

The Retail Contractor

INSIDE THIS ISSUE:

President's Message..... pg 3
Member Directory pg 4-5

Milestone Memberships..... pg 6
RCA 29th Annual
Conference Highlights 7

WINTER EDITION • 2019

NEWSLETTER

If You're Concerned About Cloud Security, You're Concerned About the Wrong Thing

There is another, more significant issue you should think about

By Gene Marks, The Marks Group



Gene Marks

I am going to be talking about a lot of technologies that impact the retail contracting and construction industries in my session at the RCA Annual Conference in March.

You will hear my recommendations about the latest trends in customer relationship management, marketing automation, collaboration, human resources, social media, financial, estimating, and other applications that

you will need to consider investing in over the next few years to keep your company growing and profitable. I will also be sharing thoughts on a few technologies that are coming down the pike that you will want to follow closely as they mature. (Hint: convenience store customers are about to go through a major overhaul!)

But here's the thing. All of these applications may have different uses, but they all have something in common. They are all cloud based. They all require the internet in some way or form. They are all accessed online. They all charge monthly fees.

Sure, there are a few non-cloud technologies still around and I'll be sure to mention them. But the forces of nature (and the tech industry) are against them. Accept this as fact: software makers earn more money from cloud-based applications. They get a consistent revenue stream and that impacts their valuation for investors and bankers. They can provide support faster and with less resources. They can more easily integrate their products with others. They can offer their solutions on just about any platform. They can deliver upgrades with one click. Oh, and they get a consistent revenue stream—did I mention that? Right, I did.

All of these things benefit the software makers. But they also benefit you.

If you are like many of my clients, you probably still have concerns about the cloud, right? And I bet your biggest concern is security, right? If that is the case, your concern is mis-directed.

Security is an issue, of course. Every day we hear of companies and governments being hacked and data being breached. During my session, I am going to discuss some of the biggest security issues you need to be aware of—malware, ransomware, hardware breaches, etc.—and how to protect your data.

So yes, these are serious issues. But believe me, the largest cloud-based providers, from Microsoft to Amazon to Google, are spending hundreds of millions of dollars fighting these attacks with the best people and tools



RCA's mission is to promote professionalism and integrity in retail construction through industry leadership in education, information exchange, and jobsite safety.

The Retail Contractor NEWSLETTER

available. They have to: their entire business models depend on it. Sure, there will be breaches in the future. But you should know that your data is probably more secure in those companies' hands than on your own server. No offense, but your IT person probably didn't go to M.I.T., right? You can rest assured that there is an entire army of M.I.T. grads working at Microsoft right now. The security risks are much lower than the benefits you will realize being on the cloud.

So, if it's not security, what should you be most concerned about when choosing a cloud-based application? Something bigger: pricing.

In January, Netflix, a cloud-based provider of streaming video, announced a price increase. That same week, Google announced a 20% increase on its G Suite business apps. These companies all had good reasons for increasing their prices. Let's face it, making *House of Cards* isn't cheap. But do their customers really have a choice? Not really. And neither do you.

And that is the issue you should be concerned about. What if you have invested in a CRM, financial, or collaboration system for your company

Accept this as
fact: software
makers
earn more
money from
cloud-based
applications

and the provider just raises their prices 20% this year? And another 20% next year? What if they double their monthly fees? What is your recourse? What are you doing to do? Pull out and migrate to another system? That's costly and disruptive, and chances are you will just have to accept the rate increase. When you move to a cloud-based application—and again, you're not going to have much choice—you are giving up control over its costs.

What can you do about this? Not a lot. You can try to negotiate with the cloud service provider, but unless you're a Fortune 500 company, your position is not that strong. You can ask for assurances, but you and I both know that a vendor's assurance plus \$3.00 will buy you a cup of coffee at Starbucks. What you need to do is prepare. If the cloud application cost is significant, then you need to have budgeted cushions for a potential increase. You should consult with an information technology expert about a Plan B, e.g., migrating data out of the system and into another. You should not just be caught with your pants down. You should think about these possibilities in advance.

The cloud-based applications that I will be discussing in our session are powerful and will help your people be more productive and your company become more profitable. But there are risks. Do not get obsessed with security, because that is not the biggest risk. The biggest risk is your control over its costs.

Gene Marks is a featured speaker at the RCA's 2019 Annual Conference. For the past 12 years, Gene has written for The New York Times, The Washington Post, The Philadelphia Inquirer, The Guardian, Inc. Magazine, Forbes Magazine, and Entrepreneur Magazine. Gene is a small business owner and certified public accountant.

**MANAGE BETTER.
GROW FASTER.**
Online Construction Management



buildingblok
Starting at \$50/month

Unlimited users, unlimited projects, unlimited file storage.

Choose the right tools for you:

Invitations	Files & Photos	Pay Apps	Memos	To-Do
Building	Ads	RFIs	Submittals	Daily Reports
Timesheets	Punch Lists	Subschedules	Financial Reports	Change Orders

**Visit: ChooseBuildingBlok.com/rca**
Call: (844) 295-6835


Powered by **BLUE BOOK**
Building & Construction
NETWORK

CORNELL
STOREFRONT SYSTEMS
Your Overhead and Passage Door Experts



**On Time,
On Budget
...On your Team**

800-882-6773 ext. 613
www.cornellstorefronts.com
info@cornellstorefronts.com



SECURITY GRILLES ROLLING STEEL DOORS SECTIONAL DOORS SIDE FOLDING GRILLES

President's Message

Rick Winkel, CEO, Winkel Construction, Inc.,



Rick Winkel

I am amazed at how fast this year has passed while serving as the RCA's President. I want to tell everyone, "thank you" for giving me the opportunity to serve as President of this great organization. I also want to specifically thank the Executive Committee, Board of Directors, and Advisory Board for all their dedication and commitment to leading the Retail Contractors Association and supporting me throughout the year. Lastly, a special thank you to Carol Montoya and her team at Potomac Management Resources, because without them we could not achieve all that we do.

As the organization continues to move forward, I am confident it will continue on the path that the Board has established with the Strategic Plan. Our new leadership was elected at the winter Board meeting. Elected officers for next year are:

- President: Steve Bachman, President/CEO, Retail Construction Services, Inc.
- Vice President: Ray Catlin, Executive Vice President, Schimenti Construction Company, Inc.
- Secretary/Treasurer: Eric Handley, Vice President, William A Randolph, Inc.

We also have new additions to the Board of Directors. Join me in welcoming these newly elected board members:

- Eric Berg, Senior Vice President, Gray
- Randy Danielson, President of Retail Construction, Tri-North Builders
- Carolyn Shames, President/CEO, Shames Construction

The board along with its new members and new officers are poised to make 2019 another great year for the RCA.

I also want to express my gratitude again to Mike Wolf and the entire committee that has worked so hard on the Superintendent Training Program. Several of Winkel Construction's superintendents have attended this course and we have seen an improvement in their handling of projects. Their feedback noted how beneficial the program was to them. If you have yet to send people to this course, I truly believe you will find it to be well worth it. The Certified Retail Superintendent Training is another great benefit of being an RCA member.

Our Annual Conference is going to be in Dallas again this year in conjunction with SPECS. I encourage everyone to attend the conference along with the association's reception and golf outing. I hope to see you there!

Rick — rickw@winkelconstruction.com

If you have any feedback or ideas for the organization, please contact me. We are always looking for ways to continue strengthening the organization: rickw@winkel-construction.com.

ADVISORY BOARD

Chuck Barnes - Spinoso Real Estate Group

Ken Christopher - LBrands

Mike Clancy - FMI

Craig Hale, AIA -
HFA - Harrison French Associates

Jeffrey D. Mahler - L2M, Inc.

Jason Miller - JCPenney Company

Steven R. Olson, AIA - CESO, Inc.

Kristen Roodvoets - SmileDirectClub

Brad Sanders - CBRE | Skye Group

COMMITTEE CHAIRS

EDUCATION/CAREER DEVELOPMENT COMMITTEE

Mike Wolff
909-949-0380
mike@timberwolff.com

MARKETING/COMMUNICATIONS

Jack Grothe
909-993-9332
jackG@JGConstruction.com

MEMBERSHIP

Hunter Weekes
864-233-0061
hweekes@weekesconstruction.com

MILITARY SERVICE INITIATIVE

Jay Dorsey
281-485-4700
J.Dorsey@triadrc.com

SAFETY

Robert Moore
714-491-1317
RAMoore@gray.com

SCHOLARSHIP & STUDENT OUTREACH

Mike McBride
817-302-2050
mikem@westwoodcontractors.com

Justin Elder
952-345-6069
justin@elderjones.com

SPONSORSHIP/MEMBER BENEFITS

Phil Eckinger
330-453-2566
phil@eckinger.com

STRATEGIC PLAN

Eric Handley
847-856-0123
eric.handley@warandolph.com

TECHNOLOGY

David Martin
920-490-3104
david@hjmartin.com

OFFICERS

President - Rick Winkel
Winkel Construction, Inc.

Vice President - Steve Bachman
Retail Construction Services, Inc.

Secretary/Treasurer - Ray Catlin
Schimenti Construction Company

Immediate Past President - Brad Bogart
Bogart Construction, Inc.

BOARD OF DIRECTORS

2021 Jay Dorsey
Triad Retail Construction, Inc.

2021 Phil Eckinger
Eckinger Construction Co.

2021 Jack Grothe
JG Construction

2021 David Martin
H.J. Martin & Son, Inc.

2021 Mike McBride
Westwood Contractors

2021 Hunter Weekes
Weekes Construction, Inc.

2020 Robert Moore
Gray

2020 Rick Winkel
Winkel Construction, Inc.

2020 Mike Wolff
Timberwolff Construction, Inc.

2019 Ray Catlin
Schimenti Construction Company

2019 Eric Handley
William A. Randolph, Inc.

2020 Steve Bachman
Retail Construction Services, Inc.

2020 Brad Bogart
Bogart Construction, Inc.

2020 Justin Elder
Elder-Jones, Inc.

PAST PRESIDENTS

David Weekes 1990-1992

W. L. Winkel 1993

Robert D. Benda 1994

John S. Elder 1995

Ronald M. Martinez 1996

Jack E. Sims 1997

Michael H. Ratner 1998

Barry Shames 1999

Win Johnson 2000

Dean Olivieri 2001

Thomas Eckinger 2002

James Healy 2003

Robert D. Benda 2004-2006

K. Eugene Colley 2006-2008

Matthew Schimenti 2008-2012

Art Rectenwald 2012-2014

Mike Wolff 2014-2016

Robert Moore 2016-2017

Brad Bogart 2017-2018

RCA Membership

RCA members must meet and maintain a series of qualifications and are approved by the Board of Directors for membership. They have been in the retail construction business as general contractors for at least five years; agree to comply with the Association's Code of Ethics and Bylaws; are properly insured and bonded; are licensed in the states in which they do business; and have submitted letters of recommendation.

COMPANY	CONTACT	PHONE	STATE	EMAIL	MEMBER SINCE
Acme Enterprises, Inc.	Robert Russell	586-771-4800	MI	rrussell@acme-enterprises.com	2009
All-Rite Construction Co., Inc.	Warren Zysman	973-340-3100	NJ	warren@all-riteconstruction.com	1993
Atlas Building Group	Brian Boettler	636-368-5234	MO	bboettler@abgbuilds.com	2017
BALI Construction	Kevin Balestrieri	925-478-8182	CA	kevin@bali-construction.com	2017
Bogart Construction, Inc.	Brad Bogart	949-453-1400	CA	brad@bogartconstruction.com	2008
Buildrite Construction Corp.	Bryan Alexander	770-971-0787	GA	bryan@buildriteconstruction.com	2013
Burdg, Dunham and Associates	Harry Burdg	816-583-2123	MO	harry@burdg-dunham.com	2016
Comet Construction	Bernard Keith Danzansky	561-672-8310	FL	barney@danzansky.com	2016
Commercial Contractors, Inc.	Kenneth Sharkey	616-842-4540	MI	ken.t.sharkey@teamccci.net	1990
Commonwealth Building, Inc.	Frank Trainor	617-770-0050	MA	frankt@combuild.com	1992
Construction One, Inc.	Bill Moberger	614-235-0057	OH	wmoberger@constructionone.com	2015
David A. Nice Builders	Brian Bacon	757-566-3032	VA	bbacon@davidnicebuilders.com	2011
De Jager Construction, Inc.	Dan De Jager	616-530-0060	MI	dandj@dejagerconstruction.com	1990
Desco Professional Builders, Inc.	Bob Anderson	860-870-7070	CT	banderson@descopro.com	1995
Diamond Contractors	Lori Perry	816-650-9200	MO	loriperry@diamondcontractors.org	2015
DLP Construction	Dennis Pigg, Jr.	770-887-3573	GA	dpigg@dlpconstruction.com	2008
E.C. Provini, Co., Inc.	Joseph Lembo	732-739-8884	NJ	jlembo@eprovini.com	1992
Eckinger Construction Company	Philip Eckinger	330-453-2566	OH	phil@eckinger.com	1994
EDC	Christopher Johnson	804-897-0900	VA	cjohnson@edcweb.com	1998
ELAN General Contracting Inc.	Adrian Johnson	619-284-4174	CA	ajohnson@elancg.com	2010
Elder-Jones, Inc.	Justin Elder	952-345-6069	MN	justin@elderjones.com	1990
Encore Construction, Inc.	Joe McCafferty	410-573-5050	MD	joe@encoreconstruction.net	2018
Engineered Structures, Inc.	Mike Magill	208-362-3040	ID	mikemagill@esiconstruction.com	2016
Fi Companies	Kevin Bakalian	732-727-8100	NJ	kbakalian@ficompanies.com	2017
Fortney & Weygandt, Inc.	Greg Freeh	440-716-4000	OH	gfreeh@fortneyweygandt.com	2013
Fred Olivieri Construction Company	Dean Olivieri	330-494-1007	OH	dean@fredolivieri.com	1992
Frontier Building Corp.	Andrew Goggin	305-692-9992	FL	agoggin@fdllc.com	2018
Fulcrum Construction, LLC	Willy Rosner	770-612-8005	GA	wrosner@fulcrumconstruction.com	2014
Go Green Construction, Inc.	Anthony Winkco	412-367-5870	PA	anthony@ggc-pgh.com	2017
Gray	Robert Moore	714-491-1317	CA	ramoore@gray.com	2005
H.J. Martin & Sons, Inc.	David Martin	920-494-3461	WI	david@hjmartin.com	2016
Hanna Design Group	Jason Mick	847-719-0370	IL	jmick@hannadesigngroup.com	2016
Harmon Construction, Inc.	William Harmon	812-346-2048	IN	bill.harmon@harmonconstruction.com	2017
Hays Construction Company, Inc.	Roy Hays	303-794-5469	CO	r.hays@haysco.biz	2002
Healy Construction Services, Inc.	James Healy	708-396-0440	IL	jhealy@healyconstructionservices.com	1996
Herman/Stewart Construction	Terry Varner	301-731-5555	MD	tvarner@herman-stewart.com	1995
Howard Immel Inc.	Pete Smits	920-468-8208	WI	psmits@immet-builds.com	2018
International Contractors, Inc.	Bruce Bronge	630-834-8043	IL	bbronge@icinc.com	1995
J. G. Construction	Jack Grothe	909-993-9332	CA	JackG@jgconstruction.com	1998
James Agresta Carpentry Inc.	James Agresta	201-498-1477	NJ	jim.agresta@jacarpentryinc.com	2013
KBE Building Corporation	Michael Kolakowski	860-284-7110	CT	mkolakowski@kbebuilding.com	1998
Kerricook Construction, Inc.	Ann Smith	440-647-4200	OH	ann@kerricook.com	2012
Lakeview Construction, Inc.	Kent Moon	262-857-3336	WI	kent@lvconstruction.com	1998
M. Cary, Inc.	Robert Epstein	631-501-0024	NY	repstein@mcaryinc.com	2014
Management Resources Systems, Inc.	Doug Marion	336-861-1960	NC	dmarion@mrs1977.com	1992
Marco Contractors, Inc.	Martin Smith	724-741-0300	PA	marty@marcocontractors.com	1994
Metropolitan Contracting Co., Ltd.	Jane Feigenbaum	210-829-5542	TX	jfeigenbaum@metcontracting.com	1995
Montgomery Development Carolina Corp.	John Fugo	919-969-7301	NC	jfugo@montgomerydevelopment.com	1999
National Building Contractors	William Corcoran	651-288-1900	MN	bill@nbccconstruction.us	2013
National Contractors, Inc.	Michael Dudley	952-881-6123	MN	mdudley@ncicg.com	2018
Pinnacle Commercial Development, Inc.	Dennis Rome	732-528-0080	NJ	dennis@pinnaclecommercial.us	2012
Prime Retail Services, Inc.	Donald Bloom	866-504-3511	GA	dbloom@primeretailservices.com	2014
PWI Construction, Inc.	Jeff Price	480-461-0777	AZ	price@pwiconstruction.com	2003
R.E. Crawford Construction LLC	Jeffrey T. Smith	941-907-0010	FL	jeffs@recrawford.com	2011
Rectenwald Brothers Construction, Inc.	Art Rectenwald	724-772-8282	PA	art@rectenwald.com	1996
Retail Construction Services, Inc.	Stephen Bachman	651-704-9000	MN	sbachman@retailconstruction.com	1998
Retail Contractors of Puerto Rico	Sean Pfent	586-725-4400	MI	spfent@rcofusa.com	1996
Rockford Construction Co.	Thomas McGovern	616-285-6933	MI	info@rockfordconstruction.com	2014
Royal Seal Construction, Inc.	Gene Colley	817-491-6400	TX	gene@royalseal.com	1994
Russco, Inc.	Matthew Pichette	508-674-5280	MA	mattp@russcoinc.com	1995
Sachse Construction and Development Corp.	Jeff Katkowsky	248-647-4200	MI	jkatkowsky@sachseconstruction.com	2009
Scheiner Commercial Group, Inc.	Joe Scheiner	719-487-1600	CO	joe@scheinercg.com	2012

(Continued on page 5)

Schimenti Construction Company, Inc.	Matthew Schimenti	914-244-9100	NY	mschimenti@schimenti.com	1994
Shames Construction Co., Ltd.	Carolyn Shames	925-606-3000	CA	cshames@shames.com	1994
Singleton Construction, LLC	Denise Doczy-Delong	740-756-7331	OH	denisedelong@singletonconstruction.net	2012
Solex Contracting	Gerald Allen	951-308-1706	CA	jerry@solexcontracting.com	2015
Southwestern Services	John S. Lee	817-921-2466	TX	JLee@southwesternservices.com	2017
Sullivan Construction Company	Amanda Sullivan	954-484-3200	FL	amanda@buildwithsullivan.com	2012
Taylor Brothers Construction Company, Inc.	Jeff Chandler	812-379-9547	IN	Jeff.Chandler@TBCCI.com	2014
TDS Construction, Inc.	Robert Baker	941-795-6100	FL	inbox@tdsconstruction.com	1994
Thomas-Grace Construction, Inc.	Don Harvieux	651-342-1298	MN	don.harvieux@thomas-grace.com	2012
Timberwolff Construction, Inc.	Mike Wolff	909-949-0380	CA	mike@timberwolff.com	2008
TJU Construction, Inc.	Tim Uhler	530-823-7200	CA	tim@tjuconstruction.com	2016
Tom Rectenwald Construction, Inc.	Aaron Rectenwald	724-452-8801	PA	arectenwald@trcgc.net	2010
Trainor Commercial Construction, Inc.	John Taylor	415-259-0200	CA	john.taylor@trainorconstruction.com	2012
Travisano Construction, LLC	Peter J. Travisano	412-321-1234	PA	pj@travisanoconstruction.com	2015
Tri-North Builders, Inc.	Randy Danielson	608-271-8717	WI	rdanielson@tri-north.com	2015
Triad Retail Construction	Jay Dorsey	281-485-4700	TX	j.dorsey@triadrc.com	2013
Warwick Construction, Inc.	Walt Watzinger	832-448-7000	TX	walt@warwickconstruction.com	2008
Weekes Construction, Inc.	Hunter Weekes	864-233-0061	SC	hweekes@weekesconstruction.com	1990
Westwood Contractors, Inc.	Mike McBride	817-302-2050	TX	mikem@westwoodcontractors.com	1990
William A. Randolph, Inc.	Tony Riccardi	847-856-0123	IL	tony.riccardi@warandolph.com	2011
Winkel Construction, Inc.	Rick Winkel	352-860-0500	FL	rickw@winkel-construction.com	1990
Wolverine Building Group	Michael Houseman	616-949-3360	MI	mhouseman@wolvgroup.com	2012
Woods Construction, Inc.	John Bodary	586-939-9991	MI	jbodary@woodsconstruction.com	1996

Visit retailcontractors.org to view the profile of each RCA member company.
Click on "Find a Contractor" on the home page to search the member list.

Please notify the RCA Office (800-847-5085 or info@retailcontractors.org) of any changes to your contact information.



3M WINDOW FILM NATIONAL INSTALLERS

FREE Estimates
866-933-3456

3M Authorized Window Film Dealer
Prestige Dealer Network

Window Film Depot
America's Installation Pros



RCA Members Pre-Show Discount Expires Feb.14

WWW.SPECSSHOW.COM

SPECS SHOW 2019

THE FOREFRONT OF PHYSICAL RETAIL

GAYLORD TEXAN, DALLAS
MARCH 3-5, 2019

Exclusively produced by:
CSA
chainstoreage.com

Question? Contact Farida Batuta at
FBatuta@LF1925.com or 212-756-5255

Milestone Memberships

Congratulations to our members celebrating milestone membership anniversaries!
We appreciate your ongoing support of the RCA!

25 Years

Eckinger Construction Company

Marco Contractors, Inc.

Royal Seal Construction, Inc.

Schimenti Construction Company, Inc.

TDS Construction, Inc.

20 Years

Montgomery Development
Carolina Corp.

10 Years

Acme Enterprises, Inc.

Sachse Construction and
Development Corp.

5 Years

Fulcrum Construction, LLC

Prime Retail Services, Inc.

Rockford Construction Co.

Taylor Brothers Construction
Company, Inc.



COMMERCIAL CONSTRUCTION & RENOVATION
PEOPLE

Don't miss our CCRP events

March 20th (Wednesday) Dallas, TX
April 9th (Tuesday) Atlanta, GA
May 9th (Thursday) Minneapolis, MN




If you would like to sponsor a CCRP event, please contact David Corson at davidc@ccr-mag.com



DESIGNED TO RUN CONSTRUCTION

Procore's universal platform connects your team, applications, and devices in one centralized hub. From bidding to closeout, collaborate in real time with all your teams, on any device.

With Procore, do more than run great projects, run a great business.



PROCORE | procore.com

RCA's 29TH ANNUAL CONFERENCE

IN CONJUNCTION WITH SPECS, MARCH 1-3, 2019

GAYLORD TEXAN, GRAPEVINE, TX

Friday, March 1, 2019

6:00pm–8:00pm: Welcome Reception

Saturday, March 2, 2019

8:00am–3:00pm: Annual Conference, featuring:

- **Tech 2019 - The Latest Technologies, Trends, Services and Tools Every Business Needs to Know** | Gene Marks, columnist, author, and small business owner
- **To All the Economists I've Loved Before** | Anirban Basu, Chairman & CEO, Sage Policy Group, Inc.
- **Addressing the Labor Shortage: What Members are Doing to Recruit and Retain Their Workforce** | Randy Danielson, President, Retail Construction, Tri-North Builders; Kristen Roodvoets, Construction Project Manager, SmileDirectClub; Ray Catlin, Executive Vice President, Schimenti Construction Company (moderator)
- **Retail of the Future** | Sarah Wicker Kimes, Director, Americas, Portland Design

4:00pm–5:30pm: Owner's Event

7:00pm–9:00pm: Casino Night & BBQ at Cowboys Golf Clubnt

RCA Member companies get one free conference registration and can register additional attendees for a nominal fee. Retailers and architects can attend at no charge.

Sunday, March 3, 2019

8:00 am – 1:00pm: Golf Tournament at Cowboys Golf Club

Registration and full agenda: retailcontractors.org.

Thank You to Our Underwriters

Platinum

Commercial Contractors, Inc.

Gold

Timberwolff Construction, Inc.

Retail Construction Services, Inc.

Bogart Construction, Inc.

Management Resource Systems, Inc.

Schimenti Construction Company

Gray

Silver

Tom Rectenwald Construction, Inc.

Commonwealth Building, Inc.



Sarah Wicker Kimes



Anirban Basu

We're *Logistical* Lion Tamers

Commitment to adjust to
the demands of your jobs.
Not the other way around.

Proactive support,
consistency, and trademark
transparency.

Access to everything on site at any hour, even at 3am.

Container
Management

800-915-9002
cmi-usa.com

RCA Sustaining Sponsors

PLATINUM



GOLD



SILVER

