

INSIDE NIELSEN™

A PUBLICATION OF NIELSEN BUILDERS WINTER 2006

A Step Back in
Time: Paramount
Theater pg 12

New Harrisonburg
High School pg 26



BLUESTONE IS BACK IN STYLE

... AND IN PRODUCTION

*Spec bluestone in your
next project.*

Stonewall pairs specialized
stone-splitting equipment with
Frazier Quarry's 90 years of
limestone experience to make
Stonewall Grey the Valley's
Own Bluestone.



Call for ASTM spec sheet and
brochure today.

540.434.6192

www.StonewallGrey.com



Harrisonburg Main Office
Nielsen Builders, Inc.
3588 Early Road
Harrisonburg, VA 22801
540.434.7376
800.205.7376 Toll Free
540.432.6134 Fax
www.nielsen-inc.com

Editor
James D. DeLucas, Jr.

Publisher
Inside Nielsen is published by
Innovative Publishing Ink.
10629 Henning Way, Suite 8
Louisville, KY 40241
502.423.7272 or 866.423.7523

Innovative Publishing Ink specializes
in creating corporate magazines for
businesses. Please direct all inquires to
Aran Jackson, ajackson@ipipublishing.com.

innovativepublishingink
www.ipipublishing.com

A MESSAGE TO OUR READERS

Celebrating an Inauguration

Welcome to the Inaugural Issue of *Inside Nielsen*. It's what's inside, in the heart of an organization that counts! This new and exciting publication represents an organization with a foundation of over a century of history ... tradition ... and talented people who have the passion and heart for their work. It will also reflect the excitement of an emerging team of construction professionals who are positioned to elevate Nielsen to new levels of excellence and service in the Valley and Piedmont Regions of Virginia.

This publication would not have become a reality without the support of our clients, architects, engineers, subcontractors and suppliers who are our preferred partners. Thank you for your continued support.

This first issue highlights two major projects recently completed by Nielsen: The Historic Restoration of The Paramount Theatre in Charlottesville and the new "State of the Art" High School Complex for the Harrisonburg School Board. Both of these projects reflect the quality and attention to detail that come as trademarks of the Nielsen Team. In addition, you will find articles on safety, outdoor and healthy living, which we hope you will find beneficial.

2006 will bring new challenges and opportunities for the construction industry and for Nielsen. The impact on construction material costs has created major concerns over inflationary pressures in select materials including concrete, steel, gypsum and lumber. The Nielsen Team is working proactively to minimize these pressures with creative purchasing programs and material selection solutions for our projects.

Nielsen is poised on the "inside" to be a leader in our industry for the "outside." It's the strength of our team that assures this!

Enjoy your reading!

John N. Neff
President & CEO

Proud to be partners with Nielsen Builders in quality building projects



CONCRETE REINFORCING STEEL

Facilities in Harrisonburg & Salem, VA
and North Carolina
540.433.3000



Serving the Shenandoah Valley of Virginia
540.433.9128



866.30.BUILD

Your construction materials superstore • Locations in Harrisonburg, Lexington & Roanoke

www.Concrete4U.com • We serve your building needs from start to finish

W.A. Lynch Roofing Co., Inc.

Serving Virginia for over 60 years



Commercial, Industrial, Institutional Roofing

- Specializing in Carlisle Roof Systems (EPDM, TPO)

Sheet Metal Roofing

- Specializing in custom metal design & fabrication using copper, lead coated copper, terne coated stainless steel, terne & prepainted metal

Residential Roofing

- Specializing in premium applications and historical restorations using slate, copper, tile, cedar shakes and architectural shingles.

1234 River Road • Charlottesville, VA 22901 • 434.295.9194 • 434.295.8029 Fax • www.lynchroofing.com



Features

- 12 A Step Back in Time: Paramount Theater
- 16 Consider Design-Build When Constructing Facilities
- 20 What Doesn't Break Us Makes Us Stronger
- 26 New Harrisonburg High School

Departments

- 3 A Message to Our Readers
- 6 Nielsen Corporate Mission Statement
- 7 Nielsen Recognizes New Officers
- 8 Safety Memo: Cold Weather Precautions
- 18 Employee News
- 19 Awards

Extras

- 24 A Matter of the Heart
- 32 Bagging the Limit
- 34 Protect Your Financial Identity



NIELSEN

Corporate Mission Statement

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.

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.

Total Client Satisfaction

Nielsen will build on our reputation and commit to exceed the expectations of our clients by maintaining the highest level of skill and responsibility in providing professional services. Deliver a superior price/value relationship in providing quality construction services with a profit objective at a fair level.

Leadership

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’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.

NIELSEN RECOGNIZES NEW OFFICERS

At the 2005 annual meeting of Nielsen Builders, Inc.,
the following new officers were elected:



John W. Morsch, CPA, Vice President and Chief Financial Officer. John is a 1981-graduate of St. Bonaventure University and has served ten years in public accounting before coming to Nielsen in 1992. John and his wife, Mary, have three children, Steven, Michael and Caitlin, and live in Rockingham County.



Tony E. Biller, Vice President Business Development. Tony is a 1989 graduate of Old Dominion University and has worked with Nielsen for 16 years. Tony and his wife, Joni, have a daughter, Kayla, and live in Rockingham County.



James D. DeLucas, Jr., Vice President Administration. Jim is a 1988-graduate of Bridgewater College and has served 17 years with Nielsen. Jim and his wife, Vaniene, have two children, Cole and Addisen, and live in Rockingham County.

Don A. Hicklin, Vice President Operations-Piedmont Region. Don is a 1986-graduate of Bridgewater College and worked with University of Virginia Facilities Management for eight years prior to coming to Nielsen. He has served with Nielsen for over nine years. Don and his wife, Susan, have two children, Hailey and Michael, and live in Stuarts Draft.



J. Thomas Moomaw, Jr., Vice President Operations-Valley Region. Thomas is a 1992-graduate of Oklahoma State University and has served with Nielsen for 13 years. Thomas and his wife, Lisa, have two children, Ben and Andrew, and live in Rockingham County.

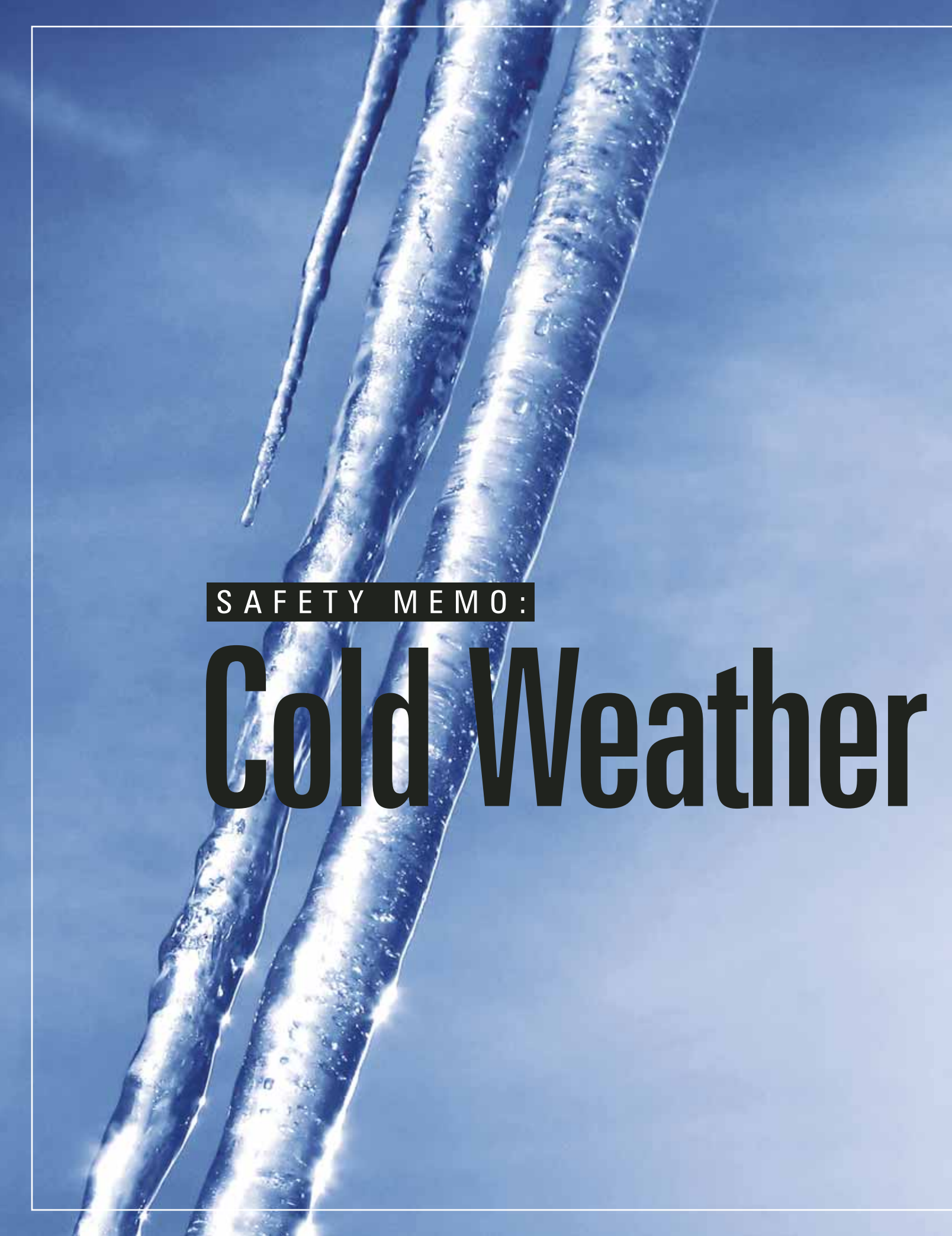


Joseph R. Miller, Vice President-Services Division. Joe was educated at the University of Maryland and Piedmont Community College and has worked with Nielsen for 17 years. Joe and his wife, Rose, have three children, Matthew, Scott and Katelyn, and live in Rockingham County.



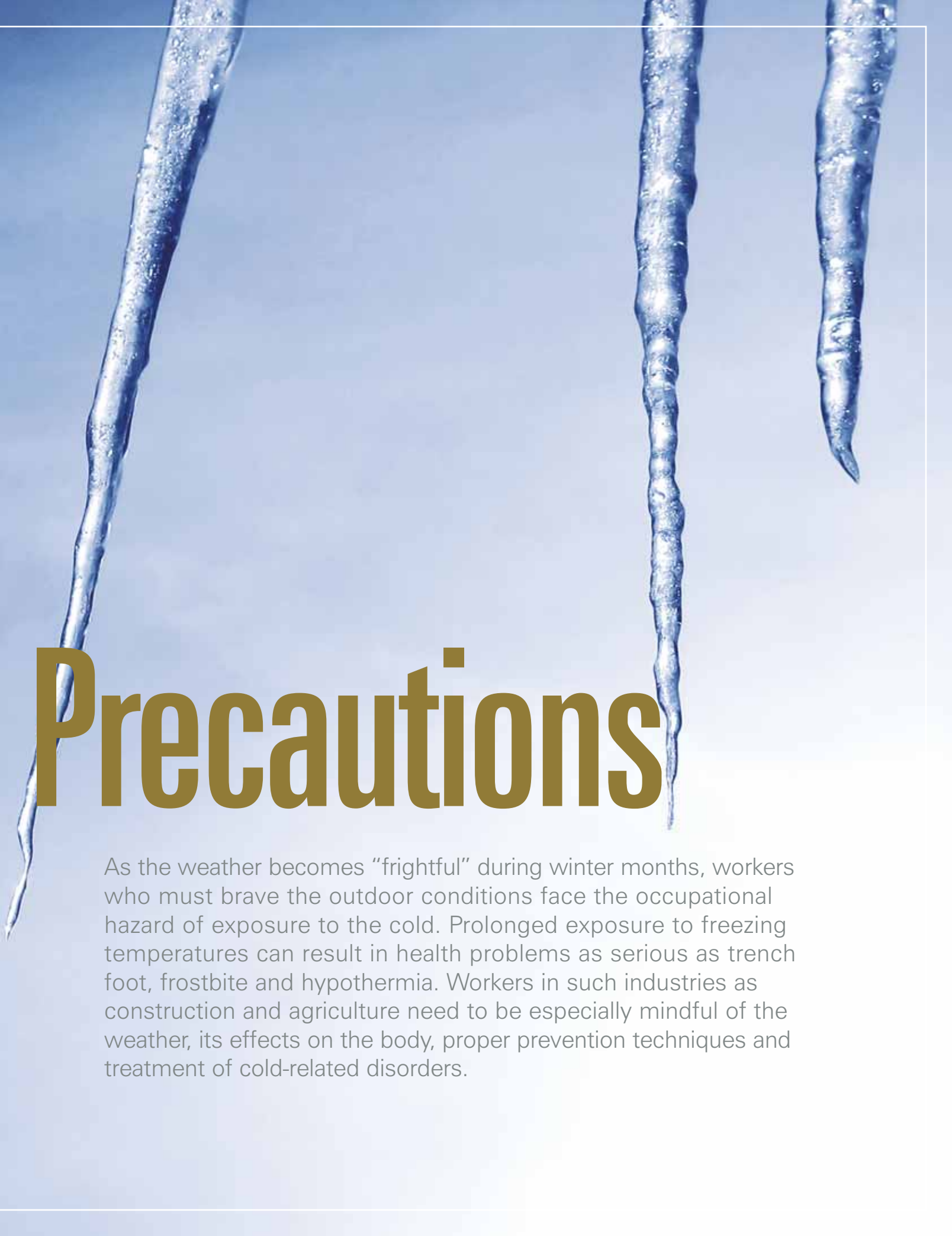
Additional officers re-elected to offices for the corporation are:

John N. Neff, President & CEO
William J. Fisher, Senior Vice President
Monty H. Cox, Secretary

A low-angle photograph of several tree branches heavily laden with clear, thick ice. The branches are dark and textured, with the ice coating them in a glossy, uneven layer. The background is a clear, bright blue sky. The overall composition is vertical, with the branches running diagonally from the bottom left towards the top right.

SAFETY MEMO:

Cold Weather



Precautions

As the weather becomes “frightful” during winter months, workers who must brave the outdoor conditions face the occupational hazard of exposure to the cold. Prolonged exposure to freezing temperatures can result in health problems as serious as trench foot, frostbite and hypothermia. Workers in such industries as construction and agriculture need to be especially mindful of the weather, its effects on the body, proper prevention techniques and treatment of cold-related disorders.

The Cold Environment

An individual gains body heat from food and muscular activity and loses it through convection, conduction, radiation and sweating to maintain a constant body temperature. When body temperature drops even a few degrees below its normal temperature of 98.6°F (37°C), the blood vessels constrict, decreasing peripheral blood flow to reduce heat loss from the surface of the skin. Shivering generates heat by increasing the body's metabolic rate.

The four environmental conditions that cause cold-related stress are low temperatures, high winds, dampness and cold water. Wind chill, a combination of temperature and velocity, is a crucial factor to evaluate when working outside. For example, when the actual air temperature of the wind is 40°F (4°C) and its velocity is 35 mph, the exposed skin receives conditions equivalent to the still-air temperature being 11°F (-11°C). A dangerous situation of rapid heat loss may arise for any individual exposed to high winds and cold temperatures.

Major Risk Factors for Cold-Related Stresses

- Wearing inadequate or wet clothing increases the effects of cold on the body.
- Taking certain drugs or medications, such as alcohol, nicotine, caffeine and medication that inhibits the body's response to the cold or impairs judgment.
- Having a cold or certain diseases, such as diabetes, heart, vascular and thyroid problems, may make a person more susceptible to the winter elements.
- Being a male increases a person's risk to cold-related stresses. Sad, but true, men experience far greater death rates due to cold exposure than women, perhaps due to inherent risk-taking activities, body-fat composition or other physiological differences.
- Becoming exhausted or immobilized, especially due to injury or entrapment, may speed up the effects of cold weather.
- Aging — the elderly are more vulnerable to the effects of harsh winter weather.

Harmful Effects of Cold

Trench Foot: Trench Foot is caused by long, continuous exposure to a wet, cold environment or actual immersion in water. Construction workers, who experience these types of cold, wet environments daily, need to be especially cautious.

Symptoms: Symptoms include a tingling and/or itching sensation, burning, pain and swelling, sometimes forming blisters in more extreme cases.

Treatment: Move individuals with trench foot to a warm, dry area where the affected tissue can be treated with careful washing and drying, re-warming and slight elevation. Seek medical assistance as soon as possible.

Frostbite: Frostbite occurs when the skin tissue actually freezes, causing ice crystals to form between cells and draw water from them, which leads to cellular dehydration. Although this typically occurs at temperatures below 30°F (-1°C), wind chill effects can cause frostbite at above-freezing temperatures.

Symptoms: Initial effects of frostbite include uncomfortable sensations of coldness, tingling, stinging or aching feeling of the exposed area followed by numbness. Ears, fingers, toes, cheeks and noses are primarily affected. Frostbitten areas appear white and cold to the touch. The appearance of frostbite varies depending on whether re-warming has occurred. Deeper frostbite involves freezing of deeper tissues (muscles, tendons, etc.) causing exposed areas to become numb, painless and hard to the touch.

Treatment: If you suspect frostbite, you should seek medical assistance immediately. Any existing hypothermia should be treated first (See hypothermia below). Frostbitten parts should be covered with dry, sterile gauze or soft, clean cloth bandages. Do not massage frostbitten tissue because this sometimes causes greater injury. Severe cases may require hospitalization and even amputation of affected tissue. Take measures to prevent further cold injury. If formal medical treatment will be delayed, consult with a licensed health care professional for training on re-warming techniques.

General Hypothermia: Hypothermia occurs when body temperature falls to a level where normal muscular and cerebral functions are impaired. While hypothermia is generally associated with freezing temperatures, it may occur in any climate where a person's body temperature falls below normal. For instance, hypothermia is common among the elderly who live in cold houses.

Symptoms: The first symptoms of hypothermia, shivering, an inability to do complex motor functions, lethargy and mild confusion, occur as the core body temperature decreases to around 95°F (35°C). As body temperature continues to fall, hypothermia becomes more severe. The individual falls into a state of dazed consciousness, failing to complete even simple motor functions. The victim's speech becomes slurred and his or her behavior may become irrational. The most severe state of hypothermia occurs when body temperature falls below 90°F (32°C). As a result, the body moves into a state of hibernation, slowing the heart rate, blood flow and breathing. Unconsciousness and full heart failure can occur in the severely hypothermic state.

Treatment: Treatment of hypothermia involves conserving the victim's remaining body heat and providing additional heat sources. Specific measures will vary depending upon the severity and setting (field or hospital). Handle hypothermic people very carefully because of the increased irritability of the cold heart. Seek medical assistance for persons suspected of being moderately or severely hypothermic.

If the person is unresponsive and not shivering, assume he or she is suffering from severe hypothermia. Reduction of heat loss can be accomplished by various means: obtaining shelter, removal of wet clothing, adding layers of dry clothing, blankets or using a pre-warmed sleeping bag.

For mildly hypothermic cases or those more severe cases where medical treatment will be significantly delayed, external re-warming techniques may be applied. This includes body-to-body contact (e.g., placing the person in a pre-

warmed sleeping bag with a person of normal body temperature), chemical heat packs or insulated hot water bottles. Good areas to place these packs are the armpits, neck, chest and groin. It is best to have the person lying down when applying external re-warming. You also may give mildly hypothermic people warm fluids orally, but avoid beverages containing alcohol or caffeine.

Preventing Cold-Related Disorders

Personal protective clothing — perhaps the most important step in fighting the elements is providing adequate layers of insulation from them. Wear at least three layers of clothing:

- An outer layer to break the wind and allow some ventilation (like Gortex® or nylon);
- A middle layer of down or wool to absorb sweat and retain insulation when wet; and
- An inner layer of cotton or synthetic weave to allow ventilation.

Pay special attention to protecting feet, hands, face and head. Up to 40 percent of body heat can be lost when the head is exposed. Footgear should be insulated to protect against cold and dampness. Keep a change of clothing available in case work garments become wet.

Engineering controls in the workplace through a variety of practices help reduce the risk of cold-related injuries.

- Use an on-site source of heat, such as air jets, radiant heaters or contact warm plates.
- Shield work areas from drafty or windy conditions.
- Provide a heated shelter for employees who experience prolonged exposure to equivalent wind-chill temperatures of 20°F (-6°C) or less.
- Use thermal insulating material on equipment handles when temperatures drop below 30°F (-1°C).

Safe work practices, such as changes in work schedules and practices, are necessary to combat the effects of exceedingly cold weather.

- Allow a period of adjustment to the cold before embarking on a full work schedule.
- Always permit employees to set their own pace and take extra work breaks when needed.
- Reduce, as much as possible, the number of activities performed outdoors. When employees must brave the cold, select the warmest hours of the day and minimize activities that reduce circulation.
- Ensure that employees remain hydrated.
- Establish a buddy system for working outdoors.
- Educate employees to the symptoms of cold-related stresses — heavy shivering, uncomfortable coldness, severe fatigue, drowsiness or euphoria.

The quiet symptoms of potentially deadly cold-related ailments often go undetected until the victim's health is endangered. Knowing the facts on cold exposure and following a few simple guidelines can ensure workers are properly protected from the cold.



RIDDLEBERGER
BROTHERS, INC

We have enjoyed working with Nielsen on...

Bridgewater Retirement Community

Fauquier Hospital Addition

Harrisonburg High School

JMU Athletic Performance Center

JMU Bookstore

JMU Cisat Academic A-3

JMU College Center

RMH Cancer Center Renovations

RMH Cardiac Catheterization Suite

RMH Emergency Department Renovations

Stonewall Jackson High School

Sunnyside Retirement Community

Turner Ashby High School

UVA Aquatic and Fitness Center

Virginia Mennonite Retirement Community

Waynesboro High School

Engineering • Contracting • Service
Mechanical Contractors

"Our Experience At Your Service"

540.434.1731

A STEP BACK IN TIME Paramount T



Parts of the article were taken from www.theparamount.net.

heater



For more than a year now, The Paramount Theater of Charlottesville has been fulfilling its mission of contributing to the artistic, educational and charitable benefit of the Central Virginia community. With its wide variety of performing arts events and shows, the theater has quickly reclaimed its role as a pivotal element of local culture. Unbelievably, the now-resplendent theater lay in decline for thirty years, and a look at its amazing history and painstaking restoration shows how fortunate we are to have The Paramount shine brightly once more.



For most of the middle of the 20th century, Charlottesville's Paramount Theater had taken a leading role in the community. Following its Thanksgiving Eve 1931 opening, The Paramount became a landmark overnight. Even though the theater came along during the decline of the American movie palace, and two years after the stock market crash of 1929, The Paramount thrived and was part of the golden age of cinema.

With its Greek Revival-influenced façade, The Paramount's exterior evokes an earlier time in Virginia. The theater's octagonal auditorium chamber, delicate detailing and neoclassical grandeur all honor Charlottesville's most famous son, Thomas Jefferson. Through details like painted tapestries, exquisite plaster moldings and brass chandeliers, Chicago architectural firm Rapp & Rapp created a theater unlike any other they would design — one truly reflective of the community it would call home.

One of Charlottesville's premiere destinations, The Paramount made movie-going a special experience. Audiences numbering in the thousands each week would come as much to escape into opulent surroundings as to watch a show. For four decades, the grand movie palace hosted scores of films, war bond drives, fashion shows, cartoons for kids, and popular rock and roll artists, entertaining multiple generations of area families.

The Paramount remained Charlottesville's crown jewel until 1974, when its doors closed for good. Even as the lights dimmed on the marquee, the theater was not forgotten. Almost from that moment, efforts were launched to save the theater from real and constant threats of demolition.

In 1992, the non-profit Paramount Theater, Inc. purchased the building. With a grant from the city of Charlottesville, the work began. The initial project — restoring the Main Street marquee — was selected for maximum visibility. After the marquee's structure and finish-

es were examined, microanalysis of the paint determined original colors. At midnight on that New Year's Eve, the marquee's lights shone brightly on Main Street for the first time in a decade. The Paramount seemed ready to begin life anew.

Progress continued with the hiring of Washington architectural firm Martinez & Johnson Architecture, in partnership with Charlottesville firm Bushman Dreyfus Architects. After an extended negotiation period, Nielsen was awarded the complex, yet rewarding task of acting as general contractor and completely renovating the theater.

Project Manager Jonathan Harrison stated that the project was a challenge in many senses. Major excavation work to create a basement had to be performed while maintaining the integrity of the original structure. There were significant design changes along the way and many unforeseen delays, coupled with an aggressive schedule. Construction work was done within a limited

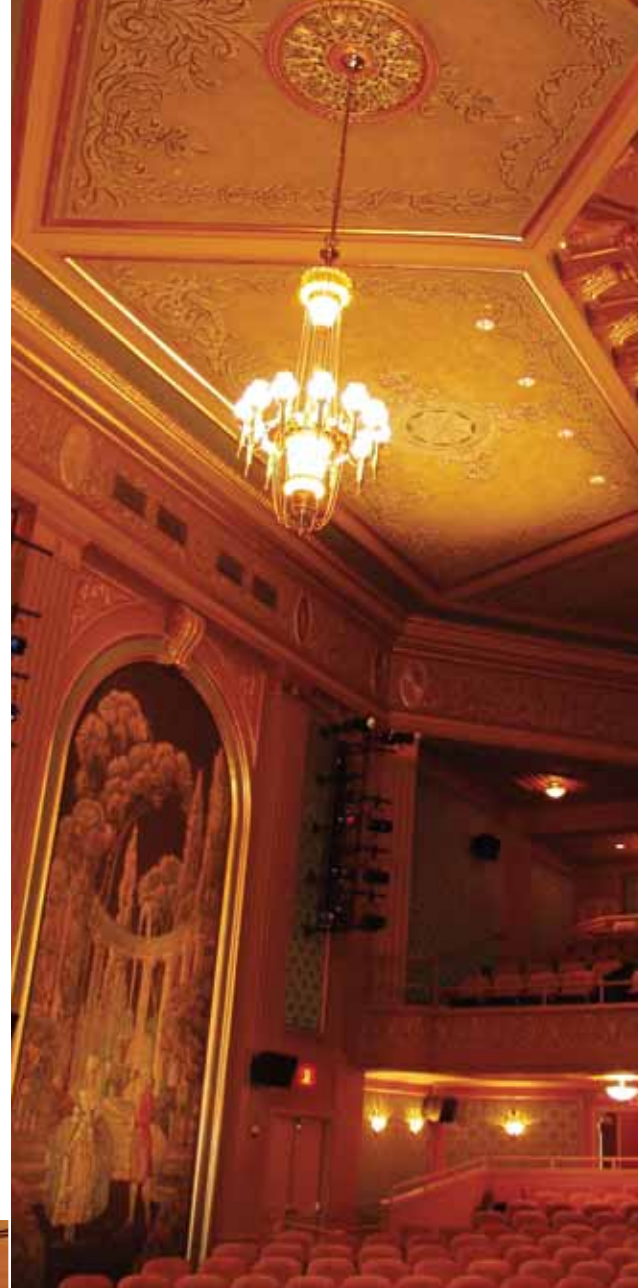
space on the Charlottesville downtown mall, with constant pedestrian traffic nearby. Under the leadership of David Nobles, Tulsa Cook and Jonathan Harrison, the project was completed on time through an excellent team effort among subcontractors and all involved. High-end finishes and upscale details made this a palatial project that will elude comparison for some time.

The 16.2 million dollar project includes not only the meticulous restoration of the theater, but also the creation of new facilities, enabling The Paramount to step into its new role as a regional performing arts center — a modified fly loft, backstage areas, orchestra pit, a three-story annex building with computerized box office, ballroom and meeting spaces, and a community rehearsal room.

Restored to its former glory, The Paramount Theater opened its doors to the public once more on December 15, 2004. The theater is again a gathering place for Charlottesville and the region. Because of the efforts of so many — the architects, engineers, contractors, contributors, staff, volunteers and, of course, the wonderful community who has shown such enduring support — The Paramount is not only a place to remember the past, but to celebrate the future.

PARAMOUNT THEATER SUBCONTRACTORS AND SUPPLIERS

Allied Concrete Co.
American Coatings Corporation
Architectural Products of Virginia
Architectural Stone Products Incorporated
Atlantic Refinishing & Restoration, Inc.
Babb International, Inc.
Bat Masonry Company, Inc.
Canada Contracting Co. Inc.
Central Virginia Waterproofing, Inc.
Construction Specialties, Inc.
East Coast Fire Protection, Inc.
Faulconer Construction Company, Inc.
Gaston & Wyatt
Gropen Exhibits
Heartwood Corporation
Inner Finish Systems, Inc.
Irving Seating Company, Inc.
JA Walder Incorporated
Kivett's Inc.
Liphart Steel Company, Inc.
McDaniel, Inc.
Merrick Construction, LLC
MTR Tile, Inc.
Owen Corning Wall Technology
Piedmont Concrete Contractors
Richmond Primoid, Inc.
Rivanna Engineering & Surveying, PLC
Royalwood Associates, Inc.
Rusco Home Services
Safway Steel Products Inc.
SD Smith, Ltd.
Seaboard Concrete Products Company
Southern Air, Inc.
The Ceiling & Floor Shop, Inc.
ThyssenKrupp Elevator Company
Virginia Glass Company
W.A. Lynch Roofing Company, Inc.
Webster & Webster



Consider Design-Build When Constructing Facilities

by John R. Mather, AIA, NCARB
President, Mather Architects, Harrisonburg, Virginia



Over the past decade, design-build is the fastest growing method for constructing facilities in the United States. Roughly half of all building projects currently underway in this country are being delivered via this method, and the percentage increases every year.

What is design-build, and why are so many people organizations choosing it? First, let's talk about what it is replacing.

Traditionally, the design-bid-build model has been used to deliver construction projects. An owner selects the architect, the plans are drawn, the project is bid and then an award is made to the low bidder. While this remains a viable method, there are inherent pitfalls with this process.

- First, you do not know with any certainty what the project will cost until you have completed the plans and bid the project. If there are cost over-runs, you are in the uncomfortable position of having the "value

engineer" (a misnomer really), or redraw the plans and re-bid. This can be costly in terms of additional fees and time.

- Second, the contractor and all his subcontractors are all the low bidders. They may not be the most qualified or most skilled, and thus they may not bring the most value to you. They are just the cheapest, and there may well be problems down the road because of it.
- Third, the low bidders will often look for ways to increase their contract thru Change Orders. It is nearly impossible for the architect to cover every single aspect of a three-dimensional project on two-dimen-

sional paper. Thus, an adversarial atmosphere often emerges between the contractor, architect and owner as they fight about what is a legitimate extra and what is not. This is not conducive to cooperation and quality workmanship on site.

In contrast to the above, design-build entails the selection of your chosen design and construction team up front, before the building design begins. By doing so, you can choose those companies and individuals that will bring you the most value to form a cooperative team that will work together in a professional manner toward a common goal. Each member of the team has unique skills and responsibilities that will be called upon at the proper time.

Properly lead, this team atmosphere encourages and elevates the performance of all players in the process. As an owner you will also find this to be a rewarding experience. Additionally, cost estimating can be performed along the way during design and the contractor will be in a position to offer advice related to material costs before the final plans are drawn. This means no unpleasant cost overruns later.

The most common question we hear with design-build involves cost. Does the owner still get the best price with design-build? In my experience, the answer is "yes." The reasons for this are as follows:

- a. Consider for a moment that the majority of most construction projects will be constructed by subcontractors, who will be managed by the general contractor. These subtrades are still competitively bid out. Ask to have an open-book policy with your general contractor so that you can see all his costs and all the sub-prices. You can participate actively in the selection of the best subs for your project. Here you can weigh quality and experience against cost. You can see all the costs in front of you.
- b. The design-build general contractor may bring in their own design-build mechanical and electrical contractors who provide mechanical and electrical design drawings. This allows for lower design fees.
- c. General contractors and subcontractors prefer the cooperative and less contentious atmosphere of design-build over the bid-build. Therefore, there is an incentive to offer their best pricing up front.

So, consider design-build the next time you need to build or renovate your facility.



Experts in the design of Retirement, Assisted Living and Nursing Care facilities.

- Masterplanning
- New facilities
- Renovations



Roman Eagle Memorial Home

Partnering with Clients to envision and create the future.

Call for a free consultation.



**MATHER
ARCHITECTS, P.C.**

4061 Quarles Court, Harrisonburg, VA 22801

Phone Number: (540) 442-1400

Web address: www.matherarchitects.net



McDANIEL INC. provides professional interior & exterior finish installations.

- Drywall
- Paint
- Flooring
- Ceiling Tile
- Exterior Architectural Components and Trim

McDaniel Inc

540-298-9476 • 800-797-3074

15386 Old Spotswood Trail, Elkton VA 22827 • McDanielGroup.com

EMPLOYEE NEWS



On October 24, 2005, Nielsen lost one of its dearest friends, **Sharon Bridges**. Sharon fought a valiant battle against cancer with grace, faith and dignity. So many of us who knew her learned a great deal from how she conducted herself in life and how she faced death with such unshakeable faith and bravery. Sharon leaves behind two sons, David, 25,

and Wesley, 12. Her mother and stepfather, Angie and Oscar Jefferson, also survive her. Sharon's deepest concern was that her children be taken care of. Please keep her children and the rest of her family in your thoughts and prayers. We will all miss her deeply.



Several of Nielsen's employees recently volunteered to go to Long Beach, Mississippi, to assist in the rebuilding effort after the devastating effects of Hurricane Katrina. **Rick Wooddell, Amy Wooddell, Ricky Wooddell, Jr., Travis Spitzer, Ray Leap, Patrick Carpenter** and **Jim Ketterman** all traveled together and worked for a week helping in various areas. You may have seen Amy and Rick on television and in the newspapers. Amy has some very interesting pictures if you would like to see them. We are all proud of their efforts.



Mr. Walter Trobaugh, former president of Nielsen, recently passed away. Nielsen was fortunate to have Mr. Trobaugh's leadership from 1974 - 1983 and then again from 1985 - 1987. Nielsen is grateful for Mr. Trobaugh's dedicated service during this time and will continue to remember him for his important contributions to the corporation.



Please keep **Roy Gooden, Sr.**, in your thoughts. He continues a difficult fight with cancer. If you would like to send him a card, his address is P.O. Box 103, Grottoes, VA 24441.

Please offer **Todd Stevens** your condolences on the loss of his grandmother recently.

John Mell's daughter was killed in a recent car accident. Please keep John and his family in your thoughts and prayers.

Charlotte Mowbray, wife of **Ralph Mowbray**, passed away on December 23, 2005. Our thoughts are with the Mowbray family during this difficult time.

Awards



William Johnson - The Joseph Nielsen Award - Awarded to the individual who contributes to the company through dedication, pride in his or her work, quality workmanship, leadership, initiative and cooperation. This person is active in community service and is a positive figure outside the company.



Bobby Alley - The Nielsen Hardworker Award - Awarded to the individual who comes to work each day, cooperates with others, inspires coworkers to work hard, produces the amount of work expected of him or her and takes the initiative to produce more.

David Nobles - The Nielsen Employee of the Year - Awarded to the individual who has excellent attendance, leadership qualities, dedication to the company and coworkers, excellent safety awareness and a sincere attitude to be successful.

Larry Hensley - The Nielsen Safety Excellence Award - Awarded to the individual who contributes to the safety of his or her fellow workers, has an excellent personal safety record and has a genuine concern for the safety of other Nielsen employees.





What Doesn't Break Us Makes Us Stronger

Update on the Effects of Katrina

by Judy Kienle

We've all heard the stories of hope and despair, and even the shock has diminished for all but Katrina's victims. Although there's nothing new left to say about the devastating effects of Katrina, one thing is certain — it isn't over yet and the fat lady isn't even close to singing.



By the same token, Americans are an unusually resilient breed, full of hope and vision, characteristics remarkably demonstrated by many of Katrina's victims. Even so, according to Robert A. Murray, chief economist, McGraw-Hill Construction, in his special report in *construction.com*, September 20, 2005, "By size and scope, Hurricane Katrina ranks as the costliest natural disaster in U.S. history. The total cost of the devastation is expected to be \$125 billion or more, substantially greater than the damage caused by 1992's Hurricane

Andrew, estimated to be \$37 billion (adjusted to 2005 dollars)."

The highlights of Murray's report give special meaning to the construction industry as a whole. Architects, engineers and contractors are all facing important but different challenges. Murray summarized early in the aftermath what he believes to be the greatest obstacles ahead from two vantage points: the affected area on the Gulf of Mexico, and broader implications for the U.S. economy and construction industry:

"The loss of life will be less than initially feared. As of September 15, the death toll from Katrina stood at 700 ... but should remain well below the 10,000 deaths estimated in the first days after the hurricane.

"Cleanup work ... is progressing, including repairs to the levees in New Orleans. Repairs to essential infrastructure, such as roads, bridges, sewers and water systems will be the priority in coming weeks. The criticism directed at the slow response by local, state, and federal officials in the first week after the hurricane may turn out to be a near term plus for construction, as government officials strive for even greater effectiveness in dealing with the cleanup process and rebuilding. The address by President Bush on September 15 gave further emphasis to the federal role in the rebuilding process, as he stated explicitly, our goal is to get the work done quickly.

"The broader aspects of reconstruction in the Gulf region, including rebuilding housing and commercial structures, will be spread out over the next several years. Political debate over the direction and control of the rebuilding will be a critical factor in how fast the work progresses.

"The U.S. economy will see growth dampened by 0.5% to 1.0% during the latter half of 2005, discernible but not enough to tip the economy into recession. Reconstruction efforts will be a net positive to GDP growth in 2006.

"Energy prices spiked immediately after Katrina, and are now receding. At the same time, it's expected that overall price levels going into 2006 will be higher due to Katrina, offsetting some of the benefits to economic growth arising from reconstruction efforts.

"Building materials will see continued upward pressure on prices, as well as constraints on availability."

Less than three months after Murray's initial assessment, ABC NEWS, in a November 29, 2005 report, corroborates that life is returning to New Orleans, but says, "New Orleans is a tale of two cities. At night in the center of the city, there is activity and light, but as you move outside it is a very different and dark place."

As cleanup efforts continue, architects, city planners and government officials are discussing ways to rebuild. About Architecture online has proposed 8 ways to rebuild New Orleans, and is asking professionals to log on to their Discussion Forum and register reactions to their eight approaches:

1. **Save the History.** According to this group, the most famous historic neighborhoods, the French quarter, the Garden District and the Warehouse District, were spared, however, other historic districts were damaged. Their message: Make sure that all valuable landmarks are not bulldozed.

2. **Look Beyond the Tourist Centers.** Preserving historic buildings in upscale neighborhoods is a no-brainer, but this group points out that most of the damage occurred in lowland regions where impoverished Creole blacks and "Anglo" African Americans settled. What's important? Restore social networks including schools, shops, churches, playgrounds and other gathering places.

3. **Provide Efficient Public Transportation.** Take a different route to restoration. About Architecture says, "New Orleans needs a network of bus corridors that will connect neighborhoods, encourage business and stimulate a diverse economy. Automobile traffic can be channeled around the rim of the city, making the interior neighborhoods more pedestrian-friendly."

4. **Stimulate the Economy.** Reconstructing the buildings isn't enough. Poverty must be attacked. Address social problems and provide tax breaks and other financial incentives to stimulate business.

5. **Find Solutions in Vernacular Architecture.** Construct homes suited to the soggy climate. The "shacks" built in the 19th century provide information about weather-ready building design using lightweight materials that could stand on brick or stone piers. A house constructed on a sturdy platform and one with high ceilings promotes good air circulation indoors as well as outside and slows the growth of mold.

6. **Find Solutions in Nature.** An innovative new science called Biomimicry recommends that builders and designers observe other living things for clues on how to construct buildings that will withstand storms.

7. **Choose a Different Location.** Some say build where neighborhoods are not at risk — these areas will simply flood again.

8. **Develop New Technologies.** Rebuild New Orleans like Chicago — on reclaimed swampland and use new technologies to defeat nature.

Architects and city planners are not the only ones to weigh in on the approach to rebuilding. According to engineers, their challenges are just as significant. *IEEE USA-Today's Engineer* asked two electric power engineers experienced with storm damage and service restoration for their thoughts. One of them, Harold Adams, director of electric market policy at Dominion Resources Services in Glen Allen, Virginia, had a four-pronged approach for making electrical transmission and distribution systems more robust and resilient to storms such as Katrina. First, design power lines and other facilities to withstand the expected wind loads in a particular geographic area. It may add cost but it is critical. Second, maintain properly designed facilities to preserve their physical and electrical integrity over the life of the equipment. Third, manage vegetation with a well-organized tree-trimming program; it's important further inland to minimize damage from high winds. Finally, build in equipment redundancy by using networked circuit arrangements and have spare equipment available to minimize restoration times.

Contractors are increasingly aware of the increased costs of building materials. What does the future hold for new construction starts? According to Economist Murray, here's what to expect:

1. **Higher costs of building materials and scarcity of skilled labor.** "Nonresidential building regained some momentum at mid-2005, but a jump in materials' prices has the potential to extend the pause experienced by this sector. At the very least, the heightened

demand for materials and skilled labor arising from rebuilding efforts in the Gulf region means reduced availability, which will be a constraint on further growth for construction activity."

2. It appears the U.S. economy can absorb the shock from Katrina, without slipping into recession.

"Continued employment growth will help the market fundamentals for such income property types as offices, hotels, and multifamily housing over the long-term. The continuation of low mortgage rates supports single family housing this year, and total construction starts for the U.S. are still expected to rise 6% to 7% in 2005, even with the loss of new construction start activity in the Gulf region."

3. "A major plus for next year will relate to reconstruction efforts.

Infrastructure work is substantial and expected to proceed efficiently. Rebuilding the housing stock in the affected areas will follow the start of infrastructure work. The major concern overall is price and availability of building materials, resulting in the industry as a whole having to adjust to a higher cost structure."

As the rebuilding continues, building professionals are still assessing approaches that would alleviate or reduce the damage from catastrophes like Katrina. Contractors will struggle with labor and materials availability and associated costs. Engineers will grapple with prevention and good maintenance programs for power and structural concerns. Architects will undoubtedly assess a number of approaches, perhaps taking cue from earlier architectural styles for designing homes that present fewer remediation issues. One thing is certain, it will take a village — a village of professionals and volunteers — to raise the victims of the devastation from one powerful force of nature called Katrina.



Experts in the design of religious and commercial facilities.

- Masterplanning
- New facilities
- Renovations



Partnering with Clients to envision and create the future.

Call for a free consultation.



MATHER ARCHITECTS, P.C.
 4061 Quarles Court, Harrisonburg, VA 22801
 Phone Number: (540) 442-1400
 Web address: www.matherarchitects.net



make the inconvenience **MELT AWAY**

E-Z THAW® ICE MELT

- Will not harm plants, shrubs or trees
- Leaves no dirty, chalky residue
- Easy to spread granular form

Easy to use 40# plastic bags cover 1800 sq. ft!

Rockingham Cooperative

For more information contact: Jim Hartt at (540) 578-4379
 Available at all six locations: Harrisonburg, Bridgewater, Elkton, Timberville, Woodstock, Monterey



We are here for you.

Cancer information 24 hours a day
1.800.ACS.2345
www.cancer.org



A Matter of the Heart

Noticing the Warning Signs of Heart Attacks and Strokes

by Diane Calabrese

A “leaping” heart, a heart “flutter,” a “happy” heart and a “dear” heart fit among thousands of phrases writers have spun around a hard-working chambered organ.

Yet it’s not only centuries of clever wordsmiths who see a connection between the heart and well-being. Intuition tells us good health begins with the heart. Just as intellect reminds us it takes

more than romantic notions to promote heart health.

The heart pumps blood around the body. The integrity of vessels (arteries and veins) that carry the blood benefits from a heart that beats predictably.

Major organs like the brain rely on an uninterrupted supply of blood, which is the carrier of oxygen. Deprive the brain of blood for even a short time and expect grave results.

Heart attack and stroke are the names given to two serious medical

events. A heart attack occurs when a heart stops pumping or cannot pump optimally. A stroke occurs when a blockage or a rupture in a blood vessel prevents blood from reaching part of the brain.

BASICS

The heart is an extremely powerful muscle. In a day, it beats about 100,000 times. In a 70-year period, it beats 2.5 billion times.

Like other muscles, the heart requires a constant, reliable supply of energy to contract. Molecules that deliver potential

energy to the heart must combine with oxygen to release the energy. Small blood vessels supply the heart muscle with energy molecules and oxygen.

The heart performs two big tasks. One is to pump blood around the entire body, so that every body part receives oxygen from blood that has been refreshed in the lungs. The other function is to pump blood to the lungs so that it can be refreshed (pick up oxygen and get rid of carbon dioxide).

The rhythmic contraction of the heart, which is reflected in the “lub-dub” sounds that physicians listen to and evaluate, begins in a special mass of tissue (sino-atrial node). The tissue is autonomous, or self-regulating. When it sends out an electrical signal, the rest of the heart responds in-kind, if the heart is healthy.

What can go wrong?

When the small blood vessels supplying the heart muscle with energy and oxygen become clogged, significant problems ensue. Less energy and less oxygen are available to the heart muscle. The heart may begin to falter, or beat so erratically it either cannot contract at all, or it contracts but cannot relax. That is the essence of a heart attack.

Why would the small vessels become clogged? Just as old pipes and hoses begin to accumulate material on the inside, so do blood vessels. Certain aspects of the modern diet also exacerbate the accumulation of material in blood vessels.

Preventing blockage in a vessel, particularly the ones that carry oxygenated blood

(arteries), demands the same tried and true methods used to keep household pipes clear. In short, do not feed them fats.

The root words of atherosclerosis, the technical term for hardening or accumulation of materials inside the walls of arteries, illustrate the phenomenon vividly. “Athero” comes from the Greek word for gruel or paste. “Sclerosis” derives from the Greek word for hardness.

Many undesirable health outcomes short of a heart attack can occur because the vessels that supply the heart with oxygen are blocked. Recurring pain (angina) is often a symptom of what’s going on as well as a problem in itself.

Blockages in vessels outside the heart impede the flow of blood around the body and can cause problems for any organ. When walls of blood vessels weaken and break, that is also a problem. Again, it is comparable to a garden hose. If a garden hose is so old that part of its wall is very thin, it could rip apart at any instant. (An aneurysm, for example, is a thin, ballooning part of a blood vessel in danger of breaking.)

The amount of damage done corresponds to the place a blockage or rupture occurs in a vessel. The brain does not tolerate or recover well from a disruption of blood supply. If such a disruption occurs in the brain, the event is commonly referred to as a stroke.

Hearts can sometimes be jolted back to action if they stop beating. The part of the brain cut off from the blood supply takes a long time to regroup, and recovery may never be complete.

Motor functions, or those that move limbs and enable speech, are often lost following a stroke because they are dependent on direction from the brain.

Keeping Blood Moving

Arteries with “gruel” in them make the heart work that much harder to keep blood moving. That elevates blood pressure. Again, think of how a pump has to work to achieve the same flow rate through a narrow diameter hose compared to a larger diameter hose.

Many medical conditions also require the heart to work harder. Among them are kidney disease and diabetes. Lifestyle choices such as inactivity, being overweight, smoking or drinking excessively put more pressure on vessels, too, and consequently, more demands on the heart.

The higher the blood pressure, the more pressure applied to the walls of blood vessels, which stretch and lose elasticity. In turn, the heart has to work harder and harder to pump blood around the body. As it pumps harder, blood pressure goes up. It is a vicious cycle. It is also a dangerous one because high blood pressure can ultimately contribute to the rupturing of blood vessels.

The stress of modern life is also a major contributor to increases in blood pressure because of the antiquated fight or flight hormones it causes the body to release. So try to reduce stress. Catch the next rainbow in the sky.

SEEK IMMEDIATE MEDICAL HELP IF YOU EXPERIENCE THE FOLLOWING...



Warning Signs of a Heart Attack

- Discomfort in the chest or upper body
- Difficulty breathing
- Cold sweat, nausea or lightheadedness

Or Warning Signs of a Stroke

- Sudden numbness or weakness
- Sudden confusion, garbled speech
- Sudden vision impairment
- Sudden, severe headache
- Sudden loss of balance or coordination

New Harr



isonburg High School



A bright blue morning sky greeted the hundreds of employees and citizens who attended the dedication of the New Harrisonburg High School complex on August 22, 2005. As part of his dedication address for the \$37 million facility, Virginia Department of Education Secretary Peter Blake commented on the beauty of the new high school.

The 280,000-square-foot building includes academic classrooms and administrative areas, science labs, two gymnasiums, a 1,200-seat auditorium, kitchen and cafeteria, commons areas, library and a greenhouse. Furnishings include casework, food service equipment, lockers, and athletic and stage equipment. Exterior facilities include a 600-space parking lot, site lighting, fencing, irrigation system, traffic signals, football, track, baseball, soccer and softball complexes, tennis courts, practice and physical education fields, and concession and field house buildings.

The building construction is steel and masonry bearing with EPDM membrane and architectural metal roofing. The exterior finishes consist mainly of brick, aluminum-composite panels and FRP cornice materials. The building features large glass stairwells with exposed steel trusses at each corner of the building. The main interior feature is a large corridor down the center of the building that connects the main entrance to the auditorium, commons and athletic areas of the facility. The signature architectural feature of the building is a large glass curtain wall entrance that opens up to a main entry area. Upon entering the main entrance your attention is drawn to a ceramic tile wall mural featuring the school's signature "blue lightening streak."

School Board Chairman Tom Mendez summarized the project with the following comments: "The new high school complex is one of the finest public facilities in the region. The quality of construction by the Nielsen team is very impressive. Nielsen has done a lot to add value to the building."

Prior to starting work, Nielsen initiated a formal partnering session with the construction delivery team, school board staff, the architect and engineers, and



city building officials. The positive relationships established at the beginning of the project were key to the success of the project. The key obstacle faced during the project was weather. The 2002-2003 winter was the third wettest winter on record in the Valley. In 2003, it rained or snowed a total of 185 days, more than half the year. The excellent cooperative relationship established between the owner, architect and contractor was key to overcoming the many obstacles presented by the weather.

Construction of the facility on a 62-acre campus was completed in 28 months. During construction, more than 700 craftsmen and women worked on the project. Ms. Irene Reynolds, school principal, commented, "Nielsen personnel were most cooperative and very professional in their management of the project. Nielsen has delivered services far beyond what was expected of them."





HARRISONBURG HIGH SCHOOL SUBCONTRACTORS AND SUPPLIERS

ABG CAULKING CONTRACTORS INC
 ADVANCED SPECIALTY CONCEPTS
 BARRANGER AND COMPANY
 BAT MASONRY
 BLACK'S PAINT & FLOOR COVERING
 BLUE RIDGE TRUSS & SUPPLY INC
 BROADWAY ELECTRIC INC
 CENTRAL VIRGINIA TENNIS COMPANY
 CHECKPOINT SYSTEMS INC
 COMMERCIAL LAUNDRY EQUIPMENT
 COMMONWEALTH DOOR & HARDWARE
 DON LARGENT ROOFING INC
 EAST COAST FIRE PROTECTION
 EDDIE EDWARDS SIGNS INC
 ELLIOT TRAFFIC SIGNAL SERVICES
 FULLER & D'ALBERT INC
 GALLAGHER STONE
 GLASS & METALS INC
 HOFFMAN & HOFFMAN
 HOMESTEAD MATERIAL HANDLING
 INNER FINISH SYSTEMS INC
 KEWAUNEE SCIENTIFIC CORPORATION
 LIPHART STEEL COMPANY
 LONG FENCE COMPANY INC
 MASON-NORTON COMPANY INC
 MAST IRRIGATION SYSTEMS
 MCDANIEL, INC
 MILL CABINET SHOP
 MISCELLANEOUS CONCRETE PRODUCTS
 MK TECHNOLOGY INC
 MODERN DOOR AND EQUIPMENT
 MTR TILE INC
 NYCOM INC
 PARTNERS EXCAVATING CO
 PETTIT'S LANDSCAPING
 PRECISION SPORTS SURFACES INC
 REPUBLIC STORAGE SYSTEMS COMPANY
 RIDDLEBERGER BROTHERS INC
 ROCKINGHAM REDI-MIX
 ROCKINGHAM STEEL
 RON MARTIN APPLIANCE
 SAUNDERS OIL COMPANY
 SD SMITH LTD
 SHEN-VALLEY DOOR & ACCESSORY CO INC
 SOUTHERN FLOORING
 STRUCTURAL CONCRETE PRODUCTS LLC
 STURDISTEEL
 SUN CONTROL SYSTEMS INC
 TEXAS SCENIC CO
 THYSENKRUPP ELEVATOR CO
 TIME TECHNOLOGIES INC
 TJ DISTRIBUTORS INC
 TRIDENT FOOD SERVICE EQUIPMENT CORP
 VALLEY BLOX INC
 VALLEY DOOR AND HARDWARE
 WEBSTER ENVIRONMENTAL
 WINANDY GREENHOUSE COMPANY
 YOUNG & WATSON INC






Virginia's leading provider of:

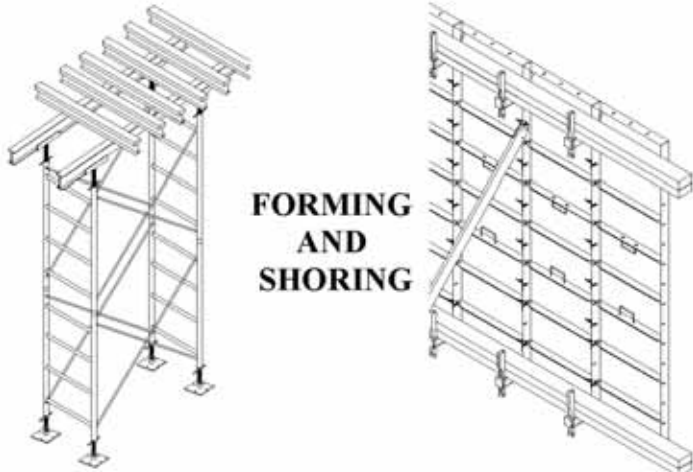
- Roof Trusses
- Floor Trusses
- Wall Panels
- Wood I-Beams

540.434.9497
540.434.0845 fax

2025 Beery Road
Harrisonburg, VA 22801
www.skylinetruss.com



P.O. Box 115, 10200 County Dr., Disputanta, VA 23842
Phone: 804/991-2147 FAX: 804/991-2039
1-800-603-3676



FORMING AND SHORING

LARGEST ON-HAND STOCK OF SYMONS PANELS IN THE STATE






Only one contractor in your market is licensed to provide CON/STEEL's internationally renowned tilt-up design system...



CON/STEEL®
(866) 256-9996
www.consteel.com

"One of the Top Specialty Contractors in the Nation"
---Engineering News- Record Oct. 2004



Established 1983

Specializing in:

Industrial & Commercial

1307 Carlton Ave
Charlottesville, VA 22902
(800)476-5058
www.designelectricinc.com
VA Class A Contractor No. 2701-022-302



Bagging the Limit

by Aran Jackson



Someone once said "Build it and they will come." That's exactly what they've done in Stuttgart, Arkansas – the "Duck Capital of the World." Thousands of acres of rice and soybean fields and flooded, river bottom timber make for the most outstanding duck hunting to be found anywhere in the United States or even Mexico. Literally, this is a field of dreams.

Duck season in Arkansas traditionally opens around Thanksgiving and attracts sportsmen and women from around the world. The action picks up around December and early January, as the frigid weather up north pushes the huge numbers of mallards into the state.

Hunting ducks is a lot like playing golf – it's exciting, it's frustrating, it's a stress reliever, it's tiring and it's fun. Plus, I've never known a hunter to break a rifle over his thigh or throw it in the water, although some have come close. There's something about that pre-dawn excitement, wading in the water with sounds of mallards that makes you anticipate the morning ahead. Yes, bagging your limit is possible!

If you're thinking of heading to Stuttgart or even hunting in your own state, here's a tip from duck hunting pro, Mike Bogy of Flying Feathers Guide Service:

"I have been guiding hunters in Arkansas for many years. My number one problem with my clients is concealing them so we can get the ducks or geese in close. What I have discovered is that many hunters won't hesitate to buy a two thousand-dollar pit blind but they refuse to buy different camo patterns to match the different surroundings in their hunting areas. If you duck hunt, you know that one day you're in grass, the next day you may be in timber.

"I said all of that to say this - Think of your clothing as your own personal blind that you wear. Don't hesitate to match your camo pattern to your surroundings. I recommend Mossy Oak, both the Breakup pattern and the Shadowgrass pattern. You would really be surprised the difference it makes. Match the pattern to the NATURAL cover around you. Keep your camo as Natural as you can and I guarantee, you WILL bag more birds this season!"

Protect Your Financial Identity

by Shannon M. Patterson



More than 246,000 identity theft complaints were reported during 2004, according to an FTC report on February 1, 2005. Identity theft is a growing concern among many Americans, but you do not have to sit idly by waiting for your turn. There are precautions you must take in order to greatly lessen your chance of an imposter stealing your identity.

Safeguard Your Social Security Number

The best way to avoid losing your identity to a criminal is to guard your Social Security number. Do not carry your Social Security card with you unless it's completely necessary, and never write your SSN or your driver's license number on your checks. When someone asks you for your SSN, be sure to ask the person why he needs it. You may be able to provide alternate information.

Care for Your Credit Report

Another key to your financial identity is your credit report. Every year you should order a copy of your credit

report from the three credit bureaus, and examine it for possible fraud. Contact Experian at (888) 397-3742, Equifax at (800) 685-1111 and TransUnion at (800) 888-4213, or order a credit report from any credit bureau via their Web sites.

Destroy Documents

Most identity theft results from criminals rifling through mail or garbage, according to a 2005 report by the Better Business Bureau. If you are uncomfortable reading the information out loud in public, then shred the paper before you discard it.

Although they are more expensive and require more maintenance than strip-cut shredders, crosscutting shredders are ideal. If a criminal is desperate enough, he can piece strip-cut shreds back together.

Watch Your Web Use

The Internet is a useful tool for you *and* identity thieves. Be very careful when

purchasing items from the Web. Always check the site for a secure server, which is visible as a closed lock/key icon or "https://" rather than "http://" in the Web address line.

Protect with Passwords

Creating a clever password is another way to ward off identity thieves. And don't forget to password-protect access to your computer, especially laptops and handheld organizers. The password should be long and unusual. If the password is case-sensitive, use both upper- and lower-case letters. And be sure to use different passwords for different accounts.

Communicate Your Concerns

When asking the three credit bureaus for copies of your credit report, you should also tell them to remove your name from their marketing lists by calling (888) 5OPT-OUT. This will cut down on mailed credit card offers. The less of those you receive, the less likely one will fall into the wrong hands.



www.ecfp.com

ISO 9001
Certified

**East Coast
Fire Protection, Inc.**

540.378.6160
800.207.4350
540.378.6171 fax

1407 Mill Race Drive
Salem, VA 24153



Commercial and Residential:

Excavating • Utilities
Paving • Decorative Paving

540.433.1475 P • 540.433.7034 F

PO Box 2098
Harrisonburg, VA 22801
www.Partners-Excavating.com
Operations@Partners-Excavating.com



**SEMCO
SERVICES, INC.**

ASBESTOS ABATEMENT SERVICES

INTERIOR & MECHANICAL
DEMOLITION

MECHANICAL INSULATION

VIRGINIA CLASS A CONSTRUCTOR

LICENSE NO. 2705037191A

540.885.7480 PHONE

540.885.7690 FAX

STAUNTON, VIRGINIA

Get It In Gear, Girl.

Learn about your risk for heart disease.

Call **1-888-MY-HEART**
Visit americanheart.org

©2003 American Heart Association



Nationally Sponsored by:
macys.com



Foundation Grant by:
PacifiCare

**Weaver's
Flooring AMERICA**
With you every step of the way.



Carpet • Vinyl • Hardwood • Laminates
Ceramics • Oriental & Braided Rugs
Hunter Douglas Blinds

540.433.1517
www.flooringamerica.com/weaver

3245 S. Main Street, Harrisonburg, VA
*We're proud to be associated with a quality
company such as Nielsen Builders.*

**Shrock
Construction**



Specializing in Shingle Roofs
Commercial and Residential
New roofs and reroofs
16 Years Experience

Call Jim Shrock at
504.421.1611
for a free estimate.



Serving the Valley Since 1946

VALLEY BLOX^{INC.} **& BUILDING MATERIALS**

210 Stone Spring Road • Harrisonburg, VA 22801 • (540) 434-6725

Services... *blueprint estimates, job site sales representation, delivery service, in-house Andersen warranty repair service, contractor credit, a sales staff of genuine professionals.*



Concrete Block & More...

quality lightweight concrete block, brick, manufactured veneer stone, regular & colored mortars, glass block, fireplace materials, brick pavers, decorative landscaping block.

Building Materials. . .

framing & treated lumber, plywood, Hardi-Plank cement siding, Choice-Dek composite decking, mouldings, interior doors, porch columns, vinyl porch railings, roofing products, premium quality Andersen Windows, Kolbe, Kohler & West replacement windows, Stanley, ThermaTru & Benchmark exterior doors.



Two Custom Millwork Shops - you dream it, we make it!

fireplace mantels, entryways, hardwood flooring, arch, circular & elliptical mouldings, custom profile mouldings for architectural and historical applications and reproductions.

Nielsen Builders, Inc.
3588 Early Road
Harrisonburg, VA 22801

U.S. Postage
PAID
Permit No. 1477
Louisville, KY