after a short battle with cancer, at McNally House, Grimsby on December 8, 2009, at the age of 75. Beloved husband of Jean for 55 years. Much loved and admired by his children; Robert, Shelley, Scott, Grant, Craig and the late Todd (1996). Bob leaves behind many dear friends and colleagues. He was loved by his family for his care and protection

of them, admired and respected by all who met him whether in business or in day-to-day occurrences.

(Pictured above: Robert McNeil with his wife, Jean McNeil, at MBI's 25th Anniversary Awards Banquet)

MADISON SIGNS AGREEMENT WITH SANDERLING HEALTHCARE

Madison Industries signed a world-wide exclusive agreement with Sanderling Healthcare to build healthcare facilities. John S. Frey, Jr., Chief Executive Officer of Madison Industries announced their agreement, formalizing a relationship that has been in the making between Madison Industries and the Chief Executive Officer of Sanderling, Dr. Jerome Tannenbaum, since 2001.

According to Mr. Frey, "Dr. Tannenbaum's vision and experience in building healthcare facilities, coupled with Madison's ability to build institutional quality, 50-year construction, in a factory environment, has led to the decision to work exclusively with each other on all healthcare construction."

MARVAIR® SELECTED FOR CERTIFIED WORK READY TRAINING

One of only 29 companies in Georgia to receive grant

Governor Sonny Perdue of Georgia announced that Marvair, a division of Airxcel, Inc., has been chosen to receive a share of the \$1.4 million given to selected Georgia companies to become Certified Work Ready facilities. The purpose of Certified Work Ready is to increase productivity and to strengthen the state's workforce by providing support for companies to improve work readiness skills for their employees. Training expenses of up to \$500 per employee and up to \$50,000 per facility are reimbursed.

TOM FERNBACK RETIRES FROM MARKLINE INDUSTRIES

After 26 years of service to Mark Line Industries in Ephrata, Pennsylvania, Mr. Tom Fernback has announced his retirement at year's end. Tom has had a successful 41 year career in the commercial modular building industry, having held various management positions. Tom oversaw the 1984 Ephrata facility startup and 1998 plant expansion for the Indiana based company. Please join us in congratulating Tom on his well deserved retirement and wishing the best to him and his family as he enjoys this next phase in his life. Tom and his commitment to Mark Line will be missed.

WARRIOR RANKED 5TH ON 2009 100™ AWARDS AND DALLAS BUSINESS JOURNAL'S 100 FASTEST GROWING COMPANIES LISTS

Both recognitions honor Warrior as one of the top 100 fastest-growing, privately held companies in Dallas

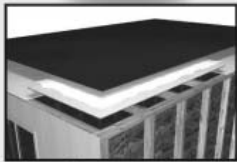
DeSoto, Texas-based Warrior Group, one of the largest minority-and woman-owned construction services companies in the country, has been ranked 5th on SMU Cox's Dallas 100 Awards and *Dallas Business Journal's* 100 Fastest Growing Companies lists for its extraordinary growth. Warrior's ranking on the Dallas 100 Awards list is a significant advancement from the company's 68th place last year.

The Minnesota Department of Health tested and approved the Armoroc "Structural Cement Bonded Particle Board" for Type II (non-combustible) buildings. If you have questions, please call:

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- **Elastomeric Acrylic Coatings, Seal-Fast® Tapes, and EPDM Tapes** are ideal for retrofit of roofs on lease fleets.
- **Self-Bridging Mate-Line™** decreases multi-unit setup time with a one-piece, one-step design – it's a Mule-Hide exclusive that's patent-pending.



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www.moduleaseusa.com

Smith-Manus
Louisville, KY
www.smithmanus.com

MBI 2010 EVENTS

California Regional Meeting
Sacramento Convention Center
Sacramento, CA
February 24, 2010


2010 World of Modular
Rosen Shingle Creek
Orlando, FL
March 6-8, 2010

2010 Government & Military
Construction Conference
Hyatt Regency Capitol Hill
Washington, D.C.
June 17-18, 2010

2010 MBI University
Sheraton Gateway L.A. Airport
Los Angeles, CA
September 23-24, 2010



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