



QUALITY AND SAFETY

#1 SPECIALTY CONTRACTOR IN NY

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GreenStar Corporation Named Number One Specialty Contractor in New York

GreenStar's star is definitely rising. Named the number one specialty contractor in New York, dethroning EMCOR, GreenStar represents a new standard of construction by being forward focused.

The international, national and regional markets are burgeoning with the need for rehabilitated infrastructures and new state of the art infrastructures; new and better operating water treatment and sewage centers are needed worldwide; rehabilitation of transit centers will help reduce the need for commuters to use their personal vehicles in this time of ever increasing fuel costs.

A recent trip to Mexico City, Mexico by President Joe LoCurto, GreenStar Chairman Steve Kornfeld and Senior VP Mass Viti to discuss that City's need for six sewage treatment plants and a follow up visit by our Mexican counterparts to our work sites in New York underscores the interest in our expertise.

Focusing on future building needs

today will allow us to play a significant role in building the future for many people around the world.

The GreenStar companies, our own WDF, Five Star Electric and Nagelbush Mechanical in Florida represent a history of successfully completed projects that can meet these growing worldwide needs.

1.	GreenStar Services	\$562,000,000.
2.	EMCOR Group Inc.	\$561,420,000.
3.	Fresh Meadow Mechanical Co.	\$180,000,000.
4.	E-J Electric Installation Co.	\$156,000,000.
5.	Unity International	\$122,520,000.

Rank order of revenue of the top five New York Specialty Contractors

Museum of the City of New York Ribbon Cutting

Mayor Michael Bloomberg attended the ribbon cutting ceremony at the Museum of the City of New York on Tuesday August 13th for the completion of Phase One of a three phase project at the Museum.

The Mayor arrived with little fanfare and moved toward the top of the steps leading to the entrance of the Museum where he paused to congratulate Superintendent John Barberi, representing WDF Inc., for a job well done.

Inside the filled Museum, digni-

taries from New York City and State along with benefactors enjoyed the cool environment.

New Director, Susan Henshaw Jones declared, "I remember when we first met to discuss this project and it seemed like 120 degrees in the courtyard...and now it's cool and very comfortable," which was met with nodding approval and applause.

A placard heralding the phrase *On Time and On Budget* along with the names of Sr. VP Neil Walsh, PM Chris Marckini and Superintendent,

John Barberi stood beside the speaker's podium for all to see.

Salute to our people who are making a difference in NYC.



Getting the Job is More than Just the Beginning

WDF'S ESTIMATING TEAM WORKS ACROSS ALL DIVISIONS OF THE COMPANY

"We are the first wave to hit the beach and see what's there. That's what is exciting to me," said Peter Badini, Chief Estimator, HVAC when speaking about his years of estimating projects. "Getting awarded the job is exciting."

The Story

The exciting part, however, doesn't come to fruition until hours of careful and painstaking analyses and interpretation of architects/engineering drawings and accompanying voluminous documentation have been completed by the estimating team.

That team, headed by Sr. Vice President, Michael Leccese, kicks into gear when bids are proffered by the various owners and agencies for whom the work is to be completed.

Those agencies include the School Construction Authority (SCA), the Dormitory Authority of the State of New York (DASNY), MTA, the Transit Authority, the Department of Environmental Protection (DEP) among others. The team estimated and won work with Tishman Construction, Bovis, Turner Construction and much more.

"We never know what's coming through the door. It could be an apartment house, office building, hospital or agency facility," said Marty Rosen Chief Plumbing Estimator.

Decisions are made based on who is the owner, construction manager, or a city/state or federal agency.

"We need competent people to



Seated left to right (sans titles) Peter Badini, Michael Leccese, Alfredo Reyes, Larry Pawliczak; standing l-r, Xiomara "Z" Bongiorno, James Picariello, Brad Badini, Rich Mattina, Chris Della Rocca, Ed Seaman, Anna Kotik, Tom D'Alessandro, Charles Sgobbo, and Meena Rath. Missing are Ellen Green and Marty Rosen who was vacationing at Lake George, NY. and camera shy Dina Cardoso.

put together a good estimate, strong cooperative vendors and supply houses," Marty continued.

"WDF Inc. has assembled, under one roof, some of New York's finest construction oriented people. This helps to make the estimating team successful because we can draw on their knowledge of various disciplines to help win projects."

Marty's tenure goes back to the early days of Norokin Plumbing, then Greene Mechanical and presently here at WDF totaling more than 34 years. The first estimating job that he won on his own was the Albert Einstein Cancer institute, which he likens to Plum Island, also where serious bio-chemical research is conducted.

The estimating for private owners and contractors is a little different from the agencies. There's

more negotiating with the private owners than with work offered by the public agencies which may come as a simple "rip and read."

Marty smiled when asked which was his proudest award. He responded instantly that it was the Freedom Tower.

Jim Picariello, VP Estimating, says that a good estimator can conceptualize the project from the drawings. The responsibility is to interpret the architect/engineer and owner's vision of the project. That responsibility is significant to all aspects of the project when it is won because the estimators must "...build the job off the plans," so constructibility becomes the issue to resolve.

The estimating department will be installing some new procedures and policies to increase our competitive advantage in the

Debbie Traynor, Project Manager and Much More

Giving 100% to her job, her family and her winter snowboarding in Vermont

Debbie Traynor's blue eyes sparkle when she talks about her work of more than 25 years in construction. She is rightfully proud of her growth as a person and of her success in the construction industry.

It all started with an administrative job for Greene Mechanical where she was responsible for office and field administration.

But in the 1980s, women didn't work in the field. There were no women on job sites. "I wanted to learn more to earn more." Some years later and after much experience gained she moved to Righa Royal Hotel as the Quality Control Manager where she assisted in the organization of the engineering department. She gave direction about drawings, learned budgeting, scheduling, quality control on suites and punch lists.

"It was very exciting," mused Debbie.

Later, she moved on and left the New York area for sunnier climes in Pinellas Park, Florida. There she became the sales and office manager for E.W. Howell, a residential builder, where she handled all the clients' requests during construction including schedules, inte-

rior details and change orders. Furthermore, she worked on closeouts, punch lists and inspection sign offs. Her resume was growing.

By this time she had indeed learned a great deal. "Structure is good. It's very good," she said when speaking about



the corporate experiences that demanded structure to allow things to work smoothly. "Consistency is necessary." Without consistency there is no structure and without structure there is less chance to succeed.

Debbie was eager to learn and grow. "I was going to learn everything that I

could. You need to try," she declared without equivocation. So she tried and she learned a lot.

Today, Debbie is a project manager with experience in general construction and plumbing since 1998.

But, she is much more to daughter Tammy, mother of five year old Madison who live in Fort Campbell, Kentucky (while her son-in-law is in Iraq), and son John, a police officer here in Yonkers.

This multi-tasker keeps moving on weekends with her gardening or cycling along the Saw Mill River Parkway on a twelve mile stretch.

Another challenge that Debbie accepted is snowboarding. "I love the winter and I love the challenge of snowboarding," which she began about six years ago.

"You can't sit and let life pass you by," she said. Little chance of that happening with this active woman.

When President, Joe LoCurto recommended Debbie Traynor for our newsletter profile CEO, Larry Roman smiled broadly and said, "Good choice, I love Debbie Traynor." And so do we all.

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growing marketplace.

The General Contracting division is being revamped to coincide more closely with existing HVAC, plumbing and electrical work. New initiatives in terms of buy-out procedures are being instituted along with buy-out logs to fit President Joe LoCurto's team concept approach.

Communication is important among team members. "Estimating's greatest tool is feedback..." from our personnel in-house and in the field, Jim stated. We have to learn from



Marty Rosen

our field experiences after the job is started, so it is important to have good feedback from project managers.

"Since market conditions set pricing we have to be aware of

the most subtle changes in prices and impact for labor and material changes. We have to use procurement talent going into a job to produce good estimates," Jim explained.

In the ever competitive and increasingly expensive marketplace of construction it is imperative to be able to estimate a job that is a clear interpretation of the drawings and to offer intelligent, cost effective solutions to all of our clients.

Our estimating team is comprised of a diligent crew of men and women who take pride in their work and the projects built.

CEO'S MESSAGE

The summer may be beginning to wane, but the accomplishments of WDF Inc. continue to heat up. Once again, WDF Inc. has successfully performed numerous SCA summer projects which will enable the children of our great City to return to up-graded schools. This was accomplished by our dedicated team of Project Managers and Supers who worked nights, weekends and gave up their summer vacations. We salute these incredibly dedicated workers!

Our other divisions are also moving with "blazing guns." The NYCDEP is now looking at WDF Inc. as one of its better contractors, and our Plumbing & HVAC divisions are maintaining their status of being one of the premier contractors in New

York. We have been asked to participate in bidding virtually every major prestigious project in New York.

New York Construction Magazine just reported that GreenStar, which includes Five Star Electric, as well as WDF Inc., is the number one leading specialty contractor in New York based on revenues, slightly ahead of EMCOR Group. This is indeed an amazing accomplishment.

The most important thing of all however, is the improved and invigorated atmosphere here at WDF Inc. Our dedicated workers are subscribing to the "team" concept and we are all working together for the common good. Our integrity, safety and professionalism are being recognized by all of our prestigious clients.



There is nothing left to say except "THANK YOU" to our dedicated employees, our wonderful clients, our partners at Five Star Electric and to my long time friend and President, Joe LoCurto.

Lawrence Roman, CEO

August 2008

Environmental Health and Safety Issues

As we all know safety is a primary concern and we are proud of our continuing record of job safety

More than 300 union employees have earned a \$100 Home Depot Credit Card for working 1000 hours without incident on the job.

Amy Roman, the EH&S Director has issued new safety initiatives. New daily safety and health briefings will be conducted on all jobs. Foremen will hold a meeting each morning detailing the work to be completed and offering an explanation of proper procedures for the work

by describing safety issues, hazards and controls. New forms will log in the issues of the day.

The EH&S staff will be going into the field to conduct Power-Point presentations at all job sites. Material Safety Data Sheets (MSDS) are posted at the trailer site to explain potential hazards and controls. Personal Protective Equipment that is required at all times is posted which includes: hard hats, safety vests, work boots, shirt with at least four inch sleeves, long pants and safety glasses (Ansi rated z87).

We are increasing our focus of environmental issues at DEP job

sites to reflect audits for greater understanding of environmental impact issues on the job.

There will be an off site safety meeting (date, time and place to be announced) in September for project managers, superintendents and foremen to review our safety record and new programs and policies and share knowledge leading to continuing safe work environments for our men and women in the field.

For comments or questions, contact Ron Feldman by email at rfeldman@wdfinc.net and don't forget to check our website <http://www.wdfinc.net>