



“In the last 20 to 30 years every industry in the United States has doubled its productivity. Except one,” Kathy Varney, regional publisher and director for Framing Contractors Association and AGC Las Vegas alliance McGraw-Hill Construction said at the February Framing Contractors Association luncheon. “Can you guess which one is the exception?”

Attendees had little trouble identifying the construction industry as the sole laggard. Varney said the reason the construction industry’s productivity has stagnated is its lateness to join the information revolution.

“Construction companies traditionally have been independent companies, not always connected to partners and the business community,” she said. “They haven’t embraced technology. But that is changing.”

Varney unveiled McGraw-Hill’s solution, efficient way for framers and other sub and general contractors to research and analyze the marketplace, gain name recognition, find job and partnering prospects and market and sell their services more effectively. Specifically, the McGraw-Hill database solutions allow contractors to cut costs and time spend on business development.

“If you’re spending more than 25 minutes a day surfing websites, reading newspapers and making cold calls to find business, you’re spending way too much time,” Varney said.

The McGraw-Hill Network streamlines the processes involved in accessing project leads, plans and specifications and key decision makers, forecasting current and emerging market trends, building brand awareness and controlling project documents from pre-bid to completed project. Varney explained that especially with the continued growth of alternate delivery methods such as construction manager at risk and design build, contractors need to know about a project from the very beginning in order to take advantage of opportunities.

The McGraw-Hill product offers local and national projects – more than 600,000 are listed on the site, a filtering option to narrow the search by size, market area, type and more, frequent updates and the ability to export and archive potential jobs.

AGC and FCA’s partnership with McGraw-Hill means members have access to significant discounts on all the company’s products.

For more information on McGraw-Hill solutions, call Megan Schimmelpfennig at 602-237-1757. McGraw-Hill will present a 2010 construction outlook and stimulus overview with AGC on March 10 at The Orleans. The 2 ½ hour seminar begins at 7:30 a.m. Speakers will include Susan Martinovich, director of the Nevada Department of Transportation, Richard Myers, president of Thomas & Mack Development and Irene Porter, executive director of the Southern Nevada Home Builders Association. To purchase tickets, call 796-9986.

In other news...The FCA Golf Tournament will be held March 19. The 7 a.m. scramble will be played at Palm Valley Golf Course.