

# GEORGIA BRANCH

The Associated General Contractors of America, Inc.



# REPORT TO MEMBERS

JUNE 2007

# Vision

"... building the best and most innovative contractor association in Georgia."



# Mission

Guided by our core principles of Skill, Integrity and Responsibility, our mission is "... to be the voice of Georgia's construction industry, provide valuable member services and promote best construction industry practices."

Georgia Branch, Associated General Contractors (AGC) is a trade association whose members include approximately 600 of the top general contractors, construction managers, specialty contractors, and service and supplier companies supporting the commercial construction industry in the State of Georgia. Collectively, we bring a strong, influential and single voice to the industry which is our greatest source of pride and legacy since 1928.

We are one of 96 Chapters affiliated with AGC of America representing over 32,000 members nationwide. Members of Georgia Branch, AGC are also members of AGC of America. This affiliation affords Georgia Branch members with an even stronger industry voice and broader access to services, resources and activities available on a national level.



## A MESSAGE FROM THE CHAPTER PRESIDENT

This Association Report is an opportunity to highlight for our members the progress and accomplishments we are achieving at Georgia Branch, AGC. As my term comes to a close, the Georgia Branch and our collective membership have much to be proud of and celebrate. We are well positioned to continue our success, challenge the status quo and raise the bar for excellence.

With many exciting opportunities ahead of us and new challenges to face, we know our current success will be sustained in the coming years. Successful implementation of the Chapter's Strategic Plan continues at a fast pace and it has played a major role in moving our Association forward. Our progress is measured by the significant increase we are seeing in member participation in all service and activity areas as well as in the number of new members who are joining our organization. More members than ever before are engaged especially in Central, South and Southwest Georgia due to a planned outreach effort. We are recognized as the driving force on major industry issues impacting our members such as workforce development, immigration reform, the new contractor licensing law, and sustainability/green building. We are also introducing members to best practices in many areas including safety, leadership and technology.

One of the highlights of the year for me was traveling the State of Georgia. I had the pleasure of meeting with many of you and getting to know you personally as well as learning about your businesses. While each of us face different challenges, we all stand together on industry issues. Our voices together are stronger than our individual voices.

As evidenced by our recently completed 2006 audit, Georgia Branch, AGC is a fiscally responsible and strong organization. Acting on your behalf, the Board of Directors provides the governance and oversight of Chapter operations. A hardworking, professional staff led by Mike Dunham coordinates the delivery of Chapter services to approximately 600 member firms located throughout the State while attending to individual member and industry needs.

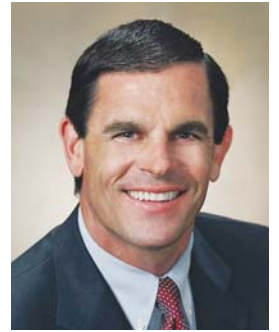
The Chapter's resources are focused on delivering an "exceptional customer experience" to each Association member. To accomplish this, long-term strategic objectives have been identified, each with specific priorities, goals and action steps spelled out in an annual business plan. This Report uses several of these objectives to highlight accomplishments, namely: (1) membership growth and member satisfaction, (2) industry leadership, (3) workforce development, (4) industry image, and (5) delivering value-added services. Other strategic objectives focus on improvements we are making to the Chapter's infrastructure including updating the Chapter's by-laws and modernizing our governance structure. We are also putting in place the accountability and measurement systems to insure successful implementation of the Strategic Plan.

Georgia Branch, AGC is committed to enhancing the value, accessibility and services delivered to members, the construction industry, and our respective communities throughout the State of Georgia. We recently distinguished ourselves as one of the first Chapters to sign a partnering agreement with AGC of America to strengthen the "breadth and depth" of services provided to local members. Each year we continue to build on our strong political position and this year was no exception as extensive major legislation favorable to the construction industry was passed.

We are building strong alliances with high schools and technical schools throughout the State to encourage more students to choose construction as a career. Our Young Leadership Program continues to attract the best and brightest construction professionals. In conjunction with efforts by AGC of America's chief economist, we are also educating the construction community on the cost of materials, labor and price escalation.

A special thanks to the Officers and Board of Directors who served with me for their strong support and dedication to improving the Association. I am pleased to welcome Rick Allen of R. W. Allen & Associates, Inc. in Augusta, as the Chapter's new President. Officers serving with Rick include Doug Davidson, New South Construction Co., Inc. in Atlanta as Vice President, Dan Baker, Duffey Southeast, Inc. in Cedartown as Treasurer, and Gary Newell, Collins & Company in Smyrna as Secretary.

Please join me in thanking our outstanding staff, and most of all, I want to thank you, our members for your continued loyalty and support of our Association. I firmly believe "Skill, Integrity and Responsibility" is the cultural thread of our organization that sets us apart and brings value to all those we serve.



Dave O'Haren

**Dave O'Haren**, Executive Vice President  
Holder Construction Company  
2006 - 2007 Georgia Branch, AGC Chapter President

*Information in the Report to Members covers  
January 2006 through May 2007.*

# MEMBERSHIP GROWTH AND MEMBER SATISFACTION

**Georgia Branch, AGC** includes a total membership of 585 firms who have offices in every region throughout the State. Of this number, 203 firms represent the top general contractors doing business in Georgia. Together, specialty contractors and supplier/service companies comprise the Chapter's Associate Member group. While General Contractor Members are the smallest in number of the two membership categories, they provide the Chapter with the largest financial support.

Member retention at the Chapter is stronger than at many similar organizations. We are proud of our high retention rate, an indicator of member satisfaction. However, we are not complacent. Our goal is constantly striving to improve service, add value and meet member needs and expectations. You will find us getting out in front of you more, asking for your feedback and acting upon your input.

## MEMBER OUTREACH

Getting in front of more of our members, especially outside Atlanta, and building our membership base have been Chapter priorities for the last several years. This effort started in Central Georgia (Macon) where tremendous progress is being made by bringing more of our services directly to members. We then proceeded to do the same thing in Southwest Georgia (Albany), and in the last 12 months, we have reached out to members in South Georgia (Valdosta).

The President's Tours, Members First meetings and programs, special classes, on-site safety van stops, and member visits have made Georgia Branch, AGC more visible and accessible to members in Albany, Athens, Atlanta, Augusta, Columbus, Dalton, Gainesville, Macon, Savannah, Statesboro, and Valdosta, including each of their surrounding areas. As staff and resources permit, we will bring more of our services directly to members around the State.

As a result of this outreach effort and the benefits members receive from using our services, Georgia Branch, AGC is consistently adding new members each month in all membership categories.

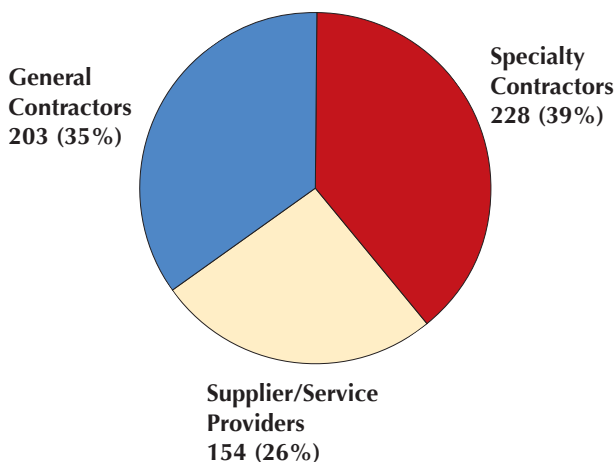
## MEMBER PARTICIPATION

Member participation at the Chapter is at an all-time high with employees of member firms taking advantage of the Chapter's services a total of 54,649 times. This represents a 12% increase over last year with members participating in special events and networking programs, safety and professional development classes, on-site safety van services, the Young Leadership Program, workforce development meetings, and awards recognition programs. This increase is attributable to our offering more services throughout the State, responding to members' increased demand for specific classes and training, and improving the way we communicate and market our services.

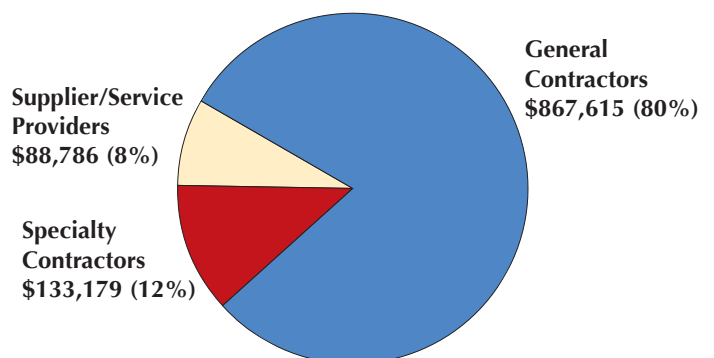


*Our recent technology seminar attracted a record turnout.*

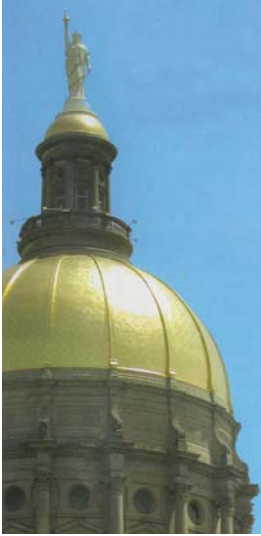
## MEMBERSHIP BREAKDOWN



## MEMBER FIRM FINANCIAL CONTRIBUTIONS



# DEMONSTRATING INDUSTRY LEADERSHIP



## GEORGIA LEGISLATIVE ACCOMPLISHMENTS

The 2007 Session of the Georgia General Assembly will go down in history as one of the longest and most contentious in recent history. It is within this context that Georgia Branch, AGC and the construction industry had one of the most productive sessions ever passing our entire pro-active agenda. Passage of four major bills represented excellent victories for our members and the entire construction industry. Specifically, these bills impact Georgia's contractor licensing law, local government public work requirements, NPDES certification and project site responsibilities, and construction contracts and indemnification provisions. Many other bills of interest and value to AGC members passed at both the State and National level due to our vigilance and highly experienced lobbying team.

During the 2006 mid-term elections, the Georgia Branch, AGC experienced an almost 100% success rate for all races supported by our PAC fund. The Chapter contributed more than \$120,000 to 137 candidates seeking election to Georgia's Senate and House of Representatives, along with those running for Statewide office. All but one of these candidates won their election.

Business, government and civic leaders recognize and respect the political clout and influence of AGC of America, Georgia Branch, AGC and other affiliated Chapters. Significant legislative gains combined with monies raised and donated to support National and State political candidates contribute to our reputation as a formidable force and voice of the construction industry.

## EMPHASIS ON SAFE PRACTICES

Georgia Branch, AGC members are differentiating themselves by embracing new ways to insure a safer workplace and healthier workforce. More than 190 member companies have taken advantage of the Chapter's two safety vans that travel the State bringing safety training to jobsite personnel. Over 2,605 meetings with more than 48,800 jobsite personnel in attendance have been recorded for this time period. In addition, 90 safety and education classes have been held with over 1,850 individuals attending from industry firms. Increased numbers of companies and employees are attending the Chapter's annual Safety Day reflecting the popularity of using safety demonstrations and outdoor interactive safety training as a way to enhance the safety learning experience.



*Our Site Safety Van in action*

Chapter members can expect to see an increased emphasis on best practices in safety reaching them through classes, special programs, new technologies, and educational articles. Efforts are underway now to introduce new safety topics, tools and techniques to our members that challenges our current thinking about safety and takes it to a new and higher level. Excellent relationships with OSHA continue and the best and brightest of our Chapter's safety professionals serve on a very dynamic Safety Committee providing outstanding leadership for our members.

## DEVELOPING FUTURE INDUSTRY LEADERS

Currently, 63 member firms sponsor 112 individuals who are participating in the Chapter's Young Leadership Program (YLP). This exciting program brings young industry leaders together to learn, build relationships, study best practices, and give back through community service and charitable giving. Over an eight year period, the YLP has raised \$163,381 for its Charitable Works Fund. This year's Charity Golf Tournament and fundraising campaign was by far the most successful ever raising \$45,000 through sponsorships and golf registrations. Each year, YLP members distribute funds to worthy charitable organizations and causes such as Hillside Hospital, Camp Sunshine and the SkillsUSA program for high school construction students.

Investing in the professional development and personal growth of our young industry professionals benefits their companies, our Chapter, the construction industry, and their communities throughout the State.

## WORKERS' COMPENSATION INSURANCE

Currently, 190 Chapter members are Fund participants in and enjoy the benefits of CompTrustAGC of Georgia, our self-insured workers' compensation fund, created in 1982. The Fund's annual premium is approximately \$12 million and current investments are in excess of \$25 million. During nine of the past 10 years, over \$18.9 million in dividends have been returned to Fund participants in large part due to their strong safety programs, fewer jobsite incidents, and fewer claims. In 2006, a \$1.7 million dividend was declared for distribution in 2007 making this a powerful investment opportunity for Chapter members.



# WORKFORCE DEVELOPMENT

**Georgia Branch, AGC** and individual contractor member firms are stepping up to the plate in new and innovative ways to play a stronger and more visible leadership role in addressing the construction worker shortage being felt across the State. Local industry leaders are projecting a shortage of 6,800 construction workers in Georgia over the next 18 months with a staggering shortage of 100,000 workers nationwide. Even more alarming, statistics show construction firms nationwide will need to fill more than 1 million job openings by 2012.

Training, developing and retaining a talented and experienced construction workforce is only part of the solution to our industry's workforce challenges. Simultaneously, we also have to increase our ability to attract more of today's workforce to the construction industry and educate young people about the rewards and benefits of choosing a career in construction. This is especially important since a large number of skilled tradesmen and field personnel are nearing retirement age.

## CONSTRUCTION EDUCATION AND TRAINING

Contractors know a highly skilled and trained workforce is key to delivering a quality construction project and achieving satisfied customers. Whether it is learning about the new BIM technology (Building Information Modeling) revolutionizing our industry, or guidelines on stormwater runoff, or new ways to improve the construction communication and project delivery process, Georgia Branch, AGC members know they can count on staying abreast of best practices through their affiliation with AGC. New technologies demand it, new regulations require it, and increased customer expectations warrant it.

Georgia Branch, AGC members are making the necessary investment in continuous learning. We are proud to report employees at member firms participated 48,810 times in a professional development, leadership development, or safety class offered by the Chapter. Especially noteworthy, the total number of courses held during the first quarter of 2007 has surpassed by 50% the number of courses held in the same time frame during 2006.

## ENCOURAGING CONSTRUCTION AS A CAREER CHOICE

Major efforts are underway in several parts of the State forming and strengthening workforce development alliances between Georgia Branch, AGC members, high schools and technical schools. Much of this effort is being led by the Georgia Branch and the Construction Education Foundation of Georgia (CEFGA) in which our Chapter is a major partner and underwriter. CEFGA helps to implement industry-developed construction curriculum and standards for high school and vocational programs. They also sponsor an annual Construction CareerExpo and SkillsUSA contest where many of our contractor members are involved in training and judging for the competitions.

For the past couple of years, Chapter members are taking the initiative either on their own or in conjunction with these formal alliances to sponsor student interns, speak to student groups, encourage the formation of new construction programs, and provide supplies and materials to school programs. Chapter staff and CEFGA representatives are focusing on construction industry needs and ways to expose more students to construction as a career choice. As a result of our efforts, we are seeing increased student interest in the construction field and new high school construction programs.

## INDUSTRY IMAGE

The Chapter has a strong commitment to enhancing the image of the construction industry and increasing the name recognition of the Georgia Branch, AGC and its members across the State. Plans are underway to improve our overall communication and marketing effectiveness with members and the marketplace. Specifically, you will see improvements in *The Forum*, the Chapter's weekly electronic newsletter, and the website, making information even more accessible and informative. Our success in enhancing the industry's image, our Chapter's image and our members' image is already showing signs of positively impacting workforce development as well as many of the other issues faced by our members and industry.

The screenshot shows the Georgia Branch AGC website. At the top, it says "GEORGIA BRANCH The Associated General Contractors of America, Inc." and features the AGC logo. A navigation menu on the left includes links for Home, Contact Us, Login/My Profile, Calendar, Register for Events, About Georgia Branch, AGC, Government Affairs, Education & Safety, Research & Statistics, Environmental Advocacy, Young Leader Program, and News. Below the menu is a search bar and a "Site Map" link. The main content area is divided into "Upcoming Events" and "Current News". The "Upcoming Events" section features a "TOP" logo and a link to "The Leaders Course!!" on Thursday, May 24, 2007. The "Current News" section includes a "Contractor Licensing Law" link and a news release titled "Investigation Debate Continues on the Senate Floor - AGC Supports Forward Movement and Concerned with Some of the Bill's Content". At the bottom, there are links for "Annual Convention" and "Your Ad".

Visit us at [www.agcga.org](http://www.agcga.org)

Georgia Branch, AGC members tell us our services offer them a tremendous value with many benefits. Members are generous in providing the Chapter with feedback and we always like to hear when we are meeting member needs and doing a good job. We also like to hear when something needs to improve and it is this type of feedback that will make the Chapter even stronger and better in the years ahead.

**Our members say it best when it comes to the value they are receiving from the Association:**

*"We appreciate the convenience you provide when your safety vans come to our facility to deliver safety training. What the employees are learning is certainly helping to keep our jobsites and personnel safer and healthier."*

**Stephen Carter, Safety Director  
Heaton Erecting, Inc., Forest Park**

*"Thank you for hosting the recent and very informative Building Information Modeling (BIM) seminar. Georgia Branch, AGC is always at the forefront of bringing new technologies and best practices to our firm's attention to help us differentiate ourselves in the marketplace."*

**Tony Pellicano, President  
Pellicano Company, Inc., Albany**

*"Congratulations on the Chapter's leadership in representing the contractor community and our members so well during what Mark Woodall affectionately called the "rough and tumble" 2007 Legislative Session. From what I heard at the recent President's Tour, many pieces of legislation passed that positively impacts our workforce development issues, the new contractor licensing law, and NPDES stormwater training, just to name a few. And our Chapter took an active role in shutting down unfavorable legislation introduced during the Session. Thanks for your oversight on our behalf."*

**Kevin Barker, Vice President  
S. C. Barker Construction Company, Valdosta**

*"The Young Leadership Program continues to bring tremendous value to me and my company. This is a progressive group of young professionals with a vision for the future of our industry. I am proud to be part of an organization that helps polish my leadership skills and at the same time gives back to the community through our charitable works effort. It's a well rounded program with a bright future."*

**Calvin Pate, Vice President  
Harrison Contracting Company, Inc., Douglasville**

*"Participating on the Central Georgia Workforce Development Alliance has meant so much to me and my company. Just knowing that Georgia Branch is doing something positive to help introduce young people to our industry and make a difference in dealing with the workforce shortage has been most rewarding. We are looking forward to hosting one of the interns this summer that we met at one of the Chapter's programs."*

**David Thompson, Manager  
Piedmont Construction Group, LLC, Macon**

*"We are getting excellent feedback and benefit from our employees who are attending the Leaders Course and safety classes sponsored by the Chapter. We appreciate the quality that is going into the planning and delivery of these programs."*

**Doug Davidson, President  
New South Construction Company, Inc., Atlanta**

**Georgia Branch, AGC provides members with information, resources, and services in the following areas:**

- Workforce training for all levels of employees
- Professional and leadership development
- Safety, health and environmental training
- On-site safety classes for field personnel
- Safety start-up kits for OSHA compliance
- Workers' compensation insurance through CompTrustAGC of Georgia
- Industry representation and lobbying before the Georgia General Assembly
- Advocacy role before the State's governmental agencies
- Grassroots legislative network
- Networking and relationship building events
- Leadership on industry issues, new trends and best practices
- Special industry award/recognition programs
- Economic/market trend statistics
- Industry publications and contract documents
- Plan Rooms in Atlanta and Gainesville
- Automatic membership in AGC of America
- Strategic alliances with architects, engineers, and public and private owner groups
- Development of young industry professionals
- Community involvement and service
- Workforce recruitment at the high school level

**From January 2006 - May 2007, employees of member firms have taken advantage of and participated in the Chapter's services a total of 54,649 times. Of this number, members benefited 48,810 times from attending a professional development, leadership development or safety class. Both of these numbers represent significant increases for the same time period one year ago. This success demonstrates the Chapter is on the right track and making the type of improvements that allow us to reach and serve a greater number of our member firms and their employees.**

# Skill

The possession and application of the necessary technical knowledge and practical experience to execute the projects undertaken in a professional and efficient manner.

# Integrity

The character to comply with the spirit and letter of contracts undertaken and to handle every transaction with fairness and honor.

# Responsibility

The possession and application of the necessary finances, cash or credit, together with the needed equipment and organization to fulfill all commitments promptly and completely.

## Chapter's Professional Staff

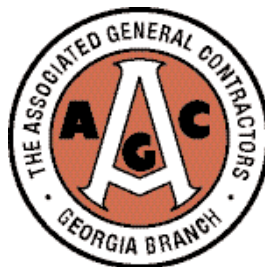
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Mark Woodall	Director, Governmental Affairs	678.298.4116	woodall@agcga.org

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## Georgia Branch, AGC Builders Exchange Plan Room Locations

1940 The Exchange Suite 300 Atlanta, GA 30339 678.298.4130 fax: 678.298.4131	312 Bradford Street, NW Gainesville, GA 30501 770.536.5047 fax: 770.534.3174
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