

CONCEPT CONSTRUCTION SERVICES, INC.



CONTRACTOR INCORPORATES SUSTAINABLE BUSINESS PRACTICES INTO COMPLEX AND HIGHLY CONTROLLED ENVIRONMENT

by **Gina L. Diorio**

Above: Vice president of technologies Eddie Reilly inside a CRAH Unit.

A TYPICAL COMPANY MIGHT NOT consider complex data-integration technology particularly compatible with green practices. Fortunately, Concept Construction Services, Inc. (Concept CSI) is not a typical company. Established just three years ago, this New York City-based construction manager and general contractor is setting a new standard in sustainable building practices in the area of high-technology facilities.

Concept CSI has its roots in Concept Carpentry Corporation, a drywall

contractor established in New York over 15 years ago. According to Eddie Reilly, Concept CSI vice president of technologies, “finely tuned skill sets and expertise, together with a strong infrastructure, provided the perfect foundation to launch Concept CSI.” Since joining Concept CSI two years ago, Reilly has spearheaded the company’s green identity. Concept CSI is owned by Sean Mulleady, who serves as CEO, Micheal Nicholson, who serves as president, and Thomas Moroney, who serves as executive vice president. In its short history, the company has grown from



Left: Installing cable under the raised floor of a data center. Right: President Micheal Nicholson P.E and CEO Sean Mulleady standing outside one of their projects dual-feed 26.4 KU/40 megawatt electrical lineup.

5 to 30 employees, and has expanded its operations to Ireland and the United Kingdom.

resources. This responsibility should not be limited to our households but should be incorporated into the workplace. Every little bit counts.”

“ WE EMBRACE THE SAME [SUSTAINABLE] PRACTICES WHETHER OR NOT A PROJECT SPECIFICALLY REQUIRES GREEN OR LEED STANDARDS. ”

Eddie Reilly, Vice President of Technologies

Reilly first caught what he terms “green fever” nearly 12 years ago while working on a large building in New York’s Times Square. The structure was far ahead of its time in terms of green practices, and Reilly quickly became hooked. A member of the USGBC since 1996, Reilly is committed to supporting green building practices. After joining Concept CSI, Reilly immediately became involved with the USGBC on the national level as well with the local chapter. He also strongly encourages the company’s contract partners to join the USGBC.

Reilly’s reason for such dedication to green building practices is simple: “I believe it’s a personal responsibility to try to conserve our planet’s limited

Indeed, to Concept CSI, green is more than a company division—it is a core principle. Nowhere is this more evident than in the mission-critical facilities that have become a hallmark of Concept CSI’s work. Although these 24/7 data-integration centers might not immediately lend themselves to green principles, Concept CSI was undeterred by the challenges involved in implementing green features and building practices. Characteristic features include everything from grey water, co-generation, and photovoltaic solar systems to bicycle racks and parking facilities for low-emitting and fuel-efficient vehicles.

Even with the innovation required, going green with data centers has proven

CONCEPT CONSTRUCTION SERVICES, INC.
AT A GLANCE

LOCATION: New York, NY, with offices in the UK

AREA OF SPECIALTY: Green commercial construction of high-tech facilities

RECENT INNOVATIONS: Green mission critical facilities

EMPLOYEES: 30

quite cost effective. “For the size and complexity of mission critical facilities, the cost is relatively inexpensive,” Reilly notes. “With rebate programs, tax incentives, and a lower cost of operation, the payback is usually realized in less than three years.” However, specific energy savings have yet to be conclusively calculated. “It is substantial, and our savings estimates are around 20 to 25 percent,” he says. “Nevertheless, this question is something we, as data-center professionals, are struggling with.”

The reason is that as data centers become more complex and require more power to operate, efficiency standards

explains. “When contractors see another unknown requirement, the usual reaction is to automatically add 20 percent to the bottom line. However, when we show them that many of the products they are purchasing and practices they are currently implementing are already green, and when we explain how substantial cost savings can be realized, their resistance soon dissipates.” The same is true with the company’s clients. “Once we educate our clients on our model, they usually jump on the green bandwagon,” Reilly states.

Considering the future, Reilly hopes that LEED standards will soon be

A MESSAGE FROM LIBERTY CONTRACTING

Congratulations, Concept Construction Services, Inc. Liberty is in the forefront of the renewable resource and recycling movement. As interior demolition experts and waste managers, our firm has identified the need to document the waste flow of our client base and monitor the materials we are able to reclaim and recycle from the work site as to complete the “Loop”.

Through collaboration with Concept, we are able to pursue a mindset that will perpetuate the cultural change necessary to cease the disposal of our renewable resources.

Kudos to Concept for the fine work they perform and in their never-tiring efforts to work for a greener world.

“ I BELIEVE IT’S A PERSONAL RESPONSIBILITY TO TRY TO CONSERVE OUR PLANET’S LIMITED RESOURCES. ” *Eddie Reilly, Vice President of Technologies*

rise. “Only a couple of years ago, a high-density data center was designed at 100 watts per square foot,” Reilly states. “Now 250 to 300 watts per square foot are the norm.” Additionally, USGBC standards are currently lacking for data centers and mission-control facilities. Reilly emphasizes, nonetheless, that the greater the efficiency, the greater the conservation benefits.

Moreover, he notes, “We embrace the same practices whether or not a project specifically requires green or LEED standards.” For example, Concept CSI requires its demolition contractors and garbage haulers to separate and recycle 95 percent of construction debris, and the company maintains a 95 percent USGBC membership rate among its contractors and suppliers.

Still, as with any innovation, challenges abound. “It’s all about education,” Reilly

developed for data centers and mission-critical facilities, and further hopes that all of Concept CSI’s projects will earn LEED certification. Additionally, Reilly would like to see more research and development into new products, as well as more federal incentives for, and involvement in, alternative and renewable energy. “I believe with a concerted effort... we can completely change, for the better, the way we exist. We can be cleaner and more efficient, while preserving our limited natural resources. Bottom line, being green is really a win-win solution.” ^{GBQ}

Right: Taking power readings inside a data-center.

