



# BUILDING PRODUCTIVITY:

CUTTING EDGE STRATEGIES TO  
INCREASE THE BOTTOM-LINE

WEDNESDAY, MARCH 23, 2011



## WHEN

Wednesday, March 23, 2011  
7:30 AM – 10:30 AM

## WHERE

7 World Trade Center  
250 Greenwich Street  
New York, NY 10007  
(Corner of Barclay Street)

## THE EVENT

Cost-Saving Innovations  
and Productivity Strategies

## THE AGENDA

**7:30 AM - 8:30 AM**  
Breakfast and Registration  
**8:30 AM - 9:30 AM**  
Panel Discussion  
**9:30 AM - 10:30 AM**  
Question & Answer Session

## CONFERENCE OVERVIEW

### Building Productivity: Cutting-Edge Strategies to Increase the Bottom Line

Building Productivity will offer insight into the latest construction technology being used on the region's construction projects. Topics to be discussed include energy efficient technology, technology requirements for public projects and BIM and lean construction developments. Panelists will explain how companies can wield technology to improve project productivity, efficiency, performance and profitability.

Our panels will discuss issues relevant to public, private and institutional real estate owners, facility managers, corporate and institutional tenants as well as construction, design, engineering, project management, legal and accounting professionals. Learn about critical cost-saving and efficiency innovations and productivity strategies for your upcoming projects.

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# SPEAKERS


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## MODERATOR | JERRY LAISERIN




Jerry Laiserin helps AECO businesses build smarter through the integration of technology strategy and business process. His consulting clientele includes "Top 500" design and construction organizations, public and private owner/operators, as well as many leading vendors of software and services for this market. Jerry Laiserin has written for, or been written about in the *LaiserinLetter*<sup>™</sup>, *Architectural Record*, *CADence* and *Cadalyst* magazines. His career achievements "leading the profession and the industry in the Information Age" were recognized in 2000 by his election to the College of Fellows of the American Institute of Architects (FAIA). Jerry is a Brandeis University alumnus with advanced degrees from Princeton University's School of Architecture (M. Arch) and New York University's Stern School of Business (MBA, *with distinction*, ΒΓΣ).

## JAMES BARRETT | NATIONAL DIRECTOR INTEGRATED BUILDING SYSTEMS | TURNER CORPORATION




Mr. Barrett joined Turner Construction Company as a co-op student in their Boston office more than 17 years ago. Since then, Jim has explored and implemented innovative processes and technologies throughout his career including the early application of 3-Dimensional technologies for construction. Jim has held various positions including the Manager of Turner's Houston, Texas office and the Manager of the Special Projects Division in Connecticut. In his most recent assignment, Jim managed the New York Region's Virtual Design and Construction Department while overseeing the development of Turner's national policies and protocols for the integration of model-based business practices. As the National Director of Integrated Building Solutions, Jim will oversee the implementation of both BIM and Lean practices on Turner projects across the US.

## STEVEN J. COLLINS | VICE PRESIDENT | ISLAND INTERNATIONAL




Steven J. Collins has been in the building materials industry for more than 25 years. During his career Mr. Collins has held various senior management positions including Vice President of Corporate Development and Marketing for Dryvit Systems, President of Permatone Coatings, Inc, and Sr. Vice President, I/C Systems, and President of IMI, Inc. Mr. Collins is also the owner and president of the Consulting firm Desana Partners. He has served clients such as Centria, CertainTeed, The Metal Construction Association, Corev Industries, and other material suppliers. Currently, Mr. Collins is Vice President of Corporate Development of Island International. He is well versed in the construction industry and in particular the building envelope. He brings a great deal of real world experience from within the material manufacturing, distribution, and installation processes.

## F. ERIC GOSHOW | PRINCIPAL | GOSHOW ARCHITECTS




F. Eric Goshow, AIA, LEED AP, is a founding Principal of Goshow Architects With more than 30 years of award-winning experience in architectural design and planning. Mr. Goshow's particular expertise is in the design of sustainable educational and institutional projects, reflecting his professional interest in accessible, sustainable and healthful design for public spaces. Notably, his restoration and addition to the historic Fifth Avenue Presbyterian Church won accolades from the United States President's Advisory Council on Historic Preservation. Mr. Goshow received his Masters of Science in Urban Design from The Pratt Institute, and his Bachelor of Architecture from Pennsylvania State University.

## YARIV KAFRI | CHIEF EXECUTIVE OFFICER | ZIGGURAT SYSTEMS




Before joining Ziggurat as the CEO, Yariv was president of a closely held construction management firm in New York City. Prior to his involvement in the NYC AEC market, he served as General Manager of the Tokyo based subsidiary and Director of the Asia Pacific region for VocalTec Communications (NASDAQ: VOCL) a pioneer in the VoIP space and was responsible for early adoption of the nascent technology in the Telco market. Earlier he served VP Sales for a 3D media messaging firm in NYC.

## JOSH KANNER | CO-FOUNDER, VP MARKETING & BUSINESS DEVELOPMENT | VELA SYSTEMS



Josh Kanner is Co-founder and Vice President of Marketing & Business Development for Vela Systems, a field software provider for Architects, Engineers, Contractors and Owners. Vela Systems users work on iPads and Tablet PCs to access construction documents and manage QA/QC inspections, field reports, work lists, punch lists, updates to Building Information Models (BIM) and conduct other critical jobsite activities. Before Vela Systems, Josh worked at Emptoris, Inc., a web-based software provider and helped with its growth from one to twelve products, from 20 to 200 employees and from 1 to 100 customers, including Motorola, GlaxoSmithKline and Vodafone. Josh received an Sc.B. with Honors from Brown University, an MBA from MIT and is a recipient of the prestigious Franz Edelman Award for technology innovation.

## C. SCOTT WOOD, AIA, LEED® AP | DIRECTOR | TISHMAN CONSTRUCTION CORPORATION



Mr. Wood joined Tishman in the spring of 2008 and brings with him more than ten years experience in the architecture, construction, and engineering industries. Mr. Wood oversees Tishman's Virtual Construction Services group. He implements Virtual Design and Construction processes by overseeing the methodologies for various projects, by educating staff and subcontractors about BIM technology, and by guiding the integration into new projects and presentations. He is also the MEP Coordination Manager for WTC Tower 3, WTC Tower 4, Weill Cornell Medical Research Building, The New School University Center, and other upcoming projects that will have a BIM Assisted MEP Coordination Process.

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For more information  
about Tickets or Event  
Sponsorship, please  
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