

# The Retail Contractor

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## NEWSLETTER

# Digital Marketing for Retail Contractors

Last fall, RCA we hosted a Digital Marketing roundtable, a knowledge-sharing event that featured speakers from member companies and a architecture and engineering firm that are leveraging technology and digital marketing strategies to position their companies in the retail construction market.

Our presenters were **Lisa Macneir**, Director of Business Development, Scheiner Commercial Group, Inc., **Brie Gunderson**, Marketing Director, Elder Jones, Inc., and **Jessica Werkowitz**, Director of Marketing & Communications, CESO, Inc. They each had a different perspective on and experience with the use of digital marketing to meet the specific needs of their company.

Macneir discussed her approach to selecting an outside consultant to boost Scheiner Commercial Group's online name recognition and reputation. She shared her process for evaluating the type of digital marketing that would best meet the company's needs. After considering search engine optimization (SEO), social media marketing, content marketing, email marketing, and mobile marketing, she decided to focus on social media. Scheiner does not have in-house marketing; finding a partner that would extend the company's mission was key. In selecting a marketing company, she considered whether the company had the time to focus on Scheiner's needs, how much time she had to dedicate to the effort, and the return on investment. Macneir selected a marketing company to work with on a 90-day trial basis. After that time, Scheiner realized a 237% increase in LinkedIn page visits, 200% increase in impressions, 40% increased in engagement, and 560 additional followers.

Macneir recommended finding a company that will provide detailed analytics, is focused on our industry and has indicated they have time to dedicate to your needs.

Gunderson explained that Elder Jones manages all of their digital marketing in-house. Her team focuses on the company's website, social media, and email outreach. About five years ago, Gunderson oversaw a complete overhaul of the company's website, ensuring that it made the right first impression and reflected the quality of work that Elder-Jones is dedicated to. The site is thoroughly reviewed on a quarterly basis to make sure it remains current and relevant.



Elder-Jones' outreach plan includes a bi-weekly project feature posted to the website and social media, and social media posts about events attended, community give-backs, staff outings, holiday greetings, the company newsletter, and everyone's favorite honorary office dog, Jax. The in-house team manages a LinkedIn page and X (Twitter) account. The company has realized a 600% increase in social media followers since 2018. Gunderson noted, "Our greatest success is on LinkedIn. That's where businesses are going to connect." She also noted that posts that feature clients are good for relationship building.

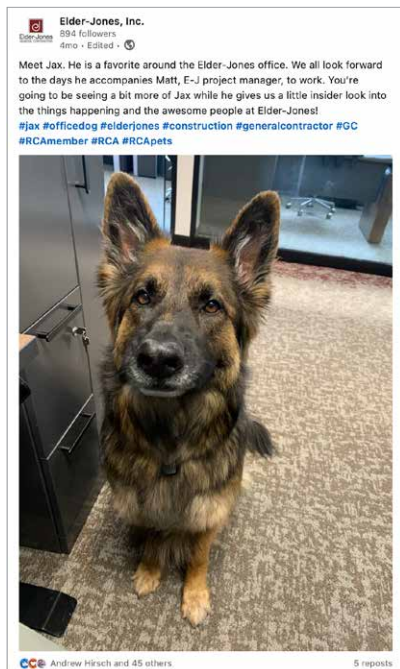
Gunderson shared some best practices, including connecting your website with your social media and showing social fields on your website; including hashtags to boost exposure; tagging clients; sharing client posts; and sharing the links with staff so they can like/comment/share to amplify the messages. Gunderson works closely with project managers to stay up to date on project status and keeps in touch with the office staff to learn about company milestones and accomplishments.

Werkowitz talked about working through the "noise" of digital marketing to determine what will work best for you; one size does not fill all. Werkowitz's advice is a **think audience first** approach to shape the framework of your strategy. CESO focused on 12 markets and when developing strategy they define the target audience, develop an understanding of their needs, outline solutions for challenges, and then position the company as a trusted source of information.

"One of the key initiatives for any successful digital strategy is your website," said Werkowitz.



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



## Bringing a Brand Into Focus

The website journey



Downloads specific to a segment



Capabilities decks that educate commercial prospects about our expertise



She shared CESO's structure, which includes a focus on thought leadership and project examples to demonstrate expertise. CESO's team ensures the company's visual and verbal messaging are consistent and that all materials share the same brand aesthetic.

LinkedIn is the only social media platform that CESO uses. The marketing team has a well-defined content calendar that allows them to be intentional with their posts, be highly organized,

and to avoid redundancies. Analytics allow them to see detailed information about the people who are interacting on LinkedIn and visiting the website. Werkowitz said CESO has started to focus on video as an integral part of their digital strategy, which can draw more attention than written information.

A recording of this session is available to members in the members only section of the RCA website.

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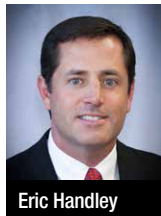
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# President's Message

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



**Starting a new year is always an exciting time**, as we have an opportunity to reflect on the past year while making new plans and setting goals for the year to come. Getting focused and motivated to head into the new year can be a challenge, especially after the holidays, but it is such an important part of making

the personal and professional change that is necessary.

Our individual companies all face significant challenges in recruiting talent, training and retaining our existing teams, and developing future generations of skilled trades and construction professionals. The RCA is taking on these challenges and intends to leverage the strength and broad representation of our organization to make a difference and promote the industry. Our Workforce Development and Construction Training Committees are working on very impactful events and training that will be made available to member companies and we look forward to providing more information about these initiatives at the annual conference.

Speaking of the conference, this year's agenda and speakers are once again top notch. Last year we had record attendance and positive feedback on the content and format. This year, we have taken the suggestions that were made and have done our very best to make this event even better. I strongly encourage you to attend and to bring a broad cross section of your company as there is something for everyone to take away from this meeting.

It's an exciting time to be a part of the RCA. We have newly elected board members, new advisory board members, new committee members, and new member companies that will all be working together to put in motion the ambitious plans and goals that the RCA has set to accomplish this year.

You know the saying, "If it doesn't challenge you, it won't change you". I look forward to a year full of taking on our industry challenges and working together to make the necessary changes for our companies and the RCA to thrive in 2024.

Our Workforce Development and Construction Training Committees are working on very impactful events and training that will be made available to member companies.

## ADVISORY BOARD

**Randy Danielson** - Opus Development Company, LLC  
**Jon Hostasa** - CASEY'S  
**Jason Kraus** - Kohl's  
**Jeffrey D. Mahler, AIA** - Onyx Creative  
**Stahler McKinney** - FMI

**Jason Miller** - JCPenney Company  
**John Polzer** - Duane Morris LLP  
**Steven R. Olson, AIA** - CESO, Inc.  
**Paul Robinson** - ConstructReach  
**Brad Sanders** - bartaco

## COMMITTEE CHAIRS

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David Brown

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Jay Dorsey

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Denise Doczy-Delong  
Hunter Weekes

**PROFESSIONAL DEVELOPMENT**  
Tim Aubel

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Eric Berg

## OFFICERS

**President**  
**Eric Handley**  
William A. Randolph, Inc.

**Vice President**  
**Justin Elder**  
Elder-Jones, Inc.

**Secretary/Treasurer**  
**Timothy Aubel**  
Rectenwald Brothers Construction, Inc.

**Immediate Past President**  
**Ray Catlin**  
Threecore LLC

## BOARD OF DIRECTORS

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Gray  
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**2024 David Brown**  
Tri-North Builders  
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**2024 Jay Dorsey**  
Triad Retail Construction

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Graves Construction  
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**2024 David Martin**  
H.J. Martin & Son, Inc.  
**2024 Mike Sullivan**  
Sullivan Construction Company  
**2024 Hunter Weekes**  
Weekes Construction, Inc.  
**2026 Rick Winkel**  
Winkel Construction, 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  
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
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@combuild.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@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.	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
Immel Construction	Pete Smits	920-468-8208	WI	psmits@immels-builds.com	2018
International Contractors, Inc.	Bruce Bronge	630-834-8043	IL	bbronge@icibuilds.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	kerry@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@rightchoicedev.com	2023
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
Schimenti Construction Company, Inc.	Matthew Schimenti	914-244-9100	NY	mschimenti@schimenti.com	1994

(Continued on page 5)


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
Trainor Commercial Construction, Inc.	Brian Trainor	415-259-0200	CA	brian.trainor@trainorconstruction.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.	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](http://retailcontractors.org) to view the profile of each RCA member company.  
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## New Advisory Board Members

RCA's Advisory Board is comprised of representatives that work in retail markets including specialty, big box, restaurants and department stores; attorneys; developers; and architects/engineers. Advisory Board members are appointed by the President and serve three-year terms. During that time, they actively assist the RCA Board of Directors in identifying key industry issues and formulating policies and programs designed to positively impact those issues. A list of our current Advisory Board and the companies represented by the Advisory Board over the years can be found at [retailcontractors.org/advisory-board](https://retailcontractors.org/advisory-board).

**Meet RCA's newest Advisory Board members.**

### **Stahler McKinney**

**Stahler McKinney** is a senior consultant in FMI's strategy practice. He advises a broad range of clients throughout the built environment, including contractors, architects, engineers, technology suppliers and construction materials producers.

His focus is primarily on strategic thinking and go-to market approach, helping clients make informed strategic choices and develop plans for implementation. This is accomplished primarily through a combination of market research and business analytics, including market sizing and forecasting, stakeholder interviews, financial performance evaluation and trends analysis. Stahler also works closely with a number of industry associations.

Prior to joining FMI, Stahler was a financial advisor with UBS in Charlotte, NC.



### **Paul Robinson**

**Paul Robinson** is founder and CEO of ConstructReach, a national workforce development consultancy that addressed the underrepresentation of minorities within the construction and design industry. ConstructReach partners with educational institutions, construction and manufacturing companies, and brands across the country to support diversity and organization health initiatives, build new talent pipelines, and create career opportunities for a young and diverse demographic.

After graduating with a degree in Construction Management from Kansas State University, Paul quickly ascended the ladder at Target Corporation to the position of Construction Project Manager. In 2012, he, his wife, and growing family, decided to move home to lead ministry and be tangible examples in their St. Louis, MO community. Shortly afterwards, construction leadership at Target reached out to Paul to assist in addressing its construction workforce development needs, and ConstructReach was founded.



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# RCA 2024 Regional Events

These regional networking events bring together RCA members, sponsors, benefit providers, and other supporters. There is no fee to attend these events, but we ask that you register to confirm your spot.



## April 11 | Charlotte

Hosted by RCA & Little Diversified Architectural Consulting  
NASCAR Hall of Fame Tour & Networking Reception

## May 9 | Chicago

Hosted by RCA  
AIA Boat Tour & Networking Reception

## June TBD | Los Angeles

Hosted by RCA  
Peterson Automotive Museum Tour & Networking Reception

## July 25 | Grand Rapids

Hosted by Wolverine Construction Group  
Knowledge Share & Networking Reception

## August 26 | Orlando

Hosted by RCA  
Networking Reception at ICSC FL Conference

## September TBD | Philadelphia

Hosted by Connor Construction  
Knowledge Share & Networking Reception

## October TBD | Houston

Hosted by Triad Retail Construction & Warwick Construction  
Knowledge Share & Networking Reception

## December 3 | Phoenix

Hosted by RCA & CCR Magazine  
Networking Reception at ISCSC Centerbuild Conference

Dates subject to change based on venue/presenter availability.  
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