

30 YEARS!



S&W Waterproofing, Inc.



A Message from our President/Owner, Bob Svoboda:

Welcome to the first-ever S&W Waterproofing newsletter!

After 30 years in the commercial waterproofing business, we've decided to create a fun little piece that allows us to toot our horn a little, bring a smile to your face, and hopefully have some fun along the way. This quarterly newsletter will not only keep you up-to-date on what we can do for you as one of the Midwest's most trusted waterproofing companies, but will give you a little break from the stress of your job with interesting articles, fascinating facts, and inspiring bits and pieces from the world we live in.

Help S&W Stop the Sinister Mr. Drop!

Get your waterproofing questions answered at www.swwaterproofing.com/forum

How to Tell if You're Really "Buying American"

Three million jobs.

That's the number supporters of the "Buy America" movement calculate could be created here at home if every U.S. household simply reallocated 5 percent of its annual spending to products made on our soil.

Given all the horror stories about shoddy foreign goods — including Chinese drywall that so sickened homeowners across the nation that Congress just banned its importation — why aren't more companies trumpeting their "Made in the U.S.A." bona fides? Especially in light of a recent Consumer Reports National Research Center study that shows the movement's potential appeal to the American consumer to be at a near all-time high?

"Patriotism is a strong consideration among U.S. consumers," the Boston Consulting Group found, with 93 percent of those surveyed saying they'd pay more for U.S.-made goods "in order to keep jobs" here.

(Based on "quality" concerns alone, even 60 percent of Chinese consumers in that same study said they'd shell out

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Time to Keep an Eye Out for Termites

Signs of spring often include flowers sprouting out of the ground, leaves emerging on trees, increased animal activity and a general feeling of renewal.

However, one of the more unpleasant signs that spring has sprung is the emergence of termites.

Termites start searching for new habitats as early as late-March and early April, so the National Pest Management Association (NPMA) has stepped up its efforts to educate homeowners across the country. Termites cause an estimated \$5 billion in damage to U.S. homes annually, so awareness and education about this tiny creature is absolutely necessary. You don't want YOUR home to become the next feeding ground for these voracious pests.

"As many homeowners typically take stock of their homes in the spring time and plan for improvement projects, the NPMA [believes this is] the perfect time to inform them about why their homes may be vulnerable to termites and how to protect their most expensive investments," noted Missy Henriksen, vice president of public affairs for NPMA.

Termites are called "silent destroyers" because of their ability to chew through

wood, flooring and even wallpaper undetected. Swarmers, looking to start a new colony, are typically the first sign of termite season as these winged pests show up inside homes in early spring. It is important that homeowners do not mistake swarmers for flying ants, as the two species look alike to an untrained eye. Discarded wings near windowsills and doors signal that swarmers have already

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"We find our younger employees respond better to 'try to beat your high score,' than 'we need to increase profits.'"

Unbelievable Stories!

Not the Honor System You Want

"Fulton Jail Will Get Working Cell Locks," read the Dec. 19 Atlanta Journal-Constitution headline. The county commission serving Atlanta had finally voted to break a longstanding 3-3 tie that prevented buying new jailhouse locks -- even while knowing that inmates

could jimmy the old ones at will and roam the facilities, threatening and assaulting suspects and guards. The three headstrong commissioners were being spiteful because a federal judge had ordered various improvements to the jail, costing \$140 million so far, and the three vowed to spend no more. The 1,300 replacement locks will cost about \$5 million -- but will not be installed right away. [Atlanta Journal-Constitution, 12-19-2012]

owner, David Zehntner, who was out flying in his private plane and happened to be passing over his property at the moment Haines was hitching up. He easily followed Haines from the air and called in Haines' destination to police.

Special Project Highlight

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Because of the Kauffman Center's unique design and architecture, the work was often difficult to access with the site being limited on space to maneuver equipment between the wall and excavation. J.E. Dunn had a stringent safety program which helped keep all of our workers safe. The work continued from May 2007 through mid-year of 2009.

The above grade air barriers and building waterproofing behind precast started in July of 2009 and was completed in early 2010. The start of the horizontal waterproofing deck behind the concert hall and proscenium theater began June 4th, 2010 and completed in late July 2010. The joint sealants work used numerous widths, profiles and fire rated joint systems. The following provides a partial list of the materials used for this project. S&W Waterproofing is proud to be part of the Kauffman Center for Performing Arts project and contribute to our downtown community legacy.

Approximate Lineal & Square footage of work completed:

- Hot Rubberized Asphalt Waterproofing (over 1-1/2 football fields)
- Foundation: 35,000 sq. ft.
- Horizontal: 56,000 sq. ft.
- Bentonite Waterproofing: 6,000 sq. ft.
- Air Barrier: 6,500 sq. ft.
- Joint Sealants: 95,000 lin. ft. (over 18 mi.)
- Expansion and Fire Rated Joints: 8,000 lin. ft. (over 1-1/2 miles)
- Graffiti Sealer: 10,000 sq. ft.

An award-winning professional waterproofing, renovation and repairing corporation, S&W Waterproofing, Inc. delivers high-quality craftsmanship, materials, and honest estimates for both new and existing commercial buildings. S&W protects and repairs facilities from all environmental damage such as aging, water, storm, fire and much more. See more of our recent projects at, www.swwaterproofing.com/recent-projects.

They put the "Cat" in Fish

A team of French researchers writing recently in the journal PLOS ONE described a species of European catfish, growing to a length of five feet, that feeds itself pigeons by lunging out of the water ("cat"-like) and snatching them, even if the leap carries it to shore. Like Argentinian killer whales, the catfish are able to remain on land for a few seconds while wriggling back into the water where they can enjoy their meal. The lead researcher said he filmed 54 catfish attacks, of which 15 were successful. [DiscoverMagazine.com, 12-5-2012]



Stupid Criminal Tricks, Part I

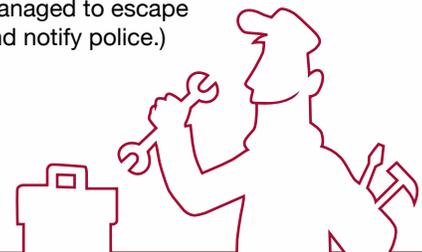
Unlucky Gary Haines, 59, was arrested in December in Charlotte County, Fla., after he was spotted stealing a trailer by hitching it to his own truck and driving off with it. The "spotter" was the trailer's

"Stupider" Criminal Tricks, Part II

William Cook Jr., 27, was arrested after a manager at a Wendy's restaurant in Rome, Ga., complained that Cook was acting strange and disturbing customers. When police asked for his ID, he provided bogus information and during a search, officers found a note in his pocket, reading, "How Bill Cook intends to rob the Wendy's on Martha Berry and get away with it," followed by two lists labeled "Plan A" and "Plan B."

Repair Bill Sticker Shock In Reverse

Jason DeJesus, 36, and Chanelle Troedson, 33, who share an upscale 4,600 square-foot home (complete with a swimming pool, and courts for playing tennis and beach volleyball) in Morgan Hill, Calif., were arrested in December and charged with luring a 50-year-old handyman to their home, forcibly detaining him, and requiring him to make various repairs for them over a six-hour period (before he managed to escape and notify police.)



Time to Keep an Eye Out for Termites

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found their way in.

A single termite colony can potentially contain as many as 2 million nasty little eaters, so the NPMA offers these termite-prevention tips for homeowners:

- Avoid water accumulation near the home's foundation.
- Keep mulch at least 15 inches from the foundation.
- Repair leaking faucets, water pipes and AC units.
- Replace weather stripping, and repair loose mortar around basement foundation and windows.



- Store firewood at least 20 feet away from the house and 5 inches off the ground.
- Routinely inspect the foundation of your home for signs of mud tubes (used by termites to reach a food source), cracked or bubbling paint and wood that sounds hollow when tapped.

Find more information about pest prevention, identifying an infestation and locating a pest control professional at www.pestworld.org.



Pig-Out Roasted Red Potato Salad Recipe

A tasty alternative to the tried-and-true potato salad recipe, this one is made with roasted red potatoes, bacon, eggs, green onion, celery, and mayonnaise. Simple to make and you can easily adjust the ingredients to suit your own taste buds! Plus, people will think you worked harder than you actually did!!

Ingredients: (serves 6) <ul style="list-style-type: none"> • 10 red potatoes, cut into bite-size cubes • Olive oil, as needed • 3 hard-boiled eggs, cooled and chopped • 1 stalk celery, chopped • ¼ cup chopped green onion • 4 slices cooked bacon, chopped • 1 cup mayonnaise • Salt and black ground pepper to taste 	Directions: <ol style="list-style-type: none"> 1. Preheat oven to 375 degrees F 2. Spread potato cubes onto a baking sheet and drizzle with olive oil to just cover 3. Roast potatoes until tender, about 45 minutes, remove from oven and let cool at least 20 minutes 4. Place roasted potatoes into a large salad bowl and combine with eggs, celery, green onion, and bacon. Gently stir in mayonnaise and salt and pepper to taste. Cover bowl and refrigerate for 2 hours to let the flavors blend. 	
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How to Tell if You're Really "Buying American"

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more of their pocket money for goods made in America!!)

Only a handful of products, including cars, textiles, furs, and woollens are required by law to reveal their American heritage.

The problem is, outsourcing is now so prevalent in U.S. supply chains that consumers almost need forensic analysts to tell which companies offer American-made products. Among the names that have passed what we'll call Made In America Litmus Test:

- * GAF, North America's largest roofing manufacturer, based in Wayne, N.J. (www.gaf.com)
- * Nashville's Gibson Guitar Co.
- * Wilson Footballs, based in Ada, Ohio
- * Victory Motorcycles, based in Spirit Lake, Iowa

"Not only is it a point of pride for us to manufacture in the U.S., it ensures that our Lifetime Roofing System meets the absolute highest quality standards," says Bob Tafaro, president and CEO of GAF, which has more than 3,300 employees in 25 plants across the nation.

On the other hand, in what has to rank as one of the more infuriating moments in

U.S. history, Ralph Lauren — as "iconic" an American brand as it gets — was threatened with boycotts last year when it turned out the uniforms it provided for our Olympic team were actually made in — you guessed it — China!

All of this has led to a proliferation of web sites devoted to identifying true-blue American firms. One of the latest, theAllAmericanHome.com, which was started by a father-and-son building team in Bozeman, Mont., urges building industry professionals to "Take the Five Percent Pledge" — that is, use 5 percent more made-in-America products — and includes a (to-date) short list of companies, including GAF, committed to manufacturing building products right here at home.

Other sites you can consult to see

if it is actually made in the U.S. of A. are: americansworking.com, madeinamericaforever.com and madeinusa.org.

S&W WATERPROOFING WORD FIND!

R	I	A	P	E	R	J	A	L	P	P	L	Y	C	M
M	E	M	B	R	A	N	E	R	U	T	S	I	O	M
G	N	I	P	P	O	T	S	E	R	I	F	Y	P	G
P	B	G	R	E	E	N	R	O	O	F	S	H	R	T
W	A	T	E	R	P	R	O	O	F	I	N	G	O	L
T	O	V	C	M	A	O	F	Y	A	R	P	S	T	G
G	R	N	E	B	H	B	L	A	T	S	E	D	E	P
Y	O	P	U	R	T	Y	R	N	O	S	A	M	C	P
C	R	P	C	A	U	L	K	I	N	G	L	S	T	A
N	A	Z	G	Y	O	E	C	O	A	T	I	N	G	S
P	P	X	M	S	E	A	L	A	N	T	S	Y	Z	Q

How many of these words can you find?

- | | | | |
|-------------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Airbarrier | <input type="checkbox"/> Firestopping | <input type="checkbox"/> Moisture | <input type="checkbox"/> Repair |
| <input type="checkbox"/> Caulking | <input type="checkbox"/> Greenroofs | <input type="checkbox"/> Paver | <input type="checkbox"/> Sealants |
| <input type="checkbox"/> Coatings | <input type="checkbox"/> Masonry | <input type="checkbox"/> Pedestal | <input type="checkbox"/> Sprayfoam |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Membrane | <input type="checkbox"/> Protect | <input type="checkbox"/> Waterproofing |

Hint: The words go in a straight line — in any direction!



S&W Waterproofing, Inc.

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**Construction news
to be enjoyed
over coffee.**

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S&W WATERPROOFING JULY 2013 NEWSLETTER



S&W Waterproofing, Inc.



The Performing Arts Center Project
of Kansas City

Special Project Highlight

Every newsletter, we will showcase a project that we're proud of, whether it's because of the prestige of the project or because of special challenges we faced doing the job. This issue, it's a prestige thing as S&W was honored to perform extensive and important work on one of the treasures of the Midwest, the Kauffman Center for the Performing Arts!

Covering nearly 13 acres of land near downtown Kansas City, Missouri, the Kauffman Center for the Performing Arts stands as a crown jewel of design and architecture for the city. It took nearly 16 years from inception (around 1994) to the grand opening of the \$413 million project (in

Sept. 2011), and S&W Waterproofing was proud to be asked to play an integral part in protecting the building.

Lead contractor, J.E. Dunn Construction Group, awarded two subcontracts to S&W Waterproofing for the foundation and building, plus joint sealant and expansion joints. The waterproofing installation started in May 2007. Some of the challenges included having several foundations located in different places requiring three hot-applied waterproofing kettles being used simultaneously.

Daily coordination meetings with J.E. Dunn took place to keep the schedule running smoothly and everyone working together.

**Register for Our Newsletter
and Enter for a Chance to WIN
2 FREE AMC Movie Tickets!**
www.swwaterproofing.com/amc



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