# THE RETAIL CONTRACTOR

**Retail Contractors Association Winter 2012 Newsletter** 



#### **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.

 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

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# RCA Annual Meeting: Choosing Success

RCA's 22nd Annual Meeting will be held March 2-4, 2012, prior to SPECS, at the Gaylord Palms in Kissimmee, FL. The theme, "Choosing Success: How business decisions that benefit us in the short term, affect us in the long term," addresses the many choices business owners and managers face every day.

The annual meeting provides ample professional development and networking opportunities for attendees. Most importantly, it's a peer forum for the exchange of ideas, strategies for success, and lessons learned from challenges.

The weekend begins with a welcome reception on Friday, March 2. The educational sessions on Saturday, March 3 feature three well-regarded speakers: **Mark Vitner**, Wells Fargo; **Gene Marks**, Marks Group PC; and **Mike Stark**, Associated General Contractors of America (AGC).

For the fourth year in a row, Mark Vitner, Managing Director and Senior Economist, Wells Fargo, will present at the annual meeting. Vitner tracks and provides regular updates on trends in the U.S. housing market, commercial real estate, regional economies, and inflation. His analyses and reports on the impact of the recession on the retail construction industry are consistently in-depth and thought-provoking.

Vitner also writes for the Wells Fargo's Monthly Economic Outlook report and the Weekly Economic & Financial Commentary. He joined Wells Fargo (then First Union, before becoming Wachovia) in 1993. Before that, he

spent nine years

as an economist

for Barnett Banks

in Jacksonville,

commentary has

been featured in

The New York

Street Journal, BusinessWeek,

and many other

publications. He

earned his B.B.A.

in economics from the University of

Georgia, an

M.B.A. from the

Times, Wall

FL. Vitner's



Mark Vitner, Wells Fargo

University of North Florida, and has completed further graduate work in economics at the University of Florida. He also completed the National Association of Business Economics (NABE) Advanced Training in Economics program at Carnegie Mellon University.

Mike Stark, Senior Director, Building Division, AGC, will be presenting a session entitled, "IPD, Lean and BIM: Hype or the Real Deal?" There is a lot of talk in



Mike Stark, AGC

the construction industry about Integrated Project Delivery (IPD), Lean Construction, and Building Information Modeling (BIM). Stark will address whether they are new industry best practices or passing fads and whether IPD can be done without incorporating BIM and Lean. This session is relevant for firms of all sizes, in all parts

of the country, and for all types of projects: retail

or the country, and for all types of projects: retail contractors should be familiar with IPD, Lean, and BIM and how they can, do, or should impact your business.

AGC is the leading association for the construction industry with approximately 30,000 member firms. Starks oversees the AGC's largest division, representing several thousand building contractor firms across the U.S. He also represents the association's specially contractor member firms. Prior to joining AGC in May 2007, Mike worked for the Construction Management Association of America (CMAA), the American Road & Transportation Builders Association (ARTBA), and served as a Congressional staff member on Capitol Hill.

Gene Marks, Öwner, Marks Group PC, is a columnist, author, and small business owner. He publishes a weekly column and blogs for The New York Times, Forbes, and The American City Business Journal. Marks has written five books on business management, specifically geared towards small and medium sized companies. His most recent is In God We Trust, All Others Pay Cash — Simple Lessons from Smart Business People. He has also written The Streetwise Small Business Book of Lists, a #1 Amazon Small Business Best Seller, The Small Business Desk Reference, **Outfoxing The Small Business Owner** -**Crafty Techniques for Creating a Profitable** Relationship, and The Complete Idiot's Guide To Successful Outsourcing.

Prior to starting the Marks Group, Marks, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia, where he was a Senior Manager.

Through his keynotes, workshops, seminars, and executive retreats, Marks helps business owners,

Continued on page 3

#### **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.





### **OFFICERS**

President Matthew Schimenti

Vice-President Art Rectenwald

Secretary/Treasurer Dan De Jager

Immediate Past President Gene Colley

#### **BOARD OF DIRECTORS**

Brad Bogart Bogart Construction, Inc.	2014
<b>Dan De Jager</b> De Jager Construction, Inc.	2012
Michael Kolakowski KBE Building Corporation	2013
Mike McBride Westwood Contractors	2013
Kent Moon Lakeview Construction, Inc.	2015
<b>Robert Moore</b> Gray-I.C.E. Builders, Inc.	2015
Matthew Pichette Russco, Inc.	2014
Arthur Rectenwald Rectenwald Brothers Constru	
Matthew Schimenti Schimenti Construction Com	<b>2012</b> pany, Inc.
Kenneth Sharkey Commercial Contractors, In	<b>2014</b> c.

Chandler Weekes	2013
Weekes Construction, Inc.	

Mike Wolff	2015
Timberwolff Construction,	lnc.

### 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

## Past Presidents: Where are They Now? Barry Shames

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, we continue to include this 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.

"The most compelling reason for most people to buy a computer for the home will be to link it to a nationwide communications network. We're just in the beginning stages of what will be a truly remarkable breakthrough for most people – as remarkable as the telephone."

- Steve Jobs, talking about the internet in 1985

This installment of "Past Presidents: Where are They Now?" takes us to the James Dean (as I like to call him) of the RCA – **Barry Shames**. Shames is the Chairman at Shames Construction, a company he founded in 1987. He assists his wife Carolyn, who is President & CEO, with management of the company. Carolyn started as a Shames Construction dient, joined the company in 1989, and the two were married shortly thereafter. Shames' son Michael also works at Shames Construction (daughter Joanne is a doctor).

For a quarter of a century, Shames Construction has been a premier commercial general contractor on the West Coast, building retail stores, shopping centers, warehouses, recreational facilities, and office developments. Barry and Carolyn have built their business with a team that focuses on the comprehensive, long-term needs of their clients rather than one-off projects. They continue to oversee the day-to-day operations and are always directly available to their clients.

Shames served as President of the RCA from 1999 to 2000, and at the time was President of Shames Construction. His Board consisted of Dean Olivieri, Michael Rather, Tom Eckinger, Win Johnson, Jim Healy, Bill Winkel, and Frank Trainor. "I joined the Board for the RCA at the same time

"I joined the Board for the RCA at the same time as Barry; we met at our first Board meeting. He was 'California cool' and I was a hick from Ohio, but we remain close friends to this day," said Olivieri, President of Fred Olivieri Construction.

"I had known who Barry was for several years before actually meeting him at my first RCA Board meeting in Durango, CO. We were playing golf, and he hit the ball in the water, close to the edge of a fairly steep bank. I



Shames Construction completed this expansion/remodel of a Wal-Mart in Crescent City, CA.



Carolyn and Barry Shames enjoy quality time together in Hawaii.

offered to retrieve the ball for him, but came a few inches short of reaching it. Barry offered to hold onto my arm while I leaned further. His grip slipped and into the lake I went," recounts Eckinger, President of Eckinger Construction Company. "Who was to know how our friendship would grow over the years. My wife and I are very fortunate to have such a long lasting friendship with Barry and Carolyn."

Shames is the son of a builder, with over 35 years of experience in the industry. He started out as the Assistant Director of Construction for Alexander's Department Stores in New York City. "Over the years, I've seen technology evolve and I've always been interested in it. I said 15 years ago that the construction industry would be one of the last industries to embrace technology, but would greatly benefit from it," commented Shames. "Barry was the 'Al Gore' of the RCA when it came

"Barry was the 'Al Gore' of the RCA when it came to the Web. I still remember him telling us all about websites, and that we all had to have one. We looked at him like he was crazy, but it didn't take long for us all to learn how right he was," said Olivieri.

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Eckinger shared that "Barry used to talk to all of us about the future of something called the "internet" and how it would change business. He was ahead of most of us regarding technology and helped guide us towards embracing it early. This proved to be very beneficial, for obvious reasons."

The RCA has been an incredible asset to Shames and his company. He's benefited (as most of our members comment they do) from the strong personal relationships he forged with his Board and they feel the same way.



### ADVISORY BOARD

Chuck Barnes Barnes & Associates

Jane W. Davis JCPenney

**Ken Kosinski** Nike

**Tony Maldonado** Gap, Inc.

Tom McDermott Limited Brands

**Jason Miller** Kohl's

Sam Pena, AIA JACOBS

Steven R. Olson Richard L. Bowen & Associates Inc.

Kevin Townson The Townson Company

Scott Winstead FMI Corporation

Michael Yorio Bed, Bath & Beyond

#### **COMMITEE CHAIRS**

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

EDUCATION & CAREER DEVELOPMENT Robert Moore 714-491-1317 ramoore@gray-iceb.com

MARKETING & COMMUNICATIONS Kent Moon 262-857-3336 kent@lyconstruction.com

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

MEMBERSHIP Mike Wolff 909-949-0380 mike@timberwolff.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 Brad Bogart 949-453-1400 brad@bogartconstruction.com

### **RCA Annual Meeting: Choosing Success**

Continued from page 1

executives, and managers understand the political, economic, and technological trends that will affect their companies so they can make profitable decisions. He will be presenting two sessions at the Annual Meeting: "In God We Trust: Everyone Else Pays Cash – Political, Economic, and Other Major Trends That Will Affect Your Business in 2012 And Beyond" and "Gadgets, Gizmos, Geeks: 25 Tools, Technologies and Web-Based Services that Smart Businesses Are Using to Keep Their Customers Happy."

The annual meeting provides ample professional development and networking opportunities for attendees. Most importantly, it's a peer forum for the exchange of ideas, strategies for success, and lessons learned from challenges.



Gene Marks, Marks Group PC

During Saturday's lunch, a brief business meeting will be held. The incoming 2012-2016 class of Board members and the new RCA officers will be inducted. Saturday will close with a dinner reception.

Sunday morning features the ever-popular Owner's Breakfast. Hosted by an RCA past president, the breakfast is open to RCA member company owners only. The session is a moderated discussion on topics relevant to the primary decision makers in retail construction companies.

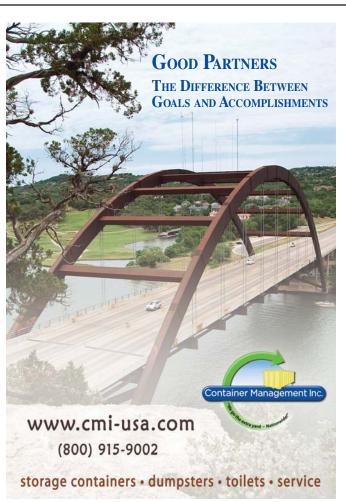
Registration for the Annual Meeting is available online at retailcontractors.org. RCA member companies can send their first attendee at no charge. Additional attendees are \$150 each. The nonmember registration fee is \$200. Retailers are invited to attend at no charge.

### RCA Safety Materials Available

RCA offers its members a comprehensive set of customizable safety materials.

Members can log in to retailcontractors.org to download updated templates for their safety manuals.

Yellow safety binders are available for purchase at retailcontractors.org.





### **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
B.R. Fries & Associates	Barry Fries	212- 563-3300	NY	barryf@brfries.com	2002
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
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	СТ	jridzon@descopro.com	1995
DLP Construction	Dennis Pigg, Jr.	770-887-3573	GA	dpigg@dlpconstruction.com	2008
E.C. Provini, Co., Inc.	Edmund Provini	732-739-8884	NJ	eprovini@eprovini.com	1992
Eckinger Construction Company	Thomas Eckinger	330-453-2566	ОН	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	ОН	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	СО	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	juneg@jgconstruction.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	ТХ	jfeigenbaum@metcontracting.com	1995
Montgomery Development Carolina Corp.	John Fugo	919-969-7301	NC	jfugo@montgomerydevelopment.com	
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	со	troche@rocheconstructors.com	2008
Royal Seal Construction, Inc.	Gene Colley	817-491-6400	ТΧ	gene@royalseal.com	1994
Russco, Inc.	, Matthew Pichette	508-674-5280	MA	mattp@russcoinc.com	1995
Sachse Construction and Development Corp.	Jeff Katkowsky	248-647-4200	MI	jkatkowsky@sachseconstruction.com	2009
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



COMPANY	CONTACT	PHONE	STATE	EMAIL	MEMBER
					SINCE
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
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@trcgc.net	2010
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
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@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

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



Has met the requirements of RCA's Quality Assurance Program

SAFETY

Uses RCA's Safety Materials



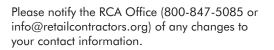
Has made a contribution to the RCA Scholarship Program



Has a Certified Development, Design & Construction Professional on staff



Has a LEED AP accredited professional on staff





### www.PanteraTools.com



# New Advisory Board Member: Steve Olson

Steve Olson, AIA, LEED BD+C, was recently appointed to RCA's Advisory Board.

The Advisory Board is made up of a broad spectrum of industry leaders who endorse the mission and values of the RCA, and who actively assist the Board of Directors in identifying key industry issues.

Olson is a Principal at Richard L. Bowen & Associates, Inc. in Cleveland, OH, where he is focused on the company's retail business efforts. He is a licensed architect, a LEED BD+C (Building Design + Construction) Certified Professional, and National Council of Architectural Registration Boards (NCARB) certified. He was previously a Senior Associate Architect at Richard L. Bowen & Associates. Over the past 11 years, he has provided architectural & engineering leadership for hundreds of retail projects for developers and national retailers. Olson has diverse architectural experience in industrial, commercial, and hospitality projects, allowing him to support his retail clients' expansion efforts through distribution centers, e-commerce facilities, and other corporate planning projects.

Olson has Architectural degrees from both the University of Buffalo and Kent State University. He is currently involved in Professional Development courses at Case Western Reserve University's Weatherhead School of Management.

Olson has diverse architectural experience in industrial, commercial, and hospitality projects, allowing him to support his retail clients' expansion efforts through distribution centers, e-commerce facilities, and other corporate planning projects.



Steve Olsen, Richard L. Bowen & Associates, Inc.

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### **Past Presidents: Where are They Now? Barry Shames**

#### Continued from page 2

"I hope when I 'grow up' I can be just like Barry Shames," said Win Johnson, President of Win & Associates, Inc. "What else can you hope for in life than to live in California, have a wife that runs the business, AND have a

"I had gotten to know Barry a bit as a fellow Board member, but it wasn't until he was President and I was Vice President that I learned how much he believed in the RCA and its principles. He has this casualness that covers a thinking, hard working person that accomplishes what he sets out to do. I hope he never loses that relaxed attitude and will continue to lend his ideas

to the RCA for years to come," commented Johnson. So what is Shames like outside of the business realm? "Chocolate is my guilty pleasure," laughed Shames. "But something that people may not know about me is that up until 10 years ago, when I retired, I drove open wheel race cars. I would be a sports announcer if I was not in the construction business.

In his free time, Shames attends to his vineyard and plays golf with greats like Mike Eruzione, captain of the 1980 U.S. Olympic Hockey Team and a college buddy from Boston University. You'll also find Shames in Hawaii, enjoying the sun in the winter, in Denver during football season, and in Boston and New York City throughout the year, visiting friends and family.

When asked to name his mentor and/or hero, Shames said, "My father was my mentor. H e was a commercial real estate developer and builder and always encouraged me that I had the ability to achieve high goals and to be a leader.



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"As for my hero, well, that has to be my wife, Carolyn. She has been my business partner for over 20 years and her ability to grow and manage the company has allowed me to



The Shames family: Barry, Michael, Carolyn, and Joanne

devote much of my time to getting involved in charitable organizations, self

development, and pursuing other goals in my life," said Shames. In fact, if you visit www.shames.com, you'll see a section called "Shames in the Community." It describes how the company is committed to giving back to the communities they serve in a number of different ways. It includes a list of over 10 organizations the company supports and organizations that Shames Construction employees support as well. We thank Shames, as we do in each Past Presidents article, for his dedication,

determination, hard work, and continued support. Whether you consider him a "James Dean" type or the "Al Gore of the RCA," you can agree that his continuing contributions to the industry, his community, and the RCA are admirable.

Next Issue: Win Johnson, Win & Associates, Inc.





**RCA Sustaining Partners** 

### **Platinum**



Gold







400 North Washington Street, Suite 300 Alexandria, VA 22314 800.847.5085 www.retailcontractors.org