Using Social Media to Reach Business Goals

Dana Galvin Lancour, FSMPS, CPSM
Director of Communications
Barton Malow Company
Today’s Agenda

- Why Social Media
- How Social Media
- Connect
- Communicate
- Collaborate
- Case Study
- 5 Key Takeaways
- Q & A
Why Social Media
Goals

1. Google Rankings/SEO
2. Recruiting/Employee Engagement
3. Branding/Thought Leadership
Using Social Media to Reach Business Goals
Using Social Media to Reach Business Goals

Using Social Media to CONNECT
COMMUNICATE and
COLLABORATE
CONNECT
CONNECT

Influence
You can make a difference

Using Social Media to Reach Business Goals
Using Social Media to Reach Business Goals

CONNECT
22 Companies & Partners qualified so far
http://datacenterpulse.org/ebay_phx_rfp
CONNECT
COMMUNICATE

Prologis
@ProLogis Denver, CO
The leading global provider of distribution facilities w/ 435 million SF+ of industrial space in 19 countries. Big on sustainable development, CSR & solar.
http://www.prologis.com

Ware Malcomb
@WareMalcomb 11 offices in N. America
Architecture, interiors, civil engineering, graphics - experts at commercial real estate, designing projects all over the world!
http://www.waremalcomb.com
COMMUNICATE

Posts by Brian Skripac

Brian is the Director of Building Information Modeling (BIM) at DesignGroup. A recognized industry leader, he focuses on the integration of digital design technologies into all of the firm’s design processes. Brian has transformed the firm’s approach to design and construction. He is frequently solicited by institutions, as well as professional organizations to present his expertise on the value BIM brings to industry.

✉️ bskripac@designgroup.us.com
Tweet @BrianSkripac

The Mutually Beneficial Outcomes of Implementing BIM at Ohio State’s Wexner Medical Center

Tuesday, April 24th, 2012

Posted in: News
Communicate using social media to reach business goals.
COLLABORATE
COLLABORATE
COLLABORATE
COLLABORATE

Using Social Media to Reach Business Goals
COLLABORATE
Steel Manufacturer, One of the Largest in the World
Social Media Communications Plan

• Professional Photography
• In-house Video Production at Key Milestones
• Project Team Interviews / Testimonials
• Content Development / Articles
Barton Malow was selected as the General Contractor for Severstal’s Pickle Line Tandem Cold Mill (PLTCM) and Hot Dip Coating Line (HDCL) projects. From the PLTCM, roughly 20% of the steel will continue on to the Hot Dip Coating Line (HDCL) via a tunnel between the two adjacent buildings. The HDCL is a high-speed continuous line, capable of applying a precise coating of either zinc or zinc alloy to the surface of the steel strip. The line will produce the “best-in-class” product quality and yield for the exposed automotive market.

In addition to serving as the CM Agent on the project, Barton Malow is self-performing all civil, concrete, resteel, resteel fabrication, and mechanical installation services on the hot dip galvanizing process equipment manufactured by CMW for the project. The project consists of 16,450 cubic yards of concrete and 3,200 tons of resteel were fabricated and installed by Barton Malow.
Using Social Media to Reach Business Goals
Using Social Media to Reach Business Goals
Using Social Media to Reach Business Goals

Barton Malow Company
@baronmalow
100% American-owned World-Class Construction Firm
http://www.bartonmalow.com

SeverstalNA
Heartfelt thanks to all the wonderful construction workers @baronmalow who built our new PLTCM in Dearborn!
18 Aug
Using Social Media to Reach Business Goals

Barton Malow Company
Engineering/Construction - Southfield, Michigan

Brian Fletcher: I would just like to say that as the high seniority driver for McCoig concrete, it has been a pleasure working at Severstal with the guys at Barton Malow, the early morning pours at etc., and I think I speak on behalf of all our drivers. Barton Malow is a class act!
March 22 at 10:09pm - Unlike - 1 person

Write a comment...
CASE STUDY: Autodesk BIM software used on steel production lines at Severstal Dearborn Plant

Two steel production lines currently under construction for the steelmaker Severstal North America Dearborn (Severstal Dearborn) illustrate Barton Malow’s proactive approach to project delivery. To help manage the projects, Barton Malow uses Building Information Modeling (BIM) software from Autodesk, including Autodesk® Navisworks® Manage, Autodesk® Revit® Structure, Autodesk® Revit® Architecture, and Autodesk® Revit® MEP software. Playing a key role from preconstruction to handover to the client, BIM is an integrated process that has helped Barton Malow throughout this project. Read the Case Study on Severstal NA Dearborn.
Using Social Media to Reach Business Goals

Barton Malow: Construction Services

Michigan-based general contracting company uses Autodesk Building Information Modeling (BIM) software for preconstruction, construction, and handover of steel production lines at the Severstal Dearborn Plant.

Project Summary

Founded in 1924, Barton Malow delivers a broad range of construction services, including general contracting and construction management. From planning to closeout, Barton Malow can help advance even the largest and most complex projects more efficiently. Two steel production lines currently under construction for the steelmaker Severstal North America Dearborn (Severstal Dearborn) illustrate Barton Malow’s proactive approach to project delivery. To help manage the projects, Barton Malow uses Building Information Modeling (BIM) software from Autodesk, including Autodesk® Navisworks® Manage, Autodesk® Revit® Structure, Autodesk® Revit® Architecture, and Autodesk® Revit® MEP software. Playing a key role from preconstruction to handover to the client, BIM is an integrated process that has helped Barton Malow to:

- Maximize value and reduce project uncertainties for clients.
Using Social Media to Reach Business Goals

The steel industry is experiencing a welcome resurgence in the United States. The Severson Tandem Modernization Program in Davenport, Iowa, is part of this vital market revitalization. Barton Malow is managing the construction program, self-performing civil, concrete, erected production and installation, process equipment setting, and installation as well as structural and miscellaneous steel.

The massive modernization program includes the Pickle Line Tandem Mill Hot Strip Mill and numerous smaller projects totaling over $600 million. The projects will be completed within an aggressive 17-month schedule. From end-to-end, the PLTMC and HCL projects span nearly one mile in length, encompassing over 800,000 square feet of production and storage area.

Safety is a key element; there will be over 1000 team membership sites at any time. Barton Malow formed a partnership with MOSHA along with the State of Michigan, Labor Unions and Severstal to protect workers. Collectively, the projects entail 1.3 million man-hours with over 2,300 safety orientations.

Building Information Modeling (BIM) is a key component to this large-scale, schedule-driven project. Barton Malow applied a BIM approach from the beginning of the bid process through preconstruction, construction, and equipment installation. The initial model verified quantities, logistics approaches, work-in-progress, and sequencing to aid estimating and project management.

The BIM model integrated all systems (over 6,000 drawings for the PLTMC Project). Subcontractors participated in continuous updates integrated into one primary project model. Review meetings resolved any interferences before fabrication and/or installation. To date, over 80% interferences have been resolved avoiding cost and schedule delays associated with material, fabrication, and labor inefficiencies.
Using Social Media to Reach Business Goals

Chris Horney, LEED AP
Project Engineer, Severstal Dearborn Modernization Program

The Severstal Pickle Line and Tenders Cold Mill (PTCM) is the first large-scale opportunity to implement BIM for our self-perform trades. This project and the lessons learned has impacted how we deliver self-perform work.

At PTCM, Barton Malow’s preconstruction team used BIM to model project concerns. Creating a model sparked project understanding, allowing the team members to visualize items onsite sooner than would need during construction. We were also able to use quantities pulled from the model to verify our estimates.

After realizing the BIM benefits in preconstruction, a decision was made to place Chris Horney, LEED AP on site as full-time BIM coordinator for the project duration. Chris immediately submitted RFIs to clear up dimensional issues realized during model creation. He developed a process to export points from the model in AutoCAD into Total Stations for field layout. This process cut layout time in half and saved area foremen 10-15% in coordination time. We also used Navisworks Manage to coordinate trades and implemented Intra systems via VDC PCD to digitize points of our OA/OC, purchasing, and equipment commissioning work. This provided time savings and a useful, digital database for facility management once construction is complete.

More About the BIM Process

Building Innovative Solutions

www.bartonmalow.com

Contact Dana Galvin, CPSM
For More Information
Auto Sector Expands On Hybrid, Electric Cars

07/27/2011
By John Greigerson

If the Obama administration can engineer it, one million hybrid and electric vehicles will hit American roads by 2016. The president’s goal is to accelerate construction of manufacturing plants with federal loans and grants.

In July, the U.S. Dept. of Energy made a $730-million loan commitment to Dearborn, Mich.-based Sevelental North America to fund the construction and modernization of finishing facilities that will supply advanced high-strength steel for fuel-efficient vehicles. Several estimates the projects will generate 2,500 construction jobs for Detroit-area workers.

As a provision of the Advanced Technology Vehicles Manufacturing Loan Program, DOE has set aside $25 billion to increase production of clean, renewable fuels. The initiative also funded a substantial portion of a $1.7-billion Nissan battery plant currently under construction in Smyrna, Tenn.

To date, DOE has issued more than $8 billion in loans to vehicle manufacturers, including Ford Motor Co., Fisker Automotive, Tesla Motors and Vehicle Production Group, according to a DOE spokesperson who says the loans require the plants be built in the U.S.

Under the American Recovery and Reinvestment Act, DOE has issued grants to construct more than 30 battery and component plants in 19 states, including a $244-million electric-motor plant for GM in Baltimore, the first of its kind built by a U.S. automaker. By 2015, the industry will have the capacity to make 600,000.
Using Social Media to Reach Business Goals
Using Social Media to Reach Business Goals
KEY TAKEAWAYS
Using Social Media to Reach Business Goals
Dana Galvin Lancour, FSMPS, CPSM
Director of Communications
dglancour@bartonmalow.com

Barton Malow Company
Follow us on TWITTER: www.twitter.com/bartonmalow
Find us on FACEBOOK: www.facebook.com/bartonmalow
Connect on LINKEDIN: www.linkedin.com/danagalvin
AGC Business Development Forum

• Visit [www.agc.org/businessdevelopment](http://www.agc.org/businessdevelopment) for more information.

• Not a member of the Forum? Email Sarah Gallegos at [gallegoss@agc.org](mailto:gallegoss@agc.org).

• Follow the Building Division & AGC of America on Twitter @AGCBuildingDiv & @AGCofA

• [Click here](http://www.agc.org/) to connect with the Building Division on LinkedIn