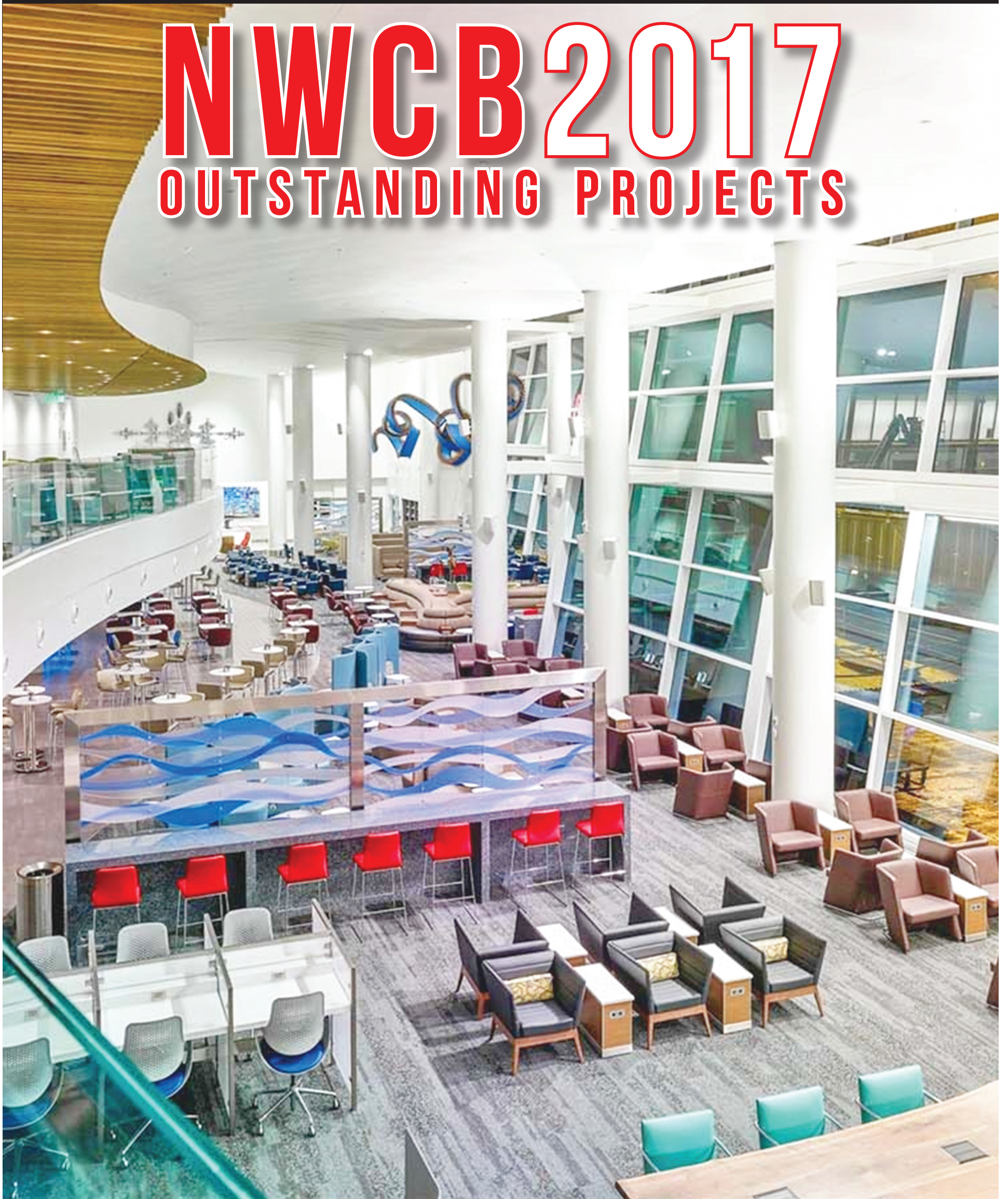


NWCB 2017

OUTSTANDING PROJECTS



HOW TO FIND A GOOD ARCHITECTURAL PHOTOGRAPHER

Specialties in photography are just as important as specialties in design and construction. To become an expert in your field requires years of experience and hard work.

Architects and contractors know that showing a strong portfolio of a specific building type will go a long way in helping to win a commission. Building that portfolio requires an attentive process, from schematic design all the way through to final completion of construction, so that clients are happy and the building is a success. Why keep it a secret? Hiring a professional photographer, one who specializes in shooting architecture and interiors, will allow you to communicate your successes to those who may never have a chance to visit your project in person.

How do you get started in the

process of hiring an architectural photographer?

I have reached many new clients through referrals. This is always a great place to start looking for a photographer. Ask some colleagues who they have been happy with in the past.

Beyond referrals, another great resource is the American Society of Media Photographers (www.asmp.org). This trade organization was founded in New York in 1944 and now has thousands of members worldwide and hundreds that list architecture and interiors as their primary specialty.

ASMP also has specific resources for non-members looking to hire a professional. The Find a Photographer module on the website (www.asmp.org/find-a-photographer) is the perfect place to begin. You can search by specialty and location. This is particularly helpful if your project is in another city where you may not have any other resources. On the website, you can view a variety of photographers that may meet your criteria and then you can contact them directly to begin the process. You can even look here when you need

a portrait photographer for your staff photos.

Work with a specialist

I keep emphasizing working with a specialist in architectural photography, and there is a reason for that. Architectural photography has many specific challenges, and solving those challenges is what we as architectural photographers do all day long.

Problem solving is one of my favorite aspects of the job. These challenges range from the logistical, like arranging for all the lighting to be on in a building for an evening shot, or making sure we are ready to shoot when the space is perfectly full of people, to the technical like mixing various color temperatures of lighting with daylight, or mitigating the distortion from wide lenses.

All of these issues must be managed while creating compelling compositions and threading together the story of a building through a concise set of photographs. While a specialist is ideal, in some smaller markets you may not be able to find someone who shoots only buildings, but

you will find someone who is quite good at it although they may also shoot other subjects as well. Realizing that not all photographers can shoot architecture is most important.

You will find a subset of architectural photographers like me who actually used to be architects or engineers. For me, it was a great move after spending five years as an architect. Understanding the design language and business has been a tremendous help to me over the years. Now I get to visit many great projects and collaborate with other designers and engineers.

Copyrights, ownership

Once you have decided to work with a professional photographer, it is important to understand copyright and ownership of the photos. Any photo, as soon as it is taken, is copyrighted by the photographer (professional or amateur).

Photographers working under the "rights-managed" business model license their photos for use by their clients, and the photographer retains ownership. The

usage can be negotiated and will be defined by the photographer on the estimate and invoice. The more usage, the higher the fee. For most architects and designers, the usage is somewhat low compared to Mercedes Benz for instance.

By excluding advertising use, and allowing the photographer to re-license (non-exclusive) the photos, you will keep the cost down. Understanding that you have a license to use the photos and you do not own the photos helps to explain that you cannot give or sell the photos to other parties (no third-party transfer). My clients always refer other parties who are interested in using the photos directly to me so that we may negotiate a license and appropriate fee.

Simply lifting photos from the Internet and using them without permission or a license is a violation of copyright law.

A checklist

There is not room in this article to cover all the various details of hiring a photographer so I

PHOTOGRAPHER — PAGE 11



BY JEFFREY TOTARO
ARCHITECTURAL
PHOTOGRAPHER

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NWCB HONORS OUTSTANDING PROJECTS

The Northwest Wall and Ceiling Bureau on May 4 handed out 11 awards for outstanding wall and ceiling projects at the association's annual convention and trade show in Coeur d'Alene, Idaho. Awards were given for interior and exterior finishes, light-gauge steel framing, suspended ceilings and renovations/restorations. Six awards were given to projects in Oregon and five in Washington.

Multiple award winners were Western Partitions and Performance Contracting.

Projects were judged on design, jobsite innovation and/or conditions, quality of workmanship, use of materials and overall effect.

The judges were retired architects John Greiner and Ray Ernst; NWCB Director of Technical Services Terry Kastner; former NWCB executive director and industry expert Bob Drury; former NWCB executive director Mark Eisenmann; and John Killin, executive director of the Associated Wall and Ceiling Contractors of Oregon and Southwest Washington.

ON THE COVER

The new Delta Sky Club at Sea-Tac Airport won the award for suspended ceilings in Washington from the Northwest Wall & Ceiling Bureau.

PHOTO FROM DELTA AIRLINES

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2017 NWCB AWARDS TEAM

Section editor: Benjamin Minnick

Section design: Jeffrey Miller

Web design: Lisa Lannigan

Advertising: Matt Brown

2017 OUTSTANDING PROJECT OF THE YEAR AWARDS

WASHINGTON

Suspended Ceiling

Delta Sky Club
Mehrer Drywall

Light-Gauge Steel Framing

JBLM Chemical Battalion Complex
Northwest Partitions

Interior Commercial

Bellevue First Congregational Church
KHS&S Contractors

Exterior Commercial

North Edge
Anning-Johnson

Renovation/Restoration

University of Washington
Denny Hall Renovation
Western Partitions

OREGON

Suspended Ceiling

University of Oregon
Marcus Mariota Sports Performance Center
Performance Contracting

Light-Gauge Steel Framing

University of Portland
Willamette Boulevard Student Housing
Western Partitions

Interior Commercial

Daimler Trucks North America Nova
Western Partitions

Exterior Commercial

Ilani Resort and Casino
Performance Contracting

Renovation/Restoration

South Albany High School
Building 9 rebuild
Mid-Valley Commercial Construction

Renovation/Restoration Exterior

U.S. Coast Guard
Yaquina Bay Boat Maintenance Facility
Applied Restoration

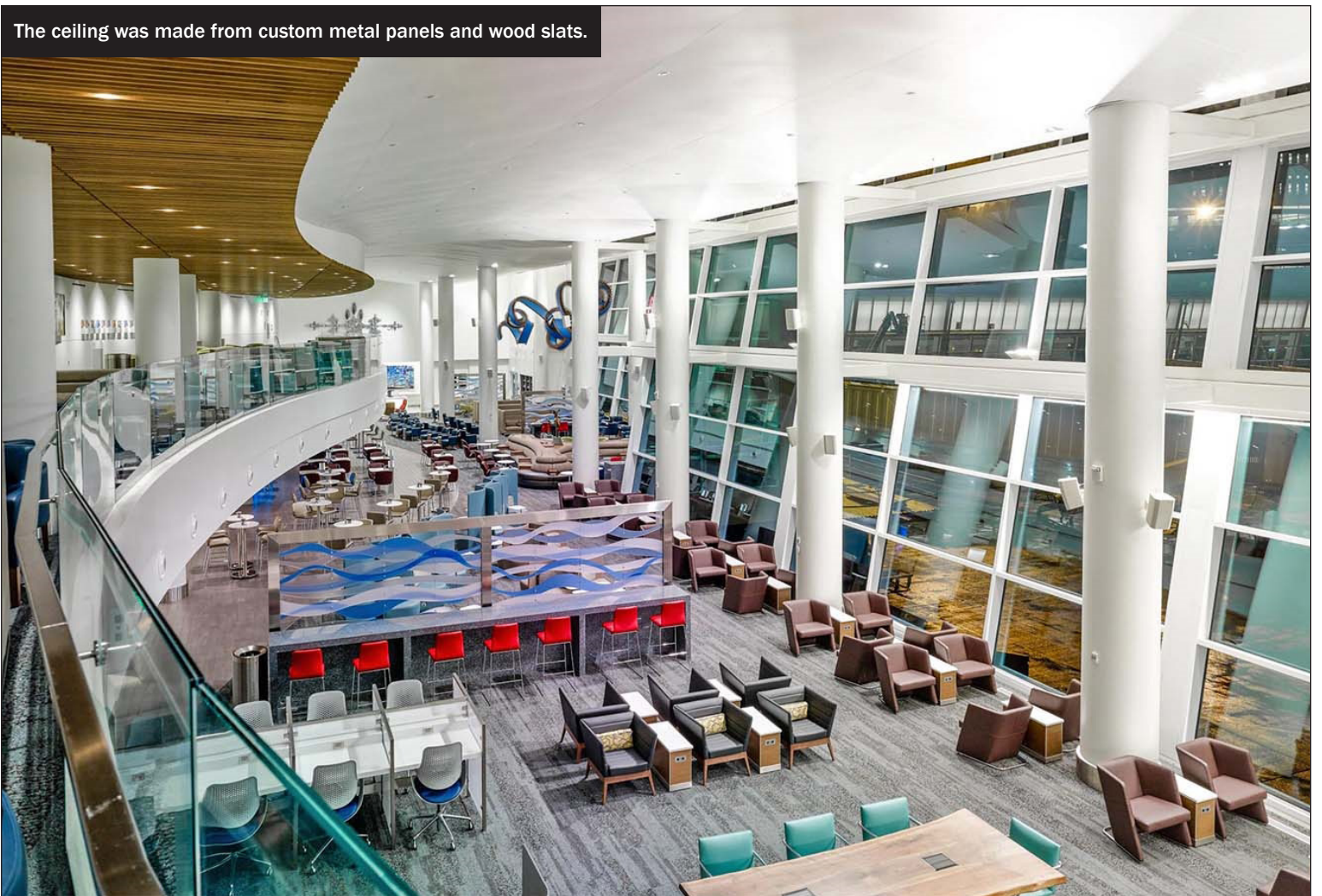


PHOTO FROM DELTA AIRLINES

SUSPENDED CEILING WASHINGTON

Delta Sky Club

Location: Sea-Tac Airport

Contractor: Mehreer Drywall

Architect: ECH Architecture

Team: Building Specialties, Steve Mork, Ceilings Plus, Rulon International, USG Building Systems

Delta Sky Club is part of an expansion on Concourse B at Sea-Tac Airport. The 23,400-square-foot project is one of the largest Delta Airlines clubs in the world. The

club features a commercial kitchen with food service, bar, restrooms, spa and seating for more than 400 people.

A 30-foot-high window wall is the main feature with a dramatic, curved, acoustical-metal ceiling up to the peak of the window. Since no lift would reach that far, access for installing the metal ceiling panels was limited to walking along structural steel tubing on the window wall.

The custom, curving veneer ceiling panels were factory-cut for the upper and lower center section and field-cut for all perimeter ed-

es. Working with only one straight wall, there was little room for error with the serpentine ceiling weaving through the food service area.

The mezzanine's wood-slat ceiling also features a serpentine floating edge with a concealed track-lighting system — all of which required masterful craftsmanship.

Judge's comment: "A 30-foot-high window wall creates a dramatic backdrop for the custom, curved acoustical-metal panels, custom wood slats, and flat wood-veneer ceiling panels."

LIGHT-GAUGE STEEL FRAMING WASHINGTON

JBLM Chemical Battalion Complex

Location: Joint Base Lewis-McChord

Contractor: Northwest Partitions
Architect: U.S. Army Corps of Engineers

Team: CWallA, Gypsum Wallboard Supply, Armstrong World Industries, CertainTeed Gypsum, Grabber Construction Products, Hilti, Scafco Steel Stud Co., USG Building Systems

This \$1.2 million, two-story battalion complex included numerous challenges and work stoppages — unusual for a single project.

Northwest Partitions executed the bidder-designed roof trusses, insulation, weather barriers, gypsum board and exterior wall framing.

The biggest challenge was that the exterior metal-stud framing systems had to be re-designed part way through the project after it was determined some structural building elements, dimensions and tolerances from the bid set of documents could



Exterior metal-stud framing systems had to be re-designed part way through the project.

PHOTO FROM NORTHWEST PARTITIONS

not be integrated.

These issues, coupled with the blast requirements, required very heavy framing members and stud spacing of 8 inches on

center. This framing was challenging not only for the framers but the drywall hangers that followed.

Judge's comment: "The attention to framing details of this project is revealed by the in-progress photographs showing the complexities of light-gauge

metal framing, which is often hidden by the installation of exterior claddings and interior finishes."

INTERIOR COMMERCIAL WASHINGTON

Bellevue First Congregational Church

Location: Bellevue

Contractor: KHS&S Contractors

Architect: atelierjones

Team: GTS Interior Supply, The Supply Guy, Armstrong World Industries, CertainTeed Gypsum, Hilti, Scafco Steel Stud Co.

Bellevue First Congregational Church sold its previous location and purchased an existing building needing renovation for its new home. The project remodeled 25,000 square feet for church offices and classrooms and created a 6,500-square-foot sanctuary.

The sanctuary has a steep sloped drywall ceiling at a 5/12 and 18/12 pitch with five large skylights along the north wall for lots of natural light. The sanctuary ceiling also has six fold points to undulate the ceiling. Cross-laminated timber panels fit into a recessed slot in the ceiling. KHS&S worked with the engineer and Armstrong to design a drywall grid system to match the slope of the ceilings.

Another challenge was a raised organ loft with sloped sides and roof. This required special care in the staging to install both the hanging/taping and a large stained-glass window.

Judge's comment: "Natural lighting accentuates the beauty of the cross-laminated timber wall, as well as those created by the multifaceted off-angle wall and ceiling features to create a dramatic space."



Cross-laminated timber panels fit into a recessed slot in the ceiling.

PHOTO FROM NWCB



The interior was gutted prior to getting rebuilt.

PHOTO FROM NWCB

RENOVATION/RESTORATION WASHINGTON

UW Denny Hall renovation

Location: University of Washington, Seattle

Contractor: Western Partitions

Architect: Hacker

Team: Commencement Bay Construction Products, CWallA, Drywall Distributors, GTS Interior Supply, Insulpro Projects, The Supply Guy, CertainTeed Gypsum, ClarkDietrich Building Systems, Hilti, Scafco Steel Stud Co., USG Building Systems

Originally constructed in 1895, Denny Hall is the oldest building on the University of Washington campus and eligible for the Washington Heritage Register. The last major structural renovation of this building occurred in 1956-57, and it was a priority for the UW “restore the core” program.

The 86,414-square-foot building will continue to house offices and classrooms for several College of Arts and Sciences departments. The interior was gutted, rebuilt and tied to the historic exterior brick facade to create a modern and efficient building.

Western Partitions’ work included metal-stud framing, insulation, drywall, plastering, acoustical ceilings and panels, and fireproofing. Compliance with seismic codes required building a new structural steel skeleton to brace the original facade, which was then fireproofed, framed to, and finished. All major building systems and accessibility were upgraded and hazardous materials abated.

The required preservation of existing windows and exposed timbers needing plumbing and squaring imposed many challenges that Western Partitions was able to overcome with preplanning, creative thinking and prefabrication. With collaboration and teamwork, this landmark building was completed several months ahead of schedule. It will be designated for LEED silver certification.

Judge’s comment: “Extraordinary efforts were made to preserve the 1895 Denny Hall structure by creating a new skeletal support system and updating all the interior components and finishes to provide a modern and efficient structure.”



Anning-Johnson used BIM modeling for the exterior framing.

PHOTO FROM NWCB

EXTERIOR COMMERCIAL WASHINGTON

NorthEdge

Location: Seattle

Contractor: Anning-Johnson

Architect: Perkins + Will

Team: CWallA, Drywall Distributors, Award Metals, Cemco, CertainTeed Gypsum, Georgia-Pacific, Grabber Construction Products, Hamilton Drywall Products, Scafco Steel Stud Co., Simpson-Strong Tie

NorthEdge is a four-story, 210,000-square-foot, high-tech office space encompassing an entire block across the street from Gas Works Park. Its rustic yet modern design was inspired by the park and the area’s industrial past.

The building is organized around a 38-foot-wide central outdoor court with a series of small roof terraces and walkways stepping down toward Lake Union. The building’s design strategically stacks all four floors on a 60-foot grade to take

advantage of the lake view and Seattle skyline. The multi-story lobby is transparent to frame views for pedestrians — who also have access to a public roof terrace.

This project was built during high volumes of rain and windstorms. Since there was no exterior gypsum sheathing, storms kept coming into the building through the framing and window openings. It made the project challenging for performing interior layout, material handling and staying on schedule.

Lease Crutcher Lewis continuously pushed off water and built temporary dams around the work areas so construction could continue.

With low tolerances for the metal panels, the exterior framing had to be done perfectly. Anning-Johnson used BIM modeling for the exterior framing to minimize mistakes when panelizing on-site.

Judge’s comment: “Modern materials combined with weathered steel panels complement the industrial architecture in nearby Gas Works Park.”

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Award - Interior Commercial
Project - Bellevue First Congregational Church
Contractor - KHS&S Contractors
Architect - aelierjones llc



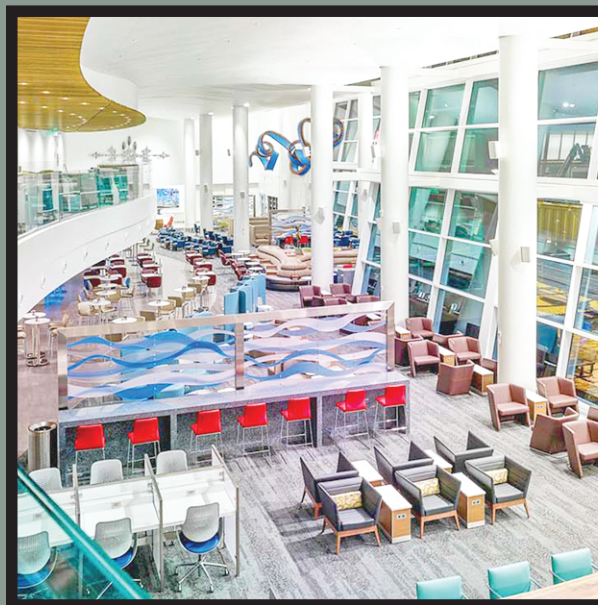
Award - Light-Gauge Steel Framing
Project - Joint Base Lewis-McChord Chemical Battalion Complex
Contractor - Northwest Partitions, Inc.
Architect - United States Army Corps of Engineers
Photographer - Northwest Partitions, Inc.



Award - Exterior Commercial
Project - North Edge Technology Center
Contractor - Anning-Johnson
Architect - Perkins+Will



Award - Suspended Ceiling
Project - Delta Sky Club
Contractor - Mehrer Drywall, Inc.
Architect - ECH Architecture
Photographer - Delta Airlines



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Award - Renovation/
 Restoration
Project - University of
 Washington, Denny Hall
 Renovation
Contractor - Western
 Partitions, Inc.
Architect - Hacker

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Panels were made off-site and delivered just in time for installation.

PHOTO FROM NWCB

LIGHT-GAUGE STEEL FRAMING OREGON

University of Portland Willamette Boulevard Student Housing

Location: Portland

Contractor: Western Partitions

Architect: Soderstrom Architects

Team: CWalla, L&W Supply, Scafco Steel Stud Co., USG Building Systems

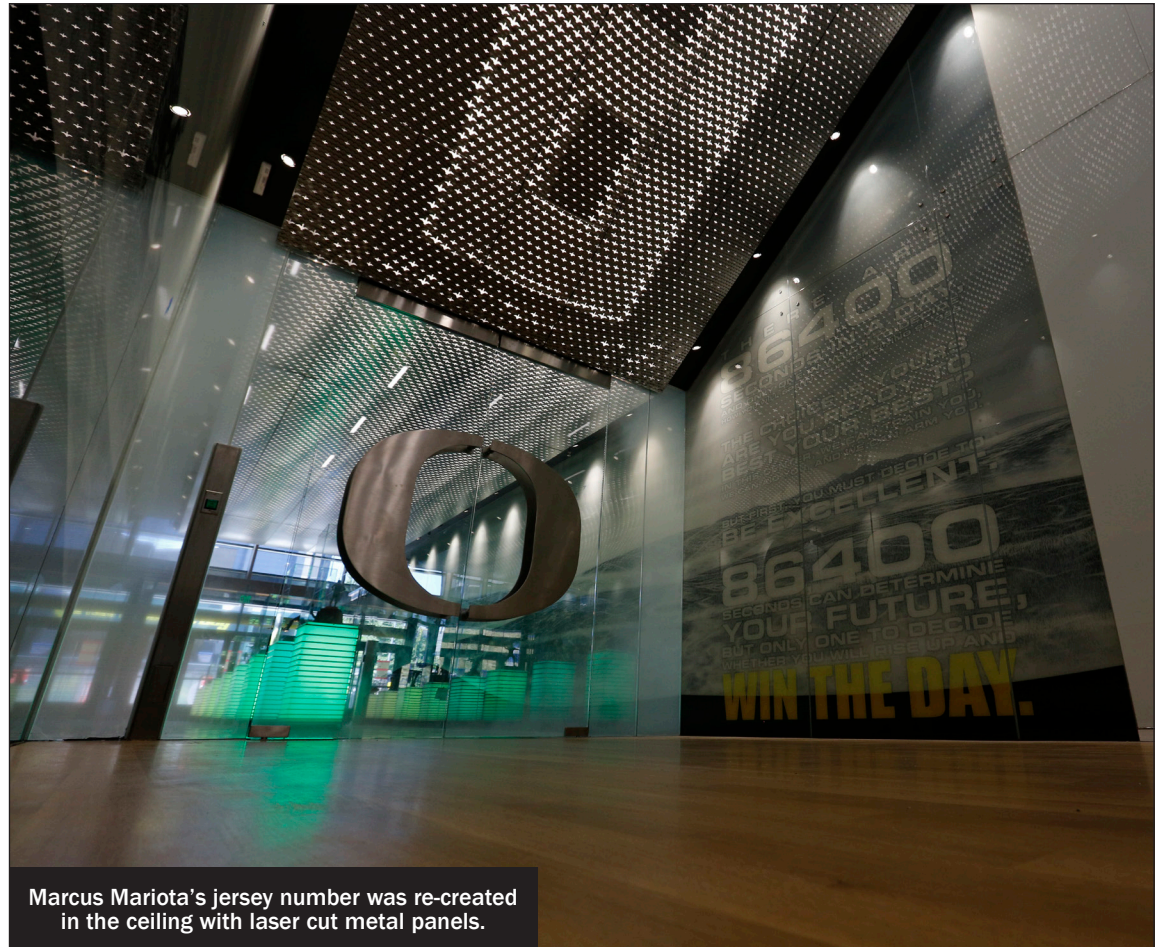
The three-story, 147-room University of Portland Willamette Boulevard Student Housing complex was a design-assist project with Western Partitions, Skanska, Soderstrom and KPFF.

Western Partitions' work included the light-gauge metal framing for all interior and exterior applications using: exterior sheathing, weather barrier, joint firestopping, insulation, gypsum board, gypsum board shaft-wall assemblies, acoustical ceilings and exterior plaster.

Western Partitions used extensive preplanning and quality control checks for panel manufacturing, staging and timing of deliveries before making the 57-mile trip from the panel yard to the jobsite. The lack of storage on-site required Western Partitions to execute a just-in-time delivery system with installation by crane in exactly the proper order.

Project challenges included a two-month delay due to an unforeseen underground cable issue, causing the project to be segmented into two sections. The first section was completed at breakneck speed. The second section had costly shared-occupancy issues and challenges with panel deliveries, leaving zero room for error.

Judge's comment: "While this building seems simple and traditional, this contractor took it to a different level by integrating panels to better serve a tight budget, space and timeline. It's all about the panels."



Marcus Mariota's jersey number was re-created in the ceiling with laser cut metal panels.

PHOTO BY ERIC EVANS

SUSPENDED CEILING OREGON

Marcus Mariota Sports Performance Center

Location: Eugene

Contractor: Performance Contracting

Architect: SRG Partnership

Team: Building Specialties, CWalla, Service Partners, Steve Mork, Ceilings Plus, Scafco Steel Stud Co., USG Building Systems, Creative Design Concepts

The Marcus Mariota Sports Performance Center, located in Casanova Center at the University of Oregon, is a cutting-edge facility for studying sports science, performance, medicine and technology.

This 29,000-square-foot project used several custom ceiling elements. Over 500 specialty metal panels were laser cut in the shape of a flying V duck pattern to form the Marcus Mariota face and jersey. The panels were individually measured, designed, engineered and produced. Since the panels also provided radiant heating, they were

shipped to Connecticut for radiant plumbing, then shipped to the jobsite.

The 2-by-8-foot panels were pre-assembled like pieces of a puzzle. Custom border panels used clips to cantilever over the edge and conceal LED backlighting.

The center includes the Resting Room, a warmly lit space with five sleeping pods where student-athletes can rest between practices. A Starry Night ceiling uses the flying duck pattern to simulate a sky full of stars. The wall fabric is CNC-cut wool felt in the shape of the school logo and hand-applied to create a three-dimensional effect.

The challenges associated with such special materials were long lead times, painstaking ordering processes, intense quality inspections and intricate installations — all on a tight schedule for completion by June 2016.

Judge's comment: "This isn't your standard drop ceiling. This is high design and intricate precision using a series of separate and different systems. All we can say is: Wow!"

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INTERIOR COMMERCIAL OREGON

Daimler Trucks North America Nova

Location: Portland

Contractor: Western Partitions

Architect: Ankrom Moisan

Team: Building Specialties, GTS Interior Supply, Spears Construction Supply, Armstrong World Industries, Cemco, Hamilton Drywall Products, Hilti, USG Building Systems

The new corporate headquarters for Daimler Trucks North America towers over the campus along the Willamette River in Portland.

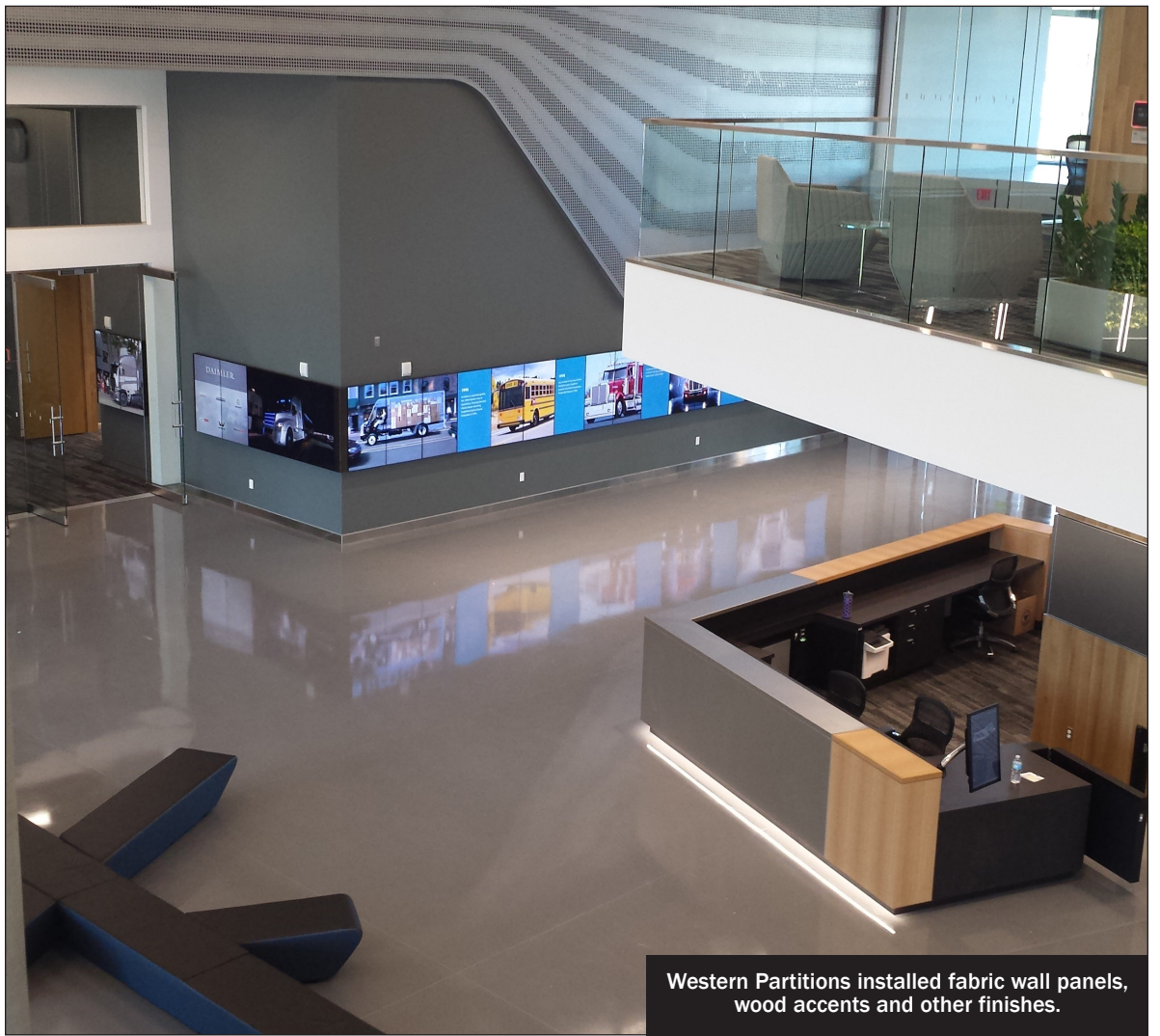
The project, called Daimler Nova (short for innovation), is a 270,000-square-foot, nine-story office building housing over 1,000 employees, including eight floors of high-tech office space and conference rooms, covered patios, a cafe and dining hall, and a lobby displaying the latest innovations. There also is a separate 400,000-square-foot, four-story parking garage.

Western Partitions' work included: an exterior rainscreen wall system; interior gypsum board assemblies; firestopping and joint sealants; tongue-and-groove wood canopies; composite wood cladding; raised access flooring; acoustical ceilings and clouds; Pinta direct-applied ceiling panels; wood ceilings; fabric wall panels; fiber-reinforced polymer panels; and doors, frames and hardware.

European-sourced materials added logistical challenges to the demanding 10-month schedule. The phrase "It's on a boat" became all too familiar. The custom terracotta tile from Germany took 22 weeks to arrive. About 30 percent of the Pinta recycled glass tiles broke in transport. The Parklex wood paneling's shipping container was randomly chosen for Homeland Security screening — twice!

Daimler Nova merged employees once scattered in multiple office buildings and allows for growth. The sustainable project achieved a LEED platinum certification.

Judge's comment: "Creatively, this was a tremendous challenge in wall and ceiling design using a wide range of systems. The building stands high above its neighbors. Simply ... impressive."



Western Partitions installed fabric wall panels, wood accents and other finishes.

PHOTO BY CASEY BRAUNGER DESIGNS & PHOTOGRAPHY



Performance Contracting installed 133 exterior panels, some weighing as much as 3,500 pounds.

PHOTO FROM NWCB

EXTERIOR COMMERCIAL OREGON

Ilani Resort and Casino

Location: Ridgefield (Washington)

Contractor: Performance Contracting

Architect: Friedmutter Group

Team: CWALLA, Knez Building Materials Co., CertainTeed Gypsum, Scafco Steel Stud Co.

Performance Contracting's exterior work on the Ilani Resort and Casino in Ridgefield, north of Portland, started in October 2015. The original schedule was a chal-

lenge considering all the labor and layers involved with framing, sheathing and weather barrier — plus foundation excavation at the same time as the exterior work.

Performance Contracting built the panels off-site in a controlled environment for just-in-time installation with the structural steel, minimizing clashes with other trades and the need for on-site manufacturing and storage.

Weather conditions were a challenge since the panels were as large as 12-by-45 feet and weighed up to 3,500 pounds.

Wind gusts of up to 40 mph would often shut down the panel-flying process.

For a better result, Performance Contracting used the new peel-and-stick weather barrier, which also saved time by skipping a prime coating on the sheathing before installing the barrier.

Some areas of the casino required radiused walls, which with the wind load required studs as big as 12 inches, 12-gauge and 30 feet tall. These studs were also used for headers for a compound radiused wall.

By August 2016 when the exterior was completed, Performance Contracting had installed 133 panels equaling 45,000 square feet within eight days per sector instead of the scheduled 13 days, shaving nearly three weeks off the schedule.

Judge's comment: "This project shows great use of new products to provide innovative solutions to meet high demands. Setting the tone for the industry this year, panels were the only way to go with such a tight time line."

RENOVATION/RESTORATION OREGON

South Albany High School Building 9 rebuild

Location: Albany

Contractor: Mid-Valley Commercial Construction

Architect: gLAs Architects

Team: CWalla, GTS Interior Supply, Spears Construction Supply, CertainTeed Gypsum, Grabber Construction Products, Hilti, Scafco Steel Stud Co.

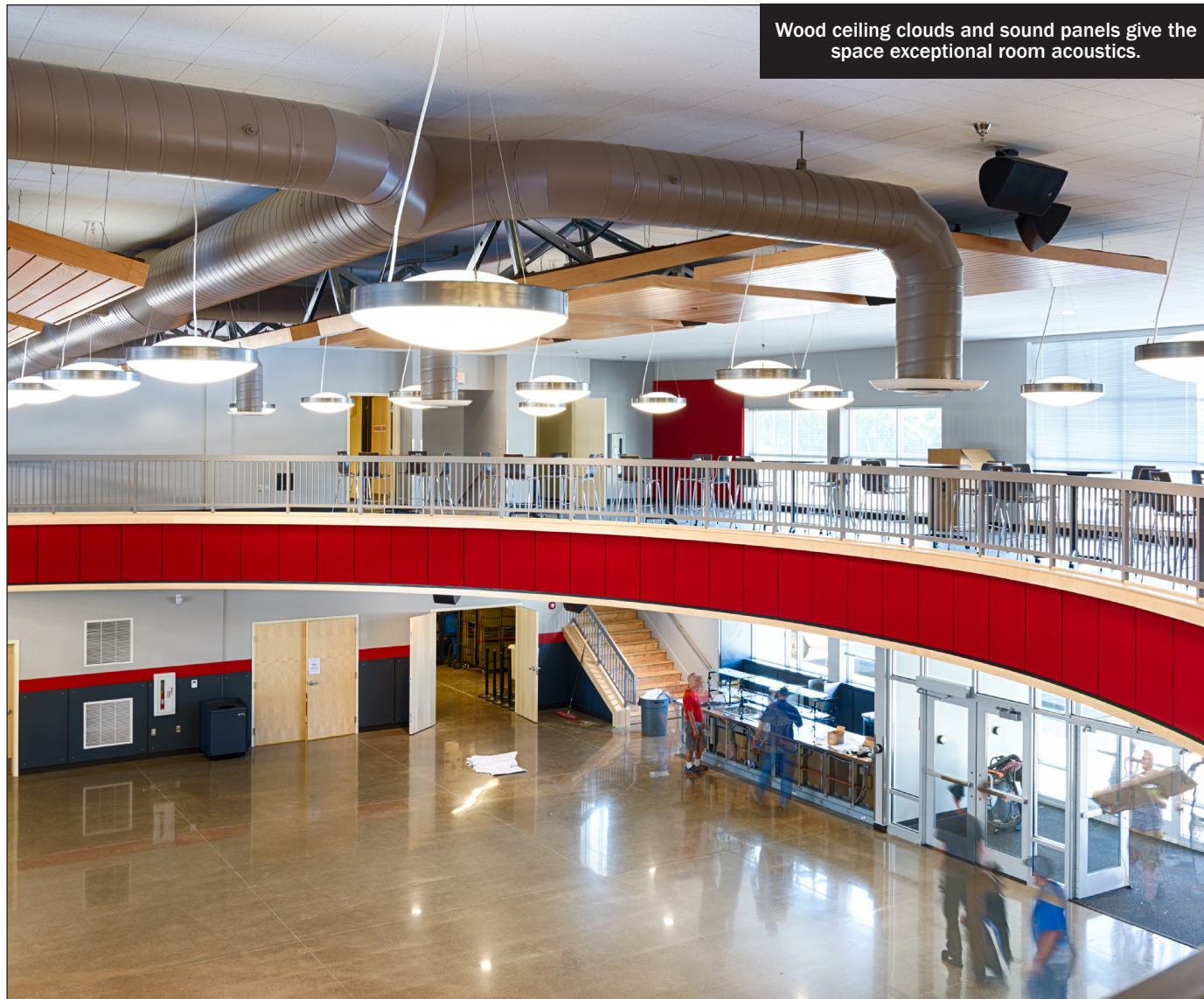
The need for this project was predicated on a tragic arson fire in April 2015 when Building 9 on the South Albany High School campus was set on fire — causing over \$1 million in damage and destroying a district kitchen serving 1,300 low-income students throughout the community.

Because of the multipurpose nature of this two-story, 45,000-square-foot building, exceptional room acoustics were needed. The central focal point includes wood ceiling clouds for acoustic purposes and a radius soffit with sound panels separating the cafeteria from the entryway and kitchen.

An aggressive schedule required completion within 212 days before school started in fall 2016 — challenging for the size and complexity of the project. Due to structural problems with the wood-framed truss roofing system, the sheetrock schedule was delayed, requiring installation of mechanical, electric and plumbing first. Mid-Valley increased manpower on the job to install 160,000 square feet of sheetrock.

Highly skilled craftsmen were hired for the 25,000 square feet of glue-up ceiling tile over uneven wood trusses and the intricate, acoustic-wood ceiling clouds.

Judge's comment: "This is a beauty of a school building that still fits within an older campus after rising from a tragic arson fire. Kudos for all involved in this project."



Wood ceiling clouds and sound panels give the space exceptional room acoustics.

PHOTO FROM NWCB

RENOVATION/RESTORATION EXTERIOR OREGON

U.S. Coast Guard Yaquina Bay Boat Maintenance Facility

Location: Newport

Contractor: Applied Restoration

Architect: U.S. Coast Guard Civil Engineering Unit

Team: Commencement Bay Construction Products, Dryvit Systems

This boat maintenance facility was built on a Coast Guard pier jutting out into Yaquina Bay on the Oregon coast and endured decades of extreme coastal weather. The first challenge was that this building is surrounded by water on all sides, even underneath. Since the project was started in December, the building had no protection from harsh weather from the Pacific Ocean.

All water and contaminants had to be contained so nothing leaked into the bay. A scaffold was installed around the building with a waterproof tarp system with a breakaway requirement for winds exceeding 40 mph for safety, which happened twice.

Another challenge was replacing all the rusted-out electrical junction boxes. After EIFS patching, the whole system was overlaid with a reinforcing base coat using Dryvit fiberglass mesh embedded in Dryvit non-cementitious base coat and a new Dryvit Quarzputz acrylic finish.

Using 100 percent acrylic base coats and finishes required air-drying. Surrounded by ocean water, the high humidity required dehumidifiers, heaters, fans and many days to dry each wall and coat. Finally, new silicone sealants were installed to give the building a fresh watertight facade that will withstand decades of weather.

Judge's comment: "At first glance this project is clean and solid but not extraordinary. On second glance, you realize the weather, moisture and regulatory challenges involved, and what a feat of project management it actually was."



High ocean humidity required dehumidifiers, heaters, fans and many days to dry each wall.

PHOTO FROM NWCB

6 WAYS SOCIAL MEDIA CAN HELP YOUR BUSINESS

With a social media strategy, you can build multiple relationships in a fraction of the time it would otherwise take.

You know plenty of people who waste valuable time on social media. Maybe you have far more important things to do and have decided to ignore social media completely. That would be a big mistake if you want your business to grow and prosper.



BY MEL DEPAOLI
OMICLÉ LLC

These six tips will help you understand how social media can actually help your business.

1 Prescreening people

Use social media to prescreen almost anyone, including a potential employee or a prospective subcontractor. Look them up on LinkedIn, Facebook or Twitter to find out about their experience, who they are as a person, their work ethic, whom they have worked with, and projects they have worked on. All of this can be done in less than 15 minutes.

Realize that they are also checking out your social media profiles and your website and determining whether or not they want to contact you.

The new professional law is, "If you can't be found, you don't exist." Take the time to update at least your LinkedIn profile so it is current and reflects your experience.

2 All social media platforms are search engines

Google, Bing, Yahoo and every other search engine learn who you are and what you know based on your LinkedIn profile. If you are strategic and intentional about

your social media activity and setting your profiles up correctly, you will be able to boost your SEO (search engine optimization) and generate more business.

Your search engine ranking is influenced by your SMO (social media optimization). Search engines don't just care about your website — they want to know that you are relevant in today's business market. When you engage on social media, you are demonstrating that you are relevant.

3 Stop stalking, start talking

When you have mastered online (professional) stalking, start talking. Social media is a critical form of communication, just like a phone call, text or handwritten note. It gives you direct access to people whom you otherwise would not be able to meet due to gatekeepers or geography. In order to call or text someone, you have to have a contact number, but with social media you can use a job title, name, company or even a skill to find a person.

4 Communicate with people and for technology

Google "How to use social media for business" and you'll get over 31 million responses. Each one will offer a "do this" or a "don't do that" best practice. By the end of the third article, you'll feel overwhelmed by a never-ending task list for using social media.

When you share an article or video on social media, make sure that you explain why you are sharing it. The "why" makes it personal. The "why" invites a viewer to click through and read your post. It tells the person that you want to engage with them. The goal of all of your interac-

tions on social media is either to start or continue a conversation.

This "why" is not a sales pitch; when done correctly it ends up positioning you as the expert without being a self-proclaimed expert. It is a conversational reason for sharing this piece of content and the conversation you would like to have.

5 Don't fear the bad review

Some companies don't engage on social media because they fear a bad review. Well, get over it. The conversation is going on online whether you are there or not.

The owner of a construction company that I worked with called me in a panic one morning. Someone had written a scathing review of his company on a site from which he regularly generated leads. The writer was not a client; it was a woman who had asked that he come out and give her a quote. She got quotes from multiple contractors on the same day and had confused one of the other contractors with this one.

I wrote a response to the woman's review, addressing her concerns and suggesting that

perhaps she had confused him with another contractor. I cited specific processes the company has in place to prevent unprofessional practices. To this day, he has generated more business from the way he handled that negative review than he has from any other marketing.

6 Build a strategy that aligns with your goals

Social media should be helping you accomplish your goals. Develop a social media strategy by looking at your business goals and assess where and how social media can help you.

Numbers never lie, but they also don't tell the truth. You've been told to track your likes, follows, fans and shares, but those are easy to skew. Share a cute cat video, and your likes and shares will be off the charts.

Is having 10 billion fans truly important? Okay, yes, getting more likes, shares and comments will move you closer to the top of the news feed, but is that attached to any of your actual business goals? For example, you want to build a better relationship with local media so that when they cover a story about your

industry or a job you're working on, they contact you first. If that is a goal, then a fan count of 10 billion is irrelevant. Realistically, you need to build relationships with local news sources.

Let's say that you are going to be hiring two project managers this year. You don't want to post the job publicly and have to screen the hundreds or thousands of possible applicants. The solution? Find a handful of qualified candidates and invite them to an interview — all without the public posting process.

Social media is a communication tool for building professional relationships. With an intentional social media strategy, you can build multiple relationships in a fraction of the time it would otherwise take to turn your fans, followers and connections into paying clients.

Mixing brand development, strategy and implementation, Mel DePaoli works with her clients to build brands worthy of going viral. As founder of Omiclé LLC, she is a sought-after speaker and author of three books on culture-driven brands.

WASHINGTON'S PREMIER RIVERFRONT RESORT DESTINATION



PHOTOGRAPHER

CONTINUED FROM PAGE 2

will refer you to another helpful resource from ASMP. Revised many times since its first incarnation, this pdf will cover many aspects of working with a professional photographer: ftp.asmp.org/pdfs/AIA_ASMP_BestPractices.pdf. Topics covered include selecting a photographer, understanding the estimate, controlling costs through sharing parties, more on copyright and licensing, and also a thorough checklist of items to consider prior to arriving the day of your shoot. I contributed to the current version when I was co-chair of the Architectural Specialty Group.

Hiring a photographer can be an expensive proposition, but

showing poorly crafted photographs on your website or in publications has a cost of its own on your brand and your professionalism. Further, as your firm grows, you will have a consistent portfolio of the work you have created over the years, which can serve you in many ways. Quality photography is an investment in your business.

Jeffrey Totaro is a professional architectural photographer and former architect located near Philadelphia. He is a member of ASMP and co-chaired the Architectural Photography Specialty group for several years.



For reservations:

Canyon River Lodge:
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