

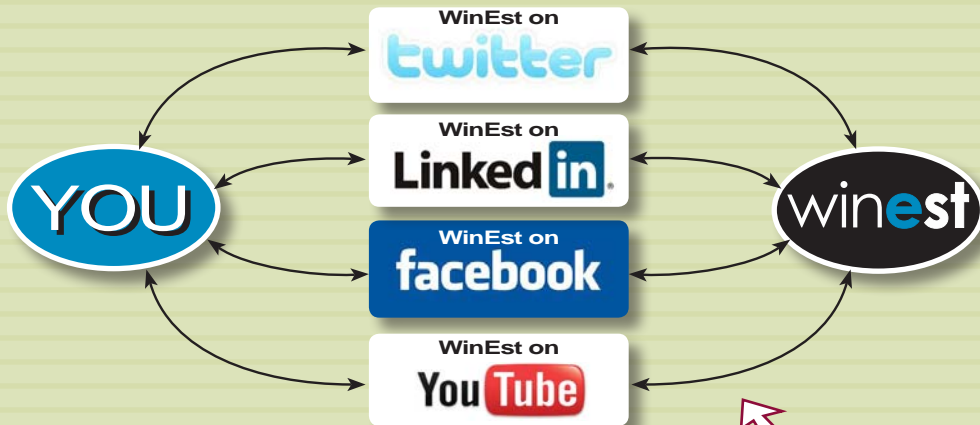
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COMPANY  
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NEWS BRIEFS

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**WinEstimator, Inc.**  
19450 68th Avenue South  
Kent, Washington USA  
253.395.3631  
www.winest.com



## Connecting with WinEst has never been easier

Time and technology march on, and WinEst continues to take advantage of every opportunity to connect on-line with our current and future customers, as well as the A/E/C industry as a whole.

Today, right from your computer, the options are many. You can join in the conversation on WinEst's **Facebook** page, check out the latest tech-support and informational videos on WinEst's **YouTube** channel, get all the latest news and updates via the tweets on our **Twitter** page, and hook-up with our staff and WinEst users around the world through our **LinkedIn** page.

*Whew!*

We're diligent about using these resources to keep you up-to-date on upcoming events, software updates, product releases and more, as well as for engaging in on-going dialogue with our customers and the industry. Of course,

you're invited to the party—and yes, *those links above will connect you with a single click!*

One of the latest projects of note is our posting to YouTube of our **Technology for Construction** webinar, now available in its entirety or by individual section. This webinar recording covers our company overview, core products, how we integrate with other applications and more. This is in addition to an ever-growing list of tech-support tips and other informational videos.

So, in whatever way works for you—maybe you're a tweeter; you like to be linked or are a dedicated "facebooker" or "youtuber"—we've got a connection for you. And don't forget the *old-school* way, either: *our website!*—you'll find it at [www.winest.com](http://www.winest.com).

***We'll see you on-line!*** ■

## IN THIS ISSUE

Connecting with WinEst has never been easier!

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Stuff you probably don't know about the White House



China's Three Gorges: That's *One Big Dam*



Counterfeit construction materials



Building demolition in four easy steps

...And top WinEst tips from our top guns!

# Around the horn

## News from around the industry



**THAT'S ONE BIG DAM** You may have heard of the immense **Three Gorges Dam** in China, which began generating power in 2006. The dam's final components should be in place sometime this year, which will bring it to full power generating capability.



According to Wikipedia, the scale of this project is unprecedented, with a total of 32 generators (weighing in at 6,000 tons each). Some of the construction facts are even more eye-opening: the project used over **35 million cubic yards** of concrete (most of which is in the dam

wall); **463,000 tons of steel** (enough to build 63 Eiffel Towers) and moved approximately **134 million cubic yards** of earth. The concrete dam wall rises some 594 feet above the river's rock floor.

Oh, and the price tag? About **\$22.5 billion**... give or take a few. ■

**COUNTERFEIT MATERIALS** Fake or counterfeited goods continue to their way around the globe in growing numbers, and it's not just limited to consumer goods like high-end



purses, computer software and pharmaceuticals. These days, more and more *construction materials* are being counterfeited—everything from circuit breakers and drywall to steel, switches and even lift cranes.

Hmm... Is it real?

According to *ENR.com*, the majority of fake construction goods are small items that are shipped and used in bulk—often, electrical components. Counterfeiting also extends to how products are labeled, such as fake Underwriters' Laboratories approval tags on products that have never been tested. In those cases, it's generally just a matter of time before the item fails, which obviously poses a very significant safety risk. ■

### The top ten counterfeit construction goods

1. Steel
2. Fasteners
3. Valves
4. Pipe
5. Circuit breakers
6. Rotating equipment parts
7. Electrical equipment
8. Pipe fittings
9. Pressure valves
10. Cement

## DOWN SHE GOES

Who can resist a good building demolition? This 17-story building took about a year to build, but only about six seconds to bring down—with about 20 minutes for the dust to clear, revealing the final debris pile. *Gravity always wins!* ■





## Partnering with higher-ed

WinEstimator has long fostered direct and supportive relationships with colleges and universities around the country. Through our *Partners in Education*



(PIE) program, the company has provided free WinEst software to construction-management programs at more than 400 schools worldwide, and offers live *Technology for Construction* seminars at select locations,

as well, every year. Recent seminars have been held at The University of Texas at Arlington, Drexel University, Stanford University, The University of Oklahoma, Marquette University and others.

**MANY BENEFITS** PIE-member schools enjoy a number of benefits from their partnership with WinEst. Foremost among these is free WinEst software, enabling their students to use one of the world's most powerful cost-estimating software applications. Members also enjoy free upgrades as long as their complimentary membership is current.

**KUDOS ACROSS THE BOARD** WinEst's PIE Director Tina Ruth hears first-hand about the appreciation that PIE members have for the program. "Colleges around the country often tell us how they value our support of their cost-estimating programs, and that both students and staff appreciate having leading-edge technology provided to them at no charge," says Tina.

*For more information on WinEst's Partners in Education program, contact Director Tina Ruth by phone at 800.950.2374 or via email at [truth@winest.com](mailto:truth@winest.com).* ■

Above, WinEst president Steve Watt speaks to construction-program students at the University of Texas/Arlington in May 2011 about current and future cost estimating tools and technology.

**PIE webinar, August 24**  
Are you in a higher-ed construction program? Visit [www.winest.com](http://www.winest.com) to register for our next PIE webinar, and learn about all the benefits of PIE membership!



**Construction of the White House in Washington DC took eight years and cost a little over \$230,000 (right around \$63 million in today's dollars!). George Washington never lived there, but he did plant the cornerstone in 1792.**

# FROM THE PROS! WinEst Tips & Tricks

*WinEstimator's technical-support wizards regularly field customer calls and emails on any variety of questions about using WinEst products. Sometimes those questions are absolutely routine, and occasionally (but not too often) something they've never heard before. We asked PSG Manager Ken Regier to give us a few of his most valuable WinEst tips, so here you go:*

## TIP 1 Options for Viewing Labor Productivity

With WinEst's latest version 14, users can now view labor productivity time per unit, or unit per time, on each individual line item.

The easiest way to do this is to go to the **Labor** filter and insert the column **Labor Prod Unit**. Do this by right-clicking on a column header and selecting **Insert Filter Column > Labor Prod Unit**.

Then, by double-clicking in the cell, you can choose the appropriate setting for each individual item. For example, you may want to see productivity for a manager displayed as "hour/week" but, for drywall, you may prefer to see "sqft/hour."

It's another example of the customizability we build right into WinEst! ■

*Double-click this column to customize your productivity-view settings.*

Labor Prod	Labor Prod Unit	Labor \$/Unit	Labor Rate	Labor Hours
40.0000	hour / week	2,000.00	50.0000	40.0
40.0000	hour / week	1,600.00	40.0000	480.0
1.0000	each / hour	35.00	35.0000	1.0
0.0120	hour / sqft	0.42	35.0000	47.2
				<b>568.2</b>

## TIP 2 Right-, Single- and Double-click Shortcuts

*Some shortcuts to make estimating a little better and a bit simpler!*

### RIGHT CLICKS

- **Row Number** Pop-up menu to modify item
- **Column Heading** Pop-up menu to *Modify, Insert, Delete, Hide Columns and QuickSort*
- **Individual Cell** Pop-up menu for *Calculator, Alternates, Edit Item, Add Items* and *copy/paste* functions

### DOUBLE CLICKS

- **Item Description** brings up *Notes*
- **Status Bar** Brings up *Tools > Preferences > Status Bar* options

### SINGLE CLICK

- **Column Heading** Highlights whole column
- **Row Number** Highlights whole row
- **Plus/Minus Sign at start of row** Expands/contracts assembly or summarized headings
- **Upper-Left Corner of Estimate Sheet/Takeoff View** Highlights whole sheet/takeoff. ■

## TIP 3 Dragging-and-Dropping Filter Items

Another handy feature of WinEst's latest version 14 is the ability to now *drag-and-drop items in filters*.

On a filter with **Headings** that are based on a **Table**, you can now select one or more items and drag the items onto a **Heading** row and the items will "move" to that section. For example, if you are viewing a filter that displays **Job-Cost Code** headings, you can drag a set of items onto a particular **Heading** row and the items will have their **Job Cost Code** adjusted to be the same as the **Heading** row. The filter will be refreshed to display the items with their new Job-Cost Code settings. This provides a very quick way to rearrange item headings. ■

# It's our latest Ad-of-the-Month

WinEst's July 2011 *Ad of the Month* presented an analogy that deals with the simple but very critical concept of *using the right tool for the job*.

The best tools for any job make doing it more efficient, more precise and more accurate. And, like choosing between a hand shovel and an excavator to dig a mile-long trench, the software

one chooses to use on a detailed and accurate estimate can make a huge difference in the efficiency and accuracy of that estimate. WinEst's ads-of-the-month can be seen at [www.winest.com/aom](http://www.winest.com/aom). ■



- A. Hand shovel
- B. Trench excavator

## Which would you use?

It's a no-brainer, right?

So... what about your cost-estimating software?

If you're still using "Brand X" to prepare your project bids, handle your cost models and organize your take-off data, well, you're doing things the hard way—and that's putting it mildly.

It's pretty much like using a handshovel to dig a mile-long trench: *It just doesn't make sense.*

**Instead, you could be using powerful, highly customizable and tailored solutions** from WinEst that give you unprecedented levels of efficiency, productivity and accuracy—all while enabling you to work and organize your data *exactly the way you want to*. And our range of training options and world-class tech support will put you in the driver's seat right away.

So give us a call today at 800.950.2374, or visit us at [www.winest.com](http://www.winest.com).

(And if you like the idea of digging trenches with excavators instead of hand shovels, you're going to love our stuff.)

• Free trial software

• Free webinars

• Free videos

• Product info

• Training options

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WINEST.COM

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