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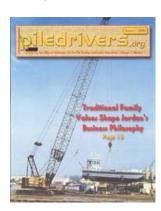
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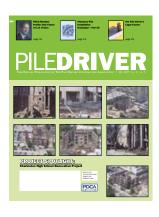
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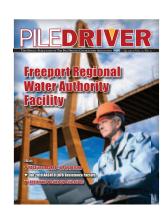
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PileDriver: A 10-Year Retrospective

By Van Hogan, PDCA Past President, 2008

In the spring of 2001, PDCA President Charlie Ellis issued a call for volunteers to serve on various, newly formed committees. I answered the call and was appointed Chairman of the new Communications Committee.

Our first committee meeting was scheduled to coincide with the next board meeting in Denver, Colorado the following June. My fellow committee members at that first meeting were Doug Scaggs and Garland Likins.

Our committee was assigned the task of establishing editorial guidelines and reviewing editorial content for PDCA publications, which consisted of *PileDriver* and our new website. We didn't really know where to begin so we simply started talking about the purpose of our magazine and what type of content would best suit that purpose.

We determined that *PileDriver* was a tool that we used to communicate both outside and within the organization. It acted as a window into the organization and a conduit within the organization. It was often the first contact that PDCA had with the general population. The editorial content of *PileDriver* should describe who we are, what we do and what we believe as an organization. It was also a great means for the dissemination of information. As such, it was critical that it convey our message effectively and efficiently.

Those guidelines formed the basis for our editorial content and we used them as our guide when selecting articles for publication.

The first issue of *PileDriver*, then called *PileDrivers.org*, had been distributed to our members a few months before, in the summer of 2000. At the time it was an in-house publication and, at 16 pages, it was more newsletter than magazine. The PDCA utilized outside vendors to edit, assemble and publish *PileDrivers.org*. It was not inexpensive. The publication included limited advertising to offset some of the cost of publication but the magazine was still costing the organization approximately \$32,000 per year.

About 18 months after our initial committee meeting, the PDCA found itself in need of a new Executive Director and, by extension, a new means of publishing *PileDrivers.org*. We interviewed several editors but could not find the right fit. In October 2002, after a referral from Steve Hall, who was then with another organization, I contacted a representative with Lester Publications at their office in Gainesville, Florida. He relayed that Lester Publications worked with a number of organizations to publish their magazines and other periodicals.

Lester's offer was simple and straightforward. They would edit, assemble, publish and distribute *PileDriver* for our organization. Our job would be to provide sufficient editorial

content. The cost to produce the magazine would be funded by advertisements with no out-of-pocket costs for the PDCA. Once advertising sales hit a specified threshold, Lester would then share any additional revenues with the PDCA. This business model was a perfect fit for our needs.

Although it took some time to build advertising revenues to the point where we could begin to share that income, the PDCA had an immediate benefit in that we were now saving \$32,000 per year! Also, as volunteer committee members, we could now concentrate our time on procuring and reviewing editorial content for the magazine, which was much more suited to our experience and availability.

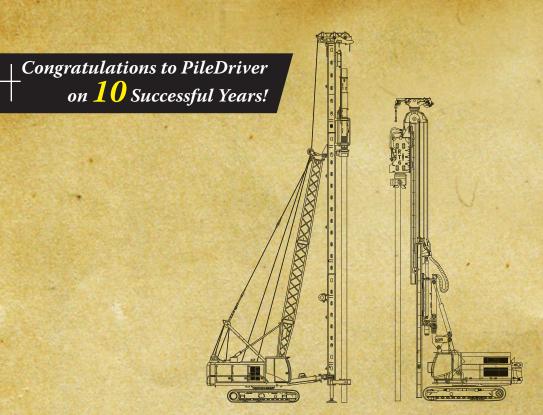
We were very fortunate to find a number of active and willing contributors from around the world. Over the years we included articles that introduced our readers to significant driven pile projects, our members and technical innovations, as well as timely information on safety, equipment and legal issues among others.

As time passed, the Communications Committee, which now included Steve Whitty, became comfortable in its role in procuring and reviewing editorial content. Although there was the predictable rush to meet our editorial deadlines, we were on the forefront of contacting new contributors and procuring interesting content for our readers. Lester Publications also became more familiar with our organization. Advertising revenue continued to grow and PileDriver became a great resource for our members and those who service our industry. Lester continually worked with us to improve the quality of the magazine. Issues now often range in excess of 100 pages and include a variety of interesting articles. Advertising revenue has grown to the point that it is now a consistent revenue producer for our organization. Because of the support provided by our advertisers, Lester is able to offer additional publications such as our annual member directory and the PDCA calendar.

Looking back over the last decade, it is interesting to see how far our little newsletter has come. I am grateful to Doug Scaggs, Garland Likins and Steve Whitty for joining me on the Communications Committee. Their contributions were essential. Our little group established the foundation for *PileDriver* and, through our valuable partnership with Lester Publications, we have watched it become the respected publication it is today.

The relationship between Lester Publications and the PDCA has grown stronger as the years have passed and has been beneficial to both organizations. Lester has been a great partner with the PDCA. We hope that partnership continues for many years to come. ▼

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PileDriver Magazine Has Come a Long Way Since 2000

By Stevan A. Hall, Executive Director, Pile Driving Contractors Association

It is my pleasure and an honor to be a part of the Pile Driving Contractors Association's *PileDriver* 10th Anniversary Commemorative edition magazine. The Commemorative edition celebrates ten years of continuous publishing of *Pile-Driver* magazine and represents ten years of dedication and hard work by many individuals within this association we so proudly call the PDCA.

The history of the PDCA's relationship with Lester Publications and today's *PileDriver* began when I received a call from Wayne Waters, then Vice President of the PDCA asking me the process of getting a magazine published that could represent the members and industry and was, at the least, revenue neutral. At that time, I was working with another association and publishing our own successful version of *PileDriver* with Lester Publications.

Wayne and I spoke for a while and concluded the conversation by agreeing it would be beneficial for the PDCA to contact Lester Publications and discuss production of *PileDriver* magazine. Shortly after that conversation, Van Hogan contacted Lester Publication and met with their representative in Gainesville, FL to discuss the concept of *PileDriver* magazine. The rest is, as they say, history.

Van Hogan was instrumental in getting *PileDriver* solidly placed as an integral and permanent part of the PDCA by signing the first contract with Lester Publications. Van, along with PDCA members like Garland Likins and Doug Scaggs, were diligent in their efforts to find and secure editorial content for each magazine edition over the first several years of its publication. Van was selected as Chair of the Editorial Committee (later changed to the Communications Committee) in 2001, and with the help from committee members, *PileDriver* magazine continued to grow and became one of the most visible marketing tools for the PDCA and the driven pile industry.

In 2008, the PDCA signed the third three-year contract with Lester Publications to continue publishing *PileDriver* magazine from quarter 1, 2009 through quarter 4, 2011.

Early editions of *PileDriver* were fairly short, consisting of 20 or so pages and a few articles. Today, *PileDriver* magazine consistently has 84 – 100 pages, 20 or so articles, and a distribution of over 2500 magazines to members and guests from across the U.S., Canada, Europe (including Finland, Northern Ireland, Luxembourg, Netherlands, and Germany), South America (including Chile and Ecuador), Bermuda, Puerto Rico, Mexico and Asia The content continues to grow, including Company Profiles, Project Spotlights, technical articles, and industry articles focusing on materials, equipment, testing, and engineering. It includes "Did You Know" (adopted from an idea presented by PDCA Past

President, Harry Robbins), and most recently the PDCA Communications Committee has included international articles with contributions by International Construction Equipment – ICE, Edgen Murray, Bisson-Pretech, and GRL Engineers.

PileDriver magazine has come a long way since 2000. Through its journey with the PDCA, PileDriver has become a part of your association as a consistent and effective tool to promote not only the work of the PDCA, but also our members and the work you do on a daily basis. PileDriver magazine is an icon that showcases our industry – deep foundations and earth retention through the use of driven pile; and is our industry's vehicle to promote PDCA member services, equipment and capabilities to end-user and decision-makers.

Many of you have taken advantage of the opportunities provided through *PileDriver* magazine, such as the Member Profiles, Feature Articles and Project Spotlights. These elements of *PileDriver* are and will always be a free benefit to PDCA members, allowing you to promote your company, projects, or accomplishments to a readership of over 7000. The PDCA encourages all members to take advantage of this benefit by calling the PDCA office to schedule your company, project, or a feature article in an upcoming edition.

Since it early days to today, *PileDriver* has continued to receive the support and encouragement of our partner, Lester Publications. I want to thank all of the great folks at Lester for the effort they put into making every *PileDriver* a quarterly success. I also want to thank Sean Davis, Publisher, *PileDriver* magazine, who has been with the magazine for a long time and is instrumental in coordinating editorial, advertising, design, printing, and shipping of *PileDriver*.

I want to thank those who have advertised with *PileDriver* over the past 10 years. You accomplish two things as an advertiser. The obvious is the promotion of your company, the distinctiveness it represents and quality services/products you provide to so many. The second accomplishment is you continue to support the PDCA through your advertising dollars. To all of our advertisers, we are and will remain grateful.

I want to thank our contributors, since it is your articles that inform, educate, and keep the readers wanting more. And I want to thank our current Communications Committee members, chaired by Pollyanna Cunningham (ICE). Along with Pollyanna, folks like the original three – Van, Garland, and Doug, along with Patricia Barnes, Billy Harris, Doug Surrency, Dan Winters, Eric Hendriksen, and Jeff Bikshorn have all helped make *PileDriver* magazine what it is today.

Thanks to all who have made this a great 10 years. I look forward to the next 10 years and even greater successes. ▼



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PileDriver is 10 Years Old!

We Need to Celebrate!

By Herbert F. "Buck" Darling III, Vice President, PDCA

rticles such as this celebrating any venerable aspect of an organization would very often start with "From humble beginnings..." Were I to say this, it would be an insult to anyone who had anything to do with PileDriver's inception and first publication in summer of 2000. There was nothing humble about the very first issue published. From the outset, the content of the magazine contained much of the same information that you can find in it today in its bright, easy to read pages. Back then and now, the magazine was full of case histories, project spotlights, member spotlights, safety topics, and advertising for the latest in pile driving materials and equipment. Today's content looks much the same and yet very different. It contains more engineering insight, business law, and green construction articles in keeping with the issues of the day. One of the newer sections is "Did You Know?", which is a section that keeps us updated on some of the more general interest things that we do need to know.

Through Piledrivers.org, later changed to just PileDriver, one can be witness to the evolution of our industry in just the last 10 years that it has been published. Crane advertisers are competing for space with dedicated pile driving rigs. The differences in pile hammers are very noticeable, especially in the design and appearance of hydraulic hammers, the development of variable moment vibratory hammers, along with the renaissance of resonant hammer technology. Lead systems have taken a quantum leap forth with the introduction of the fully articulating zero footprint system as described in a fairly recent issue. Sheet piling technology has taken a dramatic turn for the better with the availability of an almost infinite number of choices of sheet pile dimensions, lock types and corners, and wyes, and tees to allow almost any configuration of cell or wall. It is also very easy to follow the people that made and still make PDCA what it is. Very many of the people who were mentioned in the first magazines are still with us, and still heavily involved in the operation of the PDCA today.

PDCA and its members have benefitted greatly in the ten years we have been publishing *PileDriver* magazine. Through it, our organization has been able to spread the word about driven piles as a viable and economical deep foundation choice for engineers and owners. We do this not only by writing articles about how to design and choose which piles

to drive and where, but by advertising seminars such as the DICEP conference, PDA training, and the Professors Driven Pile Institute that actually show people how to do it. Through these, we can dispel myths about noise and vibration produced during pile driving operations. Using these vehicles we not only educate people in the engineering and geotechnical communities about how to design the most cost effective pile foundation for the specific project, but we even point them in the right direction to find an excellent specification that they can include in their contract documents for private work. All of this will help us maintain or improve our market share.

Two facets of the magazine need to be singled out if one is to talk about benefits to the members in particular. These are the "Company Profile" and the "Project Spotlight". Both of these speak to our audience about good member companies doing interesting projects. They let the reader know the state of the art methods and materials that their companies are using to maintain their market share. They also tell of how they deal with the other parties to their contracts, namely the engineer, geotechnical engineer, the construction manager and the owner. Your success depends on your relationship with these parties. Finally, it lets member companies help other member companies to stay progressive where new methods and materials are concerned.

For me personally, the best thing about *PileDriver* magazine is just being able to relax for a few minutes and enjoy reading it for the sheer pleasure of doing so. I have written before that pile driving is seemingly a repetitious thing. We do the same things day in and day out but somehow it never grows old. There are always different geologies, different characters, and different ways of doing the same thing. Our magazine is a shining example of this. There is always something new under the sun.

Finally, in this the 10th anniversary of *PileDriver*, I would welcome everybody to take part in the ongoing evolution of your magazine. For it is truly yours to shape and mold by putting your thoughts and knowledge down on paper for the rest of the membership and construction world to learn from and enjoy. By doing so, you will have taken measures to ensure the ongoing viability of what is already a truly great publication for the next ten years and hopefully, well beyond. ▼



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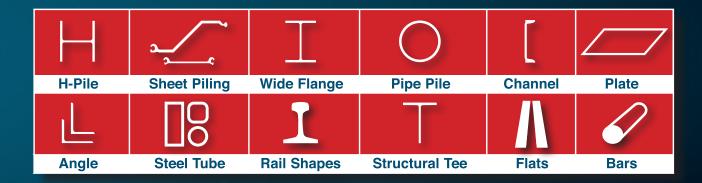
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MILESTONES

9/11 and Hurricane Katrina

uring *PileDriver*'s first 10 years of publication, two catastrophic events occurred in the U.S. that stunned both the nation and the world. In 2001, terrorist attacks on the World Trade Center in New York and the Pentagon in Arlington, Virginia resulted in the date of September 11 to thereafter be regarded in infamy as "9/11." Four years later came another major devastation, though this was a disaster of natural origin. Hurricane Katrina cut a path of destruction along the coastlines of Louisiana, Mississippi and Alabama, becoming the deadliest U.S. hurricane since 1928. One of the hardest hit areas was the city of New Orleans, which was stricken on August 29, 2005.

JUST TWO YEARS INTO its publication, *Piledrivers.org* presented two stories pertaining to the effects of 9/11 in its Winter 2002 edition. "Preventive Steps for Crisis Management" was somewhat of a departure from the magazine's usual content as it focused on outlining what steps should be taken during a crisis situation. The story, however, was co-authored by Barry Roth, the principal engineer of Municon Consultants.

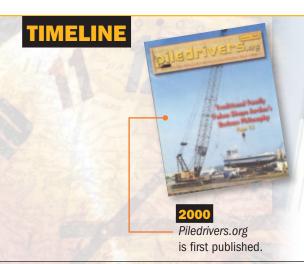
The second 9/11-related feature "WTC Tragedy Teaches Important Lessons To California Volunteer" touched both on the human dimension of the tragedy through the recounting of the heroic rescue efforts of B.K. Cooper, president of Cooper Crane and Rigging, who spent more than a week at Ground Zero as a member of FEMA's Incident Support Team, and the challenges as Cooper saw them involved in these rescue operations by the engineering aspects of the World Trade Center.



"WHEN THE LEVEE

BREAKS: Rebuilding New Orleans" was featured in *PileDriver* Q2, 2006. The story described the horrific effects of Hurricane Katrina on the Louisiana city, followed by the efforts of Boh Brothers, one of the largest and oldest marine contractors in the district, to help repair the levee that had been severely damaged by the storm. The repair was accomplished despite construction and logistical difficulties. A temporary emergency foundation was constructed with materials supplied by Skyline Steel, which was later followed by more permanent infrastructure.

By featuring these stories, *PileDriver* showcased the courage of those individuals and construction companies throughout the U.S. who helped America recover from tragedy, as well as the manufacturers, suppliers and materials that helped the country get back onto its feet.



2003

Lester Publications signs a contract with PDCA to begin publishing *Piledrivers.org.* The premier issue featured 40 pages.

The PDCA "Member Spotlight" is renamed "Member Profile".

2004

Beginning with the Spring issue, the title of *Piledrivers.org* is changed simply to *PileDriver*.

The first PDCA "Project of the Year" is featured in the Lester-helmed publication.

The Advertiser Index is moved from the Table of Contents page to the back of the magazine.



2005

PileDriver switches from "seasonal" issues to "quarters."

Global Distribution



PileDriver Magazine enjoys a wide distribution network that exceeds the Continental U.S. Issues of PileDriver are mailed to contractors and affiliates internationally and are available in

- Australia · Bermuda
- China
- Finland
- Netherlands

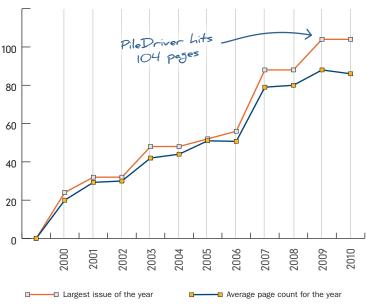
- Canada
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- Panama

- Egypt England
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- Singapore

- Chile
- Luxembourg
- Sweden

PileDriver's distribution allows for driven pile professionals across the globe to keep abreast of industry developments and the latest in construction technology.

Charting the Growth of PileDriver



PDCA Project of the Year Award Winners:

2003. Metro Wastewater Treatment Plant

2004. (Over \$1 million) Louisiana's L'Auberge du Lac Hotel and Casino

(Under \$1 million) Charleston High School Renovation Project

2005. (Over \$1 million) Charleroi Locks and Dam River Chamber Stabilization

2007. (Over \$1 million) Weeks Marine for Virginia Wharf Project

2008. Sun Marine Maintenance, Inc. for Seaport Canaveral Tank Farm

2009.....(Over \$2 million) – Land: Brayton Point Power Station

(Over \$2 million) - Marine: Progress Energy Nuclear Power Plant

(Over \$2 million) - Marine: The Morris Island Lighthouse Foundation Stabilization, Phase 1

(\$500,000 - \$2 million) - Marine: Skagway Harbor

Behind the PDCA

PDCA PAST PRESIDENTS & CHAIRMEN:

	2009	John King	Pile Drivers, Inc
	2008	Van Hogan	Ed Waters and Sons Contracting Co., Inc.
	2007	Mark Weisz	CS Marine Constructors Inc.
	2006	Harry Robbins	Palmetto Pile Driving, Inc.
	2005	Randy Dietel	Piling, Inc.
	2004	Wayne Waters	Ed Waters and Sons Contracting Co., Inc.
	2003	Jim Frazier	Lawrence Construction Co.
	2002	Jim Frazier	Lawrence Construction Co.
	2001	D. R. Jordan (President)	Jordan Pile Driving, Inc.
	2001	Charlie Ellis (Chairman)	BRB Contractors, Inc.
	2000	D. R. Jordan (President)	Jordan Pile Driving, Inc.
	2000	Charlie Ellis (Chairman)	BRB Contractors, Inc.



Present President Don Dolly (Foundation Constructors, Inc.)



PDCA Executive Director Stevan A. Hall 2004 - Present



PDCA Communications Committee Chair Pollyanna Cunningham 2009 - Present



"Did You Know?" is first added to PileDriver in the Q4 issue.

First 3 issues of PileDriver hit 76 pages with Quarter 4 reaching 88 pages.

Sean Davis at Lester Publications becomes **Publishing Director** of PileDriver.



Quarter 4 issue of PileDriver hits 104 pages.

Cover layout is changed to a more modern design giving more prominence to cover articles.



First perfect-bound issue of PileDriver is released. Changes to cover quality are made to improve publication.

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Evolution of the Editorial

ince 2003, Lester Publications has been proud to partner with the PDCA in the publication of *PileDriver*, and has been equally proud to play a part in its continued growth to where it has become one of the most respected industry publications. The inspiration behind the development of *PileDriver* was relatively basic: To promote driven piles and provide a sense of community within the industry. According to Van Hogan, PDCA Past President, 2008, the transition point came in the fall of 2002 because the association needed a new, more efficient and less costly means of publishing the PDCA newsletter. This decision was motivated by a change in Executive Directors at PDCA.

According to Van Hogan, *PileDriver* has provided the industry with a forum to promote the benefits of driven piles, innovative uses of driven piles and the companies that install, manufacture and test driven piles. This is echoed by Harry Robbins, PDCA Past President, 2006, who adds: "Having a first-class publication gives PDCA credibility. Putting this publication into the hands of as many design professionals as possible may be the most beneficial thing PDCA can do."

PileDriver's success is also due to the tremendous support of the driven pile industry. According to Van Hogan, "The industry has been generous in providing editorial content and advertising support." Harry Robbins concurs: "Certainly industry support is the most important element to keeping the publication vibrant and successful."

Despite the success it enjoys, *PileDriver* will continue to grow and improve through the exchanging and implementation of new and innovative ideas intended to further *PileDriver*'s standing as a leader in the industry. Through the

dedicated efforts of both the PDCA and Lester, the future of *PileDriver* looks not only promising, but exciting, especially as modern technology will play a key role in its further development.

Says Van Hogan: "Periodicals are starting to be delivered electronically. This change may not come in the near future to *PileDriver* but it will in time. Electronic delivery will provide us with an opportunity to include active links to video clips, background information and direct contact with the authors of various features, among other things. It will also allow for broader but possibly more targeted delivery of information to contractors, owners, suppliers and engineers – members and non-members alike. It is my hope that in whatever form *PileDriver* takes, it continues to be known as a source for quality information and a means of binding the community of *PileDriver*s together."

Stevan A. Hall, PDCA Executive Director, graciously took the time out of his busy schedule to talk about *PileDriver* magazine: the publication's origin, purpose, future and importance to the driven pile industry.

Question: What was the inspiration and/or the vision behind *PileDriver*?

Steve Hall: The PDCA was looking for a professional magazine, a professional identity through the magazine for the association. *PileDriver* lends some credence and credibility to the PDCA. Ten years ago when we were starting up, that vision and that need were in the minds of the leadership of PDCA. The magazine was one way to move PDCA towards that vision and the credibility that they sought.

Question: What were the early key themes?

Steve Hall: To highlight members and projects, but also to promote the professionalism and quality assurance and quality controls of driven pile through the publication and through articles about the companies PDCA represents and projects that the PDCA members were working on.

Question: When and why were the major transition(s) in the publication?

Steve Hall: We have to have our short-term objectives in order to identify where we are with our long-term goals. The PDCA and the magazine itself had a long-term objective, which was to continue to improve. It was obvious to the committee and the board that the magazine needed to transition as a continued process of representing the PDCA as the association continued to grow. As the association transitioned with more members, more services, more benefits, etc., obviously the magazine required some transitional aspects, as well.

Question: What motivated the change?

Steve Hall: Change is always motivated by the desire to improve. PileDriver magazine is a very important part of what PDCA is. It's a very visible, tangible piece of what PDCA is. The magazine helps represent PDCA in a more professional way. The changes were needed and wanted by the members and suggestions came from everybody. "Did You Know?", for instance, was suggested by Harry Robbins.

Question: What do you feel the publication has given the driven pile industry?

Steve Hall: It's given us representation before the public agencies that use our services that are associated with the foundations and earth retention systems. Membership-wise, through the advertising, members have become familiar with alternative equipment and services, alternative capabilities. Through our "Project Spotlights", we've given members here and abroad the opportunity to see a different way to accomplish a challenging task that may not have been open to them simply because they didn't know about it.

Question: Do you feel the support of the industry has played a key role in the success of *PileDriver*?

Steve Hall: There's no doubt. You can't have a magazine without the support of the industry. I always look at a maga-

zine from two perspectives: the editorial and the advertising. One is not going to support the magazine without the other. In *PileDriver*, you have the support of the PDCA members who create the articles the readership wants, providing an educational forum, base of information, knowledge, etc. On the other hand, without the advertisers, there would be no *PileDriver* magazine. So the support of our service providers, manufacturers, suppliers, etc. has been absolutely essential to the success of the magazine. The entire industry comes together to support those two segments in order to make *PileDriver* magazine the success it is now and has been since its inception ten years ago.

Question: Do you feel that the publication has fulfilled its purpose?

Steve Hall: It's not only fulfilled its purpose, it has probably exceeded its expectations. Prior to *PileDriver*, PDCA was paying to have a magazine published. What *PileDriver* did for PDCA was eliminate an expense. Not only that, but it allowed the PDCA to start making some revenue on the publication of the magazine. But it's so much more than that. *PileDriver* is the vision of the association. *PileDriver* has grown from a 20-page "brochure" to a hundred-page magazine. The fulfillment of the purpose of *PileDriver* magazine is overwhelming in representing the PDCA, its members and our industry.

Question: What do you see or hope to see for the future of *PileDriver*?

Steve Hall: To continue to expand the magazine as a service benefit to our members. I see it as a single, independent representation of the driven pile industry. When you're at the top, that growth is not always easy, but with the help of the Lester team with their new ideas and some of the things we're doing through our committee with new ideas, I can't help but see PileDriver get better and better. We just started our "International" section which we never had before. Although we have international distribution, by putting international articles into the magazine creates that credibility of PDCA as an international association. We are certainly interested in expanding not only the visibility of PDCA internationally through these articles but to create an image of PDCA as truly being an international association, which it is. So through the collaborative efforts of Lester and the PDCA I see the future of PileDriver as one where the publication will continue to improve and not be surpassed by anybody else in the industry. ∇

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I read PileDriver because it highlights the most interesting driven pile projects happening now. It's really the **voice of the driven pile industry**.

Gina Beim, P.É. Senior Consulting Engineer, Marketing Our experience has been that PD when asked, customers tell us the We get a better response from publications; they go straight to Also, working with Lester Publications

Mike Jahnigen Sun Piledriving Equipment

> We enjoy a good co project reports of Pa advertisers' photo projects very inform

> > Takefumi Takuma Giiken America Corp.

Correia Construction find *PileDriver* magazine a **must read publication**. It keeps us up to date with new pile driving and pile test equipment. It additionally keeps us abreast of new driving techniques and safety issues.

It is a must read for contractors that install piling as part of

or is the mainstay of their core business.

Dennis Correia Correia Construction Company Ltd.

It has been **impressive** to see the evolution of the **quality** and content *PileDriver* has taken.

Michael Kelly Gulf-South Piling & Construction, Inc. I look forward to receiving PileD it **keeps me up to date** on the my life for the past 45 years. T is the Member Profile. The iter my company ad for our TAPERT

Our company has always supported the PDCA and has been a member since we started doing business, as well as being individual members of the association. We find that *PileDriver* magazine is a **great publication that keeps a beat on the industry**. We look to the publication for latest technology, continuing education, upcoming seminars and conferences. *PileDriver* magazine is also useful when looking to connect with other business in the industry. We have all our old publications in the office and keep them out so all employees can read them. They get a lot of use!

William Vynorius President, Vynorius Piledriving Jack Dougherty, President DFP Foundation Products LLC

Great magazine piledriving, etc. ir

Scott A. Sechrist Piling Superintende Glenn O. Hawbake OCA ads are successful because lat is how they heard about us. In this ad than other trade of the core of our customer base. In this is always enjoyable.

mbination of technical articles and fleDriver. And, we also find its s of great **products** and successful **native**.

The incredible advances that have been introduced into the pile driving industry lately in new products and equipment make it imperative for those of us in the business to keep informed. *PileDriver* is the **premier source for this information**.

Stanley Merjan, P.E., D.GE Senior Consultant Underpinning & Foundation Skanska

PileDriver magazine speaks to the core of our business, successful pile driving. It is a **relevant**, **well organized trade publication** that keeps L.B. Foster's name in front of our key constituents.

Don Foster Senior Vice President, Construction Products L.B. Foster Company

river magazine mostly because industry that has been a part of he item that I usually read first n I look for first, I must admit, is TUBE™ Pile.

PileDriver magazine contains very interesting articles directly related to our specialty. It is very enjoyable to read about other contractors' experience and find in this reading the common problems and solutions that convince us further on that the driven pile is the best possible solution to a deep foundation.

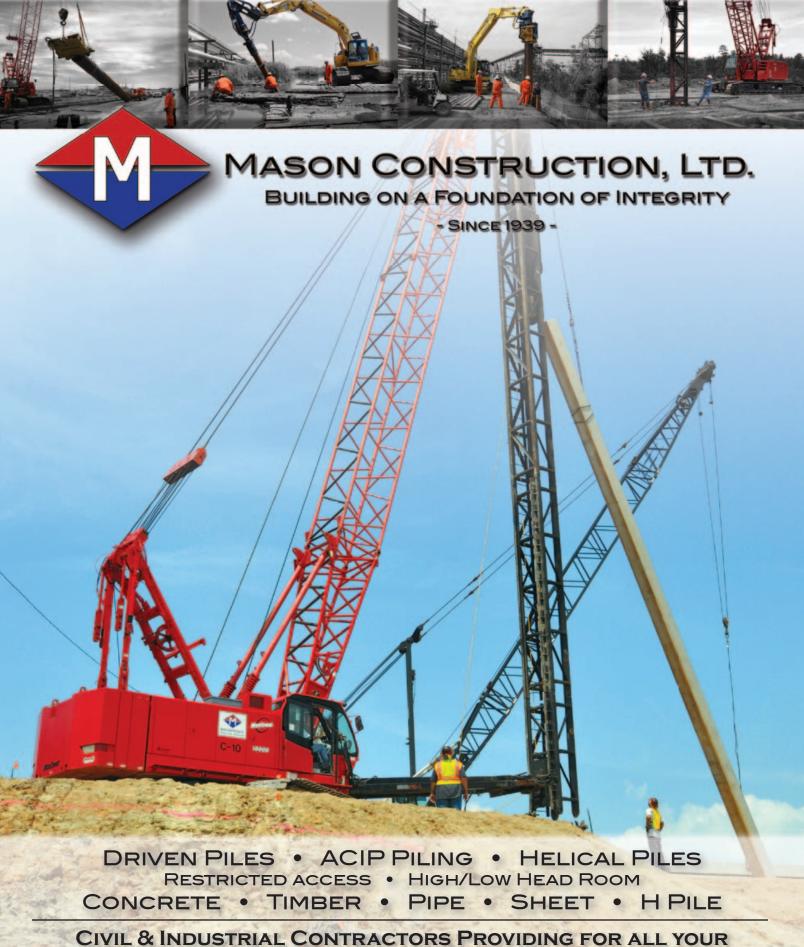
Rafael C. Miranda Ciport S.A. Equador

, I enjoy reading about the construction projects. Well Done!

We enjoy reading *PileDriver* because it **keeps us in touch** with the pulse of the industry throughout the country. It is interesting to see high profile projects as well as new innovations throughout the industry.

Craig Meltzer Project Manager Underpinning & Foundation Skanska

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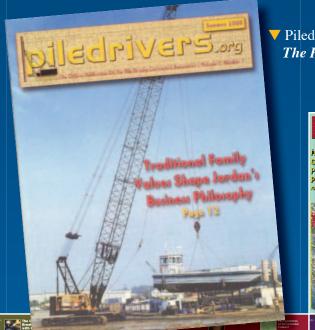
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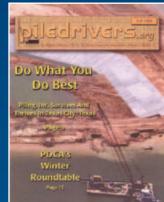
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THE "COVER" PAGE

A Pictorial History of PileDriver through its Cover Designs.



▼ Piledrivers.org Spring 2000 The Premiere Issue!



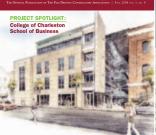






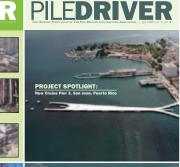




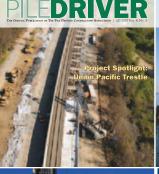








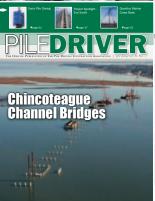




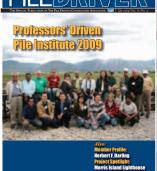


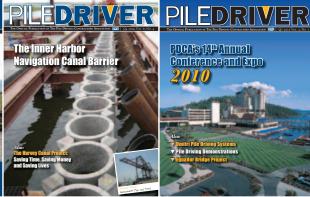




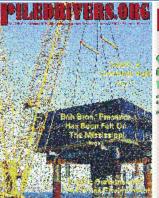




























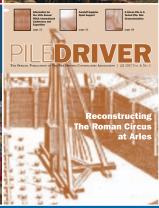




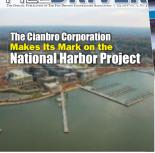










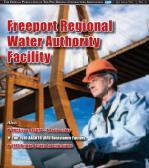




During its 10 years of publication, *PileDriver* has covered everything relevant to the driven pile industry: from projects to profiles. *PileDriver* prides itself on showcasing the best of the best! Our focus remains on keeping our readers involved and informed in the world of pile driving.

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Then & Now

The changes and growth in PileDriver over the ten years the magazine has been in publication have been steady and progressive, utilizing increased and stronger editorial and improved design technology.

To illustrate how the layout and content of the magazine has evolved during this period, below are comparison pages from PileDriver's earliest issues and PileDriver in 2010.



Company profile - Summer 2000 Issue



Article about staff - Summer 2000 Issue



Table of Contents - Fall 2001 Issue



Company profile - Q4 2010 Issue



President's Message - Q2 2010 Issue



Table of Contents - Q3 2010 Issue





at your service.







Congratulations to PileDriver on 10 Successful Years!



By Sean Davis, Vice President & Publisher

For more than a decade, *PileDriver*, once known as *PileDrivers.org*, has established itself as a strong, timely and effective communication platform of the PDCA and, thusly, has become the voice of the industry. The beginning stages presented the challenges and difficulties typical of any start-up publication – it was a costly and time-consuming venture, and while there were the cost factors to consider, the decision by Van Hogan and the PDCA Communications Committee to proceed with the development of print media ultimately proved to be the right one. Today, *PileDriver* has earned the status as the driven pile industry's leading magazine and #1 reader choice among contractors, technical engineers and associates, and that in itself is a considerable accomplishment – and one that oft-times an association can only dream of.

It was in 2003 that Lester Publications, LLC contracted with PDCA with a vision to take their association's existing publication to a new frontier never imagined possible. The first and most important part to understanding how this success has evolved is through our relationship with the PDCA. Having the opportunity to work with such a progressive association, primarily Executive Director Steve Hall and Van Hogan, has truly been positive and encouraging. This is due to the trust and respect they have placed in us, allowing us to do what we do best, which is advancing the communication programs of trade associations across North America. We couldn't ask for a stronger publishing partnership than the relationship we've developed with this group of professionals, and we are grateful to the PDCA for continuing to place their trust in Lester as we move into what I consider a whole new decade in publishing.

What's next for PileDriver?

That is a question I get asked all the time... when you have the leading publication, where can you go from here?

However, to me, the answer is very simple: Digital.

In a world where industry professionals must keep their finger on the pulse of information at all times, Lester and the PDCA are currently working together to develop a truly visually appealing online version of *PileDriver*.

The world of online and social media has taken the publishing industry by storm. The way the world consumes media today is obviously much different than 10 years ago, and in order for us to maintain the industry leading title we must present *PileDriver* to the PDCA audience in the available formats of today so that we can captivate the world of tomorrow.

We feel there are numerous user benefits in utilizing the online world as a way they receive media. One of these includes the ability to quickly and conveniently share articles with colleagues via email or social media plug-ins such as Facebook and Twitter. No longer will you need to photocopy the magazine page, write "read this" and fax it to a business associate.

For the advertising community, this is extremely powerful in terms of marketing exposure. With digital media and specifically the example above with regard to social networking, advertisements can reach a much broader audience, providing even better results and possibly even a better return on investment when it comes to prospective new customers.

Fundamentally, if a company is advertising, they're looking to promote and sell products/services to an audience that has interest in that type of product or service. Ideally, they



want action and results on their advertisements. By providing visually appealing digital ads, the opportunity for readers to take action is immediate by clicking right through to the advertisers' websites to learn more about what is advertised. With the use of online technology and reporting, we will be able to provide a very measurable response for the advertising community, helping them to make more results-oriented marketing decisions which best suit their business.

In addition to online publishing, we're very excited about the introduction of the tablet and we are interested in all it has to offer the publishing world. It's a very exciting time to be in magazine publishing for both publishers and associations. Working with our design software provider Adobe and their advancement into digital publishing, will allow us to take all the wonderful elements of visual print publications to the reader online. This offers readers further insiht into an article, and in the case of Project Spotlight, provide additional photos – and videos – which printed publications cannot easily do.

We couldn't make this headway without the informa-

tive and interesting editorial which is first and foremost why the readers trust *PileDriver*. The great work and effort from Steve Hall, Stone Wallace (Editor of *PileDriver*), and the PDCA Communications Committee, led by Pollyanna Cunningham, provide us with the content necessary to make these advancements possible. The editorial direction moving forward and the quantity as well as quality of content will be the key component in assisting Lester's creative team to provide the PDCA audience with a truly digital multimedia experience.

PileDriver's future is very exciting, and as a proud publishing partner to the PDCA we are dedicated to turning the page to the next chapter of this success story. With such a strong industry, loyal and dedicated member support, and progressive minded individuals leading the PDCA, we are confident the "what's next" of PileDriver will be revolutionary in the world of association publishing and believe that PDCA will lead the way for thousands of associations across North America. ▼

We look forward to receiving *PileDriver* every quarter. The articles are informative and include a **variety of topics** that allow us to keep focused on the latest developments and technology in the industry. *PileDriver* also provides us with a connection to other precasters, as well as designers and contractors; and promotes piles in the industry. Congratulations to *PileDriver* for **10 Years of expertise**.

Gary Shrieves, Senior Estimator Bayshore Concrete Products

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Congratulations PDCA on the occasion of the 10th anniversary of PILEDRIVER



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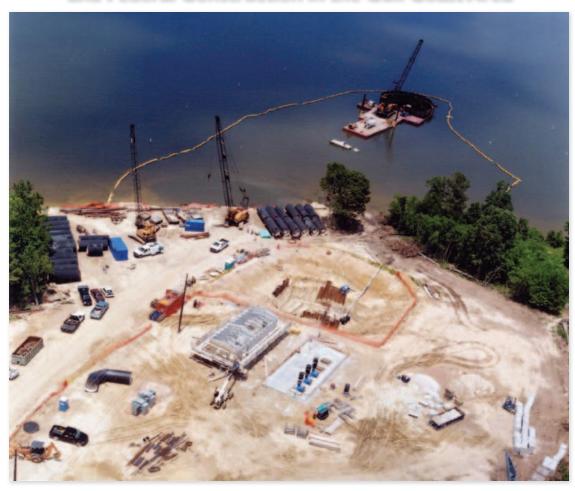
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From: Sean Davis, Vice President & Publisher

Subject: Thank You to Our Advertisers

Date: January 2011

To: PileDriver Advertisers

Throughout this commemorative edition, we have outlined the many successes PileDriver has enjoyed since its inaugural issue. We've discussed and displayed through graphic representations the growth in editorial, page count, departments, special event coverage - not to mention all the effort involved in putting together each edition of this first class publication.

With that said, we must mention another group of business professionals who play a major and key part in these publications successes:

The advertisers.

As an advertising company, you have helped us achieve the unimaginable, aided us in our goal of managing and maintaining a high quality and industry beneficial publication. Simply put, it has been through your support over the years that we have been able to grow PileDriver into the powerful advertising platform it is today. One that is read by the most influential decision makers in the pile driving industry!

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Each advertiser can feel pride in knowing that in addition to the great marketing benefits and effective promotion of your company through PileDriver, a percentage of each advertising dollar spent is contributed directly back to the PDCA. These funds make it possible for the PDCA to continue to do the excellent work they do in continually promoting the driven pile industry.

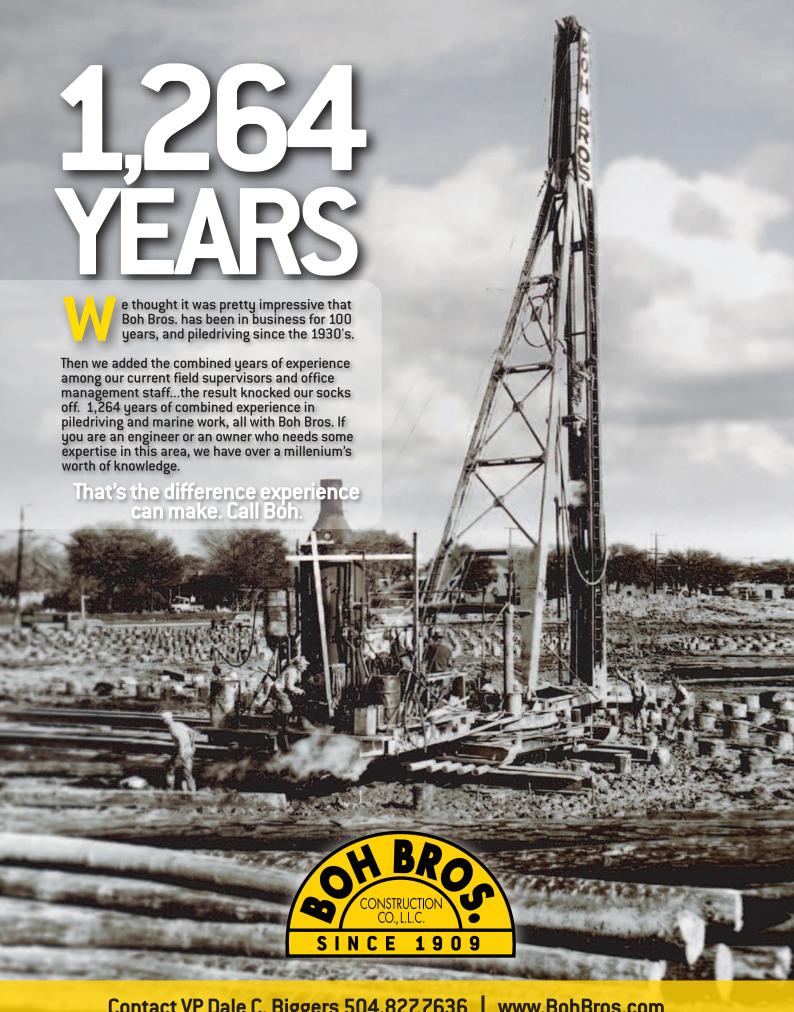
On behalf of the PDCA, we at Lester Publications thank you for your support of PileDriver and look forward to continuing a mutually beneficial relationship with you, our loyal advertiser.

Sean Davis

Vice President & Publisher Lester Publications, LLC



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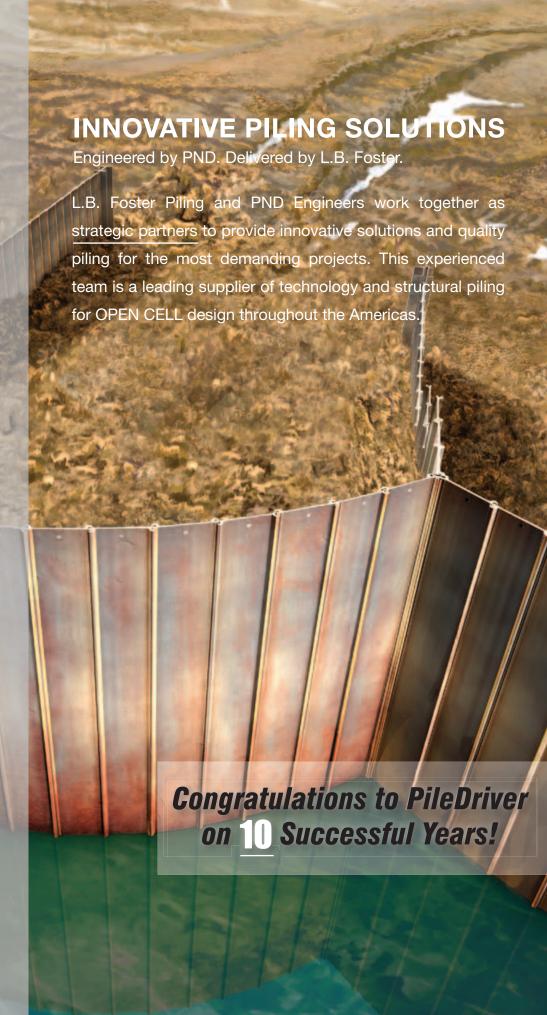
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