

## SUPPORTING OUR COMMUNITY



In honor of Breast Cancer Awareness Month, this quarter we are spotlighting The Rose, a not-for-profit 501(c)(3) organization offering a full range of breast cancer screening and diagnostic services including mammograms, ultrasounds, biopsies and breast specific gamma imaging. Their mission is to reduce the deaths from breast cancer by providing access to treatment for all women regardless of their ability to pay.

The Rose depends on revenue from paying customers, grants, and donations for its funding. The key to The Rose's sustainability is that women who have the ability to pay for services help offset the costs for those who cannot pay. They are one of the leading breast cancer diagnostic facilities in the Greater Houston area, both in total volume of women served and in comprehensive level of quality and state of the art services.

The Rose has 2 locations in Houston as well as a mobile unit:

**The Rose Southeast** - 12700 N. Featherwood, Suite 260, Houston, Texas 77034, Phone: 281.484.4708

**The Rose Galleria** - 5420 West Loop South, Suite 3300, Bellaire, TX 77401, Phone: 281.484.4708

**Mobile Mammography** - Phone: 281.464.5136,

There are several ways to support The Rose. The first is donations made at [www.the-rose.org/Donate.html](http://www.the-rose.org/Donate.html). Second, you can volunteer for any of the positions listed below by contacting the Volunteer Office at 281.464.5142 or by emailing [ssmall@therose.org](mailto:ssmall@therose.org).

- Clerical
- Data Entry
- Phone/Calling Out
- Internet/Research
- Special Events
- Health Fairs
- Speakers Bureau

You can also shop at the Pink Ribbon Shop located at [www.cafepress.com/therose\\_pinkribbonshop](http://www.cafepress.com/therose_pinkribbonshop). The proceeds from The Pink Ribbon Shop benefit The Rose.

Most importantly, you or someone you love can schedule a paid or insured mammogram at The Rose by calling 281.484.4708 or toll free 866.680.4708 and help offset the costs for those who cannot pay. Your mammogram is a gift to another woman! ❖

### QUESTIONS OR COMMENTS?

Contact Kimberly Derry, Marketing Manager

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## RECENT EVENTS

In August, Bowen Miclette and Britt offered their Astros suite for Brookstone's use. The Astros were playing the Brewers during a Saturday evening game and, unfortunately, lost. But, the suite was very nice and several of us came out with family and friends. The high point of the evening was the rolling dessert bar complete with various flavors of ice cream, every topping you could imagine, and enough pie and cake to feed a small army. Needless to say, I think quite a few of us forgot the team was losing.



The annual company picnic was held at Lazy Acres Ranch on Saturday, September 24th. It was a beautiful late summer day and thankfully, not too hot. We kicked off the afternoon with a barbeque dinner and all the trimmings. Snow cones and freshly popped popcorn were served throughout the day. Competitive fun ranged from bingo to a very intense game of musical chairs/scavenger hunt. We were all biting our nails until the end of that one. There was also a very large obstacle course that many of us tackled and conquered (albeit with very sore muscles the following day). There was something for everyone this year.



# BROOKSTONE Newsletter

BUILDING. SOLUTIONS.  
Infinite Possibilities.

A PUBLICATION OF BROOKSTONE CONSTRUCTION MANAGERS | GENERAL CONTRACTORS

## TEAM EXCELLENCE

BY STEVE DISHMAN  
PRESIDENT

The benefits of a true team spirit and focus were highlighted recently as we completed a number of large, complex summer projects for one of our long-term clients, Conroe Independent School District. Tackling any one of the five projects over a summer could have been a challenge. Tackling all five at the same time required comprehensive teamwork from beginning to end.

Conroe ISD is a client that understands the necessity and benefit of advance planning. The projects were awarded to us with sufficient time to order materials, establish schedules, develop our teams and get them up to speed on the project, and to select subcontractor and vendor teammates who had our same passion and commitment to the projects' goals.

Once summer began, the speed at which these projects kicked off was extraordinary. The momentum kept consistently moving forward. The typical challenges associated with complicated remodel projects were minimized with advance planning. Any hurdle was aggressively mitigated by the full team, including Conroe ISD and PBK Architects.

Bringing the projects to final completion prior to the beginning of the school year, allowed the district to focus on teaching students without the disruption of on-going construction activities.

Even those familiar with our industry aren't quite sure how so much was accomplished in such a short time. The icing on the cake is that the projects are extremely well-designed and built and have completely and positively transformed the learning environment for Conroe ISD's students, educators, and administrators. The benefits of our experience this summer with Conroe ISD and PBK Architects will provide benefits for generations to come. This is a lasting reward that everyone shares. Congratulations to everyone who contributed! ❖

## SPOTLIGHT ON SUCCESS

BY STEVE DISHMAN  
PRESIDENT

We often hear the phrase "attitude is everything." We also often hear many in our industry bemoaning the concept that construction is a commodity and it's hard, if not impossible, to stand apart from much of the competition. At the same time, we know our perception becomes mostly self-fulfilling reality. Given the choice, I identify and enhance our differentiation while resisting and avoiding the commodity perception.

We can learn from a company outside our industry that refuses to fall into the commodity trap. My family and friends have used Master Hitch on Glenmont for 15 years for a variety of trailer needs and repairs, some of them extraordinarily complicated. During those years, we also have used their competitors for one reason or another. It always reminds us why we prefer Master Hitch's services.

- Outstanding customer service; The staff from office to shop is extremely pleasant and truly glad to see you, listens to you, and works with you on your needs;
- Wide ranging expertise; They know what they are doing and they get it done right the first time;
- Extensive parts inventory;
- Competitive pricing.

I don't have personal ties with anyone at Master Hitch and don't owe them free advertising. However, even though it's in what many consider a commodity industry, Master Hitch has found a way to shine so bright, I'm willing -- for the first time ever -- to highlight another business in our newsletter.

How can Brookstone improve service to our clients to such a level that people outside our industry will be encouraged to discuss us with their friends and contacts?

It's really quite simple. First, we must find and enhance services that differentiate us from other top tier builders. Second, we must recognize and build on the importance of personal contact so our clients know we are truly glad to see them, want to listen to them, and help them resolve their needs. Third, we must continue learning and developing knowledge and skills so our expertise is best-in-class. Last, our pricing structure must be competitive, particularly in this economy when our clients are all pressed to reduce their costs.

The path to becoming an even better service provider is not that difficult to navigate as long as the commodity business concepts are discarded in favor of offering superior value to our clients. Since the world is what we make it, I choose, with your help, to keep the spotlight of success focused on making Brookstone the best builder in this region. Hitch up and shine on with me! ❖



### SAVE THE DATE

The Elves & More Bicycle Build will be held at Reliant Center on Saturday, December 10, 2011 from 9 am to 12 pm.

The Annual Company Christmas Party will be held at The Junior League of Houston Tea Room on Saturday, December 10, 2011 from 7 pm to 11 pm.

Fall 2011

## MARKETING PROGRESS

BY JOHN D. CARSON  
CHAIRMAN



This has been an unusual few months for Brookstone's marketing activities and successes. It is a little like the ups and downs of the world economy and the movements of the U.S. stock market. One day we have very positive economic news and an uptick in the Houston construction market; the next day, negative news of all sorts; the following day, who knows?

On the positive side, we have started construction on YMCA's Camp Cullen, the Memorial Assistance Ministries expansion, and St. Francis de Sales and Christ the Redeemer Catholic churches. Current marketing successes include our selection for the construction of St. Martin's Episcopal Hope and Healing Center, which is already underway.

Looking forward to the near future we are optimistic for opportunities, particularly in the community, aviation, industrial and education markets. We have more Celanese and Conroe ISD work coming and we should start construction of Camp for All's Star Place, Northside Christian Church children's building and the new sanctuary for St. Benedict the Abbot in early 2012.

Brookstone's backlog entering 2012 will be almost three times the backlog we had coming into 2011, which is positive news for the year. We still all need to do our part in promoting and marketing Brookstone while continuing to provide outstanding services to our past, current, and prospective clients. Let's wrap up 2011 with successful marketing efforts across the board. ❖

## NEW PROJECT UPDATE

St. Martin's Episcopal Church

\$8,700,000



Memorial Assistance Ministries Expansion

\$3,000,000



Northside Christian Church Children's Bldg.

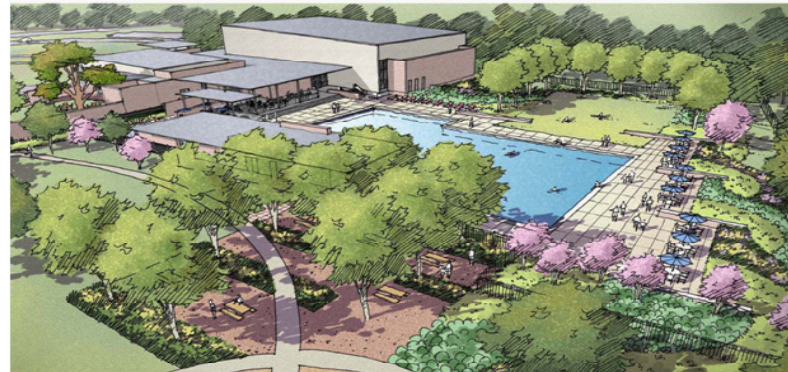
\$2,400,000

Celanese Lab Building

\$4,500,000

## PROJECT SPOTLIGHT

CITY OF LEAGUE CITY  
EASTERN REGIONAL PARK



Eastern Regional Park for the City of League City will include new recreation and soccer centers for the residents. The new facility will be a LEED Silver Certified project and the first LEED project for the City of League City. The project is currently 3 months into an 11 month schedule and on track to finish earlier than originally projected.

The new 32,225 square foot recreation facility will include a large gymnasium with two regulation basketball courts and a large multi-use space. The new gym will include a folding partition that will allow it to be separated into two spaces, as well as a stage that can be used for various theatrical performances.

The multi-use space utilized for meetings, parties, or other functions that require a large meeting room will include a full service kitchen and serving area. Outside of the building there is a concession area that will service the soccer fields during games and other outdoor activities.

The site includes three lighted regulation soccer fields as well as a smaller youth soccer field. Near the recreation building there is an outdoor basketball court and playground area, and extensive sidewalks throughout and lots of landscaping and green space.

Some of the unique design techniques utilized to obtain LEED Silver certification are the extensive use of energy efficient windows throughout the building which allow for the use of natural lighting during the day to reduce the amount of electricity the building uses.

Another energy saving design included is the large above-ground cistern that is connected to the gym roof drains and subsequently tied into the large 40,000 gallon below grade storage tanks. The rain water captured in the tanks will be used to water the landscaping to reduce the impact on the domestic water service and lower the water bills. ❖



## SAFETY IN THE WORKPLACE

BY CHRIS ROBERTS  
SAFETY DIRECTOR



Recently, Brookstone began implementing a new safety software system. We have partnered with Predictive Solutions to streamline our safety inspection process. This technology will allow Brookstone to capture safe and unsafe conditions on the jobsite.

When recording findings, it is just as important to collect and record findings from safe observations as it is to record unsafe observations. Safety professionals typically have a saying, "If it is not documented, then it didn't happen." All the data collected will automatically be stored in a data base system that we can use to accurately audit our projects, grade our safety performance and the safety performance of all of our subcontractors.

Once data has been collected for a period of time, the software will show us exactly what our strengths and weaknesses are automatically and how the subcontractors are performing. All the data collected will be in a paperless system and any information needed is a mouse click away. Tracking observations with the aid of technology makes evaluating a subcontractor much easier. The information can be used to provide direct feedback to drive continuous improvement. Over time, the ability to conduct trending analysis enables the use of predictive analytics to predict and prevent incidents before they occur. Brookstone strongly believes that this new system will make us a safer company and improve our overall safety culture.

We are also pleased to announce that Brookstone is an active member of ISNetworld, the global resource for connecting corporations with safe, reliable contractors/suppliers from capital-intensive industries. We have centralized our compliance data within ISNetworld and streamlined our reporting processes. Through ISNetworld, we are able to complete the following functions:

- Comply with regulatory and owner/client requirements
- Centralize all compliance, contact, and marketing information
- Create searchable company profiles categories by work/industry classifications, office locations, etc.
- Manage our company's safety and procurement information available to owners/clients
  - o Management System Questionnaire (MSQ)
  - o Insurance
  - o Contracts/Agreements
  - o OSHA Forms
  - o EMR Letters
  - o Safety Programs
  - o Supplier Diversity Certificates
- Receive email reminders prior to expiration of insurance and other compliance information
- Manage employee training, job history and performance evaluations

In addition, ISNetworld's review and verification services (RAVS) verifies and evaluates our health and safety information and programs to ensure record keeping and minimum OSHA/regulatory requirements are met. ❖

### SAFETY FIRST

Safe working conditions are expected on every Brookstone project. Because this focus is expected, these efforts often go unrecognized. When safety efforts exceed normal expectations or when concerns exist, we want to know! Please send us an e-mail at: [safety@brookstone-tx.com](mailto:safety@brookstone-tx.com)



## CONSTRUCTION CORNER

### TEXAS WINDSTORM - FALL 2011

The Texas Department of Insurance (TDI) is charged with verifying that any structure built or renovated in a designated catastrophe area be insurable for the Texas Windstorm Insurance Association (TWIA).

The areas of most concern are Tier I counties along the coast. Tier I counties are broken into three categories: Inland II (base wind rating 110 mph), Inland I (120 mph) and Seaward (130 mph). Other factors such as Exposure Rating and Importance Factor can increase the wind rating. For example, a seaward building designated as an emergency facility would be rated 150 mph instead of 130 mph.

TDI requires that all structures be designed and built per TDI standards. To ensure construction meets TDI standards, a TDI-appointed windstorm engineer will review submissions and inspect in-place work. Assemblies required for TDI standards include, but are not limited to: windows, exterior doors, exterior OH doors, skylights, louvers, roofing systems and exterior skins. TDI also has requirements to prevent fasteners from failing due to corrosion.

TDI based their standards on the 2006 International Building Code (IBC) with some minor revisions. IBC uses ASTM testing methods to evaluate exterior openings and most tests are based on Miami-Dade County code requirements. Appropriate assemblies have to be tested against wind pressure with all components in place. An assembly is only as strong as its weakest component. For example, storefront doors need to have been tested with the hardware you intend to use on your project.

Pre-approved products are listed on TDI's website, but we usually rely on our subcontractors and manufacturers to provide us the Miami-Dade County Notice of Acceptance (NOA). Some code model engineering is acceptable if the assembly under review does not completely mimic the tested assembly.

The industry as a whole, from designers to general contractors to subcontractors, is still learning about windstorm requirements. From the beginning, you should analyze where you are. For a Tier I county project there are ways to mitigate any delays: get a special quote for Builder's Risk insurance, check construction documents for consistent wind rating information for all assemblies required by TDI, find out who hires the windstorm engineer, add any TDI requirements to bid day subcontractor evaluation sheets and find out which manufacturers products are already approved by TDI.

Most importantly, start looking into these items early. It is easier to mitigate issues in the beginning than down the road. In short, do not let the wind rating blow your schedule. ❖