



BUILDERS EXCHANGE

QUARTERLY

INSIDE:

**WOMEN IN CONSTRUCTION
MEMBER TO MEMBER NEWS
SELLECK ARCHITECTURAL SALES**

JANUARY 2015

*A BENEFIT OF YOUR MEMBERSHIP TO THE
BUILDERS EXCHANGE OF MICHIGAN*



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Builders Exchange Quarterly News is published by the Builders Exchange of Michigan.

The Builders Exchange of Michigan is a MEMBER OWNED organization that was formed in 1885. Our primary mission is to provide news on construction activity in the State of Michigan. The Exchange is overseen by a board of directors elected from the membership.

Quarterly Distribution to:

- Architects
- Designers
- Owners
- Builders
- Developers
- Remodelers
- Trade contractors
- Suppliers

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Members please send your company news to: news@grbx.com.

Associations send your calendar information to: info@grbx.com.

EXECUTIVE VICE PRESIDENT MESSAGE

We are excited to celebrate Women in Construction in this issue of our Quarterly News. The construction industry is ever evolving and more women are making this field a career choice. We are proud to highlight the unique perspectives and forward thinking of some of the women we have highlighted in this issue. You will read and be encouraged by their insight and journeys in the construction and design world. We also have four women writers in our expert corner, offering you their views on new trends, new products and new networking opportunities in the industry.

March is when the National Association of Women in Construction (NAWIC) celebrates Women in Construction (WIC). In addition to this recognition of all women working in construction, each year the Grand Rapids Chapter of NAWIC chooses one of its members who has represented NAWIC and has worked for the good of all members of Chapter #194. The WIC of the Year Award is given to one member in the chapter in honor of her dedication and efforts for NAWIC. Last year, this award was presented to Tanya Fredricks, the Builders Exchange Managing Editor. She has volunteered as a Chapter Board member, both as a Secretary and as a Director of the Board. She is also the editor and producer of the Chapter newsletter and keeps all members informed of events and other Chapter information by emailing members weekly. She has participated on committees and in NAWIC events and has chaired the annual Chapter NAWIC CAD competition which is held for High School students. Tanya's dedication to NAWIC is really appreciated.

We salute all women that have chosen the field of construction and design for the integral part that they play in this industry.

Bart Austhof
Executive Vice-President

MEMBER SERVICES

I am constantly amazed by all the changes that I have seen in construction over the past 12 years that I have worked in the industry. Technology and trends keep moving forward and everyone is trying to stay current with all of the changes that are taking place. We are tasked not only to stay current but to also be proactive to know where the industry is going in the future.

The Builders Exchange is actively staying in touch with our construction related partners to make sure that we are staying relevant with all the changes in our industry. Staying relevant helps us determine what services we need to provide or improve upon for our members. We have some exciting website changes in the works for 2015. Our hope is to bring our members more information delivered in a platform that is current and easy to use. The member benefits are also being reviewed and updated to make sure we are offering you as many discounts and savings as possible. We look forward to working with everyone in 2015.

Elizabeth Bovard
Office Manager

MEMBER BENEFITS

Member Benefits:

- **The Construction News Bulletin** contains information about projects in the bidding stage as well as projects that have not yet been released for bidding.
- **Planroom on the Internet** allows members to view any blueprint, specification or addendum that we have received, as well as tracking jobs by specialty and obtaining information on awarded projects.
- **Physical Planroom in our office** contains drawings and specifications available for members use.
- **Term Life Insurance Benefit** quotes for our members at our Life Insurance benefit website.
- **Verizon Wireless Discount** up to 22% discount off Data Package, Free Activation, and 25% off accessories
- **SuperFleet Program** offers members 5¢ off per gallon at all Speedway, Marathon, Rich Oil, participating Pilot Travel Centers and 15% off at select Valvoline Instant Oil Change locations.
- **Health Insurance programs** offered to our members.
- **RS Means Construction** publications at a 25% discount to all members.
- **Endowed Scholarship** within the College of Technology's Construction and HVACR programs at Ferris State University.
- **Momentum Fleet Vehicle Sales** provides our members access to huge vehicle discounts through our Preferred Fleet Program.
- **Large Format Copier** available to scan color large format prints and photocopying of specifications.
- **Copy Service for a nominal fee.** These copies can be picked up at our office or delivered to yours.
- **The Annual Meeting** is held in December every year allowing the membership to assemble, socialize and meet the newly elected board of directors.
- **Golf League** plays at Scott Lake Golf course and concludes with a banquet in September.
- **Annual Golf Outing** is held in July each year and includes lunch and dinner served at the club house.
- **Sporting Clays Shoot-Out** event with 5-person teams competing in a 100 target Sporting Clays, Skeet and Trap shoot.
- **West Michigan Design & Construction Expo** is our annual trade show co-hosted with CSI.

Board of Directors 2015

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PROFILES



Meet Feyen Zylstra's Network Cabling Technician, Robin Kotarak. Robin's love for construction and for being on the road come naturally as Robin's father, brother, and husband are all in the construction industry. Although Robin planned for a medical career, she quickly decided that her career path would be in construction.

Robin attended Grand Valley State University and graduated with a Bachelor's of Science degree with plans to go into the medical field. Robin ended up accepting a technical position which she

really enjoyed. She subsequently held several positions in engineering but had the desire to return to the field. That desire is what brought her to Feyen Zylstra as a Network Cabling Technician. Since joining Feyen Zylstra, Robin has expanded both her technical and leadership abilities, has assumed positions of greater responsibility and has become a valuable and respected member to the Communication team.

Robin has been with Feyen Zylstra for 2 ½ years and truly enjoys her work because of the challenges and satisfaction that it brings. "Feyen Zylstra focuses on building strong relationships with customers. Every job is different and every customer's needs are different. My favorite part of the job is meeting with customers to find out what they do, what services they provide, and how we can help them with their communication needs. I install and service voice, data and fiber optic cabling for the Communications group."

Robin notes that Feyen Zylstra is a great company to work for because they are very involved in the community, invest in their employees with the latest training and always emphasize that safety is the top priority. "I'm very proud to be part of this company."

Robin sees a bright future in the construction industry not only for herself, but for other women as long as the need for technicians continues to grow. "With the recent technical advancements, being mentally strong is just as important as being physically strong. This opens the door for so many different and new opportunities for women." She recognizes the need for more women in the industry. "When I'm on a job site, I'm still usually the only woman there, I hope to see that change in the near future."

Feyen Zylstra is an electrical services firm that specializes in complex industrial, commercial, and institutional electrical projects with unique electrical demands.



Meet Lisa Wisniewski, CPA, CFE, the newest Partner in Stonehenge Consulting PLC. After only 6 years, the Certified Public Accounting Firm appointed Lisa to her new status after proving herself as a leader within the Company. Stonehenge prides itself in fully understanding the Construction Industry. They believe their people, and the knowledge they bring will exceed their client's expectations.

That is exactly how Lisa feels about serving her clients. Lisa oversees the staff and performs the Firm's technical review of client products. "I also still have a client base that I meet with for tax planning, audits and reviewed financial statements," says Lisa. Her clients include bridge builders, electrical and underground contractors along with other specialty trades and developers.

Lisa's passion for accounting goes back over 20 years. Out of high school, she married and started her family with her husband. She then decided to go to school part time while raising three kids, two girls and a boy. "It was tough, taking night classes and putting myself through college." While in college, Lisa started working at a local CPA firm in Grand Haven, but after passing the CPA exam, she was looking to branch out. It was then that a former colleague asked her to join Stonehenge Consulting, PLC and it turned out to be a great fit for Lisa.

Lisa received both her Bachelor of Business Administration and Master Degree in Accounting from Davenport University. In addition to becoming a Partner at Stonehenge Consulting, PLC this year she also became a Certificated Fraud Examiner, from the Association of Certificated Fraud Examiners (ACFE).



Lisa is an active member of NAWIC. She has been a member for over 10 years, and has served in roles that include leadership, a director, treasurer and also serving on the audit and membership committees. The local NAWIC chapter meets monthly, and has nearly 50 members.

Lisa still resides with her husband, Shannon, of 25 years in Grand Haven. Their youngest two children are in college and the couple have two grandchildren, both girls, ages one and four.

Over the years, Lisa says she has learned the value in networking. Her advice to other women in the industry is to get actively involved in organizations to meet people. "Relationships are what is really important, and add tremendous value."

Stonehenge Consulting, PLC was founded in 2004 by Partner, Casey Young, CPA. In 2009, Steve McCullick, CPA, CIT, joined the Firm as a Partner. In 2012 Stonehenge purchased another local Firm, Klein & Associates, PLLC. Knowledge and understanding of the construction industry allows the firm to perform accounting, auditing and consulting services to assist in achieving optimum profitability.

They have recently formed Valuation & Forensic Advisors, PLC which performs Business Valuations, Forensic Accounting, Estate and Succession Planning and Matrimonial Disputes services. This has become a highly requested service during the last couple of years.

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NAWIC

WIC WEEK LUNCHEON
MARCH 4TH
 DAVID D. HUNTING YMCA
 475 LAKE MICHIGAN DR
 GRAND RAPIDS MICH
12-1:15PM

Join us in celebrating National Women in Construction Week!

Megan Sall, Business Development Manager at the Right Place, will be the keynote speaker.

RSVP at wicweek.eventbrite.com or email ebc@fzcorp.com.

Share the invitation with other ladies at your company & those in our industry!

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2015 Construction Cost Data Publications

RSMeans Order forms are now available on Builders Exchange of Michigan's website at WWW.GRBX.COM.

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Lisa Render CSI, CDT

Atlas EPS

I have been working in the construction industry for about 9 years now. One of the things I fell in love with on my first construction project was the collaboration that took place. Everyone worked together towards common goals, decisions were made quickly, processes flowed, life was good. Then came my second project, whoa, what happened to collaboration. It was every man/person for himself. I had been in different industries in the past so the whole process was new to me. I started my education with the Builders Exchange and CSI and quickly learned not all projects and project teams are created equal.

As West Michigan construction picks up in 2015 as it did in 2014 let us be cognizant of the new tradesmen coming in. As busy as we can be, spending a few moments to mentor the new subcontractor, material supplier, whomever it might be on the true spirit of collaboration will provide benefits for years to come. We can spend all the money we want on collaboration tools, and software but the best return on our investment will be the time we spend training the incoming trades people on the true spirit and benefits of collaboration in construction.

“Coming together is a beginning; keeping together is progress; working together is success.” - **Henry Ford**

Here's to a successful 2015 for all of us in Michigan construction.



Alyssa Veneklase

Safety and Employee Relations

Pioneer Construction

Women in Construction - This shouldn't be an oxymoron.

Women make up a mere 2.6% of the construction workforce. Why is that? How do we increase the number of women in construction? I believe we have two very large hurdles to overcome. One is recruitment/education and the other is stereotypes. Many construction jobs do not require a college degree, yet women think, or are told, that the jobs don't suit them. Why can't they be carpenters or iron workers? If they have a sharp mind and strong work ethic, there's nothing stopping them. On the other hand, women in college may not even think about careers within construction such as Marketing, Accounting, Project Management, Safety, or Engineering. Being in construction doesn't just mean getting your hands dirty on a jobsite, there's a portion of the team behind every project working in the office.

So what can we do to change this? Organizations like the National Association of Women in Construction, or NAWIC, are working hard to increase the presence of women in construction by collaborating with local organizations and schools to focus on the growth of women in the industry.

Did you know Grand Rapids has a local NAWIC Chapter? We are 33 members strong and growing! Our purpose is to enhance the success of women in the construction industry. We hold educational meetings monthly and participate in volunteer activities, jobsite tours, and networking events.

If you are a woman in the industry, we'd love to have you join us at a meeting. Check out our website for more information. www.nawic194.org.



Sonya Hughes

Vice President of Inclusion

Grand Rapids Area Chamber of Commerce

Supply Chain Diversity Opens Doors for Business Growth. Whether it's working with vendors who are minority-owned, woman-owned, veteran-owned, or those with disabilities, increasing your supplier diversity creates new opportunities for growth in your business as well that of your vendors and the regional economy.

It's been shown that when organizations connect diversity and inclusion to their bottom line, they tend to increase their performance, productivity, and better reflect the community in which they do business and live. Businesses that practice supplier diversity report seeing direct and immediate benefits—everything from more competitive pricing and improved service levels to on-going efficiencies that pay dividends now and down the road. Supply chain diversity can also directly boost the bottom line through improved company standing with clients and in the public eye. In addition, vendor diversity often brings with it innovation, creativity, and new solutions that directly benefit your company and your community.

Diversify your supply chain today! Contact the West Michigan Minority Contractors Association, a program of the Grand Rapids Area Chamber of Commerce.

Visit www.grandrapids.org/wwmca or call (616)771-0321.



Trisha Spaulding

Public Relations

Intergrated Architecture

The explosion in the popularity and use of social media presents opportunities for small organizations to build their business. Social media use also brings time demands to be effective for business and comes with potential hazards as well, particularly in negative or crisis situations. Therefore, at least for now, it is probably wise to continue use of traditional media, collateral materials etc., as you move into the social media arena.

In order to build your base audience among customers/clients or potential customers, you must constantly and consistently feed new material to whichever tool you are using. Decide what you want to tell and/or show your audience as you select media for use, recognizing the limitations of each. (Twitter's 160 character limit for tweets, Instagram's 15 seconds for video, Vine's 6 seconds, etc.) While media like Instagram, Vine and Snapchat each have millions of users; you should choose Facebook or You Tube if you want to show your audience your story on longer video. And, a really good video could go viral bringing even more exposure.

Speaking of exposure, there's always the chance an angry customer or a crisis situation could end up on your social media postings. Generally speaking, do NOT address the situation on line unless there's a need for a strong factual correction. Address the situation off line by phone or other means. Generally speaking, whatever is up there disappears relatively quickly because of the rapidly changing nature of the environment. Responding on line only sets a media fire and prolongs the life of the negativity.

In summation, do use social media, but choose the tools carefully and be prepared to constantly "feed the beast."



INDUSTRY CALENDAR

FEBRUARY

2/2
AIA Program
Marble Fairbanks Lecture
Search and Research
6:00 p.m. – 8:00 p.m.
Kendall College of Design

2/4
ABC Meeting
Upcoming Project Briefing
City of Grand Rapids
11:30 – 1:30 p.m.
University Club

2/6
ABC Meeting
Career Quest Project Managers Mtg.
Lunch Provided – No cost
12:00 – 1:00 p.m.
Watermark Country Club

2/11
NAWIC Membership Meeting
Healthy Lifestyle
Speaker: Tammy Clark
5:30 – 7:30pm

2/17
AIA Lunch
designTHUNK
Lucid Architecture
12:00 p.m. – 1:00 p.m.
Kendall College of Design

2/18
IFMA Meeting
Monthly Meeting
3:30 – 5:00 p.m.
Ryan Wolford, Speaker
TDB Solutions, Kentwood

2/19
Builders Exchange
Lunch and Learn Series
12:00 p.m. – 1:30 p.m.
Show me the Money:
How to get paid for what you do.
Bruce Courtade, Attorney, Rhoades McKee
Builders Exchange

2/26
AIA Event
Bowling Night
5:30 – 8:00 p.m.
Clique Lanes

2/27
AIA Lunch and Learn
Architectural Design for
Adaptability and Deconstruction
11:30 a.m. – 1:30 p.m.
FSU/GRCC Applied Technology Center

MARCH

3/4
WIC Week Luncheon
Celebrating National Women
in Construction Week!
Speaker: Megan Sall
12:00pm – 1:15pm
David D Hunting YMCA
RSVP at wicweek.eventbrite.com

3/7
AIA Event
GRPS Academy of Design
and Construction
Basketball 3 on 3 Tournament
8:30 a.m. – 3:00 p.m.
Innovation Central High School Gym

3/11
NAWIC Meeting
Industry Legal & Tax Update
What every Contractor needs to know!
5:30 – 7:30pm

3/13
Michigan Public Purchasing Officers
Association - 8th Annual
Reverse Trade Fair
Devos Place

3/18
IFMA Monthly Meeting
3:30 – 5:30 p.m.
Tom Royer, Speaker

3/19
AIA Program
designTHUNK
Towerpinkster
12:00 p.m. – 1:00 p.m.
Kendall College of Art and Design

3/26
designTHUNK
Visbeen Architects
12:00 p.m. – 1:00 p.m.
Kendall College of Art and Design

3/27
AIA Lunch and Learn
11:30 – 12:30 p.m.
Kendall College of Art and Design

APRIL

4/8
NAWIC Meeting
Membership Meeting
Body Language Do's & Don't's
5:30 – 7:30pm

4/24
AIA Lunch and Learn
Universal Design and Accessible Products
11:30 a.m. – 1:30 p.m.
Location: TBD

Builders Exchange
Golf League
Starts end of April on Tuesdays



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IN DESIGN



GM Corporate Headquarters, Detroit, MI featuring Fry Reglet column covers



Selleck Architectural Sales

Congratulations to Dian Selleck Wilson, owner of Selleck Architectural Sales on 22 years in the Michigan construction and design industry. After working for two major acoustical distributors in the Detroit area, she had an opportunity to become a manufacturer's rep and open her own company. And that's just what she did in November of 1993. "After initially signing on with Interfinish (at the time was a division a Chicago Metallic) I began to contact other manufacturers of construction building materials who were looking for representation in Michigan." Selleck credits her success to, representing quality products, product knowledge and working with good contractors and distributors.

And after years of steady growth, Selleck Architectural Sales now sells a variety of construction products including acoustical ceiling and wall panels, grid suspension systems, custom metal ceilings,

drywall and plaster trims, columns, wood ceilings and walls. The major company's represented are: Rockfon/CMC (Chicago Metallic), a globally recognized provider of architectural building products, which now includes the Rockfon acoustical ceiling panels, ceiling and drywall suspension systems and metal ceilings. Fry Reglet, is a leading producer of drywall and plaster moldings. Fry also features The Graph Wall System, metal column covers, acoustical metal baffles and walls panels; Norton Ceilings, which offers a complete line of Wood Wall and Ceiling products, Luminous Ceilings, including baffles, skylites and acryliblock and pretense canopies including multiwall, solids and cassettes; and PlasterForm, which is one the leading manufacturer of architectural casting products in the world. A complete list of product lines can be found on her website sellecksales.com

Dian says being involved in associations is crucial to succeeding in this industry. "I not only belong to these associations, but I become involved in the association by helping to promote our industry. I am currently a member of ACT Michigan (Architectural Contractors Trade Association), CSI, IIDA, AWCI, and CISCA." Dian attributes participation in the associations and networking with its members to her business success. Just this fall, Dian attended the Builders Exchange and CSI Design and Construction Expo in Hudsonville to show her products to the West MI market.

One of Dian's favorite completed projects in West Michigan is the William Seidman Center at GVSU, where two of her product lines are installed - the Caststone shapes and the wood walls

and ceilings. You can hear the excitement in her voice when she talks about that and other installations. Dian's work is in the preparation process, but her passion is in the finished project. "I like working with architects and interior's group during the design phase, but I really like to see the end result. I like to see the completed project and the product installation. That's when I really feel like I've accomplished something."

Dian has been married to Patrick Wilson for 15 years. Selleck Architectural Sales is located in Owosso, just north of Lansing but serves Michigan, Ohio and Northern Indiana.

Dian Selleck-Wilson

MEMBER TO MEMBER



BUILDERS EXCHANGE would like to extend many thanks to everyone who made our 2014 West Michigan Design And Construction Expo a fantastic success! The event was held at the Pinnacle Center in Hudsonville on October 30, 2014. With over 600 people attending, it was a great time for networking and learning.



SAVE THE DATE

October 29, 2015
12:30 pm - 5:00 pm
The Pinnacle Center
3300 Highland Drive, Hudsonville, MI

2015 West Michigan Design & Construction Expo

ABC AWARDS On November 3, 2014, nearly 300 attendees from the West Michigan construction community gathered for ABC's - Excellence in Construction Awards, an celebration of the outstanding projects and safety standards in construction. The event was held at Keystone Community Church. 65 construction projects, 8 Safety Award of Excellence nominees, and 5 ICON nominees were recognized during the event. Of these nominees, 27 projects were presented with a



2014 Excellence in Construction award. Additionally, Wolverine Building Group was recognized as the 2014 Safety Award of Excellence Winner.

A highlight of the evening was the presentation of the 2014 ICON Award. 5 ICON honorees were recognized for their significant long term impact on the West Michigan construction industry. The ICON award is a prestigious recognition, paying tribute to an individual who has made a notable impact over a period of years within the construction industry and ABC/WMC members.

All ICON nominations were received from ABC/WMC members and reviewed by the Excellence in Construction Committee, and the top five nominees were honored. The winner was determined via live voting of those members in attendance at the awards program. The 2014 ICON winner is Peter Kok, Attorney at Miller Johnson.

For a complete list of Excellence in Construction winners and more information contact www.abcwmc.org.

REDEFINING APARTMENT LIVING Ridges of Cascade will be Grand Rapids' first premier apartment community offering one, two and three bedroom homes with first class amenities. The new apartment community - currently under construction by CD Barnes - is located just seven minutes from downtown Grand Rapids in the highly desirable Forest Hills School District of Cascade Township.



Each apartment will feature an attached garage, private entrance, quartz counter tops, stainless steel appliances, stone tile back-splash, full size washer/dryer, nine foot ceilings, bar/island kitchens, custom high-end cabinetry, spacious closets, private balcony/patio and hardwood grain flooring. Additionally, numerous apartment homes will have walk-in showers.

Residents of the Ridges will enjoy a luxurious resort-style pool, sundeck, fire pit, 24-hour fitness center, 24-hour business center and a community room with bar, flat screen TV's and billiards table. The Ridges project site is located off the I-96 and 28th Street intersection, on the former site of Centennial Country Club. The serene setting is located in a private area of residential homes and condominiums with walking trails, the area's best shopping and restaurants, Forest Hills schools and the Gerald R. Ford International Airport.

CD Barnes' will complete the construction of the 237 unit complex over the course of the next year. The project has several tiers of phasing to allow for partial occupancy as buildings are finished.



Gerald R. Ford International Airport The newly remodeled and expanded Concourse B Terminal at the Gerald R. Ford International Airport has been completed. Airport officials plan to show off the new restrooms, hold rooms, MI Tap Room Restaurant & Bar, Grand Rapids Travel Magazine gift shop, as well as new signage, flooring and seating. Slated to host the January event were Brian Ryks, Gerald R. Ford Int'l Airport Executive Director and Roger Morgan, Gerald R. Ford Int'l Airport Board Chair.

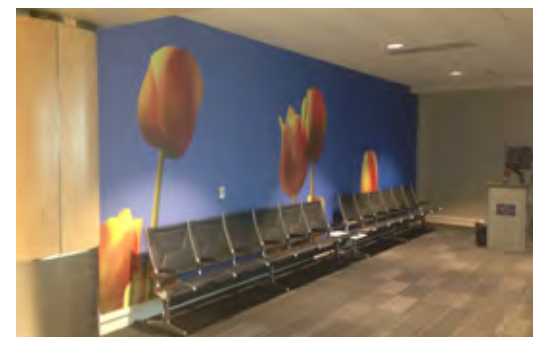
The Gerald R. Ford International Airport (GFIA) has a new look and a new promise to complement its same great customer service and convenience.

GFIA released its new logo and brand promise, which is pictured above. The new promise encompasses an airport-wide belief that no matter where your travel plans take you, "Getting there is better here."

The new logo was inspired by the iconic shape of GFIA's main parking canopy, but is also reminiscent of an airfoil, or the movement of air. The brand mark also brings to mind the gentle shoreline of Lake Michigan and the beauty of our West Michigan scenery.

"We are pleased to unveil a new logo and promise that showcase a more modern, energetic airport which is exactly what we are becoming," said GFIA Executive Director Brian Ryks.

"We have future expansion and construction projects that will take us to an elite airport status, and we feel our new identity completes that circle of transformation, modern design and boldness."



FSU The Michigan Construction Hall of Fame welcomed four inductees during a formal ceremony on Thursday, Nov. 6 at Ferris State University's Granger Center for Construction and HVACR on its Big Rapids campus. Selection for the Michigan Construction Hall of Fame is based on nominees' technical, managerial and leadership achievements within construction and related industries, as well as service to the profession and community.

The 2014 inductees are:



Phillip V. Frederickson

Phillip Frederickson was hired in 1967 by the Lansing-based Christman Company and served Christman as vice president in charge of construction management services, executive vice president and general manager, president, chief executive officer and chairman of the board of directors.

John Bartos

Bartos is president, CEO and founder of JS&B Associates and the founder of Three Rivers Construction Corporation, both in Midland, and Texas Rivers Construction in Freeport, Texas.



Kenneth Lawless

Lawless joined Lansing, Mich.-based Clark Construction Company in 1978 and began a nearly four-decade career, serving as a project manager, project director, vice president, chief operating officer and executive vice president.

Benjamin Capp Jr.

Capp became president of Wolverine Marble Company in Detroit in 1972 and served in that capacity for the next 20 years

Builders Exchange and its members congratulate these inductees.

Share your company's news with the entire membership.

Send your news to Builders Exchange Quarterly at news@grbx.com

MEMBER PROFILE



Meet Christine Cole, Manager of Residential Sales at DTE's Marketing and Sales Department. Christine works with builders and developers, as well as existing communities in bringing natural gas to their projects. In her leadership capacity she helps builders and business owners with obtaining the lowest cost, most abundant and domestically produced energy.



Christine has spent her entire career with DTE. "I think I was born and raised at DTE. I started when I was 19. It was MichCon back then and I began my career in the customer service call center," she states. Christine worked for years in the Grand Rapids call center and then eventually moved up to section leader and managed more complex billing problems.

In the 90's, with a company promotion to manager, she and her husband moved their family to Charlevoix. In her current position she works to bring gas into new developments, whether to an industrial area, sub-division or commercial strip mall. She also assists businesses that are expanding their facilities and works with them through the transition.

Christine explains, "DTE supports the building industry by bringing natural gas and electricity to their building and remodeling projects so that they can satisfy their customers demand for low cost energy. Natural gas is the lowest cost, abundant and domestically produced energy that can be used in homes and businesses."

Christine truly has company pride. "Natural gas supply is a good story. It is domestically produced with a 100+ year of supply reserves. DTE energy is the lifeblood of the communities we serve and I am proud to be a part of bringing natural gas to our customers." DTE serves 1.3 million natural gas customers in the state and 2.1 million electric customers.

Christine is a Business Management graduate of Northwood University and has been married for 28 years to Shane Cole, Paint Manager at Ace Hardware. The couple have two children, who are both college graduates. Christine is delighted to be a Michigan construction family, "Funny, we are all in the industry. Even our children have followed us into the construction field." Christine's son graduated from Ferris State and works for Rockford Construction as a Field Engineer and her daughter graduated from Central Michigan University and currently works as an intern at Home Builders Association of Northern Michigan.

Christine's believes being open to learning is the key to success. "Always be in a position where you are willing to learn. That's the key, don't be afraid to learn and don't assume you know it all."

FLEET AUTOMOTIVE UPDATE FROM MOMENTUM GROUPS



The Builders Exchange's vehicle program for 2015 has some new and exciting offers and services.

We are offering a discount purchasing program on vehicles, saving you hundreds and thousands over and beyond the auto manufacturers national incentives, including most makes and models. We also have short-term, long-term, and high-mileage lease programs. Let us manage your maintenance, license, and titling services, and check out our safety products included with back-up cameras and all-around vehicle parking sensors. Along with these exciting programs, Momentum Groups offers a fleet fuel card that can help you save up to 20 cents per gallon, with discounts at over 31,000 locations nationwide. Make sure to look for more details on these programs throughout the year and find out more about our services through your local Builder's Exchange office.



For more information, contact Momentum Groups at:
email: info@momentumgroups.com phone: 877.973.5338
website: www.momentumgroups.com

Contact The Builders Exchange at:
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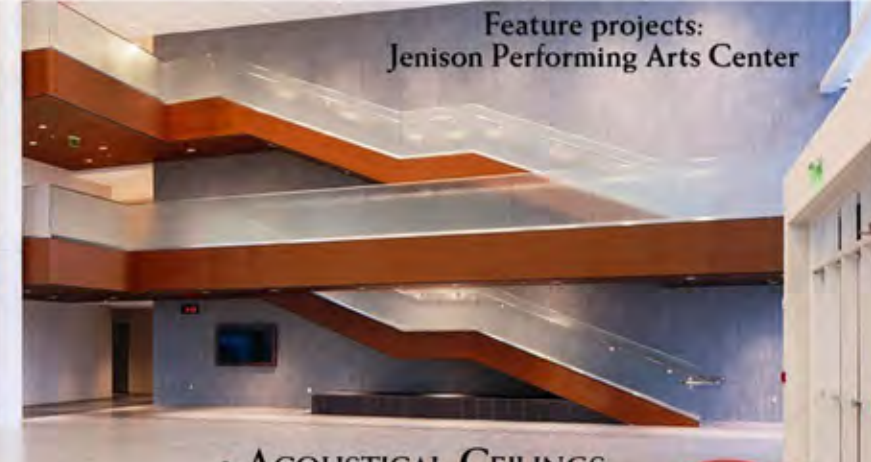
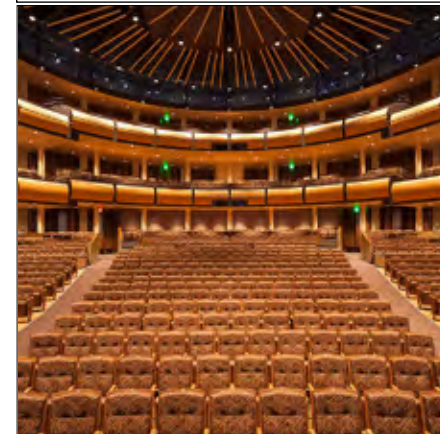
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MEMBER PROFILE



Jodi Vanden Berg

Advantage Mechanical Refrigeration



Jodi got her start in the mechanical contracting field with her first professional job after high school, working for a mechanical contractor while attending college business classes. Since she was a young girl, Jodi Vanden Berg wanted to own her own company. At 22 she and a friend started a gift basket company, with the majority of their clients being West Michigan builders.

Jodi credits her strong work ethic and entrepreneurial drive to her parents. Her dad was a professional boxer, boxing out of Detroit back in the 50's. He then became a food broker, eventually opening his own brokerage. Her mom was way more than a stay at home mom. "She was a stay at home mom, but she would tackle everything at our house- from installing a toilet to electrical repairs. She just learned how to do everything." Jodi learned by example early on that women didn't have to fit into typical societal roles.

In early 2001, Advantage Mechanical Refrigeration (AMR) began its operations as a two employee venture run out of a basement office and garage by Jodi and her former partner. Honesty, integrity and quality workmanship further promoted the reputation of AMR and word of mouth increased the customer base.

In 2005 AMR grew out of the basement and garage accommodations and moved into an industrial building. During the next five years, growth continued and two more moves to larger locations has brought AMR to its current location of over 7,000 square feet of office, warehouse and job fabrication area.

AMR now employs between 14 and 35 team members, depending on project size demands. Their staff consists of highly qualified individuals that are kept up-to-date with excellent training programs conducted in a state-of-the art training facility. The safety of the staff and each project is of the utmost importance at AMR and their outstanding safety record year after year shows it.

In March of 2015 AMR will celebrate its fourteenth year.

Jodi Vanden Berg's dream of owning a sustainable and successful business came to realization. AMR is an established, reputable mechanical contractor headquartered in West Michigan.

AMR and its CEO, Jodi Vanden Berg have been recognized in the industry as an MSCA STAR qualified contractor. AMR has been recognized for achieving and maintaining a standard of excellence that's second to none in the industry by the Mechanical Service Contractors Association of America. Jodi, operating in a predominantly male run industry, was voted Aire Serv's Woman of the Year in 2008 by the Aire Serv Heating & Air Conditioning Franchisor. She is also serving in her second term as an Executive Board Member for the West Michigan Mechanical Contractors Association. Community involvement is also a priority of Jodi's. She has actively volunteered hundreds of hours for non-profits in her community- including the library, hospital, churches, schools and food banks.

AMR has a loyal customer base consisting of many industrial, governmental, agricultural and commercial businesses and entities. AMR has completed numerous new, renovation and restoration plumbing and mechanical projects and has a full service department that promotes HVAC preventive maintenance programs and energy efficiency benchmarking, assessments and audits. AMR is committed to providing quality workmanship, value, efficiency and exceptional customer service in all that they do.

PROJECT WATCH

Jill Boeve, our Builders Exchange Pre Bid Reporter is tracking and updating hundreds of projects online. Here are just a few that are women or minority run. Log on to view the details and notes as you track these and more upcoming projects.



WAKEFIELD: Proposed Construction of Hotel & Casino at Indianhead Mountain Resort—Project Number 2014-2776—Barry Bolich, manager of Indianhead and Blackjack Mountain Ski Resorts along with partner Lac Vieux Desert Band of Chippewa Indians gave a presentation to the Wakefield Township Planning Commission and Wakefield Township Board in September 2014. The hotel can be built on land in the township; however Lac Vieux Desert Band of Chippewa Indians Casino would be built on tribal trust land on the top of the mountain. The Casino needs approval from the Federal Government, the Governor and the Bureau of Indian Affairs. As of December 11, 2014, a feasibility study is underway and should be completed early January 2015. The Gogebic County Board of Commissioners has approved a letter of support for this project. Possible Schedule: Construction of Hotel anticipated to start Spring 2016. If the casino is not built, the convention center will not be constructed, although the current buildings at Indianhead would be renovated. **Project Description:** Construction of a new 140 bed hotel with an adjoining casino. Project would be considered a high-end destination resort.

LYON TOWNSHIP: Shadow Wood Residential Development—Project Number: 2014-2D80—Odawa Development LLC seeking Site Plan Approvals from the Charter Township of Lyon. Anticipated Schedule: General Schedule Entitlement - Completed by July 2015, Land Development - Completed by December 2015 and Home Construction - Completed by December 2017. **Project Description:** Construction of 140 - 176 single family, mostly two story, residential homes. Roadway will be constructed from entries on 8 Mile Road and Chubb Road near the intersection of Chubb Road and 8 Mile roads. Internal road network is a continual loop with a boulevard connector in the middle of the site.

SAGINAW: Construction of Phase I Riverfront Condominium Development—Project Number 2014-2E2E—The Saginaw Planning Commission approved site plans on November 25, 2014. Entire development will include 28 single family residential condominiums with attached and semi attached garages, as well as 3,600 square feet of retail space. Ground breaking for Phase I is anticipated Spring 2015, with occupancy scheduled Fall 2015. Please Direct Bidding and Project Questions to Mike Sanders Construction Manager at SSP Development. **Project Description:** Phase 1 will construct 12 units on the north end of the property nearest to Madison Street. Of those 12 units, eight will be single story units and four will be two story. The interior of each unit will be classified as modern in style, open floor- plan kitchens, living and dining rooms and large master bedrooms with suite-style bathrooms and walk-in closets. Exteriors will have large patios and balconies, classic Brownstone style stooped entrances and connected parking.

WYOMING: Proposed Improvements to Ideal Park—Project Number 2014-2F95—On July 6, 2014, a tornado destroyed much of the tree canopy of the developed area of the park, significantly changing the character of the park. The park also resides in the flood plain and floods regularly. Ideal Park is the oldest park within the City of Wyoming. Landscape Architect Pam Blough has been contracted by the City of Wyoming to develop a Master Plan for the park. The Master Plan is to be completed by February 26, 2015. The City of Wyoming anticipates seeking grant funding to help finance the improvements at Ideal Park. **Project Description:** Plant new trees. Renovate the basketball and tennis courts along with improving the parking lot. Construct an ADA Accessible path throughout the park.

LUDINGTON: City Park Improvement Project—Project Number 2013-2B92—Marlies Manning of Manning Design LLC has completed the Master Plan for City Park. Currently there is no schedule for the improvement projects and no source of funding. However, an organization has stepped forward to lead in the fundraising for the fountain. This Project will be funded by the City and Private Donations. **Project Description:** Project to include plantings, vegetation and low level pedestrian path lighting. Project would include a new water fountain display in the parks center and a tribute to recognize the lives lost in public service and war related deaths since World War I. Other projects will consist of more benches, a new bathroom, a pavilion and a new circular sidewalk.

DETROIT: Coleman Young Park Playground Improvement Project—Project Number 2014-0B63—City of Detroit received a 2014 Michigan Department of Natural Resources Trust Fund Grant recommendation in the amount of \$300,000.00 from the State of Michigan. The City of Detroit has not selected a design firm. Total Cost of the Project:\$425,000.00 **Project Description:** Extend the walking path, add way finding signage, upgrade both the tennis and basketball courts, install rain garden and clean and upgrade the landscape, add a practice soccer field along with a children's play area for children 2 - 5 years old with a sensory panel.

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The Testimonials

"On behalf of the Facilities Planning office at Grand Valley State University, I utilize the services of Builders Exchange on a regular basis for posting notices regarding the university's major construction projects. They respond to my requests immediately and professionally. I value the partnership established with Builders Exchange and depend on their expertise. Thank you for your years of service to West Michigan!"

Mary Ann Holcomb
Grand Valley State University

"In my opinion, having the correct and most up to date information disseminated in a timely fashion to all bidders is one of the most important front end aspects of any construction project. Nothing is more frustrating than finding out that a sub wasn't aware of a change and therefore something wasn't bid properly resulting in a change order. GRBX does an excellent job of organizing and communicating information changes to its members in a timely and professional manner, to me it's a no brainer."

Glenn R. Rahn AIA
Retail Design Consultants, LLC

"I would have to say the working with BX is always such a pleasant experience; the personnel are wonderful to work with, positive, extremely efficient and diligent."

Carla Ethen
Preferred Construction Group, LLC

"The Exchange has been a valuable and much appreciated asset in our building project endeavors, not only with effective advertising of the RFP's, but with a staff that is knowledgeable and always helpful. The Lake County Building Authority considers the Builders Exchange of Michigan a valuable resource and will continue to look to the Exchange for any future projects."

Sharyn McGreenhan
Lake County Building Authority

"Builders Exchange is an integral part of our project tracking system. Our company performs many of the preconstruction services required on construction projects. Builders Exchange pre-bid reporting is second to none. We have been able to quote numerous projects that we were unaware of throughout the years. We are currently celebrating 20th year in business and we do not hesitate to mention that Builders Exchange is a key part of our success. Their local knowledge and contacts help us find work in all the regions we are located. I would also mention the online plan room is very cost effective and helps us save time and money looking at drawings online and providing quotes for our services. I highly recommend Builders Exchange to any business that is involved in the Construction Industry."

Douglas A. Snyder
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The Experts

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