



AGC of Alaska

NEWSLETTER

Volume 18, Issue 10

October 1, 2015



Let the challenge begin...

Mark your calendar to join us for the **7th Annual AGC Chili Cook-off**, hosted by the AGC Associates Council, at the Anchorage AGC office on **Oct. 7th**, starting at **5:00 p.m.** Tickets are \$10 each and include chili, salad, cornbread, dessert and beverages.

We are now taking entries for cook-off contestants! If you have a killer chili recipe you'd like to share, fill out the [entry form](#) and email to kimberley@agcak.org or fax to the AGC office at 562-6118.

Along with the coveted AGC Chili Cook-off Skillet Trophy, the winner of the professionally-judged contest (current judges include **Eric Norat, The Hotel Captain Cook & Chef Rickey, Sullivan's**) will also have their chili served at the **First National Bank Alaska** Luncheon Wednesday, November 11 during the AGC Annual Conference and at Fletchers for the month of November.

For more information, contact Kimberley at 561-5354 or kimberley@agcak.org or visit the website at <http://www.agcak.org/chilicookoff.html>

AGC Annual Dinner Dance Tickets

Mark your Calendar to call the AGC offices on **Wednesday, October 14th at 8:00 am** to reserve your table or seats for the AGC Annual 2015 Dinner Dance. [Click here to add a reminder to your Outlook Calendar!](#) Please call **907-561-5354**.

PTAC Meet the Agency

The Municipality of Anchorage will spend more than \$80 million on procurement activities over the next 2 years and is consistently on the hunt for contractors to fulfill contract needs. PTAC welcomes Municipality of Anchorage Purchasing Officer Ron Hadden at the AGC office on **Monday October 12, 10:30am-12:00pm**. Interested attendees should register here: <http://akptac.ecenterdirect.com/ConferenceDetail.action?ID=5761>. For more information, contact Donna Steward at 786-7201.

AGC/PAC Raffle Tickets go on sale!

Win \$10,000!!!

Don't miss your chance to win \$10,000! Purchase your ticket(s) today from one of your AGC Board Members or the AGC staff. Tickets are \$100, with only 500 tickets being sold. There are a total of 32 cash prizes to win, so your chances are very good. We accept cash and personal checks only, per state law. Please no company or corporate checks and credit cards will be accepted.

2015 Conference Corner



Join AK Supply, Inc. & AK Constructors LLC Management Symposium guest speaker **Jim Mathis** at the AGC Annual Conference to hear about *Reinvention Made Easy*

Every member can reinvent themselves. A personally challenging and value changing presentation. *Change is happening...* The realities of your business have changed permanently. Just as the Kindle has changed paper publishing, Netflix has change movie theaters and the smart phone is changing everyday lives, your contracting business has changed forever. Answer questions and hear stories about amazing turnarounds and reinventions from companies in and out of general contracting who took advantage of a changing economy.

Key questions:

1. What do our clients/customers value MOST in us?
2. How can we LEAD in our community/market?
3. Where can we easily find MORE contracts?
4. How does client FREQUENCY VS. LOYALTY impact us?
5. Do you hire for responsibility, or AUTHORITY in staff?

Join Jim Mathis on **Friday, November 13th** from **9:00 – 11:45 am**

Job Site Safety Gear

What Safety Gear is mandatory on jobsites? Join **Paul Moyer, BS, AAS**, Safety Consultant, Alaska Occupational Safety & Health, **Dan Monteleone**, DOT Statewide Programs Manager, **Mark Neidhold**, DOT Chief Design & Construction Standards, & **David Prado**, Safety and Occupational Health Manager, U.S. Army Corps of Engineers - Alaska District on **Thursday, November 12th** from **10:15 to 11:45 a.m.** to learn more.

Understanding the Permitting Process

Wish there was a checklist of Permits that were mandatory on jobs? Come hear from the experts on why it's not that easy. **William Ashton**, Alaska DEC Storm Water & Wetlands, **Kristi McLean**, LEED AP BD+C, R&M Consultants, Inc., **David Hobbie**, Chief, Regulatory Division, USACE, & a **DOT Rep.** on **Thursday, November 12th** from **1:45 to 3:15 p.m.**

Join us for *FAMILY FUN NIGHT* on November 13th at the American Fast Freight Warehouse.

[Click here for the Family Fun Night Flyer](#)
[Click here for the Family Night Ticket Templates](#)

(Just add your logo, print, and hand out to your staff and employees and we will only invoice you for those tickets that are used.)

CONFERENCE HIGHLIGHTS

Wednesday

12:00 – 1:00 p.m.
First National Bank Alaska FREE Wednesday Luncheon, RSVP Required

5:30 – 8:00 p.m.
Marsh & McLennan Agency President's Welcome Reception

Thursday

7:30 – 8:45 a.m.
Subcontractors Breakfast with AGC of America representative, **Chuck Greco**.

12:00 – 1:15 p.m.
Wells Fargo "Excellence in Safety" Awards Luncheon with **Jim Mathis**

6:00 – 9:00 p.m.
Emerging Leaders Reception

Friday

7:45 – 8:45 a.m.
Energy Breakfast

9:00 – 11:45 a.m.
AK Supply, Inc. & AK Constructors LLC Management Symposium with Jim Mathis

12:00 – 1:30 p.m.
Parker, Smith & Feek "Excellence in Construction" Awards Luncheon

6:00 – 8:30 p.m.
Family Fun Night at the American Fast Freight Warehouse

October Marketing Tip

Brand Strategy: Why It Matters For Savvy Construction Firms

By Jessica M. Taft

Brands are everywhere: From the jackets we wear to the coffee we drink, most of us use brands to guide our spending. In fact, many of us are willing to pay a premium for the brands we like—even though similar and less expensive options are easy to come by.

If you've lived in Alaska long enough to get a PFD, you know that Carhartt is a family-owned clothing company. Their clothes are durable, and as a result are popular in places like Alaska where work conditions are tough. With competition from brands like Levi's and Wrangler, the Carhartt brand appeals to customers who see themselves as hard-working, no-nonsense, and rugged.

There's a lot of confusion about what makes a brand, and it's worth stating that a brand is not a logo. A brand is a set of promises that a company makes to customers. In the case of Carhartt those promises include American roots, a commitment to family business, and hard-wearing clothes. The company understands this and reinforces their brand through large advertising campaigns, sponsorship of high-profile events like rodeos, and manufacturing long-lasting clothes. Their efforts are working: The company just announced plans for an \$18.6 million expansion that will create hundreds of new jobs at their headquarters in Dearborn, Michigan.

Just like Carhartt, savvy A/E/C firms use branding to get ahead of their competition. While it's true that branding is a little different for service firms than it is for product companies, a brand is still a set of promises that you make to your clients. In the case of an A/E/C firm, these promises are based on the actions and behaviors of the people you employ, instead of the products you sell. Are the people at your firm professional or coarse? Are your project solutions innovative or iterative? Is your team detail-oriented or expeditious? The answer to these questions—and dozens more like them—make up your brand.

It's tempting to think that branding doesn't matter in a low-bid environment where purchasing decisions are often made on price alone. But discounting branding as a business development tool is short-sighted. Branding matters to construction firms because people share critical information—information like leads, client gripes, and changes in the industry—with the people they trust. And that's the essence of your brand; it's the experience others trust they will get when they interact with people from your firm.

Now that you've thought about it ... what's your brand?

Jessica M. Taft is the marketing director at Enterprise Engineering, Inc. and is also the immediate past president of the SMPS Alaska Chapter. SMPS is a professional organization devoted to best practices in business development and marketing for the A/E/C industry. Find out more about membership at www.smpsalaska.org/about/membership

8th Annual Alaska Construction Law

Anchorage, AK - November 10, 2015

Don't forget to ask about the 50% discount for AGC members.

*AK CLE - 6.5 General Credits, incl. 1.0 Ethics
WA MCLE - 6.5 Credits, incl. 1.0 Ethics
AIA - 6.5 LU's
IRMI - 7.0 CRIS Reaccreditation Credits
AK Contractors - 7.5 Business Credits
Contractors & Engineers - May Qualify*

Construction in our state is a key component to our long term success. The development and maintenance of infrastructure is necessary. At the same time, economic drivers continue to put pressure on the industry. Understanding the law related to the opportunities in our state - from bidding through development, is a key aspect of successful competition. Remaining up to date as risk profiles change, law develops and opportunities change is needed to appropriately respond to opportunities and work through projects. This year's seminar is focused on these areas - from considerations relating to development in the Arctic and effective bidding techniques, to contracts and project management, through handling problems on project-through claims, electronic discovery, scheduling techniques, damage assessment, and, when necessary, handling bankruptcy-related concerns. Finally, we continue discussing ethics as we focus on ethics and alternative dispute resolution.

To view full agenda, which includes registration information and pricing, go to the link below. [View Agenda, Faculty, and Pricing](#) or [Register Now](#)

Are you Overwhelmed by Workers' Comp?

The Workers Compensation Committee of Alaska (WCCA) says "You can help lower workers' comp costs. Seriously." Want to learn more? Visit their website at www.wccak.org or [click here to view their flyer](#).

ANNIVERSARIES

GENERALS

D & L CONSTRUCTION CO., INC. - 32
WESTERN MARINE CONSTRUCTION, INC. - 26
GMG GENERAL, INC. - 18
PINNACLE CONSTRUCTION, INC. - 18
ALCAN GENERAL, INC. - 16
PHIL ANDERSON COMPANY - 10
KOMAN, INC. - 9
ASRC CONSTRUCTION HOLDING COMPANY, LLC - 7
HAMILTON CONSTRUCTION CO. - 3

SPECIALTY

ANNETTE'S TRUCKING, INC. - 28
H & K SHEETMETAL FABRICATORS, INC. - 24
EAYRS PLUMBING & HEATING, LLC - 17
ARCTIC FOUNDATIONS, INC. - 17
L & J ENTERPRISES-EXCAVATING, INC. - 16
AVALON DEVELOPMENT CORPORATION - 15
JOLT CONSTRUCTION & TRAFFIC
MAINTENANCE, INC. - 13
HOLLAND ROOFING CO., INC. - 12
PARTUSCH PLUMBING & HEATING, INC. - 12
THE SUPERIOR GROUP, INC. - 7
ALASKA STONE & PRECAST, INC. - 2

ASSOCIATES

TOTEM OCEAN TRAILER EXPRESS, INC. - 40
PACIFIC ALASKA FREIGHTWAYS - 35
SHANNON & WILSON, INC. - 35
ALASKA NATIONAL INSURANCE COMPANY - 34
SEWARD BUILDING SUPPLY, INC. - 31
DAVISON & DAVISON, INC., LAW OFFICES OF - 27
NORTH STAR EQUIPMENT SERVICES - 26
SUMMIT WINDOWS & DOORS, INC. - 23
UNITED RENTALS, INC. - 21
RSA ENGINEERING, INC. - 21
C & R PIPE AND STEEL, INC. - 15
ESTIMATIONS, INC. - 15
RAINIER EQUIPMENT TRANSPORT, INC. - 13
WEED ENGINEERING, INC. - 11
ZURICH SURETY - 11
HDR ALASKA, INC. - 9
SCHNEIDER STRUCTURAL ENGINEERS - 9
GPS ALASKA, INC. - 8
MT. MCKINLEY BANK - 7
CONOCOPHILLIPS ALASKA - 7
BRICE EQUIPMENT, LLC - 7
BUILDERS CHOICE. - 5
NORTHERN GEOTECHNICAL ENGINEERING /
TERRA FIRMA TESTING - 5
GARNSS ENGINEERING GROUP, LTD. - 4
INTERIOR GRAPHICS & PRINTING - 3
BODY RENEW ALASKA - 3
LANDYE BENNETT BLUMSTEIN LLP - 3
GARVEY SCHUBERT BARER - 3
TRANSGROUP WORLDWIDE LOGISTICS - 2
ARTHUR J. GALLAGHER & CO. - 1
EQUIPMENT SOURCE, INC. - 1

NEW MEMBERS

SPECIALTY

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