

CODE OF ETHICS

The construction profession relies upon a system of technical competence, management excellence, and fair dealing to serve the public with safety, efficiency, and economy. Each member of the association is committed to following the Standards of Professional Conduct:

1. A member shall maintain full regard to the public interest in fulfilling his or her professional responsibilities.
2. A member shall not engage in any deceptive practice, or in any practice that creates an unfair advantage for the member or another.
3. A member shall not maliciously or recklessly injure, or attempt to injure, the professional reputation of others.
4. A member shall insure that when providing a service that includes advice, such advice shall be fair and unbiased.
5. A member shall not divulge to any person, firm, or company, information of a confidential nature acquired during the course of professional activities.
6. A member shall carry out his or her responsibilities in accordance with current professional practice.
7. A member shall keep informed of new concepts and developments in the construction process appropriate to the type and level of his or her responsibilities.

Adopted by permission from the American Institute of Constructors. April 1999 Revision

Words of Wisdom: Facing the Present Economic Condition

By Win Johnson, President, Win & Associates, Inc.

After over 50 years in the business, RCA Past President Win Johnson has experienced the effects of a variety of economic situations. In a recent white paper circulated to RCA members, Johnson reflected on making it through past recessions and gave advice to business owners who are experiencing their first substantial economic downturn.

In 2000, at the first RCA meeting I chaired as President, I made a statement at the opening about my vision for RCA in our next 10 years. What I said probably isn't remembered by anyone at the meeting, including me. But the current business conditions we are facing cause me to once again consider the next 10 years in our business.

As one of the oldest RCA owners, my view is based on the economic reality of my past 53 years of business experience. I've been in 10 different businesses, and owned 8 of them during this time, including an employment agency, jewelry manufacturer, retail jewelry stores, retail bridal store, retail design firm, and general contractor. I have been affected by 10 growth periods and 11 recessions. Each time I had to adapt and change the way I did business. Each experience left me more prepared to handle the next.

I have talked to a number of RCA members who have never experienced an economic sit-

uation like the one we are now in. Some worry it will "last forever." The reality is, there have been recessions and growth periods of various degrees in every 10-year period since 1950. I fully expect this trend will continue as long as we are in business and for the next generation who will take over our companies. The lessons we learn in every recession fade as the next growth period gets underway. The tendency to think the good times will continue is normal.

If I was 20- to 40-something in this business I would:

Scale my business back to the bare minimum to keep a viable operation.

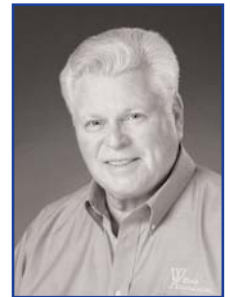
Keep your best employees by your side as you wait out this recession and growth begins. These are the people that will grow your business and will be your future. I have seen so many businesses go by last hired, first fired. This policy is one of the worst mistakes that I still continually see.

Clean up my procedures in the office and in the field to maximize my effectiveness.

Even working in 22 states with 20 employees, I had one person that was Office Manager/Administrative Assistant. There is something to be said for keeping it simple and organized.

Cut all costs that do not result in profit.

Look at the small costs that add up: cell phones, inefficient printers, software purchases, credit card use.



Win Johnson

Inside this Issue

Past Presidents: Where are They Now? David Weekes	Page 2
Annual Meeting	Page 3
Full Member Directory	Page 4
Member Directory Icons	Page 5
Meet Your Board of Directors	Page 6
RCA Sustaining Sponsors	Page 6
Safety Materials Update	Page 8
Membership Application Deadlines	Page 8

continued on page 7

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

OFFICERS

- President
Matthew Schimenti
- Vice-President
Art Rectenwald
- Secretary/Treasurer
Dan De Jager
- Immediate Past President
Gene Colley

DIRECTORS

- Gene Colley** 2011
Royal Seal Construction, Inc.
- Dan De Jager** 2012
De Jager Construction, Inc.
- George Gledson** 2010
GC Builders, Inc.
- Michael Kolakowski** 2013
KBE Building Corporation
- Mike McBride** 2013
Westwood Contractors
- D Brian Perkkio** 2011
Elder-Jones, Inc.
- Matthew Pichette** 2010
Russco, Inc.
- Arthur Rectenwald** 2012
Rectenwald Brothers Construction, Inc.
- Matthew Schimenti** 2012
Schimenti Construction Company, Inc.
- Kenneth Sharkey** 2010
Commercial Contractors, Inc.
- Don Thayer** 2011
Tri-North Builders, Inc.
- Chandler Weekes** 2013
Weekes Construction, Inc.

PAST PRESIDENTS

- David Weekes 1990-92
- 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

Past Presidents: Where are They Now? David Weekes

By Jennifer Danquist, Director of Business Development, Flynn Construction Management

When it comes to the RCA, we would not be here without our Past Presidents, who have guided this association, built it up, and watched it continue to grow. For this we are all grateful. In an effort to recognize these “founding fathers,” remember our beginnings, and review our history, we have created a new feature in our newsletter: Past Presidents: Where Are They Now? Each edition will feature a RCA past president and give some insight into their time at the helm as well as talk about what they’re doing now.

There would be no RCA Past Presidents feature were it not for our first President and one of RCA’s Founders, David Weekes, Chairman of the Board of Weekes Construction, Inc. Weekes was President from 1990 to 1992. “The RCA came up in a discussion in 1990 at a CRAMM conference in New Orleans,” Larry Tureff, Director of Construction & Facilities for Borders stated. “I was going to do a discussion on how to qualify a contractor, and David approached me prior to my discussion. David asked what I would think and whether I would be supportive of an organization or national group of contractors that was formed so retailers would be able to reference it to create their bid lists.”

One of Weekes’ original goals was to build a list of qualified general contractors and provide the list to mall managers all over the country so that they could identify those GCs as preferred contractors for retailers in their malls to utilize.



David and wife Pam in the Florida Keys

“The RCA was a huge benefit to retailers. It was an avenue for us to find GCs to bid on our projects and know that the RCA’s pre-qualification process was equal to or better than the retailer’s own programs,” said Tureff. “The goal was to have very high standards and qualifications, to be self policed by the group so that they would be known for their integrity, high morals, quality, etc. It would also be beneficial for a retailer to know who had worked in a specific region or mall and be familiar with the rules and regulations of that area.”

When Weekes founded the RCA along with Bill Winkel, President of Winkel Construction, he was President and CEO of Weekes Construction, Inc. The benefit of having the RCA formed, for Weekes, was that it allowed Weekes Construction and other GCs to get to know the leaders in the industry and provided legitimacy to its members.

One of Weekes’ first retail construction projects was a shoe store. He has watched the industry grow from the 1970s to the 1980, the heyday of mall construction, to the 1990s when remodeling stores from the 1970s and 1980s started. He has also witnessed retailers becoming more practiced and realistic in



David Weekes

the way they conduct their own construction departments. Weekes stated that if he was not in the retail construction industry he would have gotten into the property development and management side of things.

“David is a very charismatic person; he is well liked, respected, honest and just fun to be around. You needed to be very outgoing to get this off the ground since it was all about the sell,” Tureff explained. “You could not sit back and have this just happen and I think that made David perfect for the role. He agreed to do this as long as Bill Winkel agreed to help him get it off the ground.”

In talking with Tureff, he explained he has certainly seen RCA grow. He has noticed the camaraderie among member contractors. He has also been encouraged by the sharing of information that was sometimes held as proprietary or secretive in the past.

When Weekes was asked who his mentor or hero was he cited RCA member and Past President, Bob Benda of Westwood Contractors. “I have watched Bob and the way he has handled difficult situations over the years; it’s admirable.”

So, what is Weekes up to these days? He enjoys his guilty pleasure of barbeque, and loves to exercise in his free time. He shared a little known fact: when he was in the Army, he got in trouble for making beer in the boiler room...that’s our guy!

We salute Weekes for his foresight and the efforts he put into establishing the RCA. His legacy continues: his sons Chandler and Hunter are active in the association, carrying on the traditions, qualities, and enthusiasm for which their father is so well regarded.



Hunter, David, and Chandler Weekes

*Next Issue:
Bill Winkel, President of Winkel Construction*

RCA Annual Meeting

Save the Date for **March 5-7, 2010** at the Gaylord Palms, Orlando, FL. RCA will once again hold its annual meeting prior to SPECS. The meeting is a combination of networking and professional development opportunities. Almost 100 attendees enjoyed the 2009 Annual Meeting in Orlando, as evidenced by the photos below.



Brad Bogart & Rachel Andrew of Bogart Construction



RCA Board Members Ken Sharkey, Commercial Contractors & Mike McBride, Westwood Contractors



Advisory Board member Scott Winstead of FMI Corporation was a featured speaker and moderated a retailers panel



Advisory Board member Jeff Michna, Fossil, Joe Schimenti, Schimenti Construction & Annual Meeting Chair Matt Pichette, Russco



Brian Shellogg, Lakeview Construction & RCA Sponsor Ben Mack, ARDEX Engineered Cements



RCA President Matthew Schimenti, Schimenti Construction & Clint Rounsfull, Rectenwald Brothers Construction



Mike Wolff, Timberwolff Construction & Vinny Tiberia, Schimenti Construction



Second-generation RCA members: Secretary/Treasurer Dan De Jager, De Jager Construction, Hunter Weekes, Weekes Construction & Rick Winkel, Winkel Construction



Jennifer Danquist, Flynn Construction Management & Adam Timko, Jerry Rectenwald, and Art Rectenwald, Rectenwald Brothers Construction



George Gledson, GC Builders & Frank Trainor, Commonwealth Building

Chuck Barnes G.C. Barnes Associates	2011
Ronald L. Braun J.C. Penney	2012
Kim Klingler Sephora USA LLC	2011
Tony Maldonado Gap, Inc.	2011
Tom McDermott Limited Brands	2011
Jeff Michna Fossil	2012
Jason Miller Kohl's	2011
Sam Pena, AIA Jacob Carter Burgess	2009
Tony Poma True Religion Brand Jeans	2011
Scott Winstead FMI Corporation	2011

ANNUAL MEETING

Matthew Pichette
508-674-5280
mattp@russcoinc.com

EDUCATION & CAREER DEVELOPMENT

George Gledson
909-944-6446
georgeg@gbuildersinc.com

Don Thayer
608-204-7230
dfthayer@tri-north.com

MARKETING & COMMUNICATIONS

Art Rectenwald
724-772-8282
art@rectenwald.com

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

Kent Moon
262-857-3336
kent@lvconstruction.com

Brian Perkio
952-854-2854
brian@elderjones.com

MEMBERSHIP
Dan De Jager
616-530-0060
dandj@dejagerconstruction.com

QUALITY ASSURANCE PROGRAM
Ken Sharkey
616-842-4540
ken.t.sharkey@comcont.com

SAFETY
Frank Trainor
617-770-0050
frankt@combuild.com

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

SPONSORSHIP
Chandler Weekes
864-233-0061
cweekes@weekesconstruction.com



RCA Membership Means Quality

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.

<u>COMPANY</u>	<u>NAME</u>	<u>PHONE</u>	<u>STATE</u>	<u>EMAIL</u>	<u>MEMBER SINCE</u>
Allegheny Design Management, Inc.	John Kuruc	(724) 845-7336	PA	jkuruc@alleghenydesignmgmt.com	1994
All-Rite Construction Co., Inc.	Warren Zysman	(973) 340-3100	NJ	warren@all-riteconstruction.com	1993
The Benmore Construction Group, Inc.	Jeffrey Pittel	(201) 489-4466	NJ	jlpbenmore@verizon.net	2004
Bogart Construction, Inc.	Brad Bogart	(949) 453-1400	CA	brad@bogartconstruction.com	2008
B.R. Fries & Associates	Barry Fries	(212) 563-3300	NY	barryf@brfries.com	2002
Chance Construction Co.	D. Jay Chance	(409) 787-2615	TX	tellinaw@chanceconstruction.com	2000
Commercial Contractors, Inc.	Kenneth Sharkey	(616) 842-4540	MI	ken.t.sharkey@teamcci.net	1990
Commonwealth Building, Inc.	Frank Trainor	(617) 770-0050	MA	frankt@combuild.com	1992
Construction One, Inc.	Steve Moberger	(614) 235-0057	OH	smoberger@constructionone.com	1996
Corna/Kokosing Construction Company	James P. Negron	(614) 212-5594	OH	jpn@corna.biz	2005
db Construction Group, Inc.	Dan Boehme	(412) 464-4600	PA	dan@dbconstructiongroup.com	2006
De Jager Construction, Inc.	Dan De Jager	(616) 530-0060	MI	dandj@dejagerconstruction.com	1990
Desco Professional Builders, Inc.	John Ridzon	(860) 870-7070	CT	jridzon@descopro.com	1995
DLP Construction	Dennis Pigg, Jr.	(770) 887-3573	GA	dpigg@dlpconstruction.com	2008
Donnelly Construction	Frank Leone	(973) 672-1800	NJ	fleone@donnellyind.com	2005
E.C. Provini, Co., Inc.	Edmund Provini	(732) 739-8884	NJ	eprovinci@eprovinci.com	1992
Eckinger Construction Company	Thomas Eckinger	(330) 453-2566	OH	tome@eckinger.com	1994
EDC	Christopher Johnson	(804) 897-0900	VA	cjohnson@edcweb.com	1998
Elder-Jones, Inc.	Brian Perkkio	(952) 854-2854	MN	brian@elderjones.com	1990
Flynn Construction, Inc.	Thomas O'Connor	(412) 243-2483	PA	tomoconnor@flynn-construction.com	2000
Fred Olivieri Construction Company	Dean Olivieri	(330) 494-1007	OH	dean@fredolivieri.com	1992
GC Builders, Inc.	George Gledson	(909) 944-6446	CA	georgeg@gcbuildersinc.com	2000
Greg Construction Company	Sean Pfent	(586) 725-4400	MI	spfent@gregconstruction.com	1996
Hanlin Rainaldi Construction Corp.	Michael Hanlin	(614) 436-4204	OH	mike.hanlin@hanlinrainaldi.com	1997
Hays Construction Co., 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	Michael Dennis	(301) 731-5555	MD	mdennis@herman-stewart.com	1995
I.C.E. Builders	Robert Moore	(714) 491-1317	CA	ramoore@icebuildersinc.com	2005
International Contractors, Inc.	Bruce Bronge	(630) 834-8043	IL	bbronge@iciinc.com	1995
J. G. Construction	June Grothe	(909) 993-9393	CA	juneg@jgconstruction.com	1998
KBE Building Corporation	Michael Kolakowski	(860) 284-7110	CT	mkolakowski@kbebuilding.com	1998

<u>COMPANY</u>	<u>NAME</u>	<u>PHONE</u>	<u>STATE</u>	<u>EMAIL</u>	<u>MEMBER SINCE</u>
Lakeview Construction, Inc.	Kent Moon	(262) 857-3336	WI	kent@lvconstruction.com	1998
Management Resources Systems, Inc.	Michael Swaim, Sr.	(336) 861-1960	NC	mswaim@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
Oakwood Contractors, Inc.	Paul Morck	(815) 759-0010	IL	paul@oakwoodcontractors.com	2007
Pinnacle Construction, Inc.	Greg Esterling	(712) 527-9745	IA	grege@pinconstr.com	2007
Prodigy Construction Management, Ltd.	Joseph Holbrook	(614) 337-0908	OH	jholbrook@prodigyconstruction.com	2005
PWI Construction, Inc.	Jeff Price	(480) 461-0777	AZ	price@pwiconstruction.com	2003
RCC Associates, Inc.	Beverly Raphael	(954) 429-3700	FL	tkemp@rccassociates.com	1990
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
Roche Construction, Inc.	Thomas Roche	(970) 356-3611	CO	troche@rocheconstructors.com	2008
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
Schimenti Construction Company, Inc.	Matthew Schimenti	(914) 244-9100	NY	mschimenti@schimenti.com	1994
Scorpio Construction, Inc.	Stephen Romeo	(609) 296-0308	NJ	sromeo@scorpio1.net	1995
Shames Construction Co., Ltd.	Barry Shames	(925) 606-3000	CA	bshames@shames.com	1994
Shrader & Martinez Construction, Inc.	Ronald Martinez	(928) 282-7554	AZ	rmartinez@shradermartinez.com	1990
TDS Construction, Inc.	David Scherer	(941) 795-6100	FL	inbox@tdsconstruction.com	1994
Timberwolff Construction	Mike Wolff	(909) 949-0380	CA	mike@timberwolff.com	2008
Tri-North Builders, Inc.	Don Thayer	(608) 271-8717	WI	dfthayer@tri-north.com	1993
Tuscan Builders Corporation	Mike Adams	(713) 952-8800	TX	mikea@tuscanbuilders.com	1998
Venture One Construction	George Kovach	(513) 527-4055	OH	gjk@v1cinc.com	2006
Warwick Construction, Inc.	Tony Annan	(832) 448-7000	TX	tannan@warwickconstruction.com	2008
Weekes Construction, Inc.	Chandler Weekes	(864) 233-0061	SC	cweekes@weekesconstruction.com	1990
Westwood Contractors, Inc.	Bob Benda	(817) 302-2050	TX	bbenda@westwoodcontractors.com	1990
Win and Associates, Inc.	Win Johnson	(336) 337-3808	NC	win@waawj.com	1991
Winkel Construction, Inc.	W.L. Winkel	(352) 860-0500	FL	wlw@winkel-construction.com	1990
Woods Construction, Inc.	John Bodary	(586) 939-9991	MI	jbodary@woodsconstruction.com	1996

For the most up-to-date information and to search by states members operate in and their participation in RCA programs, visit www.retailcontractors.org. The icons below are used in the online directory to provide additional information about our members.



Sent attendee(s) to most recent Annual Meeting



Past or present RCA Board member



Uses RCA's Safety Materials



Has a Certified Development, Design & Construction Professional on staff



Has sponsored a company presentation of RCA's Education Program



Has met the requirements of RCA's Quality Assurance Program



Has made a contribution to the RCA Scholarship Program



Has a LEED AP accredited professional on staff

Meet Your Board of Directors

D. Brian Perkkio

Elder Jones

D. Brian Perkkio is the Vice President of Operations and a principal at Elder-Jones, Inc. In his current role, Brian oversees project managers, manages vendor and subcontractor relations, and assists with corporate business development.

Since joining the company in 1989, Brian spent 11 years as a project manager before moving into various roles in management. Brian has been in the retail construction industry for over twenty years and holds a degree from Macalester College in St. Paul (MN).



Brian currently resides in Mendota Heights (MN) with his wife Arlene and three children: Conor, Nina and Maria. In addition to spending time with his family, Brian likes coaching youth athletics, hunting and travel.



Brian Perkkio with RCA Advisory Board member Jason Miller of Kohl's

He currently serves on the Advisory Board of the Department of Construction Management at Minnesota State University/Mankato. He was elected to the RCA Board of Directors in 2007 and is serving a term through 2011. Brian serves on the Marketing & Communications Committee, with a focus on promoting RCA's Annual Meeting and Education and Safety Programs.

RCA Sustaining Sponsors

Platinum



Silver



Words of Wisdom

continued from page 1

Do not add costs to prepare for the growth to come.

Keep your name and company in front of all your previous customers.

Just because your business is not growing in the economy does not mean your customers aren't growing or finding opportunities.

Be visible in the business community: local, state and national Associations.

Important connections are made through networking. The person you serve with on a Board or meet at a cocktail reception today could be tomorrow's customer lead or reference.

Try to understand the economic changes that are affecting your customers.

Meet with them to discuss how both of your businesses can survive this economy.

Try to understand how your customer's business model is changing now and how it will change during the next growth period.

This knowledge could put you ahead of the rest when the economy changes.

The next growth period will result in a very different customer. We must be ready to meet the demands of a customer with different goals and ideas than we have seen in the past. We will probably see a lot of renovations in existing stores and very slow movement in the growth of new stores. Many of our customers' businesses are run by a generation that has not seen anything like the current situation. Their reaction may be very hard for us to adjust to, as we see their plans for the future.

This means that we, as general contractors, will have to reinvent the way we do business as our customers reinvent the way they do business. Do I know what we and our customers will look like in the future? No, but I DO know...

- ♦ The days of big "roll outs" of stores all built from the same plans are probably over.
- ♦ New malls will be few, but reinventing what malls are used for will change in the future.
- ♦ Empty strip centers will stay empty and turn into community problems.
- ♦ Customers are looking for low cost options, and we need to make sure that cost-cutting measures don't cause problems in the future.

- ♦ City building departments have so little to do they are spending time training inspectors to do their jobs better.
- ♦ We have to be the "good guys" and offer our knowledge and expertise to help our customers create their new business model.
- ♦ A lot of very intelligent people have decided that they would rather be in business for themselves rather than work for big companies.
- ♦ Consumer buying patterns have and will continue to change and we may have a more conservative consumer, which will change the way our customers do business.

We must be ready and willing to change the way we operate our business to meet the needs of our customers and the consumer. Will we survive? Yes. Will we prosper? Yes. Will our business be like it was when we built our business over the last 40 years? No. Is that OK? Yes.

Your comments and thoughts are welcome. Tell us what you think and help us all meet the challenges we face together. Email info@retailcontractors.org.



Networking and information sharing is important to Johnson (at head of table): he leads RCA "Owners Only" breakfast discussions during RCA events



Right PLANS • Right PLACE • Right TIME

Plan Express is the leading provider of construction plans and documents including the management, printing and delivery of those plans.

- Powerful Technology
True e-commerce website
Best user interface
- Customized Online Private Plan Room
- Post, Host, Index, View – Complimentary
- Disaster Recovery and Business Continuity Systems (99.99% Uptime)
- Unbeatable Printing and Shipping Rates
- Reliability, Accuracy, Speed
- Complete Revision Control

800.752.6390 • planexpress.net

Safety Materials Update

In response to new FMLA regulations that have affected the information on RCA's Federal Safety Posters, the Safety Committee developed a sticker with the new information that can be affixed to existing posters.

If you would like to receive a FMLA sticker for your existing English or Spanish posters, contact the RCA office at 1-800-847-5085 or info@retailcontractors.org.

RCA Safety Materials are a member benefit. Go to www.retailcontractors.org and click on **Make an RCA E-Store Purchase Today** in the RCA News section of the home page.

Membership Application Deadlines

The RCA Board of Directors reviews and approves membership applications at its regular meetings. Applications for membership to be considered by the Board at its December 2009 meeting must be submitted to the RCA office by November 18. Applications to be considered in March 2010 are due by February 17.

RCA has recently updated its requirements for bonding letters that are submitted with membership applications and renewals. A sample letter can be downloaded from www.retailcontractors.org on the "Membership Information" page.

RCA Communications

RCA is continuously taking advantage of the electronic age by providing most of its administrative and member service functions online and via email.

In addition to this printed newsletter, RCA distributes a monthly email bulletin with news and items of interest to our members and the industry. Please make sure we have your current email address so we can keep you informed.

Contact us at info@retailcontractors.org or 800-847-5085.