

magazines

### Strengthening Your Specifications

A panel of experts discusses the importance of specifications and offers advice on how to make certain what you specify gets installed.

**Consolidations are at the heart of virtually all construction projects.** Through the consolidation, the original materials, methods and standards are all brought under one umbrella to meet the building's design. It's a good thing, but it also means that the contractor must be sure that the specifications are clear and unambiguous. A panel of experts discusses the importance of specifications and offers advice on how to make certain what you specify gets installed.

### On many projects that I've been involved in, I don't recall seeing every aspect of those specifications.

By **Charles E. Shaw, associate vice president, construction, Lockheed Martin**

As a project manager, you know that the specifications are the backbone of your project. They define the work to be done, the materials to be used, and the methods to be followed. However, it's not always clear that the specifications are being followed. On many projects that I've been involved in, I don't recall seeing every aspect of those specifications.

## health STALK

tell us what you think

coming soon... TALK back

spring into a healthy summer

get your back in shape

Love in gym or at a fitness boutique at fitness boutique or fitness boutique.

golf and exercise

Don't you just love a fitness boutique at fitness boutique or fitness boutique.

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# CUTTING TOOL ENGINEERING

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## Jet Streaming

Shops adopt abrasive waterjet machining

PLUS: Considerations for medical parts industry | Machining mechanical radial chip thinning

# Career World

PLUS: Considerations for medical parts industry | Machining mechanical radial chip thinning

## You Can Always Count On CHOCOLATE

It's kinder. For every menu there's a chocolate dessert that customers will love.

By **Henry Ross and Karen Stone**

Chocolate is the most popular dessert in the world. It's also one of the most profitable. In fact, it's the only dessert that's consistently profitable. That's why so many restaurants are turning to chocolate for their dessert menu.

## WHISPER Project

Voices the Importance of Women's "Silent" Heart Risk Factors

When the WHISPER study at Case Western Reserve University in Cleveland, Ohio, revealed that women's heart health should be something to worry about, WHISPER—Women's Heart Health Initiative—was born.

**Cholesterol: Does Count!**

"The traditional definition of a good cholesterol level is a total cholesterol level of less than 200 mg/dL. But for women, it's a total cholesterol level of less than 175 mg/dL. That's because women have a higher percentage of low-density lipoprotein (LDL) cholesterol in their blood than men do. And LDL is the "bad" cholesterol that can lead to heart disease.

**Smoking: Women's Risk Factor**

Smoking is a leading cause of heart disease in women. In fact, it's the leading cause of heart disease in women who smoke. And the risk is even higher for women who smoke and have high blood pressure.

**Diabetes: A Silent Killer**

Diabetes is a leading cause of heart disease in women. In fact, it's the leading cause of heart disease in women who have diabetes. And the risk is even higher for women who have diabetes and high blood pressure.

## 400: BURGERS

### V-Menu Strategy: Value, Veggies, Variety

Burger chains hope the three-pronged plan will bring customers their way.

By **Michael Sauter**

With 400 restaurants in 15 states, Wendy's is a fast-food chain that's been making a name for itself in the burger market. And it's doing so with a three-pronged strategy: Value, Veggies, and Variety.

**Value:** Wendy's has introduced a new menu item, the "400 Burger," for \$1.99. This is a significant price point for a burger, especially one that's made with real beef and has a variety of toppings.

**Veggies:** Wendy's has also introduced a new menu item, the "400 Veggie Burger," for \$1.99. This is a significant price point for a veggie burger, especially one that's made with real beef and has a variety of toppings.

**Variety:** Wendy's has also introduced a new menu item, the "400 Bacon Burger," for \$1.99. This is a significant price point for a bacon burger, especially one that's made with real beef and has a variety of toppings.