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THE SECO OUTLOOK . . .

VOLUME 28

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There is a new member of the football program at the University of Georgia. It's not fast, can't throw, can't jump, can't tackle and wasn't even recruited. It, however, will benefit the UGA football team for a very long time!

This new addition is part of the Butts-Mehre Heritage Hall expansion, which is home to the University's Athletic Association and football team. When complete, this stunning new facility will serve as the football program's training facility and include an indoor practice facility, meeting rooms and offices.

Last summer, SECO received the award from long-time customer, Brasfield & Gorrie, to perform the wall panel scope of work on the new building. This expansion is just the latest in a long list of athletic related facilities SECO has helped build.

Designed by Atlanta based Menefee and Winer Architects, the addition and renovations boast several different cladding systems, some of which are truly "cutting edge" material. In addition to curved metal roofing and soaring curtainwalls, the architect has utilized three different types of rainscreen wall panel systems, all furnished and installed by SECO. Also included in SECO's package are the profiled Style-Rib panels by Centria that clad the penthouse structure at the roof elevations.

At the curved fascias, soffits and various wall areas including several entrances, the system of choice is a flat, smooth aluminum composite rainscreen panel produced by Altech Panel



Project: UGA Butts-Mehre Expansion
Location: Athens, GA
Customer: Brasfield & Gorrie
SECO Contract Administrator: Denny Osterrieder
SECO Foreman: Tony Strickland
SECO Construction Manager: Troy Strickland

Systems of Cartersville, GA. Their patented Accu-Trac panel system finished in silver metallic provides a nice contrast to the other wall panel systems, especially the extremely unique fiber cement panels from Europe called Fibre C. These ½" thick composite fiber panels, imported from Austria, are being utilized not only for the first time in Georgia, but for only the second time in the United States. Fibre C panels, however, are not new to the world. In fact, these panels have been utilized on international products since 2004. For example, over 330,000 SF of these panels were recently installed on the huge new soccer stadium in Johannesburg, South Africa, site of the 2010 FIFA World Cup.

Tony Menefee, the project designer and principal at Menefee and Winer says, "The Fibre C panels look great! This system provides the rich colors in a taut skin with precise, tight

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Please visit

our website!

www.secoinc.biz

(Project Focus, continued)

joins we were seeking as a compliment and counterpoint to the existing granite panels. We purposefully left the panel matching, powder coating off of the stainless steel fastener heads so that the rigorous fastener pattern is expressed as part of the composition. It's obvious SECO's guys take great pride in craftsmanship."

Will Gaither, project manager for Brasfield & Gorrie, says about SECO and the project in general, "The Fibre C material is new and extremely unique. We, however, have confidence that SECO has the experience and expertise to wrap its arms around not only the Fibre C panels but also the aluminum composite panels and the ribbed metal panels. In fact, SECO

has exceeded expectations. Its crews have been proactive, good communicators and team members; as a result, the panel work is right on schedule and looks beautiful. In fact, our superintendent has stated that SECO is easily one of the best, if not the best subcontractor on the project."

These comments reflect just another example of one of SECO's great customers appreciating our desire to provide predictable performance and also trusting us to take care of its wall system needs. SECO would like to commend and congratulate Brasfield & Gorrie, Menefee and Winer and the University of GA for their excellent work in making the new Butts-Mehre facility at UGA a beautiful reality!

IN THE SPOTLIGHT

Cecil Landress, SECO Manager of Engineering Services, is one of our most important and vital employees, but don't tell him we said that!



Cecil Landress

Cecil, born and raised in Georgia, is the youngest of three children with two older brothers. In 1977 he graduated from Berkmar High School in Lilburn, GA, which is where he met his future wife Linda. In fact, Cecil married his high school sweetheart just one month after graduating! While in school, Cecil took an immediate interest in drafting and construction classes and continued down a vocational path throughout high school.

A few years after graduating, Cecil was employed as a cabinet maker where he built shelves and cabinetry by hand. After two years, Cecil wanted a more challenging career and was introduced to a regional metal panel manufacturer based in Doraville, GA. The company needed a draftsman and detailer and Cecil felt he would be able to apply some of his previously gained experience and skills to the job. After six years, he joined a large metal panel contractor, E.G. Smith and worked as an engineer/detailer in its Atlanta office. After just a few years, however, the company closed their operations sector and became a sales-oriented business. While there, he met Dick Waldron, who was in charge of Construction Operations at E.G. Smith and is currently the president of SECO.

After he was forced to leave E.G. Smith, Cecil was employed by Georgia Power and helped construct substations all over Georgia. He spent two years with Georgia Power then moved on to work for a service station building contractor and performed duties that included quality control and field engineering. While still working on substations, SECO Architectural Systems, Inc. was formed by Dick and Sara Waldron. Cecil joined the SECO staff in 1990 and has been the Engineering Manager ever since!

Over the years, Cecil's family has continued to grow, too. Cecil and Linda are the proud parents of John Landress and even prouder grandparents of John and his wife Kelly's first child, Brixton Mason Landress. Along with spoiling his grandson, Cecil also enjoys spending time with "Grunt" the family dog, who has been Cecil's best pal for over 12 years! He is also a very spiritual man and devotes much of his time to his church, Hebron Baptist Church in Dacula, GA.

A man of many hobbies, Cecil is a WWII enthusiast and loves reading about and studying the history surrounding the war. He collects authentic military artifacts from the period and displays them with pride at his home in Winder, GA. He is also a NRA supporter and member and enjoys sport shooting and fishing whenever he gets the opportunity.

About working at SECO he says, "My job at SECO is the best job I've ever had. In fact, it gets better all the time." Cecil also mentions that he has been inspired by and has great respect for both Dick Waldron and the late Roger Blue; both men laid the foundation for what SECO is today. With Cecil's help, we know SECO will continue down this great path of success!

SALES HIGHLIGHTS

The construction business is ever-changing; and most people believe that if you don't keep up, you'll be left behind. At SECO, we tend to think a bit differently. Instead, we believe if you don't think ahead you'll be mixed in with the average. SECO continues to push the limits of the industry and prefers to be the creators of trends, rather than the followers.

For instance, the branding market is a quickly growing trend, and SECO has been a part of it since the beginning. Our latest effort involves the beautification of an industrial section of Cartersville, GA. We wanted to install an 80ft wall mural on the side of an old industrial warehouse and hoped to instill more energy and a sense of pride to the community. We sought approval from the City of Cartersville and once approved, SECO joined forces with DI Graphics (Denver, CO) and Altech Panel Systems (Cartersville, GA) to produce an 80ft graphic wall mural; DI Graphics produced the 80ft

graphic (3M film), which is currently being applied to the ACM panels manufactured by Altech Panel Systems.

This is just one of the few examples of how SECO is pursuing new, challenging markets to stay ahead of the cutting edge. Listed below are some additional projects SECO has recently been awarded. Thank you to our customers for realizing SECO's never-ending goal to provide "predictable performances!"

RECENT SALES ACTIVITY

PROJECT

NORTH CHARLESTON COLISEUM
 MOMENTUM MAZDA
 MERCK VBF
 TACG CANOPY REPAIR
 FLIP BURGER BOUTIQUE
 CITY OF MEDICINE ACADEMY
 CARTERSVILLE BEAUTIFICATION
 MERCEDES-BENZ OF FAYETTEVILLE
 CLEMSON INNOVATION CENTER
 CDIA, CONCOURSE 6, PH. 7
 CMC OR EXTENSION
 TALECRIS NORTH PLANT EXP.
 HICKORY HIGH SCHOOL
 LATHAM PARKING DECK
 VT PERRY ST PARKING DECK

LOCATION

NORTH CHARLESTON, SC
 GASTONIA, NC
 DURHAM, NC
 PENDERGRASS, GA
 ATLANTA, GA
 DURHAM, NC
 CARTERSVILLE, GA
 FAYETTEVILLE, NC
 ANDERSON, SC
 CHARLOTTE, NC
 CHARLOTTE, NC
 CLAYTON, NC
 HICKORY, NC
 DURHAM, NC
 BLACKSBURG, VA

INTRODUCING BILL CHEELEY

We are pleased to introduce you to the newest member of SECO's sales team, Bill Cheeley. Bill joined the SECO family in July, and we are extremely pleased to have him!



A graduate of Southern Polytechnic State University with a BA in architectural engineering, Bill has been in the construction business his entire professional life. After graduation he began his career as a draftsman. Over the years he has gained experience working in estimating and project management; and for the past twenty-plus years, Bill has enjoyed working in product sales.

Although originally from Richmond, VA, Bill grew up in Buford, GA and attended Buford High School. He met his wife, the former Michelle Saxon, during high school and they maintained their relationship throughout college and are now the proud parents of three children; Ashleigh (12),

Logan (9) and Cameron (7). Their kids are active in sports, and Bill enjoys helping out with some of the coaching duties.

Besides spending time with his family, Bill is also a huge UGA football fan; he's a season ticket-holder and tries to attend the games whenever he can. Bill also loves to cook. He is known as the main BBQ chef for backdoor outings, and especially for UGA tailgating on game days!

Please join us in extending a warm welcome to Bill as he begins his new career at SECO. We know his future at SECO is very bright and is sure to be filled with countless success stories.

Please feel free to contact Bill any time. His contact info is below.

Email: billcheeley@secoinc.biz
 Office: (770) 469-8286, x 201
 Mobile: (678) 835-7326

The Lighter Side: Guess Who!



1 _____

Future Contract Administrator



2 _____

Future Contract Administrator



3 _____

Future Vice-President



4 _____

Future Construction Manager



5 _____

Future Sales Administrator



6 _____

Future Engineer



7 _____

Future Finance Controller



a



b



c



d



e



f



g

Answers: 1 - c Denny Osterrieder, 2 - b Bobby Stanfill, 3 - e Joe Creighton, 4 - d Robbie Belew, 5 - a Felicia Hudson, 6 - g Cecil Landress, 7 - f Ann Taylor

Customer Focus

SECO is pleased to introduce one of its best customers and one of the largest privately owned construction companies in America. Brasfield and Gorrie, headquartered in Birmingham, AL, is a highly respected firm that has constructed and managed many landmark projects for some of the most prestigious and well-known owners in America.

Established way back in 1921, Brasfield & Gorrie has been in the industry longer than most. Originally known as the Thomas C. Brasfield Company, it became Brasfield and Gorrie General Contractors when Miller Gorrie purchased the Brasfield Company in 1964. In addition to Birmingham, the company has offices in Atlanta, Raleigh, Nashville, Dallas, Jacksonville and Orlando. Throughout these locations it employs 2500 people and operates 25 business divisions! Contracting is a “people business” and Brasfield & Gorrie is proud of its high-quality staff. Robert Robison, Chief Estimator in the Birmingham corporate office, believes Brasfield & Gorrie is only as good as its people. He states, “We have very dedicated employees who strive for excellence every day!” The corporate environment at Brasfield & Gorrie is one that encourages philanthropy, too. The company is involved in numerous charitable endeavors including its annual United Way drive as well as Habitat for Humanity and the Toolbank.

Corrine Patton, Regional Marketing Manger in Brasfield & Gorrie’s Atlanta office, explains that it is the company’s corporate vision that sets it apart. She states its philosophy is to, “Build with integrity while exceeding the expectations of our clients, business partners, employees and communities.” SECO’s staff will attest that this philosophy extends to its sub-contractors, as well. SECO’s people have always been treated with respect and courtesy by the professionals at Brasfield & Gorrie.

Like SECO, Brasfield & Gorrie prides itself on repeat customer business. Traditionally, 80% of their customers come back to Brasfield & Gorrie again for their next project. SECO has had the great privilege of working with Brasfield &



Football Challenge at the Georgia Dome.

Gorrie on many successful and highly visible projects all over the southeast. Of course, Brasfield & Gorrie are significant players in the hospital/medical care construction field and education; but, additionally, they are major players in the wastewater/civil, office/retail, mixed use, government, sports and religious areas. According to Ms. Patton, the company’s list of projects and backlog typically consists of about 60% negotiated “design-build” work and about 40% hard bid. SECO is pleased to note that it has worked successfully with Brasfield & Gorrie on both types of projects.

With the combination of admirable core values and outstanding professional employees, Brasfield & Gorrie continues to honor its vision of achieving excellence both on and off the construction site.



UGA Butts-Mehre Rendering

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(Customer Focus, continued)



**Marriott Gateway Canopy
College Park, GA**



**NE GA Health Systems Women & Children Pavilion
Gainesville, GA**

Just a few of the highly successful projects SECO has completed with Brasfield & Gorrie in the past few years:

- CSU Student Rec. Center – Columbus, GA
- UGA Butts-Mehre Expansion – Athens, GA
- UGA Special Collections Library – Athens, GA
- WakeMed Chiller Plant – Raleigh, NC
- The Lovett School – Atlanta, GA
- The Weather Channel – Atlanta, GA
- Glenwood Place North Office Bldg – Raleigh, NC
- WakeMed Access Physicians Office Pavilion – Raleigh, NC
- G. Cecil Pruett Community Center – Canton, GA
- WakeMed North ED – Raleigh, NC
- Poyner Place Junior Anchor – Raleigh, NC



**Colonial Bank
Montgomery, AL**



**UGA School of Art
Athens, GA**

FAMILY NEWS

The Osterrieder Girls

Who said college dance and physical therapist majors can't fish?

These photos were taken during a Memorial Day weekend trip to the Canadian side of Lake Erie. Mom, Dad, Kelly & Nicole all enjoy fishing!

Nicole is currently attending Marymount Manhattan College in New York City majoring in dance. She hopes to make it big some day and is in the right location to make the contacts that she will need to be successful in the "Big Apple". She will be a sophomore in the fall semester.

Kelly is currently attending Slippery Rock University in Pennsylvania majoring in exercise science and going on to the physical therapy program. She will enter her junior year in the fall as part of a 6 year program. Kelly enjoys exercising and lately has been pushing Mom & Dad to visit the gym more often.



Kelly Osterrieder



Nicole Osterrieder

Kelly said that she caught a bigger fish than the one shown in the photo but her dad dropped it when he was trying to get it in the boat. Dad's always get blamed for everything!

-Denny Osterrieder, SECO Contract Administrator



On July 13, 2010 SECO Foreman Bob Henry welcomed his first grandchild into the world. Dalton Watson, son of Bob's stepdaughter Carrie, was a healthy 8.8lbs and measured a lengthy 22 inches long! All are well, and Bob is eager to let the spoiling begin!

EMPLOYMENT ANNIVERSARIES

1-4 YEARS

Wayne Manley	07/31/06
Bob Henry	08/07/06
Felicia Hudson	09/24/07
Matt Crump	09/18/08
Duane Metcalf	09/28/08
Tim Henry	10/06/08
Scott Heyob	10/13/08
Jimmy Landrum	10/13/08
Kenny Parr	10/13/08
Brad Colyer	07/06/09
Matt McKern	07/06/09
James King	08/03/09
Matt Bryant	08/10/09

5-9 YEARS

Joe Creighton	07/16/01
Stan Gantt	07/07/03
Rich McConaughy	07/31/03
Doug May	09/20/04
Rhonda Jeffries	09/19/05

10-15 YEARS

Dennie Neal	07/15/96
Buddy Barclay	07/12/99

15+ YEARS

Doug Hatfield	07/24/89
Lloyd Hatfield	07/24/89
Dick Waldron	07/24/89

BIRTHDAYS

JULY

Herman Hatfield	07/08
Tommy Cummings	07/14
Rhonda Jeffries	07/16
Tim Henry	07/23
Travis Sowers	07/23
Doug May	07/26
Joe Creighton	07/26
Stan Gantt	07/27
Peter Olsen	07/30

AUGUST

Sam Mooney	08/07
Matt McKern	08/10
Edward Kinton	08/15
Denny Osterrieder	08/16
Terry Meadows	08/30
Daryl Nichelson	08/31

SEPTEMBER

Tommy Siler	09/03
C.C. Rodgers	09/03
Felicia Hudson	09/05
Tony Strickland	09/09
Joey White	09/10
Brett Perkins	09/11
Brett Smith	09/11
Jack Barkley	09/16
Travis Belew	09/16
Hermas Ramos	09/21
Milton Ventura-Pereira	09/23
Erick Orozco	09/23
Jose Amaya	09/28

OCTOBER

Troy Strickland	10/03
William Mitchell	10/13
Lucas Schindler	10/22
Jason Brumley	10/24

AROUND THE TERRITORY



High profile projects dominate this edition of Around the Territory; kicking off with a monumental University of Tennessee Neyland Stadium. **BUDDY BARCLAY, LLOYD HATFIELD, Bennie Teague, Tony Osborne, Mitchell Terry, Bart King, Doug Hatfield, Tommy Cummings, Billy Collins**

and many others are proudly working on this exceptional architectural project.

The University of Georgia's new indoor/outdoor football training facility (part of the Butts-Mehre Expansion) finds **TONY STRICKLAND, Steve Ayers, Jamie Maxwell, Shane Carey** and **Brett Perkins** on a unique fiber reinforced concrete (FRC), MCM project.



Tony Strickland's crew installing Fibre C panels at the UGA Butts-Mehre Expansion

JASON BRUMLEY, Tulio Flores, and **Gerber Portillo** have just begun the Talecris North Plant in Clayton, NC.

Bainbridge College Student Wellness Center in Bainbridge, GA is nearing completion and **JIMMY (JABO) LANDRUM, Wayne Manley, Ken Earwood** and **Chris Bramlett** have all done an outstanding job.

DENNIE NEAL, Tom Siler and **Duane (Mooney) Metcalf** have just wrapped up the Spartanburg Day School in Spartanburg, SC.

MARTY WHITE, Matt McKern, along with **Joey, Nick** and **Justin White,** are putting up a beautiful MCM/AMC job for Columbus State College in Columbus, GA.

Hickory High School in Hickory, NC finds **CECIL (CC) RODGERS** capably handling this nice project.

The Honda Jet Aircraft Facility in Greensboro, NC finds

BOB HENRY, TIM HENRY, Eddie Kinton, Kenny Parr, Randy and **Nick Henson, Danny Mitchell, Eric Nelson, Ron Oliver, Jimmy King, Jose Amaya** and **Erick Orozco** pushing hard on this important expansion.

At Virginia Tech in Blacksburg, VA, **SCOTT HEYOB, Kevin Timm, Terry Meadows, Lucas Schindler, Travis Sowers, Ryan Rhodes, Thomas Mammoser, Jacob Bradley** and **Raul Garcia** are finishing up the very challenging parking deck located on Perry Street. This project features ProFab Metals support framing and Centria perforated stainless steel profile products.

KEN ESSNER, SETH ZUEHL, Jack Barklay, Alex Lizama, Carlos Hernandez, Hermas Ramos, Jose Lemus and **Gilberto Hernandez** are tackling the remarkable Bear Garden Generating Station in New Canton, VA featuring Centria roof and wall panels.

GARY BELEW, JOHNNY JEFFERIES, Sam Siler, Travis Belew, Brad Colyer, and a cast of many others are working on the substantial Conwood Tobacco Facility in Clarksville, TN, which features thousands of square feet of Centria Versawall panels.

A special THANK YOU goes out to our business partners: Centria, Altech Panel Systems and ProFab Metals. Their exceptional ability and efforts to meet the material requirements on many of these critical path scheduled projects has been crucial to our success.

Lastly, a special "tip of the hard hat" and thank you to all of our hard working team of SECO field personnel for their efforts in this year's demanding, record breaking hot summer weather!



On the Bainbridge College campus, Jabo Landrum and crew prove their skills by fighting off gnats and installing wall panels at the same time!

SECO: STRONG ON SAFETY

**News Release from the U.S. Department of Labor
April 22, 2010**

US Department of Labor's OSHA takes action to protect America's workers with severe violator program and increased penalties.

WASHINGTON – Every day, about 14 Americans fail to come home from work to their families. Tens of thousands die from workplace disease and more than 4.6 million are seriously injured on the job annually. The U.S. Department of Labor's Occupational Safety and Health Administration, in an effort to address urgent safety and health problems facing American in the workplace, is implementing a new Severe Violator Enforcement Program and increasing civil penalty amounts.

“For many employers, investing in job safety happens only when they have adequate incentives to comply with OSHA's requirements,” said Assistant Secretary of Labor for OSHA Dr. David Michaels. “Higher penalties and more aggressive, targeted enforcement will provide a greater deterrent and further encourage these employers to furnish safe and healthy workplaces for their employees.”

“Although we are making significant adjustments in our penalty policy within the tight constraints of our law, this administrative effort is no substitute for the meaningful and substantial penalty charges included in PAWA*,” said Dr. Michaels. “OSHA enforcement and penalties are not just a reaction to workplace tragedies. They serve an important preventive function. “OSHA inspections and penalties must be large enough to discourage employers from cutting corners or underfunding safety programs to save a few dollars.”

If you would like to read more about this topic, please go to <http://www.osha.gov/dep/svep-directive.pdf>

To sum it up, OSHA plans to increase inspections; if there



is a violation the fine(s) will increase dramatically.

At SECO we have taken these OSHA adjustments very seriously and are reinforcing our already strict safety policy with new measures. Not only have we increased jobsite safety audits, but we continue our dedication to education by providing thorough formal safety training to our staff.

INTRO PARAGRAPH DIRECTLY FROM SECO'S SAFETY MANUAL

It is the firm belief of SECO that, as one of our employees, you can best help yourself and your company by working safely. We insist that a healthy attitude towards accident prevention is the best safety policy – we share that attitude. As a craftsman, we believe you also share the same attitude. Keep it! Act and talk safety at all times.

This company, to ensure safe job conditions will comply with State Safety Codes applicable to any state where we are performing work and/or Federal Safety and Health

Regulations for Construction as set forth under the provisions of the Occupations Safety and Health Act of 1970. In addition, we will comply with the safety policies as required by our individual customers when such policies exceed the standards set forth by the Local, State, and Federal Codes.

To accomplish absolute compliance with Federal and State Safety Codes, we ask and expect your help and cooperation.

PROJECT PHOTOS



***CDC 23
Atlanta, GA***



***Knoxville Station Transit Center
Knoxville, TN***



***TD Automotive Canopy Repair
Pendergrass, GA***