

POLAR VORTEX, COLD WEATHER EFFECTS FELT ACROSS INDUSTRY



MOISTURE EXTRACTION UNITS WORK TO DRY OUT THE CARPET AT THE BARNSIDER RESTAURANT

-PHOTO COURTESY OF BEN COOK

As the Miami Valley continues to struggle with one of the coldest winters in recent memory, many across the construction industry are feeling the effects of the extreme conditions. With numerous new construction, renovation and restoration jobs already in progress, Greater Dayton Construction Group is working diligently on repairs to the damage caused from the season's first Polar Vortex, while also gearing up for the next—and hopefully last—round of extreme weather this season.

“Polar Vortex” is a term used to describe a “whirlwind of extremely cold, extremely dense air*” that forms near the Earth’s poles. Typically, the wind strength is strong enough to isolate the air in Arctic regions, but as winds weaken, the phenomenon can spread south, as it did earlier in January of 2014 (**Time Science & Space*).

The weather anomaly has been felt across the Dayton region, leading to numerous occurrences of frozen and broken pipes, causing water damage—of varying severity—to commercial and residential structures alike. To date, GDCG’s Emergency Response Team (ERT) has responded to nearly 150 requests for temporary emergency services as a result of the cold weather, garnering 30+ projects sold with another dozen projects awaiting approval.



RESTORATION EFFORTS IN PROGRESS AT THE UNIVERSITY OF DAYTON LAW LIBRARY BUILDING

-PHOTO COURTESY OF JOHN POPELAR

The scope of the projects has ranged from minor interior water damage to whole home flooding. In the case of some of GDCG’s commercial clients like the Franklin Foundation and the University of Dayton, broken water lines serving highly pressurized fire suppression systems have caused more significant damage due to the large volumes of water running through the lines.

With the official start of Spring just around the corner, it’s important to remind clients and trade partners alike of the continued potential for severe weather, and to remain attentive to building systems and products that are especially sensitive to lower temperatures. Here are a few quick tips to keep in mind:

- Open cabinet doors to expose pipes to warmer room temperatures
- Crack the faucet farthest from the area where the water service enters the structure. A very slow drip will keep water molecules moving
- Consider turning up thermostats
- Know the location of your water shut-off valve and test it regularly

SQUARE ONE SALON EXPANDS NEW ALBANY LOCATION

Voted Active Dayton’s “Best Salon in 2013,” Square One Salon and Spa recently decided to expand and renovated its New Albany, Ohio location. Oberer Thompson Company was awarded general contracting services and began production in August 2013.

The project’s construction scope included a 1,200 sqft. expansion, completed by updated finishes throughout the existing space (for a total of 3,118 sqft. of renovation work).



SQUARE ONE SALON AND SPA, NEW ALBANY LOCATION, AFTER EXPANSION & RENOVATION
 – PHOTO COURTESY OF ANDY SNOW

As a result of the expansion, Square One was able to add four treatment rooms, three manicure rooms, and three pedicure stations.



EXPANDED WAITING AND PEDICURE AREA AT SQUARE ONE SALON AND SPA
 – PHOTO COURTESY OF ANDY SNOW

PROJECT AT A GLANCE:

CUSTOMER: SQUARE ONE SALON AND SPA
PROJECT MANAGER: JEFF KALTENSTEIN
SUPERINTENDENTS: JOE MOORE / JOE EARLEY
ARCHITECT: CHAMBERS ARCHITECTURE

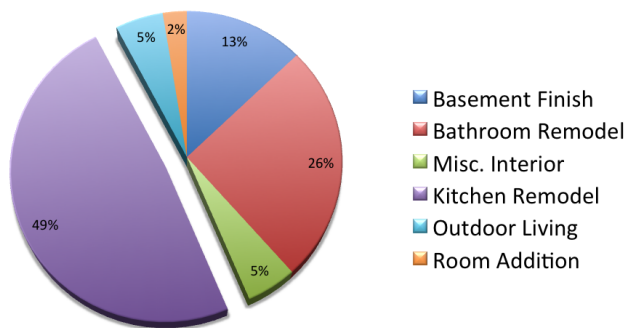
NEW B&R BOOTH AND SELECTION CENTRE DEBUT DURING FIRST QUARTER

Greater Dayton Building & Remodeling recently debuted its new home show booth at the Airport Expo Center’s “HomeWorld 2014,” opening doors to new leads for the Remodeling Division.



B&R BOOTH DISPLAY AT MIAMI VALLEY HOMEWORLD
 – PHOTO COURTESY OF CAROLINE MORGAN

GDB&R worked through the show’s consecutive weekends promoting services and discussing remodeling projects ranging from general home improvements (flooring, paint, windows) to room additions and kitchen remodels.



HOMEWORLD REMODELING LEAD BREAKDOWN
 –GRAPH COURTESY OF CAROLINE MORGAN

In addition to the Homeshow, GDB&R hosted its first event at the newly renovated Selection Centre in Kettering, called “Design Over Donuts.”

The Remodeling Division’s Dan Brower, Director of Residential Construction, declared the social a success and is scheduling similar events in the near future.

GDCG HELPS REINVENT HOMES LOST TO FIRE

The preliminary prognosis for Mark and Barbara Elrod's Tipp City home was bleak after the structure suffered a substantial fire loss in December of 2013. An electrical fire that started in the kitchen quickly spread throughout the home, leaving some doubt if any of the structure was salvageable.



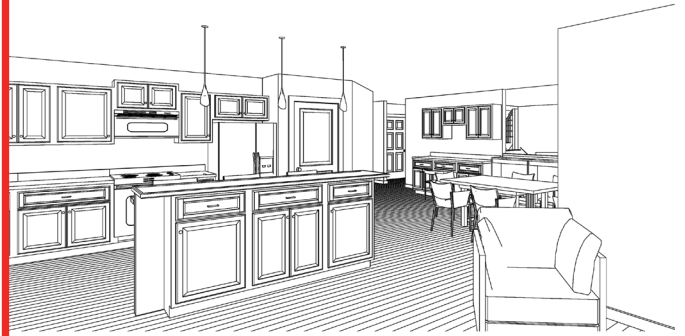
ELROD RESIDENCE FIRE DAMAGE
-PHOTO COURTESY OF DAVID WILSON

After further investigation, so little of the home could be saved that the Elrod's decided to start fresh on their existing lot. Using the current foundation and building footprint, Greater Dayton Construction Group worked with the Elrod's to develop a new home plan that would incorporate some of the existing features of the lot, while enhancing the home's total square footage.

Director of Construction Services, Bill Hibner, partnered with Insurance Division representative Dave Wilson on the proposed layout for the home, which will transform the former Cape Cod to a new, more efficient two-story structure. After a few tweaks to the plans, the Elrod's were happy to commit to the new concept. Demolition of the existing structure is scheduled for mid-March, with completion scheduled for this summer.

Ben and Stacey Williams have also engaged GDCG to rebuild their home after the Brookville residence experienced an electrical fire in late November. The fire—that started in the garage of the nearly 4,000 sqft, multi-level home—"jumped" through the roof of the main structure to the opposite end of the home, effecting almost everything in its path. Once again, Hibner and Wilson paired up to provide a design concept that utilized the existing foundation of the

home, while adding square-footage via a second-story loft space over the main living area.



PROPOSED RENDERING OF WILLIAMS RESIDENCE
-RENDERING COURTESY OF BILL HIBNER

Construction is scheduled to begin in early spring of 2014.

DIRECT ENERGY PROJECT WRAP-UP

Oberer Thompson Company recently completed its latest tenant improvement project for HVAC trade partner, Airtron. (a Direct Energy Partner). The 22,700 sqft. project, located in Columbus, Ohio, featured a 6,700 sqft. office renovation and build-out of a 16,000 sqft. secured storage area.

The office improvement scope included: new metal-stud framed walls, drywall, acoustical ceiling system, electrical and plumbing upgrades, fire suppression system modifications, painting, new flooring, and new millwork in the break and plan rooms.



The new space includes: 11 offices, a service and production department area, plan room, break room, men's and women's restrooms, conference room, training room (approx. 930 sqft), and a secured storage area (approx 1,100 sqft).

Construction on the project began in the middle of December 2013 and finished in February.

PROJECT AT A GLANCE:

**LOCATION: 3021 INTERNATIONAL STREET
COLUMBUS, OHIO 43228**

SUPERINTENDENT: JOHN POLLOCK

PROJECT MANAGER: JEFF KALTENSTEIN

ASSISTANT PROJECT MANAGER: CHRIS GODFREY

ARCHITECT: RUSSELL E. MOODY ARCHITECTS, LTD

GDC WELCOMES NEW EMPLOYEE

TIM JOHNSON
FIELD CARPENTER

Greater Dayton Construction, Ltd. is also happy to welcome Tim Johnson to its Remodeling Division.

Tim comes to GDC with over 20 years of experience in the custom home building industry.

In Tim's free time, he enjoys playing professional pool and currently holds four world records from 97', 98', 99' & 11'.

Welcome to the Greater Dayton Construction, Ltd. team Tim!

SPRING FORWARD 2014



Although the prolonged cold weather might make it hard to believe, daylight savings time is just around the corner. This year's "Spring Forward" takes place on **Sunday, March 9th at 2:00 a.m.** While setting clocks forward an hour should be the first item on your list, homeowners should also consider the following regularly scheduled maintenance as part of the changing of the seasons:

- Change batteries in smoke detectors and carbon monoxide detectors
- Replace furnace filter
- Check programmable thermostats to make the most efficient use of your HVAC system
- Consider switching the direction of ceiling fans
- Pressurize and inspect hose bibs for proper function and potential damage from frozen pipes
- Check all exterior penetrations and vents (especially the dryer vent) for any critters that may have made a winter home in warm areas
- If you keep a multi-purpose fire extinguisher in your home, make sure it is current on its certifi-

cation and is in proper working order

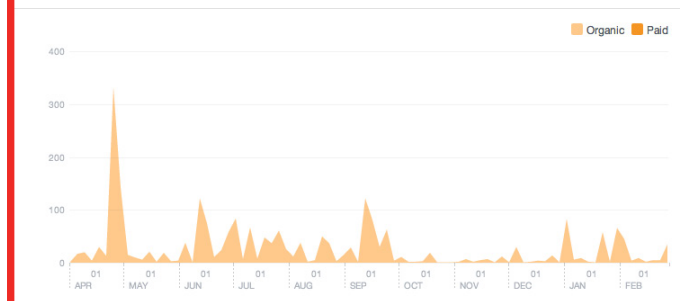
Remember, as Benjamin Franklin famously said, "an ounce of prevention is worth a pound of cure."

SOCIAL MEDIA SITES YEAR IN REVIEW

Since unveiling its social media campaigns in March 2013, Greater Dayton Construction Group and Greater Dayton Building & Remodeling have established a strong following on their Facebook, Twitter, Pinterest, and Houzz pages.

Since their social media debut, GDCG and GDB&R have gained over 275 followers from all combined social media accounts and continue to see an increase in website traffic from these sources.

Popular posts (that went viral with over 600 views) have ranged from information about homeowner tips to project updates and company awards.



GRAPH OF GDB&R'S POST REACH FROM APRIL 2013 TO FEBRUARY 2014

-GRAPH COURTESY OF FACEBOOK ANALYTICS

Since April, GDCG and GDB&R social media content has reached followers over 60,000 times through posts, shares, and likes.

As GDCG and GDB&R continue to grow their social presence, we hope you will continue to encourage trade partners, agents and adjusters to follow us on our pages.

WE CAN BE FOUND ON THE FOLLOWING SOCIAL MEDIA PLATFORMS:

