

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

Inside This Issue

Technology Has Changed	Page 2
New Advisory Board Members	Page 3
President's Message	Page 3
Full Member Directory	Page 4
Member Directory Icons	Page 5
Past Presidents: Where Are They Now? Dean Olivieri	Page 6
RCA Sustaining Sponsors	Page 8

RCA Scholarships Support Construction Students

Every year, RCA awards scholarships to America's top construction management students at universities throughout the United States. It's a signature program that helps develop the business leaders of tomorrow. In the 2011-2012 academic year, RCA awarded scholarships to the following students, all of whom are enrolled in qualified construction programs:

Noble Pettus, Auburn University
Derick Johannsen, Bowling Green State University
Logan Williams, California State Polytechnic University (SLO)
Mitchell Penner, Clemson University
Caroline McInerney, Colorado State University
Dakota Lasslett, Ferris State University
Matthew Dauk, Minnesota State University Mankato
Larissa Johnson, University of North Florida
Austin T. Miller, Northern Arizona University
John Bledsoe, University of Oklahoma
Petronilla Gonzalez-Magno, Pratt Institute
Justin Klump, Purdue University
Steven Pulver, Roger Williams University
Johnny Pollack, Texas A&M
Christopher Jeppesen, University of Washington
Shannon Doherty, Wentworth Institute of Technology

Scholarships were also awarded at Kansas State University and University of Nebraska. The RCA Scholarship Fund depends on the support of generous contributions from our members. Many thanks to the RCA member companies who made a donation to the Scholarship Fund this past year:

De Jager Construction, Inc.
Eckinger Construction Company
ELAN General Contracting, Inc.
Elder-Jones, Inc.
Fred Olivieri Construction Company
Healy Construction Services, Inc.
Lakeview Construction Inc.
Marco Contractors, Inc.
Royal Seal Construction, Inc.
Scheiner Commercial Group, Inc.
Schimenti Construction Company, Inc.
Tom Rectenwald Construction, Inc.
Westwood Contractors, Inc.
Winkel Construction, Inc.
Woods Construction, Inc.

To make a contribution to the RCA Scholarship Fund, visit retailcontractors.org and click on Programs, then Scholarship Program.

"This semester, I made the Corps Honor Roll for the second straight semester. I look forward to my future in the field of construction. Before I can begin in the private sector, I will serve about four years as an officer in the U.S. Army. Hopefully, I can be a part of the Army Corps of Engineers during that time. Thank you very much for your contribution. I appreciate your support."

**— Johnny Pollack,
Texas A&M**



RCA Past President Michael Ratner presented Pratt student Petronilla Gonzalez-Magno with her scholarship.



RCA Christian Elder Memorial Scholarship recipient, Matthew Dauk, and RCA Past President John Elder at Minnesota State University's scholarship banquet.

RCA's Mission:

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



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Mike Wolff
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Brad Bogart 2014
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Michael Kolakowski 2013
KBE Building Corporation

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Chandler Weekes 2013
Weekes Construction, Inc.

Rick Winkel 2016
Winkel Construction, Inc.

Mike Wolff 2015
Timberwolff 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

Technology Has Changed Since Mad Men. Has Yours?

By Gene Marks, The Marks Group, P.C.

Sexist comments. Bourbon at 10:00 am. Lighting up a Pall Mall whenever you want. No, this isn't the Red Sox locker room. It's the way of life on the TV show "Mad Men", which was recently nominated for 17 Emmy Awards. Those guys at Sterling Cooper Draper Pryce (the show's fictional advertising firm) had it made. Times were good.

But times change. Most of us who work in an office have noticed something else on Mad Men. It's the technology. Or lack of it. You don't see those big, black phones anymore. Or those IBM typewriters. A copy machine was newfangled. If Don Draper, the firm's Creative Director, was suddenly transported to today's office, he would be shocked by how much of the technology he used every day in 1963 is no longer used at all.

Would the same happen to a business owner from today if he was also transported ahead 50 years? Absolutely. In fact, try five years. Because in just that short amount of time, a lot of the technology we're using today won't be around as much. So if you're thinking of investing in something new, you may want to stop and consider a few technologies that are changing right before our eyes.

For starters, we're in a completely wireless world. Are you still connecting cables? Then you probably voted for Goldwater. Most of my clients are using wireless technology for just about everything: headsets, keyboards, mice, printers, and monitors. Sure, we'll all have brain cancer within the next decade, but at least we'll be able to undergo chemotherapy "hands free". Thanks Bluetooth!

Presentation tools have also changed significantly. In Mad Men, the account team would have a big face-to-face meeting with the client and put on a big face-to-face presentation with boring story boards. Now we have the internet, projectors, web conferencing, and boring Powerpoints. Things really have changed since then. And they're going to change even more.

Unless it's an emergency, I wouldn't buy that new projector you were thinking of. Tablets and smart phones are now coming equipped¹ with built in projectors. And the whole visual side of meetings is changing too. Just look at today's teenagers: They're all iChatting away on their Macbooks and iPads. Screens, projectors, and phone devices are being replaced with just a plain old computer running an iChat², AIM³ or Skype⁴ type application, sharing slides with an inexpensive technology like GoToMeeting⁵ or Join.Me⁶ and either projecting onto a wall or hooked up to a large flat screen monitor. Imagine what the boys at Sterling Cooper could've done with this stuff!

When Don went to California on a business trip a couple of seasons ago no one could reach him for days. Today it's a different, and still changing, story. I still see lots of business owners buying GPS units for their service techs in the field. Please don't. The GPS technology in Android and iPhone devices keeps getting better and better. You'll be using those old GPS devices as shuffleboard disks before you know it. If Don was traveling just a few years ago he'd be dragging his laptop full of data with him. That's changing too. Carrying around data is out. Web

access is in. Today's people on the road carry tablets, laptops, netbooks, or just their phones and are doing everything online. The technology is real and popular, and it's the norm.

And do you know what else is the norm? Apple and Google technology is becoming the norm. There's a whole new generation weaned on Macbooks and Android devices hitting the job market. And a whole new generation of technology that easily gets these devices onto Windows-based networks or even runs Windows side by side⁷. Investing in this stuff is becoming less and less taboo in the business world. The IBM typewriter moved over for the PC and the PC is slowly but surely sharing the space with Apple and Google technology. Windows still dominates the desktop⁸ though. In 1963, secretaries were touching typewriter keys. In 2012, we're just touching screens – and will be doing more of it once Windows 8 appears in October⁹.

One final thing that's going to change the office? That's the office. At Sterling Cooper, every manager had a secretary. Nowadays, with all this technology, we've got one administrator doing the work of many. That's going to change even more. The office will continue to shrink over the next five years. Remote control and desktop sharing technology¹⁰ allows people to do the work from home and abroad. Websites like Guru¹¹ and Elance¹² let us find people to do ad hoc work around the world. Hosted applications allow us to share data wherever we are. Office space now rents by the hour, rather than the year. Sterling Cooper would look a lot different today, and in five years, than it did in the early 1960's.

The characters on Mad Men have no idea what terrible things lie ahead of them in the next five to ten years of their time: assassinations, race riots, the Vietnam War, Sonny & Cher. Our future does not look so terrible. Especially when it comes to business technology. So spend wisely.

1 <http://techcrunch.com/2012/02/26/samsung-announces-galaxy-note-10-1-and-projector-smartphone>

2 <http://www.apple.com/macosx/apps/all.html>

3 <http://www.aim.com>

4 <http://www.skype.com>

5 <http://www.gotomeeting.com/fec/>

6 <https://join.me/>

7 <http://www.macwindows.com/emulator.html>

8 <http://www.netmarketshare.com/os-market-share.aspx?spid=9>

9 <http://www.theverge.com/2012/1/11/2701270/microsoft-windows-8-release-date-october>

10 http://www.gotomypc.com/remote_access/remote_access

11 <http://www.guru.com/>

12 <http://www.elance.com/>

Gene Marks is a columnist, author, and small business owner. His weekly columns and blogs for The New York Times, Forbes, The Huffington Post, and Philadelphia Magazine are read by thousands of small and medium sized business owners around the country. Marks was a speaker at the RCA 2012 Annual Meeting. www.marksgroup.net



Gene Marks



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ramoore@gray-iceb.com

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262-857-3336
kent@lvconstruction.com

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brad@bogartconstruction.com

New Advisory Board Members

RCA's Advisory Board is comprised of representatives from retail markets including specialty, big box, department stores, developers, architecture/engineer, and restaurant retailers. 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. Meet two of RCA's new Advisory Board members.

Jane W. Davis is VP, Construction Services with jcpenney in Plano, TX. She is a LEED-accredited, licensed architect and interior designer with 23 years of experience in the architectural and construction industries. At jcpenney, Davis directs the design and construction of all stores and facilities. She provides direction to the overall program for store engineering, construction, fixture/equipment installation, and store planning. She is also responsible for the oversight and management of the jcpenney Energy and Facilities Maintenance division, which provides store maintenance, capital repairs, energy



Jane W. Davis

procurement, and energy conservation programs.

Davis is a member of the ICSC CenterBuild Planning Committee and the American Institute of Architects. On a personal note, Jane enjoys competitive skeet shooting and has been Class All American and named to the National Honor Squad.

Scott Blyze is Director, Store Construction for Chico's FAS, Inc., a women's specialty retailer with locations in 48 states, the District of Columbia, and Puerto Rico. Blyze has worked in this business for over 25 years for various general contractors, specialty retailers, big box retailers, and developers. He received his BS degree in Construction Management from Missouri State University.



Scott Blyze

The Chico's brand currently operates 601 boutique and 83 outlet stores. White House | Black Market currently operates 364 boutique and 27 outlet stores. Soma Intimates is the company's developing concept with 164 boutique stores and 17 outlet stores. Chico's FAS recently acquired online retailer, Boston Proper, and will begin a brick and mortar program in 2013.

President's Message

By Art Rectenwald, President,
Rectenwald Brothers
Construction

*"The achievements of an organization
are the results of the combined effort
of each individual"*

— Vincent Lombardi.

It's football season, so I thought I'd start with a Lombardi quote. No doubt Vince knew what he was talking about, and when I came across this quote, I immediately thought about the great and dedicated group involved in RCA leadership today. I'm feeling quite fortunate to be on a board with so many talented and hard-working individuals. I'm not promising the moon, but I am confident!

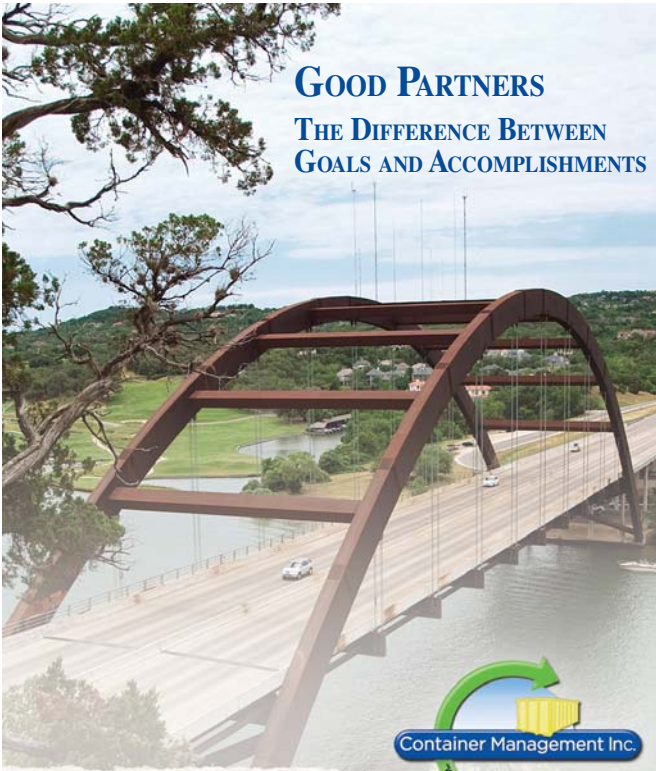


Art Rectenwald

Our group is working tirelessly on membership, marketing, the Annual Meeting, and more. But to ensure we are on the right track, I'd love your feedback: What does this association mean to you and what can we do to help you and your organization to succeed?

My door (and inbox) are always open and I welcome your feedback.

— Art (art@rectenwald.com)



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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.

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
Bogart Construction, Inc.	Brad Bogart	949-453-1400	CA	brad@bogartconstruction.com	2008
Chance Construction Co.	D. Jay Chance	409-787-2615	TX	tellinaw@chanceconstruction.com	2000
Commercial Contractors, Inc.	Kenneth Sharkey	616-842-4540	MI	ken.sharkey@teamcci.net	1990
Commonwealth Building, Inc.	Frank Trainor	617-770-0050	MA	frankt@combuild.com	1992
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.	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	2012
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
ELAN General Contracting Inc.	Adrian Johnson	619-284-4174	CA	ajohnson@elangc.com	2010
Elder-Jones, Inc.	Brian Perkkio	952-854-2854	MN	brian@elderjones.com	1990
Fred Olivieri Construction Company	Dean Olivieri	330-494-1007	OH	dean@fredolivieri.com	1992
Greg Construction Company	Sean Pfent	586-725-4400	MI	spfent@gregconstruction.com	1996
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	Michael Dennis	301-731-5555	MD	mdennis@herman-stewart.com	1995
I.C.E. Builders	Robert Moore	714-491-1317	CA	ramoore@gray-iceb.com	2005
International Contractors, Inc.	Bruce Bronge	630-834-8043	IL	bbronge@iciinc.com	1995
J. G. Construction	June Grothe	909-993-9393	CA	junej@gjconstruction.com	1998
KBE Building Corporation	Michael Kolakowski	860-284-7110	CT	mkolakowski@kbebuilding.com	1998
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
Pinnacle Construction, Inc.	Greg Esterling	712-527-9745	IA	grege@pinnconstr.com	2007
PWI Construction, Inc.	Jeff Price	480-461-0777	AZ	lipka@pwiconstruction.com	2003
RCC Associates, Inc.	Beverly Raphael	954-429-3700	FL	braphael@rccassociates.com	1990
R.E. Crawford Construction LLC	Jeffrey T. Smith	941-907-0010	FL	jeffsmith@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
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
Rusco, Inc.	Matthew Pichette	508-674-5280	MA	mattp@russoinc.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
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	info@shradermartinez.com	1990
Singleton Construction, LLC	Denise Doczy-Delong	740-756-7331	OH	denisedelong@singletonconstruction.net	2012
Sullivan Construction Company	Mike Sullivan	954-484-3200	FL	mike@buildwithsullivan.com	2012
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
Tom Rectenwald Construction, Inc.	Aaron Rectenwald	724-452-8801	PA	arectenwald@trcg.com	2010
Trainor Commercial Construction, Inc.	John Taylor	415-259-0200	CA	john.taylor@trainorconstruction.com	2012
Tri-North Builders, Inc.	Don Thayer	608-271-8717	WI	dthayer@tri-north.com	1993
Tuscan Builders Corporation	Mike Adams	713-952-8800	TX	mikea@tuscanbuilders.com	1998
Warwick Construction, Inc.	Tony Annan	832-448-7000	TX	tony@warwickconstruction.com	2008
Weekes Construction, Inc.	Chandler Weekes	864-233-0061	SC	cweekes@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
Win and Associates, Inc.	Win Johnson	336-337-3808	NC	win@wawaj.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



Visit retailcontractors.org to view the profile of each RCA member company. Click on "Find a Contractor" from the home page to search the member list. Each profile includes relevant information, including the RCA programs in which the member participates. Look for the icons below!



Sent attendee(s) to most recent Annual Meeting



Past or present RCA Board member



Has sponsored a company presentation of RCA's Education Program



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Past Presidents: Where are They Now?

Dean Olivieri

By Jennifer Danquist Kilgore, Director of Business Development & Marketing/Project Manager Assistant, Marco Contractors, Inc.

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, each edition features a RCA past president and gives some insight into their time at the helm as well as talks about what they're doing now.

Dean Olivieri joined his family owned business, Fred Olivieri Construction Company, after he graduated from Bowling Green University with a B.S. degree in construction technology. Alfred A. and Virginia C. Olivieri founded Fred Olivieri Construction Company in 1959. The company's first big break came in the form of gas station construction, building more than 125 gas stations from 1960 to 1970.

"Fred Olivieri Construction is a company that serves the needs of commercial, industrial, and institutional clientele," Olivieri said. "We strive to combine the best characteristics of a family-owned and -managed company with the business discipline and technology typical of larger regional corporations."

Fred Olivieri Construction was well established in the local commercial construction market, building restaurant chains, but did not have any retail experience when Olivieri started in 1980. Olivieri created a retail division in 1987, adding to the company's already established commercial and industrial divisions. He was elected President of the company in 1992 and has been

largely responsible for its steady growth.

"Our retail and restaurant divisions are qualified to do business in 30 states, while our commercial and industrial divisions operate primarily in the local area of Ohio," Olivieri commented.

Olivieri was elected president of the RCA in 2001.

"One of my favorite things about the RCA is how we share information with other members. Believe it or not, our Board meetings (at the time) used to last two days. We were not too efficient, but boy did we have some heated discussions," Olivieri laughed. Over the years he has developed some of his closest business friends through his association with the RCA.

"My first RCA Board meeting was at a dude ranch in Colorado. This Ohio boy was not too good on a horse, but we had a lot of fun."

Past President Barry Shames, CEO of Shames Construction Company, Ltd., and Olivieri joined the RCA board in the same year and continue a good friendship. Just this year they shared trips to

Hawaii with their wives and an Alaska fishing trip. Another dear RCA buddy is Past President Tom Eckinger, President of Eckinger Construction Company.

"Tom and I met for the first time in Colorado at the dude ranch meeting, even though we were both from Canton, OH. Tom is a pilot, so I've gotten to travel in style with many



Continued on page 7 Dean Olivieri



Dean and Grace Olivieri, with daughters Emily, Rachel, and Sarah, and Sarah's husband Tony.

Save These Important Dates!



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Past Presidents: Where are They Now? Dean Olivieri

Continued from page 6

trips to RCA meetings in Tom's plane," Olivieri shared.

What has the RCA meant to Fred Olivieri Construction Company? To Olivieri, it's helped make it a better company and helped him professionally. Olivieri's original plan was to get a degree in construction management and work for a different firm for a few years. But when he graduated in 1980, in the middle of a recession, that opportunity did not show itself.

"The RCA offered me a place to share information with other companies for the first time. It was very important to get different viewpoints on how other companies operated. Being fairly new to retail and having the opportunity to share info with the companies that really started retail construction was invaluable," Olivieri said.

Let's get to know Dean outside of the work place. "One thing people probably do not know about me is that I record and never (and I mean never) miss

an episode of Judge Judy," Olivieri exclaimed.

If Dean was not in the construction industry, he says he would have been a lawyer: "I always love a good argument!" His guilty pleasure is to be sitting on a Florida beach with a cooler full of beer and a great cigar. In his free time, you'll find him enjoying the great outdoors by fishing. He also stays involved with his community through Central Catholic High School's Advisory Board, St. Michael's Finance Committee, Northeast Ohio Medical University Foundation Board, Meals on Wheels Board of Trustees, Builders Exchange of East Central Ohio, and as a member of the Congress Lake Country Club.

Olivieri has worked with his father since 1980; Fred will be 83 years young in December and is still going strong. Olivieri says Fred has been his mentor, advisor, business partner, and friend. Father and son share the same passion for their families, Fred Olivieri Construction, and the



Olivieri and pals after a successful fishing trip.

beloved Cleveland Indians and Browns!

Olivieri has been married to his wife Grace for 28 years. "Without her support I would not be where I am today," Olivieri commented.

They have three daughters: Sarah, a school teacher, Emily, a business consultant, and Rachel, a student at Ohio State University. With the girls grown, Grace went back to work three years ago and started GRACO concrete, a commercial concrete company in Canton, OH.

The RCA thanks Olivieri for his hard work, enthusiasm, and dedication to the association, the industry, and his community.

Next Issue: Tom Eckinger, Eckinger Construction Company

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