

NASCC: The Steel Conference in Orlando April 13 to 15

Networking and education about steel construction concepts, techniques and products

New York Construction Report staff writer

The annual North American Steel Construction Conference (NASCC) in Orlando from April 13 to 15 attracted thousands of visitors and more than 200 exhibitors to learn about the latest steel construction concepts, techniques and products.

"The planning committee spends a lot of time not just determining topics but also selecting the top experts to speak," said Scott Melnick, vice president of the American Institute of Steel Construction (AISC), which sponsors the event. "Our sessions range from highly technical subjects – such as a discussion of stiffness reduction within the direct analysis method for composite design – to business

topics, such as staff retention in construction employment. We offer more than 125 sessions."

Melnick says the event provides powerful networking opportunities. Last year's conference attracted a record breaking 4,582 attendees involved in the design and construction of steel buildings and bridges. "It's the perfect place to talk with structural engineers, steel fabricators, steel detailers and erectors," he said. "We're even starting to get some general contractors and architects."

Exhibitors will demonstrate "everything from bolts to structural engineering software," he said.

"If you're a steel fabricator, the steel conference is better than a candy store. All of the major equipment suppliers are there and they all have their big machinery up and run-





ning. You can walk the show and compare machines and really get a feel for what you might next want to purchase for your shop. Likewise, structural engineers and detailers can talk with and see demos of the major software offerings.”

Melnick suggested three “must attend” programs and activities at the conference:

David Zweig

“This year’s general session features David Zweig, author of *Invincibles*,” he said. “In addition to being a great speaker, his topic should really resonate with our attendees, especially the structural engineers.”

The conference dinner

The conference dinner is always a highlight, Melnick said. “This year we’re expecting a fantastic evening and we’re renting out three adjacent venues including a Blues club, a country music venue and a piano bar. There’ll be great food, great entertainment and 1,500 of your closest friends to talk to.”

The most powerful session

“If I had to pick one session to attend, I’d go with ‘Lessons I wish I had known starting out: The engineer edition’. This fast paced 90-minute session features five top engineers each presenting for eight minutes and then a rollicking question and answer session. We offered a similar session last year and it was standing room only.”

This year, the Steel Conference is co-located with the World Steel Bridge Symposium, offering 21 sessions specifically for bridge designers and highway officials. Sessions range from “Accelerated Bridge Construction” to “Advanced Analysis Techniques for Design and Erection.” The conference also incorporates the Structural Stability Research Council’s Annual Stability Conference.

For information about conference registration and the event program, visit www.aisc.org/nascc.



What is the Dowco Group?

Dowco Consultants Ltd.

SDE Steel Detailing and Consulting Services Philippines Inc.

RISA Technologies Private Ltd.

A LEADING STRUCTURAL STEEL DETAILING ORGANIZATION

Dowco has been providing steel detailing and consulting services since its inception in 1970. During this period the company has grown from a modest three-person outfit to one spanning five locations across three countries, with 250+ employees and growing.

CULTURE OF INNOVATION AND COLLABORATION

Dowco's cultural heritage is one where pursuit of innovative technologies has realized close relationships with our clients and provided the highest value possible for each project. Above all else, Dowco is dedicated to developing and maintaining integrity and trust between its clients and throughout the industry.

We strive to provide all our clients with solutions to ensure each and every project is delivered on time and within budget. As part of your team we offer our expertise and organizational capabilities to overcome any challenges, making your experience with us as efficient and professional as possible.

OUR GLOBAL PRODUCTION TEAM

Utilizing the latest in collaborative technologies we bring each of our locations together acting as one cooperative and cohesive unit. This facilitates the allocation of specialized people, at the right time, no matter the location. Our current technologies and processes are such that scaling a project to meet schedules can be achieved quickly and efficiently.

Some Say It Can't Be Done - We Think Different

DOWCO

GROUP OF COMPANIES

Modeling and Steel Detailing Services - Bridge Modeling and Detailing - BIM Implementation Consulting -

Services - Bridge Mo



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and Steel Detailing Services - Bridge Modeling and Detailing - BIM Implementation Consulting - Fabrication and

Virtual Model Coordination & Management - Online Industry Certified Training - Expert

Dowco reaches for the future with digital speed steel detailing International business builds on North American knowledge, experience



Florida Construction News staff writer

The steel construction detailing business is experiencing a global revolution, and the changes have both increased the service delivery speed and integration potential for owners, designers, contractors and fabricators, says Brian Pyper, executive vice president of Dowco Consultants Ltd.

"Clients know we've been in the business for decades," he said from the company's head office in suburban Vancouver, B.C. "There's a good reason for Dowco's longevity. We have highly skilled people utilizing the latest technologies and processes to increase the ability to communicate and collaborate effectively and efficiently with clients."

Pyper remembers the days just a quarter century ago when detailers worked with drafting tables, paper and slide rules.

No one then could have predicted the industry today – a globalized business with hundreds of employees onshore and offshore working simultaneously in a globally integrated virtual environment, leading to comprehensive and extremely responsive details and instructions that support both Building Information Modeling (BIM) and efficient steel fabrication.

Today, we take what would have been the two-dimensional model on paper, and convert it into a virtual model in the three-dimensional environment. And there's lots of talk about the multiple dimensions of cost, and schedule that incorporates the 3D structural model into the entire project cycle from earliest design to the actual building operations."

Structural detailers have always been important for the steel industry. The process of turning high level conceptual designs from architects and engineered design drawings and specifications into workable shop and construction drawings to generate the actual structural components requires specialized talents and skills, such skills that can only be acquired through time and experience.

The importance of effective detailing cannot be understated, Pyper says. High quality detailing ensures efficient fabrication practices and constructability minimizes potential design and construction conflicts. This of course saves significant time and money during the higher labor intensive areas such as fabrication and construction.

"A detailer must understand every phase each component takes through the life cycle of a project, from the early design drawings through the late stages of project comple-

tion and beyond. The detailer needs to know whether each assembly and its components can be fabricated, and whether the bolts and welds specified are sufficient, if and how the steel can be shipped, and/ or whether members clash on site, and/or whether the steel will be architecturally exposed. These and many more questions must be answered by the steel detailer to ensure the project passes from concept to reality in the most economical method for the client.”

The detailing business evolved in the middle part of the last decade, when (with the Internet) offshore businesses began entering the world market, with lower labor costs. Dowco initially responded by working with some offshore contractors. Pyper says however, the company decided the best approach would be to actually own and run its own offshore production operations directly.



Today, Dowco has offices in India and the Philippines, but unlike its offshore competitors, it also maintains a substantial employment base at its offices in the Vancouver and Toronto areas.

“We have North American knowledge and experience you can only get through time,” Pyper says. “You cannot gain this experience in books or through online courses. In our industry it is all about having the years in business in experience and skills.”

Accordingly, Dowco has some 90 employees in Canada. Meanwhile, its offshore labor force helps the company remain competitive on pricing – and because Dowco pays better wages than the offshore norm, it attracts the best talent everywhere in the world.

This has spurred rapid growth for Dowco.

“About 18 months ago, we were at 100 people, by the end of the year, we had 220 and by the end of this year, we will have 300 employees,” Pyper said. “Through organic growth and planned strategic acquisitions we’re looking at, we want to be as big as some of our large Chinese and Indian competitors.”

This workforce size expansion has been coupled with rapidly improving technology. Files can now be worked on collaboratively in real-time, avoiding delays and potential errors. The offshore and Canadian labor force combination enables Dowco to offer 24-hour service, and exceptionally rapid turnaround for fabricators. With enough depth and scale in its labor, it can also take on the largest projects without stress.

The future includes more BIM integration and coordination, while continuing the North American steel detailing trade. “We’re trying to keep to our vision to continuously promote structural steel detailing in North America,” he said.

Technology will continue to evolve to be better and faster as the digital revolution continues. “We’re working to develop a global business with a unique multinational culture, based on the concept that when the work gets done, it gets done right, and on time.”

For more information, see www.dowco.com.

Greenbrook delivers speed, quality and economical detailing for steel fabricators and contractors

Florida Construction News staff writer

Greenbrook Engineering Services has achieved enviable results in delivering high quality, rapid, and competitive detailing and BIM coordination for steel fabricators and contractors.

"Detailing has finally been viewed as a critical piece of work in the construction value chain, rather than as something you have to live with," says Greenbrook president Murli Balu.

"Before it was a paper and fax based technology, with printed documents," he said. "Now there are various software tools that can provide the same results, and using the Internet as a means of communication, it is a lot faster and more economical."

Greenbrook fits well into this model. Most of the company's skilled employees work from a delivery center in Bangalore, India, but Balu and other key technical representatives are based much closer to their clients (Greenbrook's office is in Middlesex, NJ.)

The technology has sped up service – tasks that could take days now can be completed in minutes – and reduced costs. (Balu says Greenbrook has been able to reduce its

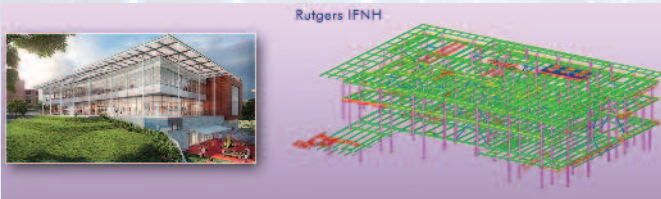


fees by about 18 to 20 per cent over the past six years.)

"Our competitive advantage is we've got greater access to talent and cost savings," he said

As for the future, "we are moving more and more into a virtual construction environment to ensure that field fit and jobsite coordination among various trades is extremely smooth."

For more information about Greenbrook, see www.greenbrookengineering.com.



GREENBROOK Engineering Services is a professionally managed company promoted by people who have pioneered Knowledge Processing Outsourcing in the construction industry. We are a steadily growing company serving the entire construction value chain. We provide Architectural Drafting, Walk-throughs, Material Take-offs, Connection Design, 3D Modeling, Building Information Modeling (BIM), Steel Detailing and Offshore Derrick Modeling. Our customers include Architects, Structural and Mechanical Engineers, Steel Fabricators, Offshore Derrick Suppliers and Design Build Firms.

Over the years, Greenbrook Engineering has built a strong reputation of being a reliable service provider. With a consistent application of proven project management methods, we have the reputation of executing large projects for our customers and delivering them successfully within the required timeline.

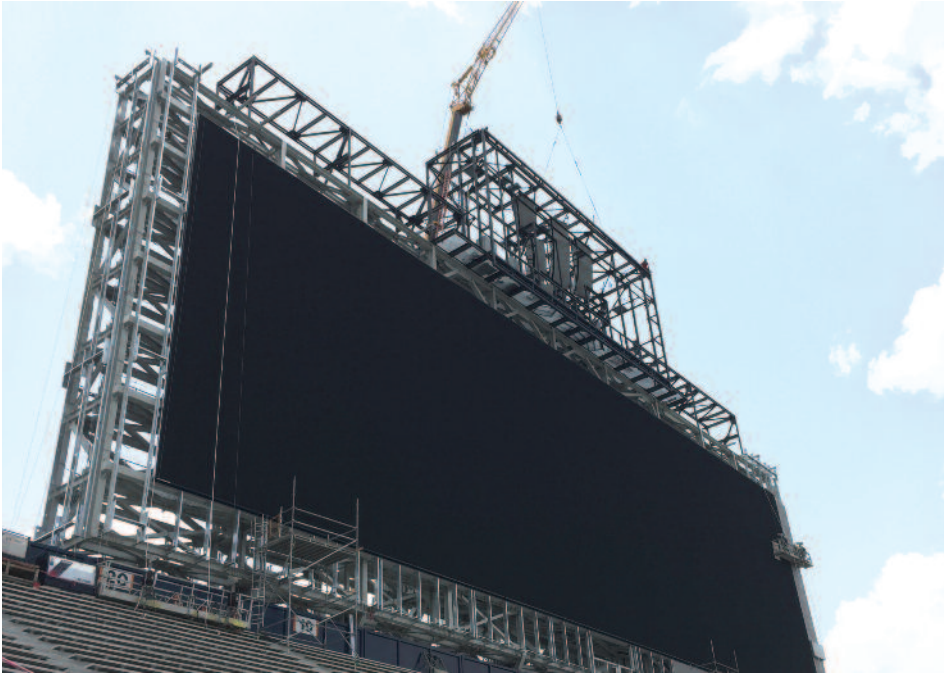
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TECHFLOW:

Achieving detailing success through strength, experience and technology



Florida Construction News staff writer

Techflow Inc. has achieved success in steel detailing through its strength, expertise and technology, says Birmingham, Alabama based executive vice president Joel Hicks.

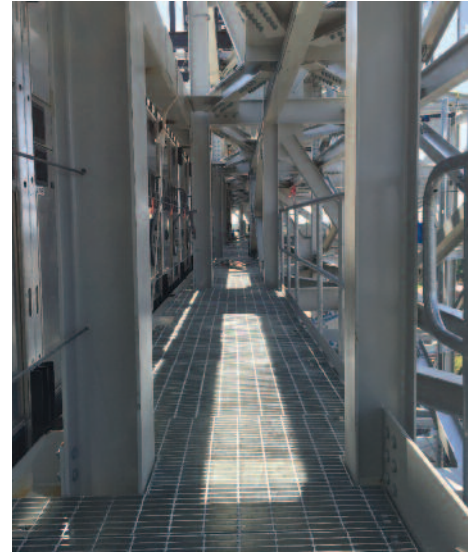
"Strength is in the numbers – we have more than 350 detailers in five offices in India along with our U.S. office in Trussville, AL (a suburb of Birmingham)," Hicks says.

"Our detailers go through rigorous training, continuing education and certi-

fication and are backed by experienced team leaders and managers in India and our project and management support staff in the U.S."

Hicks is president of the National Institute of Steel Detailing (NISD) and says he has been working with other organizations to develop new training tools for BIM certification and detailer training to improve the industry.

He says that over the past few years, the industry has shifted to an environment where many fabricators are using overseas detailers. "There is a need for



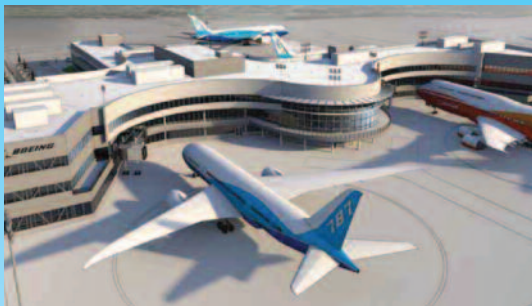
the manpower and lower labor costs, but this has its inherent challenges of communication barriers, non-familiarity with U.S. and AISC standards, as well as time differences. Our business model alleviates these challenges and allows for better communication with fewer problems and faster turn around, while still taking advantage of the lower prices."

"Our U.S. office handles all customer contact and job setup and management to ensure adherence to customer and industry standards," Hicks said. "We are always on call for our clients, with a high level of experience both in our overseas offices and here."

"Our project managers average well over 20 years experience in detailing and engineering. We utilize the latest technology on the leading software platforms with dedicated crews using Tekla Structures, SDS/2 and BoCad." The business has achieved NISD certification and actively participates in AISC and ISD committee work and programs.

Hicks says Techflow also contributes effectively in new work flows, including Building Information Modeling and Integrated Project Delivery (IPD). "We are working to revolutionize the way projects are done," he said. "We can work with the design team during the design phase and develop the detailing model integrated with the design model. This eliminates any of the issues that come up when the detailing is done as a follow-on trade."





Techflow, Inc. & Techflow Engineers (I) Pvt. Ltd. has emerged as a global leader in steel detailing. We have been breaking the boundaries of geographical limits and developing at lightening speed. Building upon our deep roots in India (Navi Mumbai), we have stretched across the globe establishing our offices in the U.S. in order to better serve the U.S. market, giving a much needed manpower boost to the steel fabrication industry.

Our commitment to quality has provided a high level of trust with our clients. Worldwide, our customers believe in us and have entrusted Techflow with detailing their most challenging and complex steel structures. They depend on Techflow to stand up to the challenges of maintaining their expectations for quality and adherence to industry and client specific standards. Through this trust and execution we have strengthened our business base and customer relations to a new level.

Our project list includes some of the most recognized and notable structures, some of which required a unique approach to the job, utilizing the latest technology and workflows while maintaining a time honored approach to quality. For all your steel detailing and coordination, BIM management, estimating and consulting needs, whether for the commercial, industrial or sports and entertainment markets, you can depend on Techflow.



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Over 20 Years of
Trusted Performance