ruby+associates

STRUCTURAL ENGINEERS

RUBY + ASSOCIATES, A CONSTRUCTABILITY FOCUSED STRUCTURAL ENGINEERING FIRM, ANNOUNCES MANAGEMENT TRANSITION

Second generation of Ruby family takes helm at fast-growing firm.

FARMINGTON HILLS, MICH, November 1, 2008 -- Ruby + Associates, a constructability-focused structural engineering firm, is transitioning its management to the second generation of the Ruby family. Founder David Ruby's son, Jay Ruby, will serve as President and CEO and daughter Tricia (Ruby) Huneke will act as COO and CFO. David Ruby becomes Chairman.

"The greatest thing that can happen in any family business is a successful management transition from generation to generation," said David Ruby. "Jay and Tricia have been handling day to day operations at our firm for the past three years, during which time our revenues have more than doubled and staff has increased by 40%. They are both major contributors who have already more than proven their capacity to lead Ruby to the next level."

David Ruby started the firm in 1984. Since then, the company has grown to include more than 40 employees and has been involved in major projects across the United States and in international locations. Ruby+Associates was recently recognized by Zweig White as one of the Top 200 hottest firms in the nation at their conference held in Chicago on Oct 28 and 29.

David Ruby is widely regarded as pioneer behind the concept of constructability – the application of in-depth construction knowledge and real-world experience to achieve the most efficient, structural engineering results. Constructability bridges the gap between design and construction and delivers structures with designs that incorporate team collaboration and construction considerations. This approach helps client's get faster approvals, shortened schedules and reduced construction costs.

"Dave built a dedicated team of engineers who shared his incredible passion and commitment to being a good steward of client's money," said Jay Ruby. "Under his leadership, Ruby looked at every project as an opportunity to engineer something new, whether that meant a better way to do the same thing, or a new way to do something never dreamed of before."

David Ruby will remain at the firm providing technical guidance. He has also authored an upcoming American Institute of Steel Construction (AISC) Design Guide on

Constructability. The guide, due out later this year, is expected to become the authoritative voice on incorporating construction considerations into the structural design decision matrix.

"Dave is an industry icon with an uncanny ability to quickly, innately determine constructability after just a brief review of building plans," said Tricia Huneke. "We are thrilled that he will continue to work with us on Ruby projects during a period where we continue to grow and service a broader range of clients and applications with our unique approach to engineering."

Sample Ruby projects included:

- North Terminal, Detroit Metro Airport
- Washington Dulles International Airport Expansion, Dulles, Va
- University of Michigan Mott Hospital, Ann Arbor, Mi
- Mercy Hospital of Tiffin, Tiffin, Oh
- Ford Field, Detroit Michigan
- University of Phoenix Stadium, Glendale, AZ
- Compuware Headquarters, Detroit, Mi
- Blue Cross Blue Shield of Illinois Headquarters, Chicago, Il
- Naval Air Station 5-Hangar Helicopter Complex, Jacksonville, FL

The Ruby + Associates team designs and engineers exceptional solutions to the world's most challenging structural engineering projects. We do more than just design the buildings you know and recognize… we make them possible.

For more information on Ruby + Associates, please visit www.rubyusa.com .

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