

ASC 2012
Region VI Competition
Commercial Project
'Problem Preview'

INTRODUCTION

Mortenson is pleased once again to be sponsoring the ASC Region VI Commercial Problem. The purpose of this event is to expose the participants to real construction industry problems that your future employers struggle with everyday. The problem will include elements from marketing, procurement, proposals, estimating, scheduling, project planning, risk management, safety, quality, subcontractor selection, and overall project management.

This event is a priceless experience for your personal growth and potential career development. This simulated real life experience shall benefit all participants, we promise. So we thank you in advance for the personal commitment you all are making to participate and appreciate your open minds as we continually throw challenges at you over the next few months and during the competition.

PROBLEM PREVIEW

- **Deliverable #1 - SOQ**

Mortenson Construction, acting as the Owner's Representative will be preparing a Request for Qualifications (RFQ). This RFQ shall be available to all teams and posted to the ASC Website no later than December 30th, 2011. Each team shall act as a general contracting firm and provide a Statement of Qualifications (SOQ) that shall be due on or before the Preproposal Conference slated to be held on February 9th, 2012 at the Mortenson room currently scheduled to be Nugget/Rose Ballroom #213-#214. Early electronic submittals will be accepted and appreciated but no preference shall be given in the scoring for early submissions. Teams submitting early will still be required to turn in hard copies with the other competing teams. More details shall be included in the RFQ. Late submissions for this activity will NOT be accepted and teams will forfeit whatever final percentage of their score the SOQ represents.

It is currently estimated that this deliverable shall account for approximately 15% of your overall score.

- **Deliverable #2 - Response to RFP**

Mortenson shall hold a Preproposal Conference on February 9th to go over last minute details, ground rules, plan of the day, answer any last minute general questions, hand out the Request for Proposal (RFP) and related construction documents. This meeting's exact time and location shall be solidified in the RFQ (above). The Preproposal Conference shall be mandatory and failure to appear may result in a teams disqualification from the competition. The 'on-site' competition shall begin immediately upon the conclusion of this meeting. The time to submit these responses shall be solidified at the Preproposal Conference.

Late submissions of this deliverable shall be penalized accordingly:

00:01 - 15 minutes = 5% Deduction

15:01 - 30 minutes = 10% Deduction

30:01 - 60 minutes = 20% Deduction

60:01 or later may result in the team's disqualification AND the team may be removed from the presentation format the following day.

It is currently estimated that this deliverable shall account for 35% of your overall score.

- **Deliverable #3 - Presentation Material / Oral Presentation**

The teams shall be required to turn in all presentation material, i.e. power point files, boards, handouts, etc that the team expects to utilize during their presentation. The due date and time for this activity has yet to be determined but the teams will all have the same deadline. (Last year they were due with the Response to RFP). Teams will not be able to add, change, supplement, etc. any of these items after their submission without penalty up to and including disqualification. All teams shall be prepared to present at the first time slot estimated for 7:00 a.m. We will display the order and times in which each team presents at the same time the presentation material is due. Based on 14 teams competing the teams should expect an oral presentation lasting 20 minutes followed by 10 minutes of questions and (hopefully) answers. Simple math and the judges need for a lunch break estimates that this portion of the competition shall be wrapping up around 5:30 p.m. Mortenson will hold a problem recap at the conclusion of the final presentation time slot.

It is currently estimated that this deliverable shall account for 40% of your overall score.

- **'The Intangibles'**

These points will be acquired by the teams' ability to impress the Mortenson judges. Consider it the 'Wow Factor', it is not to be confused with pretty, flashy, frivolous content or actions. It must be real content and impactful to the solution process. Mortenson judges will be evaluating teams beginning immediately. This includes all pre-competition correspondence, punctuality, teamwork, organization, team structure, time management, professionalism, ability to follow directions, personal skills, public speaking ability etc. From the time you enter the doors to the Preproposal Conference, the teams should understand that Mortenson is a potential client that will determine if your team is awarded the project and just like in the real world bad timing, poor communication, lack of professionalism, or lack of team unity can cost the team the win (even if they have the best solution).

It is currently estimated that this category shall account for the final 10% of your overall score.

GENERAL PROJECT DESCRIPTION

The client that Mortenson is representing is looking for a Construction Manager at Risk for one of their upcoming projects. The client has not yet decided which of their upcoming projects Mortenson is suited best to provide Owner Representative services on, however this client's building type and history is as follows.

- 1) Market Sector: Public, i.e. State, County, City, Township
- 2) Regional Area: Continental 48 States USA
- 3) Average Building Size: 50,000 sq. ft. (including renovations)
- 4) Average Budget: \$15-\$30 Million
- 5) LEED Certification: 100%

COMPETITION PREPERATION

Mortenson has outlined below some of our thoughts on what the teams should be focusing their time on from now until the RFQ comes out at the end of this year. These are just a guideline and by no means encompass everything but will hopefully provide you with a good start.

- READ AND UNDERSTAND THE COMPETITION RULES.
- Marketing Research
 - What does an RFQ look like? The SOQ that you are turning in is what an Owner typically looks at to sort through the masses and develop a 'short list'. The companies that make the short list are then invited to partake in the next step of the project.
 - What does an RFP look like? Maybe more importantly, what does an appropriate response to an RFP look like?
- Preconstruction Services
 - Teams will need to be able to provide the client with a final project price.
 - Teams will need to be able to do precision take offs and detailed estimates. Take-off or units are more important than the pricing you apply to these units.
 - Teams will need to be able to review Subcontractor Bids for accuracy and make award recommendations.
 - Teams will need to be able to review the Construction Documents and make recommendations on means and methods to achieve the Architect's vision for the Owner's budget.

- LEED Experience and knowledge.
- Construction Services
 - Teams will need to be able to prepare a Construction Management Plan that may include items such as:
 - Schedule
 - Site Logistics
 - Safety Plans
 - Quality Plans
 - Detailed Integrated Work Plans
 - Contract Management - Accounting, Risk Management, etc.
- Presentation Skills
 - Teams should be practicing creating an oral presentation and then executing. This is the portion of the competition that has the most available points and is the 'lasting' impression that you will leave with all of the judges prior to the scoring process.

MOVING FORWARD

Should any of the teams have a question or concern, the team's captain shall email Mortenson (contact info below) directly. All emails prior to competition shall have the following subject line "**ASC 2012 - (Your Subject Here)**". Failure to do so may result in your email getting filtered into Mortenson's junk mail that will be lost forever.

Mortenson shall reply to the questions TO ALL competing team's team captain. It is the captain's responsibility to inform the rest of the team of any pertinent information.

We are looking forward to another incredibly successful year and thank you all again for taking the time to make our industry better.

CONTACT INFORMATION

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