

# The Retail Contractor

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SUMMER EDITION • 2024

## NEWSLETTER

## 2024 Annual Conference Kicks Off New Branding for RCA

Almost 200 RCA members, prospects, retailers, architects, developers, and sponsors attended the 2024 RCA Annual Conference at the Gaylord Texan. Attendees were inspired by keynote speakers and expanded their knowledge of the 2024 economic landscape, artificial intelligence, and workforce development strategies. We also unveiled our new logo and brand identity, adding a tagline to our name that reflects our members' trusted expertise in consumer-impacting commerce.

From now on, we will be known as RCA: Proven Contractors Building Commercial Success.



This rebranded identity—the result of a comprehensive brand assessment that included focus groups and interviews with board and advisory members, new and second-generation members, and key stakeholders—ensures we are looking forward with the right vision and flexibility to expand our expertise and position ourselves for future growth.

We wanted to honor our nearly 35-year legacy with the same blue color pattern. We modernized the font, and to the left, we have an abstract “RCA” that can also be perceived as buildings, building block,s or even a representation of communities. It was important to us that “**Proven Contractors**” pop, as that is the core of who we are.

No matter how the retail landscape evolves, RCA remains committed to our consumer-impacting and commercial speciality. We have built a community based on **trust, quality, stability, expertise** and **dependability** upon which retailers and consumer-serving organizations rely. We will continue to reaffirm our ongoing mission to promote professionalism and integrity in retail construction through industry leadership in education, information exchange and jobsite safety.

*Members can download the new logo in the members-only section of the RCA website, or email [info@retailcontractors.org](mailto:info@retailcontractors.org) for a copy. We encourage you to update your website and relevant collateral with the new logo right away.*

## What's next for RCA?

In addition to the regional events and training opportunities RCA provides, we are in the process of enhancing our marketing efforts while spreading the word about our rebrand. These efforts include:

- > A membership flyer for prospects to help grow our membership with the same rigor and discernment our industry has come to expect
- > A sell sheet for retailers to continue raising awareness for RCA, our value to the industry and updated identity
- > A series of paid and organic LinkedIn campaigns to support our efforts
- > Thought leadership articles to keep RCA front and center
- > Member spotlights

Make sure you are following us on LinkedIn ([linkedin.com/company/retail-contractors-association](https://www.linkedin.com/company/retail-contractors-association)) and like, comment, and share our posts.



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

## Building a Strong Workforce: Lean into Education

This is part of a series featuring takeaways from the RCA Annual Conference.



**It's no secret that the construction industry** needs fresh talent. According to the Associated Builders & Contractors (ABC), one in four construction workers is older than 55, meaning a quarter of our workforce will retire within the next decade. Our industry needs to attract an estimated 546,000 additional workers on top of the normal pace of hiring in 2023 to meet the demand for labor in 2024.

RCA President **Eric Handley**, COO of William A. Randolph, Inc. (RANDOLPH), acknowledged that the most pressing issues facing retail contractors today are shortages of labor and skilled workforce. "We are all struggling with the same exact problems," he said. "Where are we going to find future generation of leaders for our companies? Where are we going to get the workers to build our projects?"

*(Continued on page 6)*

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# President's Message

Eric Handley, COO., William A. Randolph, Inc. (RANDOLPH)



Eric Handley

**It is an exciting time to be a part of the RCA.** The momentum and positive changes behind the organization are strong, as was the attendance and participation at the Annual meeting in March. Those of you that participated got to witness the unveiling of our new branding and logo in person. Hopefully by now everyone has

gotten a glimpse via social media and the rebranding outreach efforts that have been taking place over the last couple of months. The RCA: Proven Contractors Building Commercial Success has a nice ring to it and sends a powerful message. Speaking of powerful messages, at the conference, Kevin Brown delivered an incredible presentation that did an amazing job highlighting how customer service and attention to detail can set individuals and companies apart, putting them in a league of their own.

All of the programs, events, training, networking, mentoring, and member benefits that the RCA offers are meant to help elevate and differentiate our member contractors, so I encourage you to be involved and take advantage of everything that the RCA has to offer.

As we are about to head into summer and the construction busy season, please do not forget to plan ahead for the many great events that we have scheduled for the rest of the year. There are still Regional Events taking place in Grand Rapids, Orlando, Philadelphia, Houston, and Phoenix. Events have already been held this year in Charlotte and Chicago and the feedback from both events was very positive.

RCA will be offering two opportunities for superintendent training based on the increased interest from our members. The first will be held in Chicago on December 11 & 12 and the second in Dallas on March 6 & 7 before the 2025 Annual Conference. Additionally, the first RCA Project Manager training will be held prior to the Annual Conference: March 5-7 in Dallas. Registration for all of these sessions is open. Sign your team up early as space is limited, and the classes are likely to fill up quickly.

I hope everyone has an enjoyable summer with family and friends and I look forward to connecting with everyone at the upcoming Regional Events over the next few months.

The benefits that RCA offers are meant to help elevate and differentiate our member contractors. I encourage you to be involved and take advantage of everything that the RCA has to offer.

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 Matthew Schimenti 2008-2012  
 Art Rectenwald 2012-2014  
 Mike Wolff 2014-2016  
 Robert Moore 2016-2017  
 Brad Bogart 2017-2018  
 Rick Winkel 2018-2019  
 Steve Bachman 2019-2021  
 Ray Catlin 2021-2023

## 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.	Jeff Lomber	810-499-7127	MI	jlomber@acme-enterprises.com	2009
Atlas Building Group	Brian Boettler	636-368-5234	MO	bboettler@abgbuilds.com	2017
Bayley Construction, LP	Steve Grasso	206-621-8884	WA	steveg@bayley.net	2024
Beam Team Construction, Inc.	Rick Stehr	678-987-1800	GA	rickstehr@thebeamteam.com	2019
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
Buch Construction	Greg Kozero	301-369-3500	MD	gkozero@buch.us.com	2022
Commercial Contractors, Inc.	Kenneth Sharkey	616-842-4540	MI	ken.t.sharkey@teamcci.net	1990
Commonwealth Building, Inc.	Chris Fontaine	617-770-0050	MA	cfontaine@combuid.com	1992
Connor Construction, LLC	Benjamin Connor	856-599-1765	NJ	bconnor@connorconstructionllc.com	2021
Construction One, Inc.	Bill Moberger	614-235-0057	OH	wmoberger@constructionone.com	2015
David A. Nice Builders	Brandon Nice	757-566-3032	VA	bnice@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
Division 9 Commercial Inc.	Cheryl Montour	770-919-9941	GA	cmontour@division9inc.com	2021
DLP Construction Company, Inc.	Dennis Pigg, Jr.	770-887-3573	GA	dpigg@dlpconstruction.com	2008
E.C. Provini, Co., Inc.	Joseph Lembo	732-739-8884	NJ	jlembo@ecprovini.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
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
FMGI Inc.	Darin Ross	678-903-2200	GA	darin.ross@fmgi-inc.com	2022
Fortney & Weygandt, Inc.	Mitch Lapin	440-716-4000	OH	mlapin@fortneywegandt.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.	John Castellano	412-389-2577	PA	john@ggc-pgh.com	2017
Graves Construction	Anthony Graves	949-467-1799	CA	anthony@gravesconstruction.com	2022
Gray	Robert Moore	714-491-1317	CA	ramoore@gray.com	2005
Groom Construction Co., Inc.	Dwight Groom	781-592-3135	MA	dwgroom@groomco.com	2023
H.J. Martin & Son, Inc.	David Martin	920-494-3461	WI	david@hjmartin.com	2016
Hardesty & Associates	Scott Hardesty	949-723-2230	CA	scott@hardestyassociates.com	2020
Harmon Construction, Inc.	William Harmon	812-346-2048	IN	bill.harmon@harmonconstruction.com	2017
Healy Construction Services, Inc.	James Healy	708-396-0440	IL	jhealy@healyconstructionservices.com	1996
International Contractors, Inc.	Bruce Bronge	630-834-8043	IL	bbronge@icbuilds.com	1995
JAG Building Group	Matt Allen	239-540-2700	FL	matta@jagbuilding.com	2019
James Agresta Carpentry Inc.	James Agresta	201-498-1477	NJ	jim.agresta@jacarpentryinc.com	2013
Jirsa Construction	Jennifer Jirsa	847-836-1321	IL	jjirsa@jirsaconstruction.com	2022
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.	Bill Tucker	631-501-0024	NY	btucker@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
Market Contractors	Kerry Lobbestael	503-255-0977	OR	kerryl@marketcontractors.com	2019
National Contractors, Inc.	Michael Dudley	952-881-6123	MN	mdudley@ncigc.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
R.E. Crawford Construction LLC	Jeffrey T. Smith	941-907-0010	FL	jeffs@recrawford.com	2011
RAYWEST DESIGNBUILD	Greg West	910-824-0503	NC	greg.west@raywestdesignbuild.com	2021
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
Right Choice Development & Construction	Danielle Wright	832-567-9648	TX	danielle@rightchoicecdev.com	2023
Russo, 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	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
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
Threecore, LLC	Ray Catlin	972-800-2910	OH	ray.catlin@threecorellc.com	2021
Tilton Pacific Construction	Robert Schroeder	916-630-7200	CA	rschroeder@tiltonpacific.com	2023
Tom Rectenwald Construction, Inc.	Aaron Rectenwald	724-452-8801	PA	arectenwald@trcgc.net	2010
Trainer Commercial Construction, Inc.	Brian Trainor	415-259-0200	CA	brian.trainor@trainerconstruction.com	2012
Tri-North Builders, Inc.	David Brown	608-204-7227	WI	dbrown@tri-north.com	2015
Triad Retail Construction	Jay Dorsey	281-485-4700	TX	j.dorsey@triadrc.com	2013
Vision General Contractors of GA, LLC	Tony Durand	770-769-4674	SC	tonyd@viscongc.com	2021
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.	Robert Benda	817-877-3800	TX	bbenda@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](http://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.

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(Continued from page 2)

Construction offers good paying jobs and a quality career, but there has been a nationwide push for college as the only viable post-secondary path as well as an image problem. During the 2024 RCA Annual Conference, a panel consisting of **Jon Hostasa** of Casey's, **Jason Storey** of The Home Depot Pro, **Paul Robinson** of ConstructReach, **Chuck Hundley** of Sachse Construction, and **David Brown** of Tri-North Builders presented strategies to encourage kids to consider the trades as well as case studies aimed at increasing participation in construction.

### Start early

There are 8 million construction jobs available, according to Hostasa, so it's important to start exposing kids at the elementary school level.

"Marketability of this industry should start at ages seven or eight, when they're learning what professions exist. That's the long game to building your pipeline," said Robinson. "Present the industry during formative years with continuous touchpoints along the way. They can build things with their hands, celebrate their gifts and realize what they do."

### Connect with parents

Let families know there is exciting potential in the construction industry—you

don't need to go to a four-year university for a successful career, and kids can make money right away out of high school.

### Connect with educators

This is how we influence the influencer. Educators want to provide parents and students with opportunities but may not have a solid understanding of the construction and design industries.

At the high school level, we can raise awareness about trade programs with the ABC or unions. Students should know that they can make about \$100,000 after four years. With CTE programs (career in technical education) gaining traction, teachers and counselors are seeing the value of non-traditional post-high school options.

### Leverage retail programming

Storey discussed how The Home Depot has its Path to Pro initiative, which sends staff to elementary schools, high schools and military bases to expose people to learn different trades. As kids grow, it even includes a LinkedIn community and a one-click app so that prospects can connect with jobs and employers.



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# Conference & Regional Event Round Up

Thanks to everyone who joined us for the Annual Conference in March and our Regional Events in Charlotte (April) and Chicago (May).



## Upcoming Regional Events

**July 25** | Grand Rapids  
Hosted by Wolverine Building Group  
Knowledge Share & Networking  
Reception

**August 26** | Orlando  
Hosted by RCA  
Networking Reception at ICSC FL  
Conference

**September** | Philadelphia  
Hosted by Connor Construction  
Knowledge Share &  
Networking Reception

**October** | Houston  
Hosted by Triad Retail Construction and  
Warwick Construction  
Knowledge Share & Networking Reception

**December 3** | Phoenix  
Hosted by RCA/CCR Magazine  
Networking Reception at ISCS  
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*Dates subject to change based on venue & presenter availability.*

Visit the Event Calendar to register: [retailcontractors.org](https://retailcontractors.org)

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