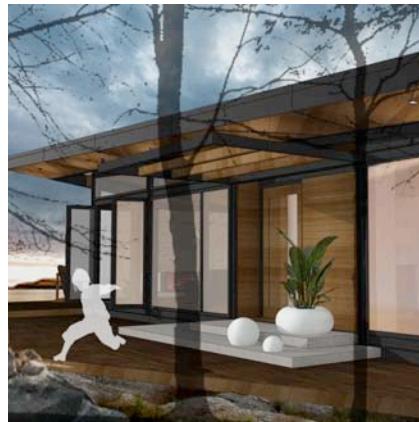


Diggin' It

February 2011



DIRTT + Modular Cabins

DIRTT is partnering with Karoleena Homes at the upcoming Calgary Home and Garden Show (February 24 - 27 at the BMO Centre & Corral). Karo Cabins are a perfect fit for DIRTT Walls as they are manufactured in a controlled factory setting reducing lead-times, material waste and pollution to create the perfect vacation getaway that can even be added to or retrofitted to suit future lifestyle changes big and small. "People who are looking to get away from it all find that the downside is getting good trades and choices of materials out to the middle of nowhere. Even in small towns there is usually only one plumber, one electrician

DIRTT in the Cabin

Buying that perfect plot of land where you can build your dream vacation home to spend your downtime enjoying life can become a half-built nightmare of cost overruns and delays. So why not get a pre-built vacation home and start your holiday right away?



Experience in
ICEvision

and one carpenter to choose from," says Karoleena's Kurt Goodjohn. "People find their dream of having a holiday home is really just added stress and work for months if not years. By building their cabin in a clean, well stocked factory with professionally trained teams, people can start enjoying their vacations sooner."

This marks the first time DIRT^T has produced Walls for a residential modular manufacturer. Other DIRT^T residential applications have been high-end garages, established houses and even a baby's room in a condo in New York City. This partnership allows DIRT^T to show off the aesthetic and performance of the Walls in a new setting where the entire building is just as sustainable and flexible as the Walls. "Having built a home in a smaller community, on real estate that isn't easy to get to I know personally how potent this approach is," says Mogens. "If you only have a few local tradespeople to choose from and they have to come any distance to the perfect plot of land you bought, you will be paying through the nose both monetarily and time-wise. I love what these guys are doing and I'm thrilled that DIRT^T is a part of it."

Karoleena's approach marries perfectly with DIRT^T's. For example; a client buys a single bedroom cabin and later in life the family grows, an addition is created. The original module is still open to adapt. For instance, the original bedroom in the first module can change to another room or the family room can expand and all the bedrooms can be clustered together in the new module.

Visitors to the Home and Garden shows in Calgary, Edmonton and Vancouver will see ICEvisions of several versions of what a Karo Cabin can look like and how DIRT^T Walls will adapt to budgets, family sizes and change in general.

Stay tuned for more news about DIRT^T and Karoleena.

Gung Ho at the Show



Billed as the largest event on the US West Coast for communications, electronics and information systems for the military, the Armed Forces Communications and Electronics Association (AFCEA) West 2011 conference proved a productive venue for the DIRT™ family. Axios and Spider shared a booth with DIRT™ Distribution Partner, Command & Control Environments (CCE) from Grapevine, TX. Scott Isaacks and Sharon Wilson from Axios, and Katie VanEs and Scott Matthews from CCE manned the booth with help from Spider Rep, George Zoumer and DIRT™ Rep, Donna Shirley. DIRT™ Distribution Partners Designcorp from Solana Beach, CA and Commercial Design Services (CDS) from Tampa, FL, stopped by the booth to offer support.

Sharon kept a diary of her experience during the event held January 25-27. It was a whirlwind of activity as the diary shows.

Jan. 23: We set up the DIRT™ wall display with Spider and Axios components in less than five hours with DIRT™ Technician Ben Brant and Larry from Alltech helping us. It was fast, it looks great and we've already done tomorrow's work, a tribute to the ease of working with DIRT™ Walls!

Jan. 25: First day the conference is officially open. At one stage, we had all three DIRT™ Distribution Partners in the booth along with some of their clients. We spent a lot of time with them, going through Axios, Spider and ICE. They were impressed with a presentation by Scott and George. Some major players in the military establishment stopped by to see the booth and take in the ICEvisions. People were intrigued to find out how simple it is to create an ICEvision model.

Jan. 26: Donna Shirley called first thing to say our presentation to an electrical contractor yesterday has already paid off. They want us to come back and give a full presentation to their in-house group and go to Camp Pendleton to do a presentation. YAY! Go Donna! We also talked to a company

that is considering Axios as part of the telecommunications systems on ships. Overheard in the booth were comments such as "I can't believe it, you just did that? That would have taken me hours to layout" and "So you don't need to hire an electrician to come in and move your wiring? That's great!"

Jan. 27: Today we did a lot of ICE presentations and have a few good ICE leads to turn over. Some of yesterday's visitors returned with their colleagues to learn more about our work. We tore down the booth at the end of the day in just three hours, packing it into its specially designed crate and ready for our appearance at AFCEA LANDWARNET in Tampa, FL in August, should be another great event!

Cookie Deliveries

Readers of Diggin' It know that in an effort to help lessen the load at local landfills, DIRT™ asks crews to return the packaging used for shipping Wall frames to sites. We call them "Cookies" (their distinctive and functional shape looks like someone holding a tray of cookies straight out of the oven). The orange plastic pieces are real multi-taskers. They separate and hold the Wall frames so they stack neatly but do not damage each other and their compact size (compared to the 2x4 wood blocks traditionally used) means more frames can fit on the truck.

The Cookies also are very sturdy and can be used several times. So DIRT™ asks the installation crews to use the 'Cookie Box' in each shipment to send the Cookies back to Savannah or Calgary. The Cookie Box also encourages the crew to send an email to play@dirtt.net to let us know the Cookies are coming and to give us their shirt sizes so we can send them a 'thank you' t-shirt.

Recently Project Manager Tom Weisser at DP Bonitz in Greenville, SC became the Cookie Champ when he returned four boxes of Cookies to the Calgary offices, and actually hand-delivered another five boxes to the Savannah factory!

His reward: A new DIRT™ shirt for every delivery of Cookies returned.

DIRT™ will be improving the Cookie Return system in 2011 by making the Cookie Box a much brighter and noticeable design when it is tucked into the shipment.



Tom with Cookie Box on another job-site.

Notes & News

DIRTT is Tops

Contract Magazine's annual survey of design firms resulted in DIRTT being the top choice for movable walls. This survey doesn't send out a list of brand names, rather they just ask the readers to come up with the manufacturers they are familiar with in each category and rate them.

Nearly 400 North American design firms responded to the survey.

Paying it Forward



The team at Spider run a community initiative called the Pay-It-Forward Program to bring sunshine into more lives locally. As part of this month's initiative Kim Laurienzo and Andrea Soar visited Wendy's to support, fast food chain, Wendy's Dreamlift Day. Dreamlift raises money for the Sunshine Foundation of Canada to send severely physically disabled children on a once-in-a-life time adventure like a trip to Disneyland. The Spidey crew of two bought enough meals to feed members of Ki-Low-Na's Friendship Society with lunches for the day. In addition to the lunches, Spider contributed time and organizing to the fundraising event.

Stop the Gap

With an idea at once simple and revolutionary, Sharon MacKenzie brought her passion for

intergenerational dialogue and understanding to DIRTT Calgary in mid January. Now based in Kelowna, BC, Sharon has the distinction of being an old school chum of Mogens Smed. A winner of the 2009 BC Premier's Award for Excellence in Teaching, she has captivated audiences across Canada with her vision for a future in which people from different generations are more connected. Through the 8 year Meadows School Project™, the only project of its kind on the continent, Sharon proved that young students and elderly people could share learning and socialization opportunities for mutual benefit. Building on that project, she founded i2i Intergenerational Society two years ago with support from Mogens and Nicki Smed and staff at Spider.

"We've lost the power of connecting generations in our communities," says Sharon. "When people build bridges across generations, it improves social and psychological wellbeing. Children find a productive outlet for their energy and spend less time alone. The same is true for seniors whose social networks are expanded by spending time interacting with younger people."

Sharon's determination and spirit have caught the attention of the federal government, which has identified 2011 as a year for working on intergenerational relations in Canada. It's her hope that more communities

will adopt the Intergenerational Community Toolkit and other resources available through i2i. She travels 80% of the time, encouraging people to engage in activities to promote intergenerational connections. "I'd love it if readers of Diggin' It referred interested people to me. Together we can bring awareness to this issue and build stronger communities." Contact i2i at www.intergeneraltional.ca

InteGreat!



DIRTT Savannah is enjoying some well-earned publicity for its contributions to the wider community. The Savannah Morning News recently ran a [story](#) on the company's involvement with the Coastal Center for Developmental Services (CCDS), interviewing DIRTT Talent Agent Laura Lee Bocade about challenges facing the agency. CCDS trains and helps people with developmental disabilities find jobs. DIRTTbag William Greene is one of the center's star placements and works in the Tool Crib in the Savannah factory, under the supervision of Tom Holmes and Theresa Hurt. In related news, Laura Lee has just been elected as Vice President of the CCDS Board. "As DIRTT gets more and more integrated in partnering with key organizations in Savannah," notes Laura Lee, "our profile goes up. It's great news for DIRTT."



Real Life Education

There was a time DIRTtbags in Savannah wore ear plugs during lunch because of ambient noise from the factory. Thanks to the artful work of student intern Michael Kress, a new wall between the break area and the rest of the facility dampens noise levels and provides a pleasant environment for employees. Michael was in his third week at DIRTt, working in the tool crib, when he was asked to design the sound barrier. A student at the Savannah College of Art and Design (SCAD), he came to DIRTt to expand his design portfolio and gain experience in a production facility.

"The break divider is more than a sound barrier," said Michael. "It helps create a tranquil atmosphere in an otherwise noisy industrial facility. It is meant to show off new items in the DIRTt line, for instance the automatic sliding door and a new dark wood veneer finish. It also ensures a visual connection through the building, allowing people to see from one end of the facility other."

Michael split the wall into two, placing a horizontal support extrusion (Antler) at mid-height for hanging shelves for the cafeteria line. On the upper level, above the Antler, he introduced a nature theme into the interior by using two glass panels with tree silhouettes printed directly on the panels. "I wanted to create a sense of birds chirping in the woods," he said. "I worked on the design through the summer, reviewing each phase in its development with Operations Officer Tracy Baker and other DIRTtbags." The panels were manufactured in August and erected in September after he had returned to school.

Being given the opportunity to work in ICE and actually see a design from concept to finished product has been a

fantastic learning experience. Michael is now back at SCAD in his third year of design studies, putting the skills he developed at DIRTt to use



on other projects. His motto should stand him in good stead as a designer: "It is not a question of 'if' but 'when'!"

Enrolling at DIRTt U.



Students are discovering DIRTt in ever greater numbers thanks to relationship building efforts between DIRTt, the American Society of Interior Designers (ASID)

and local design schools. Recently the ASID's Senior Manager of Student & Emerging Professional Programs, Lindsay Marshall contacted DIRTt U about enhancing the ASID's relationship with us. The net result is the opportunity for DIRTt and ICE Sales Reps to connect with more art and design

institutes. In Southern California, a contingent of representatives from ASID and 50 students from five local colleges kept DIRTtbag Gary



Niro and ICEcube Kitt Pierre hopping January 18-20. Students from the Interior Design Institute, Westwood Design School, UCLA Extension, the Fashion Institute of Design & Merchandising and Moorpark College attended the session.

Gary and Kitt each conducted training with the students. "The message I presented to the students supported the case for modular construction," said Kitt. "They saw the need to anticipate change in the built environment by using modular walls, raised access floors and modular data and power solutions as part of design intent." Gary added, "The students loved our solutions and the opportunity to get ICE software

through DIRTt University. We spent time touring facilities with them and presenting DIRTt and ICE. They are really jazzed about our software."



DIRTT Project Gallery



Project: *Pihl, Kelowna BC*

Distribution Partner: Begrund-Fast



Project: *Everest Online University, Colorado Springs CO*

Distribution Partner: Element



Project: *Janney, New York NY*

Distribution Partner: Lane Office



Project: *Pope County, MN*

Distribution Partner: Intereum



Project: *Baja Mining, Vancouver BC*

Distribution Partner: TOR



Project: *Agriculture and Health Offices, MN*

Distribution Partner: Intereum

From the Desk of the Head DIRTBag

Folks,

In this, and recent issues of *Diggin' It* you've been reading about initiatives DIRT is undertaking. Our Breathe Wall, a fast, inexpensive, modular way to add beautiful and healthy plants to any space and our partnership with Karoleena Homes in their modular cabins are new and exciting verticals for us.

Some of you may wonder why we would continually explore, design, create and release new things when our own Walls are still rising stars in the world of construction. I'll tell you why - because we are leaders. We are not interested in resting on our laurels. These kinds of innovations are exactly what our clients and design partners expect from us - to continually offer them opportunities to improve interior spaces. Whether it is a smarter way to bring plant life inside (where it doesn't take up valuable real estate and is easy to maintain) or a better way to build a vacation home without the

owner spending years and untold money just building a place where a family can relax - these are things DIRT can and must continually explore.

Showing the world we are open to new ideas demonstrates we are open to their own ideas. And guess what?! That is the entire point of DIRT and ICE. We are offering the world CLIENT DRIVEN MANUFACTURING!

There is no point for us to make the same thing over and over again. Everyone can do that and do it cheaper - but that's not what our clients want. They want unique, high-performance, flexible space whether it is in the office, the classroom, the health clinic or now in a cabin.

The entire modular industry has suffered because of the idea of one or two sizes fits all. We can't even hold our heads high and use the terms 'modular' or 'prefab' construction because of the nasty reputation of those industries offering people cookie-cutter solutions.



Every day we have to fight the fight to prove we can create what a client wants, not what is easy and cheap to manufacture. By introducing exciting new solutions like Breathe and residential elements for modular cabins we propel our story faster and further than by just making variations on the same thing and showing a PowerPoint.

Walking the Talk is the proof our audience is looking for and that is what we do.

Morgan

Schooled on DIRT

In Savannah, four recent tours by students from the Savannah College of Art and Design (SCAD) resulted in 60 students being introduced to the walls solution. Organized by SCAD instructors Helena Moussatche and Esma Dengiz, the tours will be followed up by in-class presentations by DIRT Sales Rep Lisa Silva and Michael Corbett of Ice Edge, ensuring students appreciate the power of DIRT on ICE.

Diggin' It

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