

MEMBER CONNECTION

A QUARTERLY NEWSLETTER FOR MBI MEMBERS

Spring 2010

NEW GREEN CODE: ARE YOU READY?

The International Code Council recently made available for public comment its International Green Construction Code (IgCC). This code will become part of the I-Code family and be available for adoption in 2012. After reviewing version 1.0 of the draft, there are several items our industry needs to be aware of.

As written, the scope of this code will apply to virtually every aspect of construction where the code is adopted. Section 101.2 Scope states "The provisions of this code shall apply to the design, construction, addition, alteration, change of occupancy, movement, enlargement, replacement, repair, equipment, location, maintenance, removal and demolition of every building or structure or appurtenances connected or attached to such buildings or structures and to the site on which the building is located."

This scope is far more encompassing than any previous versions of the IBC and leaves no room for grandfathering of existing code compliant structures. The code goes on to mandate numerous LEED type requirements for all structures, a costly and impractical requirement for many small and/or temporary structures. If adopted as is, the lease fleet side of the business will cease to exist under the current business model in those jurisdictions.

Many feel that the political environment will ensure that some version of the IgCC will be available for adoption in 2012. However, it remains to be seen how many states or jurisdictions adopt it in whole, in part, or modify it upon adoption due to the extremely challenging and costly requirements contained in the code. (continued on page 4)

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PRESIDENT'S CORNER



I want to thank everyone who attended the 2010 World of Modular in Orlando. The Shingle Creek Resort provided a perfect venue for this great event and all of the attendee's were fully engaged in the convention. Despite the trying economic times, all of the attendee's were very excited and eager to discuss the opportunities that lie ahead for both their firms and the industry as a whole.

In particular, MBI will focus its efforts on two fronts: protecting the assets of our members from excessive government interference and promoting the growth and opportunities for permanent modular construction. Both of these fronts will overlap in our work on the newly proposed International green Construction Code (IgCC). MBI has sought input from all of its members and hired a code consultant with twenty plus years engineering experience to help navigate our industry through this process. (continued on page 4)

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STILL THE GREATEST MODULAR SHOW ON EARTH

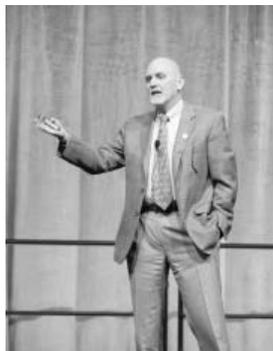


Survey results are in and MBI is pleased to say that the 2010 World of Modular may have been its most successful convention ever in terms of attendee engagement, exhibitor satisfaction, B2B networking, quality education, and exposing the general public to modular construction. In fact, 96.4% of respondents rated the convention "excellent" or "good," with only 4 rating it "fair" and none rating it "poor."

"This was my first time attending the MBI convention," reports Mike Chrisman of Innovative Modular Solutions. "The opportunity to experience advancements in the industry was great...I left feeling my participation in MBI was important and worthwhile."

"I like the fact that the company owners and presidents are there," says exhibitor Kevin Mannix of Firestone Building Products. Exhibitor Dave Henderson of Access One agrees, "The key personnel from the industry were there. We will be following up on several new prospects we came in contact with."

Keynote speaker Chester Elton had the right message for our industry at the right time, as he gave attendees common-sense ideas on how to drive employee performance through recognition. "A majority of workers do not understand the big picture, do not feel thanked for their efforts, and do not feel their managers care about them," says Chester. "Let's get back to the basics. All it takes is 60 seconds using on-the-spot recognition to make someone's day. The next time you notice an employee doing something right, tell them exactly what they did that was good. Explain how it impacts the company. Express appreciation. It's just that easy."



Warren Macdonald, another keynote speaker, inspired a captive audience with his unique perspective on overcoming business and personal challenges. Warren is the first double above-knee amputee to climb Mt. Kilimanjaro. "It's what we learn when we accept the reality of being 'in the trough,'" says Warren, "and begin looking for opportunities instead of excuses that sets our course towards the peak and defines who we are as human beings and as a company."

In all, 20 speakers during 17 sessions challenged participants in the areas of green building, code compliance, market analysis, lifecycle analysis, social media, government affairs, sales, time

management, cultural differences, and more. "We attended every session," reports Jane Conkin of Quick Buildings. "Social media was our favorite, . . . and time management was the most helpful." Of the breakouts, Kim Coates of Coates Management Services says "Overall excellent, relevant, and the presenters were prepared and related well to our application of their topics."

On display at the convention were entries to three different modular building competitions. MBI partnered with Architecture for Humanity to create the relocatable classroom of the future. MBI will award \$5,000 to help facilitate the building of PeaPoD, the winning entry from Druid Hills High School and Perkins+Will. MBI also partnered with the American Institute of Architecture Students in a competition where students learned about modular buildings when designing a modern, sustainable Miami Beach, FL hotel. Total prize money for this contest is \$7,225, including \$2,500 for the first-place winning design called Exoskeleton by Dion Dekker of Cal Poly State University.



MBI's own competition, the Awards of Distinction, saw 75 industry winners, including best of show recipients Britco Structures, M Space Holdings, Mobile/Modular Express, Modular Genius, Pac-Van and Williams Scotsman.

Modular construction veterans were acknowledged for their service to MBI and the industry. Mike Mount of Sunbelt Modular received the Outstanding Achievement Award while Joe Donegan of Williams Scotsman and Mike Slataper of Ramtech Building Systems were inducted into the MBI Hall of Fame.

"We were extremely happy with the turnout at the 2010 World of Modular," concludes convention chair Mike Ridley of Britco Structures. "It exceeded our expectations." But perhaps someone from outside the industry – Dr. Mohamed Al-Hussein, associate professor at the University of Alberta's Hole School of Construction – sums it up best. "MBI organized one of the best conferences I have ever attended. The educational sessions complimented each other and the exhibits were relevant. The event was informative and will be incorporated in my future work and the way I look at modular construction."

The 2011 World of Modular will be held March 12-14, 2011 at the JW Marriott Resort at Summerlin in Las Vegas, Nevada. In the meantime, make plans now to attend other MBI events like regional meetings, the Government & Military Construction Conference, and MBI University. A complete list can be found at modular.org.

2010 AIAS/MBI STUDENT DESIGN COMPETITION

Cal Poly State Student Wins Miami Beach Hotel Challenge

The MBI-sponsored competition was administered by the American Institute of Architecture Students (AIAS). The program challenged students to learn about modular building techniques and systems in the design of a modern and sustainable Miami Beach hotel. The competition is designed for North American design students of all ages. Total prize money is \$7,225, including \$2,500 for the first place winning design, as well as a crystal trophy and formal recognition at World of Modular.

The contest had 50 entries and the first place winner was the Modular Shipping Container Project by Dion J. Dekker of Cal Poly State University.

"We are proud to have worked with AIAS on this worthwhile project," said Tom Hardiman, Executive Director of the

Modular Building Institute. "In this year's competition, we have seen students submit truly innovative, exciting, and thoughtful designs for a commercial modular building."

"The AIAS is continually amazed at the level of development and understanding students bring to design competitions," said Matthew Fochs, Acting Executive Director of AIAS. "The submissions for the modular hotel competition not only show a creative spark in the next generation of designers and architects, but the design submissions really give a broad view of the different understandings of what 'modular' is and can become."

Contest judges included James Guthrie, AIA, President, Miletus Group, Inc.; Gary East, RIBA, Co-Founder,

O'Connell East Architects; Dan Rockhill, Principal of Rockhill and Associates and JL Constant Distinguished Professor of Architecture at the University of Kansas School of Architecture and Urban Planning; and Paula Vaughan, AIA, LEED AP, Co-Director, Sustainable Design Initiative at Perkins + Will.



The winning entry (pictured here) came from Dion J. Dekker, a junior at Cal Poly State University.

BEST OF SHOW: MBI AWARDS OF DISTINCTION

Permanent Modular



Britco Structures
Olympic Athletes' Village
Days to complete: 392

Temporary Modular



Modular Genius & Mobile/Modular Express
Festevents at Town Point Park
Days to complete: 61

Renovated Reuse



Pac-Van, Inc.
Pirate's Cove Restaurant & Bar
Days to complete: 210

Green Building



Williams Scotsman
High Tech High

Marketing Piece



M Space
Emergency Response Brochure

View complete case studies at modular.org/awards

The highlight of the Awards of Distinction contest is the Best of Show category, where awards are conferred by industry peers for what they collectively recognize as the best modular structures in the business. Announcing the winners has become an integral part of every World of Modular conference.

GREEN CODE (cont.)

MBI is leading the charge to protect our industry's investments as well as promoting the inherently greener aspects of modular construction. Doing so requires that we separate and define the two major segments of our industry: relocatable buildings and permanent modular construction. We cannot protect the fleet side of the industry without separating and distinguishing it from all the code requirements impacting the permanent side. Further, we cannot promote the green advantages of permanent modular construction without the code applying these requirements to all facility types.

MBI has established and is working towards several goals in this IgCC development:

1. Clearly define "relocatable buildings"
2. Seek an exemption for newly constructed relocatable buildings
3. Ensure that current relocatable buildings fall under Chapter 10 Existing Structures
4. Add language and electives favorable to off-site permanent construction
5. Increase the building size threshold that this code would apply to

At the end of the day, MBI believes that this code will not be widely accepted as written. We believe that the Task Force that developed this version 1.0 attempted to include every possibly green aspect of construction without all the answers, anticipating that the public hearing process would fine-tune the document. MBI feels confident that a great deal of our industry was not considered in this process and we have an opportunity to define those aspects unique to our industry in this code.

For questions about this process, please e-mail tom@modular.org.

PRESIDENT'S CORNER (cont.)

Although the 2010 World of Modular was a very successful event, it was very clear that the upcoming year is going to be a very difficult time for our industry. Numerous other opportunities and threats have already been identified by MBI's various committees.

MBI will stay focused on assisting your organizations with a back to basics approach focusing on the key issues such as: industry training, fleet protection, promoting modular to new markets, increasing the awareness of permanent modular construction and our industry's inherent environmental advantages.

I am very proud to be the President of MBI and I pledge my best efforts to improve upon a great organization. With the support of the staff I will ensure we stay on track with the key issues mentioned above and I will also focus on all facets of membership including new members, retention of existing members and the overall benefits to them.

The current MBI staff and the leadership are outstanding and they should be commended for their daily efforts, but most of all for hosting an amazing convention and creating a successful blueprint for the organization.

I am very excited about the outlook of our industry and I hope to see everyone at next year's World of Modular in Las Vegas, NV!

Joseph C. Lopardo
MBI President

2010-2011 BOARD OF DIRECTORS

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STIMULUS FUNDS REACH MODULAR INDUSTRY

Since the passage of the American Recovery and Investment Act (ARRA), MBI has been touting our industry's ability to deliver "shovel-ready" projects to help speed up the recovery. Finally, a government agency may be listening. Recently, the Bureau of Indian Affairs (BIA) issued a "source sought" announcement for the construction of a K-8 school campus, dormitory, and teacher housing all to be built using permanent modular construction and funded by stimulus money.

The request calls for the construction of:

- A new K-8 School. This portion of the project consists of a 58,961 gross square foot replacement K-8 school for 287 students.
- Boarding Student Housing. This portion of the project consists of a 10,418 gross square foot replacement dormitory for 36 students.
- Employee Housing. This portion of the project consists of a 10,020 gross square foot replacement of eight staff housing units.

The nearly 80,000 square feet of construction marks the first time that MBI is aware of, that a government agency is specifically requesting "permanent modular construction" for this type of project. This basically amounts to a modular set-aside for our industry. More good news is that the BIA is considering permanent modular not just for this campus, but as a prototype for all schools across the country. These LEED-Silver rated schools will provide our industry an opportunity to showcase and promote its ability to other government agencies. Here's hoping whoever lands this project is an MBI member and knocks it out of the park for the industry.

OPPORTUNITIES AND OBSTACLES IN EDUCATING GOVERNMENT AGENCIES

In recent months, MBI has seen some positive examples of government agencies more fully embracing modular construction practices. However, we've seen some problems as well.

After a meeting with several industry representatives last year, the Bureau of Indian Affairs (BIA) is starting to issue projects specifically for the industry. The most recent example demonstrates both the good work our industry has accomplished and the effort we still need to make. The BIA will soon seek modular providers for various permanent modular campuses. The Department of Education's Impact Aid program also recently encouraged the use of "alternative construction techniques" for its grant program. Approximately 15 school construction and remodel projects are expected to be funded with an estimated five or six opportunities for the modular industry.

This progress, however, has been hindered by the U.S. Army Corps of Engineer's (USACE) recent release of at least three RFPs for medical facilities – all of which specifically prohibit the use of modular construction. All designs and approvals for medical facilities for the USACE go through the U.S. Army Contracting Command Europe (USACCE) Mandatory Medical Facilities Center of Expertise (MX) with input from the base installations and the Health Facilities Planning Agency (HFPA). After contacting USACE-MX, MBI was informed that the problem with modular did not reside within that agency. We are pursuing contacts within HFPA to address this issue and will likely challenge at least one of the RFPs.

MBI will have a opportunities to set the record straight. After sponsoring and presenting a session on modular construction at a military conference in Washington, D.C., MBI will submit testimony at the House Armed Services Committee's hearing.

START HAITI CELL PHONE DONATIONS



Donations to the START Haiti relief effort can now be made by cellular telephone. START Haiti is the first joint initiative for START, the alliance formed by MBI and ABC to raise funds to provide retrofitted modular containers filled with supplies to send to areas affected by natural disasters.

Text the word START to 50555 on your personal cell phone to make a \$10 donation. In addition, donations of more than \$10 for START Haiti can be made directly to Volunteers of America Southeast. Visit www.voasoutheast.org, then click "Donate to START Haiti" and designate "START Haiti" as the gift.

MEMBER NEWS

In Remembrance

Richard Salewicz: Richard passed away on April 21. He suffered from cancer. For many years Richard was a financial speaker at many of the national MBI meetings.

Richard formed a dealer's council that is still active today. He was also the senior partner in London Witte Group CPA's in Indianapolis.

In addition, Richard was the Chairman of the Board of Tyson Corporation in Indianapolis, and the Chief Financial Officer of Manufactured Structures Corporation of Rochester, Indiana. Both firms are members of MBI.

Richard is survived by his wife Teresa, and sons R.J. Salewicz, and John Salewicz.

MEMBER ELECTED TO RCCI BOARD OF DIRECTORS

The Reflective Roof Coatings Institute (RCCI) has elected Kate Baumann of Mule-Hide Products, Inc. as a new officer on the board of directors. RCCI's mission is to promote the benefits of reflective roof coatings in extending the life of roof systems while reducing energy consumption and demand for the building envelope.

PALM HARBOR HOME PICKED FOR EXTREME MAKEOVER



Palm Harbor Homes, which includes PHN Commercial Structures, is pleased to announce that an episode of Extreme Makeover: Home Edition featuring one of their homes will air on ABC as the season finale on May 16. It will be the first modular home used on the show and it was built for the Williams family in Pine Mountain, GA.

VIPCO INDUSTRIES NAMES NEW PRESIDENT

The Board of Directors of Vipco Industries Inc. is pleased to announce the appointment of Jim Taylor to the position of President and General Manager.

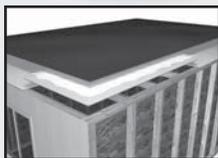
During his tenure with Vipco Industries Inc., Jim has held the positions of Vice President of Sales and Marketing and most recently General Manager. Jim also brings to his new role many years of leadership experience in senior positions.

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- * Hear how economic stimulus continues to be legislated and spent and the latest on green codes
- * Network with government officials and team with construction leaders, general contractors, minority contractors, and other professionals

Find more information at modular.org



MEMBER CONNECTION is a newsletter of the Modular Building Institute
944 Glenwood Station Ln., Ste. 204 | Charlottesville, VA 22901-1480 USA

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