



For Immediate Release

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**CMAA Conference Showcases
Virtual Design and Construction and Building Information Modeling**

McLean, VA—More than 50 construction industry professionals received a detailed look at the latest in Virtual Design and Construction (VDC) and Building Information Modeling (BIM) at a full-day conference presented March 30 in Anaheim, CA by the Construction Management Association of America (CMAA).

These new technologies promise to give construction managers, architects, engineers, and other specialists powerful new ways to assemble and analyze project-related information in support of sound decision-making.

The program included plenary sessions, topical breakouts, project case histories, and hands-on opportunities with the leading BIM software products.

Conference Chair Scott Arfsten of Sasco led the opening plenary session, providing an overview of VDC and BIM, its history, and potential impacts on the construction industry. He was joined by Mani Subramanian, CCM, of Vanir Construction Management and Sue Yoakum of Donovan Hatem.

Chico State's Willem Kymmell followed with a discussion of "Transitioning Your Team to BIM." The remainder of the program focused on practical applications, providing case studies and other input from speakers representing designers, general contractors, construction managers, specialty subcontractors, and others. At the conclusion of the day, software presentations by four leading providers gave attendees the chance to work with the leading products and explore their features first hand. "This conference was very effective in getting everyone thinking and moving forward with this new technology. As a group, the overall feeling was that we have reached the 'tipping point' of adoption and things will begin to move quickly from this point forward. Overall, it was a terrific example of how CMAA is taking a leadership role as this emerging technology is developing," said Arfsten.

"One of CMAA's key missions is to help members understand and apply technologies that can bring efficiency, accuracy, and value to the management of construction projects and programs," notes CMAA Executive Director Bruce D'Agostino, CAE. "The enthusiastic support of this conference reinforces the importance of that mission."

CMAA is North America's only organization dedicated exclusively to the interests of the professional construction and program management industry. On behalf of its twenty-five regional chapters and more than 4,000 public and private firms and individuals throughout the Nation, CMAA promotes the construction management industry and provides professional resources, advocacy, professional development, certification, and business opportunities to its members. CMAA's national headquarters is located in McLean, Virginia and the Association's website is www.cmaanet.org.

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