

IMAGINATION



DELIVERED

A Newsletter for Clients, Employees, and Friends of Borton-Lawson

Fall 2005 Vol. 11 No. 3

Do it right the first time

The client's perceived value of a valuable firm

Proper planning will almost always save you time, money, and frustration and, as many soon realize, is worth the investment to prevent costly issues later in a project. It may not be until your project is going through final inspection that you discover deficiencies in the design that can be very expensive to fix. This is an example of "getting what you pay for" in professional design. A firm that can design a job "cheaply" may not have regard for quality, construction costs, or doing things right or most efficiently the first time.

One of our engineers recently attended the final inspection of a residential subdivision for a municipal client. During the inspection, he observed several inefficiencies in the design. The most obvious of the inefficiencies was the disregard for cost related to depth of storm piping. Several, if not most, of the storm inlets on the project were placed with invert depths of well over four feet, in most cases six to ten feet. While this may not seem a major expense, it is easy to estimate that the additional rock excavation, based on excessive depth for the storm piping, was over five times what it could have been. The



inefficiency in design of the system cost the developer an additional \$40,000 for the storm piping alone. While the design engineer did perform the

Service stormwater design correctly in accordance with the land development regulations, the design engineer did not "step back" and take the time to look at the overall design and consider the construction cost of the project.

Time, design cost, and construction cost are the three criteria that can help an engineer to determine the

professional service needs of the client. Unfortunately, choosing two of the criteria will often drive the third. If an owner wants a quick and cost-effective design, more often than not, the design cost will be higher. However, if time is not an issue, the client is more likely to get the same design for a lower price tag.

The design professional must be aware of any extenuating factors in order to help the owner determine what is best for them. For instance, an owner may have a lease purchase arrangement on a parcel of land that is contingent on approval. The daily lease rate may be greater than additional construction costs and therefore justify a less cost-efficient design; a decision only the owner can make. Regrettably, the residential subdivision featured in this article was not a lease purchase, and the owner unknowingly paid much more for the overall project while saving on the design cost.

The best thing you can do to complete a successful project is to do your homework. In past articles we discussed how to shop for an engineer and to look for a firm that has your



best interest in mind. When choosing a consultant, it is important to look for good client communication standards.

Determine your main point of contact, which should include a clear scope of work and discussion if the scope should vary. Also, be sure to schedule updates on the status of your project. Set the expectation to your consultant that you expect that through good communication things will be done right the first time. This approach will ultimately save you time, money, and frustration.

www.borton-lawson.com



The first prepared for the worst

Seeing the value of the most current training for our team

Matt Curry, an Environmental/Civil Designer from our Wilkes-Barre office, recently completed a training course and received certification from FEMA for the National Incident Management System (NIMS). NIMS is a nationwide approach to incident management that establishes a single comprehensive system for incident management. In light of recent natural disasters such as Katrina, NIMS is a presidential directive, which mandates a series of training courses for everyone on the state, county, and municipal levels who is involved in emergency response.

“The federal government believes that when the worst happens, using NIMS will achieve greater cooperation among departments and agencies at all levels of government,” explained Gregory A. Skrepenak, Chair of the Luzerne County Commissioners, “We want our municipalities and emergency responders in Luzerne County to be as prepared as possible and all working together, so that we can keep our residents protected and safe should there be an emergency.”

This certification adds value to the services Matt and the rest of our environmental team provide to our clients. Borton-Lawson places high importance on keeping their staff properly trained on the most current issues facing our communities. For more information on NIMS visit www.fema.gov.

Engineering

Open for business

Great Wolf Lodge celebrated a successful grand opening

October 26, 2005, Great Wolf Lodge in the Pocono Mountains celebrated a very successful grand opening welcoming many excited guests, proud members of the community, and an enthusiastic staff. Regis Philbin, popular television personality, entertained the anxious crowd while promoting this vacation destination. The Great Wolf facility, which includes a 78,000 square foot indoor waterpark is the first new resort to be constructed in the Pocono Mountains in over 20 years, which is good news for local residents, new employees, and business owners.

Borton-Lawson’s role as civil engineer had a huge part in making this project a success at the Pocono location. The team was able to secure all necessary permits within the Lodge’s tight timeframe while designing a site that could accommodate this massive facility with minimal impact to the environment. You will also notice Borton-Lawson’s thumbprint at the Intersection of Route 80 and Route 611. Redesigning this exit to allow for increased traffic from the resort is expected to reduce and prevent many traffic incidents on that busy section of roadway.

The tremendous public support of this event demonstrated the value this innovative family resort and indoor waterpark will bring to the community and its economy. Borton-Lawson congratulates Great Wolf Resorts, Inc. on the successful completion of their project.





Electric City Harley Davidson

Electric City Harley Davidson has been a recognized fixture and premier dealer of Harley Davidson bikes, apparel, and collectibles in the Scranton community for nearly forty years. With the recent resurgence of interest in the motorcycle business, the Noto family recognized an opportunity to not only relocate their business to a more prominent location, but also to grow their operation into a significantly larger facility.

With years of annual convention knowledge behind them, the family was certain that a pre-engineered building would perfectly suit their needs at the new location. What is an architect to do when a client insists on a pre-engineered building?



While the dealership owners were attracted to the scale and economy of a pre-engineered structure, they fortunately also recognized the need to distinguish their new showroom from the numerous big-box facilities dominating the commercial strip. Also crucial to the project was creating architectural features in line with the Harley signature.

Our design team located the new building on the site in a way that thrust the corner toward the heavily traveled highway. This gesture made a statement of the building's corner entry and created an opportunity for automobile, motorcycle, and delivery circulation to remain in distinct zones on the property. Bisecting the building with a 45-degree wall distinguished the building's two key functions, service and sales.

Excellence

This feature placed the focus on the customer, defining space for both vehicular and pedestrian traffic. The exterior of the building was designed to reflect the dynamic nature of its product and clientele by incorporating profiles and colors to establish the building's rugged but electric character. The facility is highlighted by a distinctive steel signage portal over the main entry door accenting the building's architectural character.

The design challenge of this commercial building venture was to recognize and take advantage of architectural opportunities, which united the clients' and architect's various goals. While proving to be an economic solution to the client's needs, the new facility's success lies in its ability to add to the customer experience by not only appealing to returning clientele and attracting potential ones, but also capturing the character of an American icon such as Harley Davidson.

This project is proof that an architect can design an affordable facility accented with architectural features distinguishing their brand from the rest.

Strategic changes

bring about new faces and spaces

Growth has encouraged some creative thinking about ways to improve the ways we operate here at Borton-Lawson. All this thinking has lead to a new strategic initiative, which involves new positions, new responsibilities, and even new office space.

Lawson's new role

With Borton-Lawson's strategic planning comes significant strategic changes around the office. One of our founding owners, Tom Lawson, has moved into a new role to improve the company's operations and performance. His new title will be Executive Vice President of Client Development and Quality. Tom's proven attention to



detail, excellence in engineering, and solid business relationships will be highlighted in this new role will help keep the company on track with its strategic goals. His former responsibilities as Director of Operations will be delegated to individual business unit managers, which will result in personal and corporate development, defined career paths, and mentoring for future leaders of the company.

Growth

We would like to congratulate Tom on his new role and are excited to see the growth that this transition will promote within the company.

Lehigh Valley office moves to Bethlehem



Recent Recruits



Name: Ryan Buchanan

Position: Surveyor's Assistant

Fun Fact: Your most unusual job?

Remote broadcast engineer for a local radio station



Name: Sean Callahan, EIT

Position: Civil Designer

Fun Fact: Your most unusual job?

Picking lawnmower parts at the Toro distribution warehouse



Name: Ellen Ferretti

Position: Environmental Services Manager

Fun Fact: Your most unusual job?

Teller at the Railroad Credit Union in North Carolina



Name: Michael Foux

Position: Surveyor's Assistant

Fun Fact: Your most unusual job?

Clerk at a grocery store



Name: Ken Lucke

Position: Designer

Fun Fact: Your most unusual job?

Door to door vacuum cleaner salesman



Name: Ryan McNierney

Position: Civil Designer

Fun Fact: Your most unusual job?

Gas station attendant

Our Lehigh Valley location was established in 2000 with the vision to expand the radius and geography of the company's services. Since its inception, this office has experienced tremendous growth. With this growth, Borton-Lawson has decided to move the Lehigh Valley team to a larger, more functional facility. As of August 8, 2005, the Lehigh Valley office, previously located in Bath, PA, will be servicing clients out of a new location just a few miles away in Bethlehem, PA.



Recreation & Tourism event at Kirby Park

Ellen Ferretti presents Lori Nocito of Leadership Wilkes-Barre with Borton-Lawson's sponsorship check.

Borton-Lawson was a major sponsor for this year's Leadership Wilkes-Barre's Recreation and Tourism event held at Kirby Park. The goal of this event is to increase Leadership Wilkes-Barre's class members' understanding of local environmental issues. Ellen Ferretti, our Environmental Services Manager, attended the event and gave a presentation about the beauty and value of the Seven Tubs Natural Area. The class along with their families also visited the Emergency Management Agency, learned about the levee raising project from County Engineer Jim Brozena, and had a guided tour through the riparian forest at Riverfront Park with members of the Wilkes-Barre Riverfront Parks Committee.

Elvis sighting at Grotto Pizza

Dave Yefko entertains everyone at this year's Parade of Trees.

Elvis and his "Blue Christmas" tree at Grotto Pizza? Volunteers from Borton-Lawson headed to Grotto Pizza for this year's Parade of Trees to support the American Cancer Society. Each Holiday season, local businesses sponsor a tree, and volunteers from their staff take a night out to decorate with the theme of their choice. Dave Yefko, Civil Designer and local Elvis personality, added a unique dimension to Borton-Lawson's tree and provided some quality entertainment.



The Environmental Science Class at Dallas Senior High School had the unique opportunity to hear a program



presented by John Levitsky, an Environmental Scientist of our office, on the topic of Waterfowl of Pennsylvania. The presentation was focused on helping the students to better understand the wildlife species present around them in wetland habitats and the importance of

John Levitsky shares knowledge at local school

scientific management of the different species that is maintained by the PA Game Commission. Educational points included the nesting species of ducks, geese, and mergansers in the state and the basic biology of the each species and life history in Pennsylvania. The students were able to interact with John as well as ask him questions regarding the presentation. Many students expressed interest in the environmental field after listening to John and his excitement for nature.

John will be conducting another program for the Dallas School Environmental Science class on the Susquehanna River Basin: Problems and Improvements of the River as part of their State mandated curriculum. Many of our professionals welcome the opportunity to challenge students in the classroom with their knowledge and expertise. Contact Borton-Lawson if you are interested in having a guest speaker present to your class or group.

Education





Borton
Lawson

ENGINEERING
ARCHITECTURE

Management Staff:
Christopher L. Borton, P.E.
President

Thomas E. Lawson, P.E., P.L.S.
Executive Vice President of
Client Development & Quality

Thomas M. Maheady, P.E.
Industrial Division Manager

Christopher D. McCue, P.E.
Civil Engineering Division
Manager

Michael J. Wilk, P.E.
Lehigh Valley Office Manager

Patrick J. Endler, AIA, NCARB
Buildings Division Manager

Joseph P. Gillott, P.E.
Transportation Division
Manager

Melissa D. Fisher
Marketing Director

Robert J. Milligan
Comptroller

Making the grade

Borton-Lawson rates high on their "report card" from PennDOT

Our Transportation Division received their PennDOT District 4-0 rating for design performance on the State Route 6/State Route 347 project just above Scranton. It is

a \$7 million highway relocation, grade-separated intersection project that was in design for over ten years

We are proud to say that the District rated Borton-Lawson's performance a 94 out of 100. When we asked what we could do better next time, the District 4-0 Executive and his staff expressed that there was not much more we could have done because that is the highest rating they can remember ever giving to a consultant.



Since the project's inception in the 1995, the Transportation Design team overcame many management obstacles and delays while working on this project. From public and business owner concerns to environmental constraints and mitigation, Borton-Lawson successfully met all design requirements throughout the process.

This compliment was a reassurance that Borton-Lawson is able to successfully meet the needs of today's demanding client. Quality design is just a small piece of the puzzle. The client expects a firm to manage the public and an ever-changing project scope, cost, and schedule.

Client's Corner

Bill Bolton was the Project Manager for a minor subdivision project for the Greater Wilkes-Barre Chamber. Below is the comment we received about Bill from the client on our Client Satisfaction Survey:

"Bill did a great job and was very responsive to our scheduling needs as well as coordination with Wilkes-Barre Township." ~ Fred Lohman, Greater Wilkes-Barre Chamber

Borton
Lawson
ENGINEERING
ARCHITECTURE
613 Baltimore Drive, Suite 300
Wilkes-Barre, PA 18702-7903
borton-lawson.com

