

Business

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A view of the roof deck of a Darien house for which Hemingway Construction was awarded a HOBI Award of Excellence for best custom home.

By Tim Loh

Peter Sciarretta thought he was ready. He had already finalized plans for the beachside home by early fall of 2012.

He was playing it safe, he says. He would build the first floor several feet above street level. That way, if a wicked hurricane ever whipped through the region, the flooding of Darien's Noroton Bay would barely leave a trace on the home.

Several weeks later, Hurricane Sandy walloped the region, wreaking havoc on coastal communities up and down Connecticut's shore. Sciarretta realized he'd have to play it even safer.

"What Sandy did was raise that home up one or two more feet," the 43-year-old builder says. "That doesn't sound like a lot, but another foot or two from the street level is huge."

Sciarretta, who lives in Stamford, is vice president of Hemingway Construction, in downtown Greenwich. The company, founded by Sciarretta's father Sal — who is still the president — builds custom homes for families all over southern Fairfield County.

This particular home in Darien was to be built for a repeat customer, which by

itself was filling Sciarretta with an acute sense of responsibility. Years before, the company had built the family a country home in inland Darien. But then the homeowners decided they were looking for something else.

"They said, 'Why can't we do this on water?'" Sciarretta recalls. "The second time around, they made just one phone call."

That wasn't the sole reason Sciarretta was feeling a sense of obligation, he says. This would be the first new construction in the still-reeling neighborhood since the horrors of Sandy.

"All eyes were on us," he says. "There could be no room for error."

Nor could there be room for awkward design, he says. It wouldn't be terribly complicated to simply raise the height of the first floor by several feet. It's quite another thing, though, to make the elevated home flow seamlessly with its lawn and surroundings.

Sciarretta considers himself a "conductor." He says his job is to synthesize the manifold desires of people in the building process: the surveyor, who's looking to comply with zoning; the engineer, who's looking to meet drainage standards; the architect, who's looking to craft the best design.

HIGHER ELEVATION

Storm provided inspiration

Greenwich contractor learns from Sandy in planning award-winning Darien home



A view of the northeast exterior of a Darien house for which Hemingway Construction was awarded a Home Building Industry Award of Excellence for best custom home.

Mix that all with the need for extra elevation, he says, and you come up with a straightforward task: "How to not make the house stand out like a sore thumb."

Consulting with the various players and the family, Sciarretta took charge of a new plan. They would build a stonewall terrace out back, which at its highest point — right behind the kitchen and breakfast area

— would stand six steps up from street level. It would be topped with potted sea grass that would have a way of connecting the observer's eye between terrace and back lawn. From that terrace, you could take three stairs down to a lower terrace, which would house the slightly raised in-ground — or rather in-terrace — swimming pool.

What's more, the entire

foundation would be engineered with "smart vents," allowing for floodwater to flow under the house and back out like the tide. This would be covered with stones to avoid the severity of an expanse of concrete.

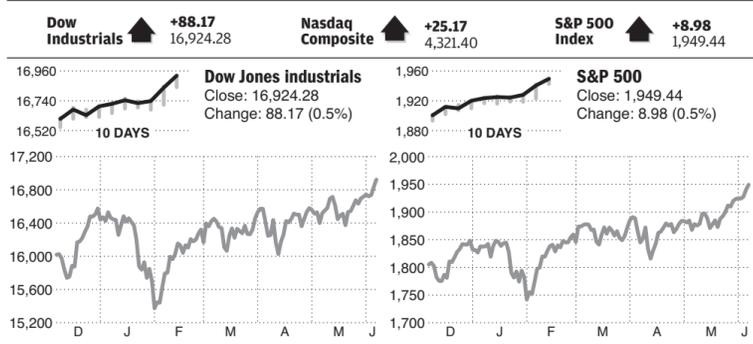
Today, the house is finished and the family has been living there for several seasons.

"Their first floor is taller than me," Sciarretta says with pride.

Last November, the house won first prize for "Best Custom Home" in the 4,000- to 5,000-square-foot category at the Home Builders and Remodelers Association of Connecticut annual awards dinner.

"When you get your own peers saying it's the best, that's a big deal," Sciarretta says. "This is purely in-house, purely in the industry. That's what makes this really special."

Market summary



Stocks of local interest

Closing prices for Friday, June 6, 2014

Name	Last	Chg	%YTD	Name	Last	Chg	%YTD	Name	Last	Chg	%YTD
AcmeU (ACU)	17.50	-0.1	+17.4	GenesWyo (GWR)	102.36	+2.9	+6.6	SilganHldg (SLGN)	49.72	+3.1	+3.5
Aetna (AET)	79.47	+3.5	+15.9	Harman (HAR)	107.56	+2.16	+31.4	StanBldKk (SWK)	87.86	+2.8	+8.9
Berkley (WRB)	45.36	+1.6	+4.5	HartfDfn (HIG)	36.23	+3.3	...	StarwdHTI (HOT)	80.49	+4.1	+1.3
Biodel (BIOD)	2.24	-0.4	-1.8	Hexcel (HXL)	43.54	+5.4	-2.6	StarwdPT (STWD)	24.41	+0.2	+9.3
BoltTech (BOLT)	17.87	+0.7	-18.8	HonwillIntl (HON)	95.20	+2.5	+4.2	SturmRug (RGR)	60.72	+0.1	-16.9
CampSp (CPB)	46.37	...	+7.1	Hubbela (HUB/A)	114.45	...	+16.8	TICC Cap (TICC)	9.80	+0.5	-5.2
Canveo (CVO)	3.24	+0.6	-5.8	HubbelaB (HUB/B)	119.03	+2.0	+9.3	Terex (TEX)	40.78	+3.7	-2.9
Cigna (CI)	90.33	+0.4	+3.3	InteractB (IBKR)	23.37	+2.8	-4.0	ThomsonR (TRI)	34.97	+2.5	-7.5
CompDivVH (CODI)	17.59	+0.1	-10.4	IBM (IBM)	186.37	+3.9	-0.6	UBS AG (UBS)	20.28	+2.4	+5.4
Crane (CR)	75.60	+1.35	+12.4	Kaman (KAMN)	44.03	+3.9	+10.8	UIL Hold (UIL)	36.66	+0.6	+5.4
Cytec (CYT)	101.26	+4.0	+8.7	NoestUtl (NU)	45.48	-1.2	+7.3	Unilever (UL)	44.42	-0.6	+7.0
Diageo (DEO)	126.77	-1.54	-4.3	Novogen (NVGN)	3.93	+3.8	-8.6	UnumGrp (UNM)	35.26	+2.0	+0.5
EMCOR (EME)	46.83	+5.3	+10.3	Olin (OLN)	27.74	+4.3	-3.8	UrstDbid (UBP)	18.33	+1.8	+15.6
Eaton (ETN)	74.89	+1.33	-1.6	Omnicom (OMC)	71.00	-3.5	-4.5	WebsterFn (WBS)	31.31	+4.4	+0.4
EllingtnF (EFC)	24.20	+1.2	+6.7	PartnerRe (PRE)	109.06	+1.3	+3.4	WidW Ent (WWE)	11.18	...	-32.6
EmersonEI (EMR)	67.66	+2.7	-3.6	PeopUtdF (PBCT)	14.86	+1.6	-1.7	Xerox (XRX)	12.85	+4.4	+5.6
EthanAI (ETH)	24.77	+1.10	-18.6	PepsCo (PEP)	87.91	+1.5	+6.0				
FactsetR (FDS)	110.06	+1.07	+1.4	PerkElm (PKI)	47.52	+7.7	+15.3				
FrontierCm (FTR)	5.68	-0.4	+22.2	Photrin (PLAB)	9.10	+1.7	+0.8				
FuelCellE (FCEL)	2.26	-0.3	+60.3	PitnyBw (PBI)	28.00	+1.6	+20.2				
GAMCO (GBL)	79.60	+7.4	-8.5	Praxair (PX)	134.67	+9.8	+3.6				
Gartner (IT)	72.05	+0.5	+1.4	Priceline (PCLN)	1238.08	-9.88	+6.5				
GenElec (GE)	27.18	+4.1	-3.0	PrmEggy (PNRG)	57.15	-3.35	+13.2				

NYSE and Nasdaq

Biggest Gainers (\$2 or more)				Biggest Losers (\$2 or more)			
Name	Last	Chg	%Chg	Name	Last	Chg	%Chg
InterCld wt	3.00	+6.1	+25.5	RallySoft	8.71	-3.51	-28.7
Rdiff.cm	2.94	+5.5	+23.0	BoulevdA n	10.05	-2.40	-19.3
Cheetah n	19.75	+3.56	+21.0	VertexEn	9.50	-1.57	-14.2
TrueCar n	14.54	+2.53	+22.1	TrovaxGn wt	2.45	-3.5	-12.5
RMG Netw	2.32	+3.7	+19.0	Sypris	5.45	-6.5	-10.7
Comtech	38.76	+5.77	+17.5	DiamondF	29.74	-3.58	-10.7
DeutBk rt	2.23	+3.3	+17.4	DNB Fncl	20.43	-2.40	-10.5
TrioTch	3.68	+4.9	+15.4	FinjanH	4.12	-4.7	-10.2
Fibrocell	3.34	+4.2	+14.4	PUIVxST rs	30.43	-3.37	-10.0
XTL Bioph	2.82	+3.4	+13.7	CSVxSht rs	3.41	-3.8	-10.0

Interest rates

	LAST	PREV	NET CHG	YTD CHG	1YR MO	QTR	AGO
3-month T-bill	.03	.03	...	-0.4	▲	▲	.05
6-month T-bill	.05	.05	...	-0.4	▲	▲	.07
52-wk T-bill	.09	.09	...	-0.2	▲	▲	.12
2-year T-note	.40	.38	+0.2	+0.2	▲	▲	.29
5-year T-note	1.65	1.63	+0.2	+0.9	▲	▲	1.01
10-year T-note	2.59	2.59	...	-4.4	▲	▲	2.08
30-year T-bond	3.44	3.44	...	-5.0	▲	▲	3.25
Prime rate	3.25	3.25	▲	▲	3.25
Fed funds	.13	.13	▲	▲	.13

Commodities

	LAST	PREV	%CHG	%YTD
Crude Oil (bbl)	102.66	102.48	+0.18	+4.3
Ethanol (gal)	2.17	2.03	+0.84	+13.7
Heating Oil (gal)	2.87	2.88	-0.30	-6.7
Natural Gas (mm btu)	4.71	4.70	+0.19	+11.4
Unleaded Gas (gal)	2.94	2.96	-0.59	+5.5
Gold (oz)	1252.10	1253.00	-0.07	+4.2
Silver (oz)	18.96	19.06	-0.48	-1.9
Copper (lb)	3.05	3.09	-1.23	-11.3
Coffee (lb)	1.72	1.69	+1.74	+55.5
Orange Juice (lb)	1.63	1.64	-0.34	+19.8
Soybeans (bu)	14.57	14.61	-0.24	+11.0

ONLINE REPUTATION

Hedge fund managers face challenges on the Internet

By Shannon M. Wilkinson



Wilkinson

International Investor's recently published list of top-earning hedge fund managers has put them front and center in the financial industry's news cycle. Not that they are ever far from it. That is part of what makes their online reputation issues unique.

For hedge fund managers, maintaining inner-circle confidentiality is a priority. But their status in the financial community makes that hard to achieve. With the media focusing on the private lives of top earners, it also hard for them to stay out of the public eye — and off the Internet. Here are the top online reputation issues facing hedge funds:

Unwanted visibility

Details about hedge fund managers' personal lives, complete with photographs they didn't create, populate the web and in some cases can damage their professional brand.

Parody sites

Common online issues facing hedge funds include third parties that take up their name space (a URL,

or website address, resembling a person or company's name). This can involve blogs and Twitter accounts

that appear to post information in their name but are actually platforms through which anonymous users can parody (or perhaps praise) the person or company. Many hedge funds choose to ignore such sites. But when the sites take up residence near the top of search results, they don't just consume online real estate, they can also impact a brand.

Reviews

The private nature of hedge funds limits their involvement with investor reviews and comments, factors that are much more important in the greater financial services industry. But these can now come from a new and unexpected source: Google's Places for Business, which is part of Google+ local. The service provides valuable marketing for businesses that rely on and benefit from reviews and walk-ins, like restaur-

rants. But it is probably not an asset for hedge funds. Hedge funds that have not had any reputation-management issues would do well to consider potential issues and develop a plan that addresses them. In the era of social media, that should also include social media and BYOD ("Bring Your Own Device") policies for employees so you both know your rights.

It is helpful to be familiar with the main law regulating Internet content in the U.S., Section 230 of the Communications Decency Act. It frees most websites from legal liability for anything posted on them, using this language: "No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider."

Shannon M. Wilkinson is founder and CEO of New York City-based Reputation Communications, an online reputation management firm for Forbes and Fortune 500 companies and clients in business, finance and philanthropy. See more at <http://reputation-communications.com>

BRIEFLY ...

'Women Who Matter' luncheon

The Greenwich Chamber of Commerce is presenting its next "Women Who Matter" luncheon on June 27 at Primary Restaurant, 409 Greenwich Ave. The event starts at 11:30 that day and the lunch will begin at noon. The featured speaker will be Jill Granoff, CEO of Vince Holdings. This luncheon series is designed to showcase, honor and learn from

successful Greenwich women who have a real impact on the world around them, the chamber said. The luncheon sponsor is Sterling Care. The fee is \$50 for members and non-members. The last date of registration is June 25. You can sign up by visiting greenwichchamber.com, by sending an email to greenwichchamber@greenwichchamber.com or by calling 203-869-3500.