



The Forbes Center Receives a Round of Applause

PG 12

It's Business — and It's Personal What Facebook Has to Offer Businesses

PG 6



NIELSEN

Corporate Mission Statement

Our Vision

Nielsen will be recognized as a premier construction organization with a commitment toward optimal performance in serving clients within the Commonwealth of Virginia. We will achieve this by consistently “striving for excellence” in providing professional building services.

Our Values

People

Nielsen recognizes that our people are the critical element in achieving our vision. We will support a team approach through open communication among all employees. We will promote the growth and empowerment of our people and commit to human resource practices based on standards of excellence, safety awareness, fair treatment and equal opportunity.

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Nielsen is committed to being a leader in the construction industry through innovative construction techniques and product development. We will strive to be a caring corporate citizen in enhancing the community and environment in which we do business.

Quality Assurance

Nielsen Builders, Inc.'s commitment to quality assurance is based on responsible craftsmanship, leadership, innovation, safety awareness and employee satisfaction. Our guarantee to furnish our clients with a total quality product is the heart of our company's existence.

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It is the policy of Nielsen Builders, Inc. not to discriminate and to provide equal employment opportunity to all qualified persons regardless of race, color, sex, religion, national origin, disability, marital status, sexual orientation, gender identity or Vietnam era veteran status. This policy is applied to all employment actions including but not limited to recruitment, hiring, upgrading, promotion, transfer, demotion, layoff, recall, termination, rates of pay, or other forms of compensation and selection for training including apprenticeship.

Nielsen Builders, Inc. is committed to the principles of affirmative action and equal employment opportunity. In order to ensure its dissemination and implementation throughout all levels of the company, Jean Hieber has been selected as Equal Employment Officer for Nielsen Builders, Inc.

In furtherance of our policy of affirmative action and equal employment opportunity, Nielsen Builders, Inc. has developed a written Executive Order Affirmative Action Program, which contains specific and results-oriented procedures to which Nielsen Builders, Inc. is committed to apply every good faith effort. Procedures without efforts to make them work are meaningless and effort undirected by specific and meaningful procedures is inadequate. Such elements of Nielsen Builders, Inc.'s Executive Order Affirmative Action Program will enable applicants and employees to know and avail themselves of its benefits. The policy is available for review, upon request, during normal business hours.

Applicants for employment and all employees are invited to become aware of the benefits provided by the Affirmative Action Program.

LETTER FROM THE PRESIDENT



Details, Details, Details

Welcome to the Summer 2011 issue of *Inside Nielsen*. All of us have experienced the slow economy for the past several years. In our businesses and personal lives, we have all made changes that have helped us to weather the storm. This is a time when attention to details can make a big difference. In this edition, we hope we will provide you with a small piece of information — a “detail” that will help you along the way.

One of those details is sustainable construction. A new age of green building construction has begun. Although we have been using green building techniques for many years, recently, there has been a new interest in conservation and energy savings. We are embracing the change and are routinely showing clients the benefits of “going green.”

We are also spotlighting the JMU Performing Arts Center. Speaking of details, this project was full of them. The facility is one of the most complex and beautiful buildings that we have constructed. The performances that are held there are fabulous and will make Harrisonburg and James Madison University a destination. Attend a performance; you will not be disappointed.

This is the ninth edition of *Inside Nielsen*. We want to thank our advertisers and readers for their continued support of this publication.

The small details that you will find in this edition will hopefully help us with our ultimate goal to always deliver the best to our clients.

Tony E. Biller
President/CEO

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Watson Courtyard Renovation at
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It's Business – and It's Personal

The members of Generation Y have embraced Facebook as a vital part of their lives, and businesses should embrace it as a vital part of their marketing strategy.

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PUBLISHER

Inside Nielsen is published by Innovative Publishing Ink.

10629 Henning Way, Suite 8 • Louisville, KY 40241 • 502.423.7272 • www.ipipub.com

Innovative Publishing Ink specializes in creating corporate magazines for businesses.

Please direct all inquiries to Aran Jackson, ajackson@ipipub.com.



It's Business – and It's Personal What Facebook Has to Offer Businesses

by Deanna Strange

A typical morning for Generation Y may go a little like this. Wake up. Take a shower. Grab a cup of coffee. Check Facebook. Brush the teeth. And head to work. The members of this generation have known all of the comforts and conveniences of the Internet during their adult lives, so making social networking a natural part of daily life only makes sense. Founded in 2004, Facebook reaches more than 500 million users, is translated into more than 70 languages and goes beyond U.S. users, who only amount to about 30 percent of the worldwide audience. If you need to reach someone, Facebook is a good way to do it.

Facebook was originally created for limited use by college students, expanding gradually to more educational institutes until it lifted its limitations, inviting everyone to join and overcoming Myspace as the social networking leader.

Since the introduction of social media, the four sites to become familiar with have been LinkedIn, which is a good way for networking professionals to connect; Twitter, which allows users to offer instant updates to “followers” in 140 characters or fewer; YouTube, which gives users the opportunity to share videos; and Facebook, which provides

a combination of the three and an unlimited amount of possibilities. Facebook has been the definition of social networking, creating a way for friends and acquaintances to connect; but it has now gone beyond the social aspect to create a platform for businesses to have a presence.

Personal Networking

Facebook makes connecting with friends, family and long-lost elementary school pals possible in a few strokes of the keyboard. It takes away almost all of the search effort and even removes that element of discomfort of running

into someone at the grocery store, allowing you to reconnect at your leisure and on your terms. In addition, if you “friend” Sally from junior high, you now are exposed to any of her friends, some of whom you may not even realize you had been missing.

For the individual, this form of media provides users with a means of communicating quickly, sharing photos and personal updates and maintaining friendships when it is inconvenient or impossible to connect in person. Social networking steps in where e-mail leaves off and a phone call is a hassle.



With that in mind, taking advantage of these conveniences and recognizing the potential for more is something every business owner needs to consider.

Making Facebook Part of Your Business

Many businesses have been wary of creating Facebook pages, and it is a decision to be made with careful consideration, as it does not make sense for every company. But it is important to evaluate the usefulness of this free service and to determine if the benefits outweigh the risks. To begin, business owners need to determine what, if anything, Facebook can offer them and what they are looking to gain.

It is important to distinguish between Facebook for personal use and for business purposes. While a personal profile will include items such as hobbies and

relationship status, business pages are treated more like an extension of a company's website. Business pages do not have some of the more social functions of an individual's profile, such as friend requests; instead, fans can gain access by "liking" a page.

Facebook offers businesses a chance for free advertising to current and potential clients, as well as a chance to connect with colleagues and partners. While a company website — something every business should have at this point — can provide valuable information about a company, it can be very one-sided, offering little to no feedback from visitors. Facebook lets users interact with the business on a more personal level without the pressure to buy, and it gives the business the opportunity to show an interest in clients and potential clients without a sales pitch.

When used correctly, businesses can drive interest in a less-invasive manner than sending out mass e-mails that often only reach junk e-mail boxes. Instead, the business can create a status update with a link to pertinent information, such as contests for clients, important news and any specials available. This type of quick communication would appear on the home page of any fan of the business page, and that person could choose to follow the link and read further — or not — without feeling pressured.

The major drawback to Facebook is that there are no solid reports that sales or new clients have increased as a result of starting a business page. What these pages can do for a company is help maintain existing client relationships, create an open line of communication for feedback and answering questions, and help keep a company relevant in the ever-changing world of technology and communication.

To learn more about creating a business page on Facebook, go to www.facebook.com/pages/create.php.

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NIELSEN BUILDERS COMPLETES LEED FOR SCHOOLS GOLD PROJECT IN ALBEMARLE COUNTY

\$6.7 Million Brownsville Elementary Addition Becomes First School in Virginia to Earn LEED for Schools® Gold Green Building Certification

Albemarle County Public Schools announced that the addition at Brownsville Elementary School has been awarded LEED for Schools® Gold certification, established by the U.S. Green Building Council (USGBC) and verified by the Green Building Certification Institute (GBCI). The LEED for Schools rating system recognizes the unique nature and design of K-12 schools and addresses such issues as classroom acoustics, master planning, mold prevention and environmental site assessment. The Brownsville addition is the first LEED-certified public school in Albemarle County, as well as the first in Virginia to be certified under the LEED for Schools rating system. LEED is the nation's preeminent program for the design, construction and operation of high-performance green buildings.

Brownsville's addition includes 12 new classrooms, a new gymnasium and a cafeteria expansion, as well as various instructional support and resource spaces. The addition is projected to be 42 percent more energy-efficient and save 47 percent more water than other schools of similar size. All classrooms and other occupied spaces harvest natural daylight, and more than 90 percent of building spaces have a direct view of the new courtyard, playfields or teaching gardens. The project demonstrates that an environmentally friendly facility can also be affordable to construct.

New classrooms at Brownsville are innovative teaching and learning environments that foster educational rigor, relevance and relationships among active learners. Large south-facing windows and north-facing clerestory windows provide abundant natural light. Teaching gardens, outdoor classrooms and playgrounds are directly accessed by doors in each classroom and provide opportunities to extend learning beyond typical classroom boundaries. A shifting wall between classroom pairs facilitates team teaching, and track-mounted curtains within the classrooms allow spaces to easily reconfigure in support of project-based learning, specialist instruction or other teaching and learning initiatives. Study nooks located adjacent to the hallway just outside of each classroom face the courtyard and serve as great places for individual student attention and assessments; hallways throughout the addition double as educational opportunities.

LEED certification of the Brownsville addition was based on a number of green design and construction features that positively impact the project itself and the broader community, including:

- Enhanced acoustical performance
- Extensive daylighting and Solatubes for daylight harvesting
- Security and access features to enhance the joint use of facilities
- Building materials with recycled content
- Regionally produced building materials
- Low-emitting materials (low or no volatile organic compounds)
- Rain tank for stormwater management
- Energy-efficient systems
- Dual-flush toilets
- Green cleaning
- Integrated pest management
- Construction waste recycling rate in excess of 90 percent
- Preferred parking for fuel-efficient and high-occupancy vehicles

Excerpts taken from Albemarle County press release





Triple C Camp Nest

EarthCraft Light Commercial Program Comes to Virginia

by Charles Hendricks, The Gaines Group, PLC

The latest news in the green building movement is the introduction of the **EarthCraft Light Commercial regional green building certification program** to Virginia. This rating system is designed for new or renovated commercial buildings that are 15,000 square feet or less. The EarthCraft brand is familiar to those living in Virginia due to the popularity of the single-family and multi-family rating systems that have been in the state for a number of years. This new program, EarthCraft Light Commercial, expands the opportunity for small-scale or light commercial buildings to have a more affordable third-party recognition of sustainable design and construction practices.

While the EarthCraft Light Commercial program pilot phase is being orchestrated out of the Southface Atlanta, Georgia, headquarters, the program has come to Virginia. Triple C Camp's Nest in southern Albemarle County has achieved EarthCraft Light Commercial Building Certification, the first building to do so outside the state of Georgia. Triple C Camp has long been dedicated to teaching kids, adults, corporate groups and community groups the value of living in harmony with nature. The construction of the new Nest gives a physical center for this environmental outreach effort. The Nest is an exhibit for green building and a functional learning space for those attending camp. Designed by The Gaines Group, PLC, an architectural firm named "Best Green Designers" in 2008, this building incorporates

energy-efficient building envelope and systems; durable, long-lasting materials that don't off-gas hazardous chemicals; water-conserving fixtures; ecologically sensitive site work; construction waste diversion from the landfill; and resource-efficient design and building elements. Most important to any building owner, the design of efficient systems used in this project will save money. As camp director "H" says, "We are simply doing it right, to show the kids how it can be done, so they can teach their parents." The Nest features a long list of sustainable design strategies, including a tree-preservation plan, diversion of 95 percent of the construction waste from the landfill; high-efficiency windows and doors; a tight envelope; a high-performance HVAC system; no- and low-VOC glues, paints, caulks and sealants;



Non-toxic termite system

appropriate shading; a dehumidification system; and efficient plumbing fixtures.

Among the many benefits of EarthCraft Light Commercial certification are: third-party evaluation and technical guidance, an expe-

ditioned documentation process (less paperwork and more in-field documentation), full project administration from registration until final certification, and better overall building performance, including:

- An integrated systems approach
- Environmentally conscious design and construction applications
- Efficient use of natural resources: water, energy and building materials
- Potential utility cost savings, due to reduction in demand for water/energy
- Improved indoor air quality and a comfortable working environment
- Tighter building envelope and ductwork (as confirmed through on-site inspections and performance testing)

The EarthCraft Light Commercial program has been in pilot-phase development for two years and has awarded certification to seven of its 11 pilot participants. The program, based on the EarthCraft House residential program, which has certified close to 10,000 single- and multi-family homes in the Southeast, was developed by Southface. This program offers another option for buildings looking at LEED NC certification or Green Globes certification. Similar to the EarthCraft Homes program, the Light Commercial program offers an intensive level of support during the design and construction process, focusing on the energy- and water-efficient design strategies specific to smaller commercial buildings, as well as prescriptive measures that enhance builder education on sustainable construction practices. This program is particularly well suited to office buildings, retail showrooms, community centers, clubhouses, churches, and other commercial building projects 15,000 square feet or less.

The architectural firm for this project, the Gaines Group, PLC, is no stranger to firsts in the green movement. They also designed the first LEED-certified project in central Virginia, the 10th LEED for Homes certified project in the country, the first Net-Zero home in central Virginia, the first LEED NC Industrial project in Central Virginia and one of the first six EarthCraft homes in Virginia. The Gaines Group has a comprehensive Environmental Stewardship outreach program where they engage not only clients but also the community through teaching green design and construction courses, providing pro-bono lectures to community groups and schools and offering pro-bono green consulting for select nonprofits. Based in Charlottesville, Virginia, the firm also has a Harrisonburg, Virginia, office.



Third-party inspection



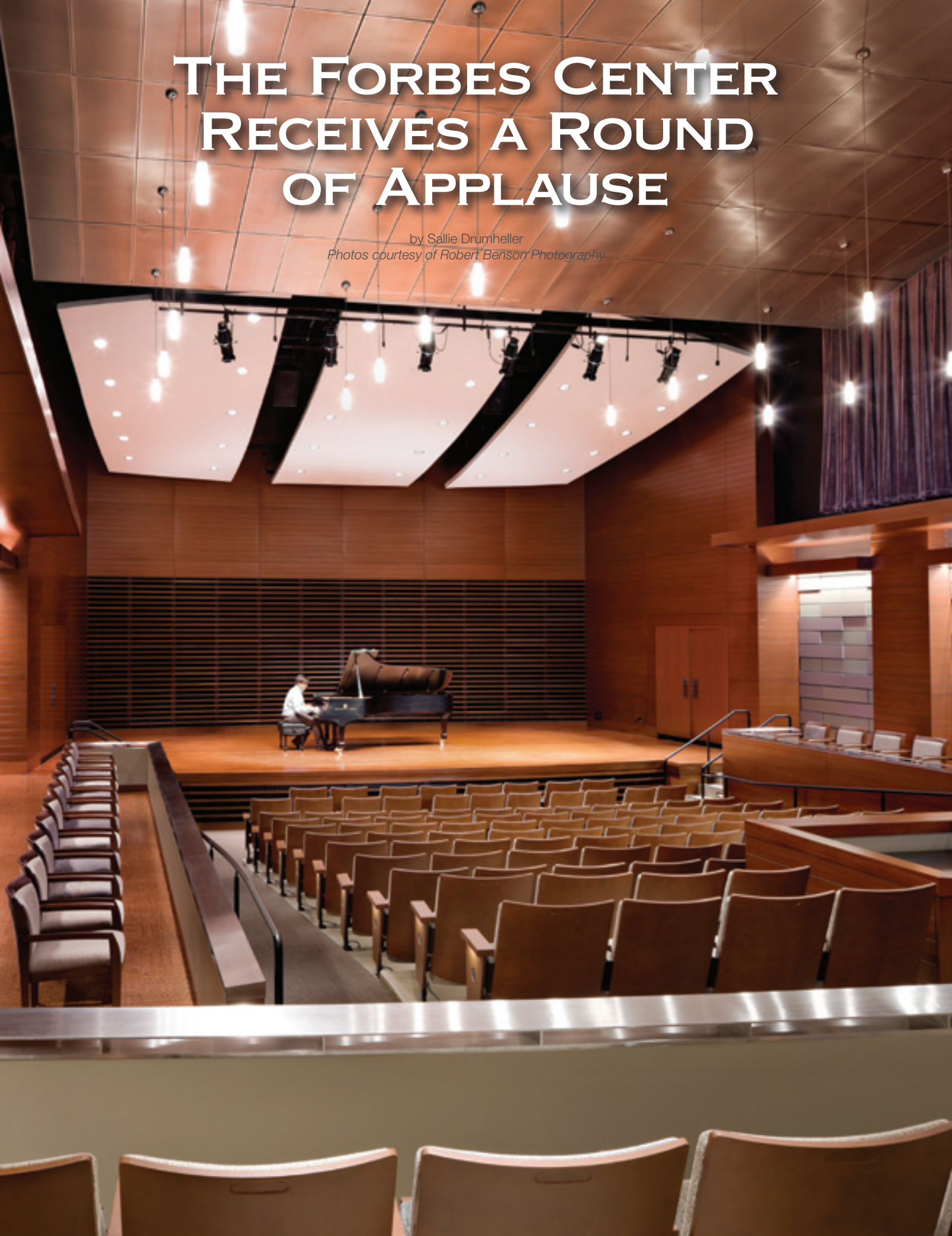
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Blower Door test

THE FORBES CENTER RECEIVES A ROUND OF APPLAUSE

by Sallie Drumheller

Photos courtesy of Robert Benson Photography



Since January 2008, the view from James Madison University's quad has mirrored the iconic Wilson Hall with an equally stately building: the Forbes Center for the Performing Arts. With five specialized venues, the Forbes Center has become a staple of both the campus and the community.

The building houses JMU's School of Theater and Dance while also hosting classes and performances for the School of Music. The Forbes Center replaces classrooms in Duke Hall, the Music Building and the now-gone Theater II and replaces previous venues like Wilson Hall, Anthony-Seeger Hall and Latimer-Shafer Theater. There is one standard, all-purpose classroom in the Center, and the rest are specialized to fulfill a specific use. For example, dance classrooms were installed with basket-woven, three-layered floors that would provide a soft landing should the dancers fall. Additionally, there are 33 practice rooms with top-notch acoustics. The dance theater has electronically deployable seating so that the theater can be used for classes during the day.

Partitioned into the Dorothy Thomasson Estes Center for Theatre and Dance and the Shirley Hanson Roberts Center for Music Performance, the Forbes Center has five venues that collectively have 1,646 seats. There have been 300 performances this year, attracting both students and residents throughout the Shenando-

ah Valley. George Sparks, the dean of the College of Visual and Performing Arts, estimates that more than 35,000 people have come to see performances since the opening in February 2011.

"I would say it's greatly improved the community," project manager Scott Baxter said. "It's given people a chance to experience the arts and brought in people who don't normally associate with JMU. I'd never been to see any plays [at JMU] before, and now I've seen a couple."

For about two years, Nielsen Builders worked on the construction of the center, coordinating acoustic systems, theatrical lighting and other electrical and mechanical systems that help put JMU in the top 5 percent of universities for visual and performing arts, according to Sparks. The Forbes Center is also home to a state-of-the-art scene shop, which Sparks said is in the top 1 percent of comparable university facilities.

"We already had great students and faculty, but the facilities were really holding us back," Sparks said. "We came from a really bad acoustical circumstance to now, which is as good as it gets. I think Nielsen did a great job monitoring all the processes."

The Forbes Center is also attractive to prospective theater, dance and music students, and already there has been a spike in the number of applicants for the College of Visual and Performing Arts.

"We saw the effect of it before the building opened. We had to institute a mandatory audition process because the number of freshmen wanting to come here spiked the summer before the building was opened," Sparks said.





But the Forbes Center is not only appealing to students. Deans from other universities have toured the building, and widely known performers such as Phil Vassar, Menahem Pressler and Randy Klein were all impressed with the facility.

“The spaces are very intimate, and you get that connection with the audience, and the audience connects with the performers. You get feedback because the audience is so close and the acoustics are so live,” Sparks said.

JMU Senior Vice President Charles King negotiated the acquisition of the Kyger Funeral Home, which was needed for the building site, requesting additional funds from the General Assembly for the construction and furnishings of the building.

“The Forbes Center provides us with a world-class facility, which means we can compete for the best faculty and students with any university in the country. The facility also gives us the opportunity to attract performers and events that we could not have hosted prior to having this facility,” King said.

The center has also had a positive impact on many of the students because it offers a central location for major-related classes with technology and facilities that outshine previous locations.

“Being in one location allows the person to focus on what you want to do. It’s atmospherically a lot better because it’s just a grand, clean building that really draws you in as far as giving you a passion for what you’re doing,” said senior musical theater major Adam Kunze.

While the Forbes Center offers a learning environment for the campus, for Project Superintendent Tom Emerson, it offered him a learning experience through construction.

"Seeing the theater coming together was really interesting. It was a learning experience as far as the rigging goes and making sure all the acoustics and special systems worked out," Emerson said.

The Mainstage Theater has 60 feet of flyspace above the stage, 20 feet of pit space below the stage, state-of-the-art lighting and digital sound.

"I've been to New York to see shows, and I think the [Forbes Center] is real close to as good as what you would see on Broadway," Emerson said.

The Forbes Center has certainly been met with applause from JMU, Harrisonburg, Shenandoah Valley and the nationwide university community.

"JMU is clearly showing interest in many different things. There's not just a few things that we're good at, like business or nursing, but we offer a lot of things, and we're good at all of them," Kunze said.

Baxter saw the result of all his hard work in the faces of the audience on the night of the Forbes Center's grand opening. "Seeing the pleasure from everybody and how they were pleased with the results, how pleased JMU was, that's the most rewarding aspect of the project," Baxter said.

Sallie Drumheller is a sophomore media arts and design major at James Madison University.

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PROJECT PORTRAITS



COVENANT PRESBYTERIAN CHURCH ADDITION

Client: Covenant Presbyterian Church
Location: Harrisonburg, Virginia
Architect: Sease & Associates, P.C.
Contract: \$1.2 million
Completed: October 2010



SPECIAL FEATURES

Nielsen Builders, Inc. completed construction on a \$1.2 million expansion of the existing church. Twelve classrooms and a 2,600-square-foot activity room were part of the 16,000-square-foot addition that aims to fulfill the growing needs of the church.

The metal-clad steel building design is a cost-effective structure that ties seamlessly into the aesthetics of the current building and the previous addition. Sease & Associates, P.C., acted as a consultant for the church during the construction phase of the project.

The construction team broke ground in September 2009, and the building was ready for use in October 2010.

HARRISONBURG CHILDREN'S MUSEUM

Client: Harrisonburg Children's Museum
Location: Harrisonburg, Virginia
Architect: Engineering Solutions
Contract: \$ 500,000
Finish Date: November 2010



SPECIAL FEATURES

The Harrisonburg Children's Museum relocated to the old A&N Building in downtown Harrisonburg.

In order for the move to happen, the empty shell space had to be built out. The scope of work included all-new electrical, mechanical, sprinkler and plumbing systems for the 10,800-square-foot first floor. The plans also included the removal and replacement of the three-level elevator.

Nielsen removed approximately 1,600 square feet of the second floor to create an atrium-type space, which serves as the main entrance of the museum. The second level has been designed for storage with future expansion possibilities, and the third level is not

used at this time. Several exhibit areas were created by installing various unique wall configurations and exposed ceilings, as well as the use of varying color schemes in both painting and floor finishes.

Within this specialized learning environment, the design provided for offices, classrooms, an art room and a medical exhibit, which includes a full-size ambulance. Other areas include an automotive exhibit; a television studio; a theatre; a springhouse; a dairy barn; and a two-story tree exhibit, with treehouse, in the Atrium.

Nielsen worked closely with the exhibitors, volunteers and the owner to facilitate a smooth transition from empty space to operational exhibits.

PROJECT PORTRAITS



RR DONNELLEY & SONS – 32,000-SQUARE- FOOT ADDITION

Client: RR Donnelley & Sons
Location: Harrisonburg, Virginia
Architect: Engineering Solutions/LJB
Contract: \$1.3 million
Finish Date: December 2010

SPECIAL FEATURES

The 32,000-square-foot addition is constructed of insulated concrete wall panels, which were formed and poured on site before being tilted into place.

This fast-paced method of construction allowed RR Donnelley to begin moving equipment into the facility at the beginning of December 2010.

The new digital print center allows RR Donnelley, a global provider of integrated communications, to expand its local printmaking operations.

HAROLD E. WATSON KITCHEN AND DINING RENOVATION

Client: Woodrow Wilson Rehabilitation
Location: Fishersville, Virginia
Architect: RRMM Architects
Contract: \$3.9 million
Finish Date: August 2010

SPECIAL FEATURES

The Woodrow Wilson Rehabilitation Center (WWRC) is a state-owned and -operated comprehensive rehabilitation center. WWRC provides training and therapy to people with disabilities to enable them to re-enter the workforce and live more independently.

Nielsen renovated 24,580 square feet of the Harold E. Watson Kitchen and Dining Hall at Woodrow Wilson Rehabilitation Center. The renovation included modifications to the kitchen, the dining hall, the snack shack and the bowling alley.



The kitchen received new equipment, and the dining hall was upgraded with new finishes. The mechanical system efficiency was increased by the installation of a new boiler, and a new generator enhanced the life safety system.

MARTHA JEFFERSON DOOR PACKAGE

Client: Mortenson Construction
Location: Charlottesville, Virginia
Architect: Kahler Slater
Contract: \$1.3 million
Finish Date: March 2011

SPECIAL FEATURES

Martha Jefferson Hospital is a premier choice for health care in the Charlottesville, Virginia, area. Located in the rolling hills of Charlottesville, the new hospital is currently being constructed on a beautiful 84-acre greenfield site. The breathtaking site presents many exciting challenges for the project team as the elevation changes more than 100 feet. The 176-bed, 520,000-square-foot hospital was designed to be built into the side of a hill, which will allow the hospital to retain its presence while reducing its visibility from afar.

Mortenson was selected in 2005 as the construction manager for the Martha Jefferson Hospital project as a result of the company's collaborative working relationship with the project's architect, Kahler Slater, as well as its experienced project team. Nielsen was awarded the bid package by Mortenson to supply doors, frames and hardware for the bed tower section of the hospital. Nielsen provided the installation for more than 1,200 doors with hardware.

MARTHA JEFFERSON SIDING PACKAGE

Client: Mortenson Construction
Location: Charlottesville, Virginia
Architect: Kahler Slater
Contract: \$1.8 million
Finish Date: March 2011

SPECIAL FEATURES

The new Martha Jefferson Hospital will be constructed with natural materials very familiar to central Virginia — primarily brick, stone, wood and slate. The design is meant to create a unique sense of place — one that reflects local culture and will stand the test of time.

The main lobby of the new hospital will provide some of the nicest views overlooking the city of Charlottesville and out to the Blue Ridge Mountains.

Nielsen is performing this work as a subcontractor to the project construction manager, Mortenson Construction. The scope of work includes the supervision and installation of the cementitious siding and substrate on the exterior of the new hospital.

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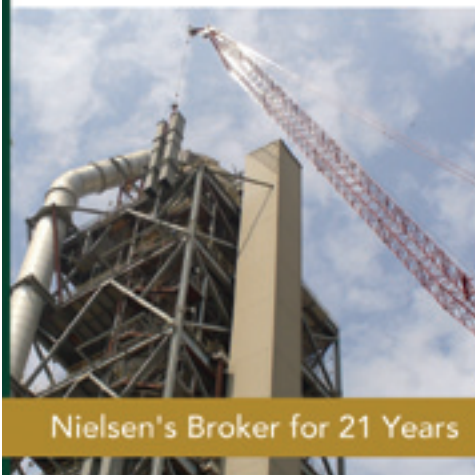
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Since our company's founding by Joseph Nielsen in 1908, Nielsen Builders, Inc., has had a history of construction excellence throughout the Shenandoah Valley and western Virginia. We offer a wide range of services and project delivery systems to our clients, including program management, construction management, general contracting, design-build and consulting. In addition, we have a vast range of experience, having completed projects for clients in the fields of health care, education, adult care and churches, as well as numerous business and commercial buildings.

Our reputation for excellence is based upon our commitment to quality assurance, responsible craftsmanship, leadership, innovation, safety awareness and employee satisfaction. We are dedicated to continually setting higher standards for ourselves by guaranteeing a total quality product for each and every one of our clients.

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