THE RETAIL CONTRACTOR

Retail Contractors Association Winter 2013 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.

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Primitive Weapons Won't Feed a Village

By Cynthia Paul, Managing Director, FMI Corporation

Thriving in any market stems from the ability to see into the future, determine where the market is heading, and get positioned to take advantage of opportunities. This allows a company to identify the right techniques to be successful. Opportunities exist, regardless of market conditions. The key is advanced warning, and a good plan of attack.

It may surprise you to know that FMI has a number of clients who are putting up their single-best years. Some are positioned in good market segments. Some have found areas to compete in the market that gives them a competitive advantage. Others are simply getting back to basics and executing strategies that have proven successful.

What makes these firms successful is they aligned their marketing strategies and business development activities with luture market insights gained from experiences during previous recessions. In other words, instead of using the primitive weapons of earlier markets, they developed a new arsenal of tactics to remain competitive in the changing market. Developing insights into the future starts with

Developing insights into the luture starts with reflection. Think about on what your organization has faced in the last two to three years. We have faced more than 30 months of economic struggle. What would you have done differently in 2007 and 2008 if you knew that the economy would be where it is now?

- Rightsized quicker?
- Diversified into nontraditional market segments?
- Realigned your company faster?
- Shifted more resources into business development?
- business development?Grown new skills and abilities in your people?

The lessons learned over the last several years will help operate more efficiently in the years to come. One of the key lessons is it is impossible to save your way to prosperity. Cutting costs and realigning the organization are good areas to focus on when heading into a recession. However, simply cutting back does not get you positioned to win big. There are four modern weapons needed to thrive: strategy, targeting, marketing, and business development.

Start With Strategy

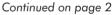
In an ideal world, you would want to get positioned for a changing economic market six to 12 months in advance. However, we do not live in an ideal world, far from it. Regardless, being in position ahead of time makes solid business sense. It is the shortcut to getting ahead of the curve and capturing an advantage. Start with aligning marketing and business development activities with the business strategy (strategic plan).

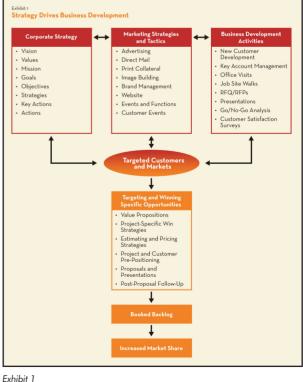
Strategy answers the question of how a goal will be accomplished. To win new business, it may include:

- Being the low-cost provider (while generating a healthy bottom line)
- Positioning as the go-to contractor for franchise retailers
- Providing a unique design-build advantage that cannot be gained elsewhere

Regardless, the corporate strategy needs to identify which marketing approaches and tactics are necessary, as well as which customers and markets to target.

The purpose of marketing is to keep in touch with customers and warm up prospective customers to buy on value. Business development engages in the conversation about a specific project. In far too many construction firms, marketing is tied to strategy, but lacks any real integration or collaboration with business development. Full-time business developers are far





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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Matt Pichette Russco, Inc.	2014
Art Rectenwald Rectenwald Brothers Construct	2016 tion, Inc.
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PAST PRESIDENTS

David Weekes	1990-1992
W. L. Winkel	1993
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Ronald M. Martinez	1996
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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

more successful at targeting and winning work when marketing leads the way by positioning the value the company delivers (see Exhibit 1).

Targeting Customers And Markets

Deciding between a rifle and a shotgun is a decision that affects more than the outcome of a hunting trip. Shotguns are for use at close range and spread the impact over a broad area. Rifles are used when the target is specific and visible. Do you want to reach wide, blanketing a whole market? Or do you want to pinpoint where you are most likely to be successful and concentrate efforts there?

Targeting customer characteristics is much more effective than trying to target a whole market. Instead of aiming for the general market segment of retailers, you might consider targeting big-box retailers with expansion plans. Or you may decide to target a boutique shopping district to become the contractor of choice for new retailers. Whichever the target, the key is going back and digging through your completed projects to see what customers and projects have been the most successful. Then, use it to target new customers

If you determine the characteristics of the best customers and projects, you will find a rifle that a will best leverage your ability to touch the right customers with the right message and win more work. If you lack this knowledge, plan to spend more money and time employing a shotgun approach to find and win new projects.

Marketing Strategies and Business **Development Activities**

Using feet-on-the-street sales resources is effective for getting out and meeting people. However, it is slow to generate results as a primary tool for warming up a new market or customer segment. This is more effective at converting potential qualified customers to real work opportunities.

[']To quickly warm up "cold" contacts, a blend of marketing and sales can create the one-two punch that lands new business. Not only is marketing more cost-effective per customer "touch," but it can reach more potential customers, than sales alone.

Marketing is more than mass mailing; it is about creating conversations with existing and potential customers. It sells the big picture, drives name recognition, and establishes the added value your company brings BEFORE you start a conversation about a specific project. Without marketing, there is significant chance of ending up competing on price alone.

Ready, Aim, Shoot Every market cycle presents both challenges and opportunities. It is sometimes difficult to see the positive aspect in the dark economic cloud that has been hovering over us, but opportunities do exist.

First, gather the facts you need about your customers, market, competitors, and company to get real about what is working and where opportunities exist. When companies have facts in hand, they are more likely to create the courageous strategies needed to break out

of the pack and get ahead of competitors. Second, be willing to invest the time and effort, to replace cases of shotgun shells with a few targeted rifle rounds of both the marketing and business development varieties

Third, give customers a solid business reason to pick you. Identify where you can leverage your company's capability and core competencies that will give customers an excuse to pay just a bit more for you than for the next competitor.

There are already a few markets warming up. Use the coming market changes to position your firm for success. Get the facts and get your brightest minds together six to 12 months in advance of a market change to help envision the future. Get your strategy marketing and business development aligned and prepare for rays of sunshine to start cutting through those dark clouds overhead.

Cynthia Paul is a managing director at FMI Corporation and the practice leader for business development. With a strong conviction that marketing and business development starts at the top of an organization, she works with company presidents, sales, marketing and business development executives to help create a strategic vision. She may be reached at 303-398-7206 or cpaul@fminet.com.



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

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864-233-0061 cweekes@weekesconstruction.com

MARKETING Jack Grothe 909-993-9332 jackG@JGConstruction.com

MEMBERSHIP Mike Wolff 909-949-0380 mike@timberwolff.com

MULTIPLE EMPLOYER BENEFIT PROGRAM Robert Moore 714-491-1317 ramoore@gray-iceb.com

SAFETY Kent Moon 262-857-3336 kent@lyconstruction.com

SPONSORSHIP Brad Bogart 949-453-1400 brad@bogartconstruction.com

President's Message

By Art Rectenwald, President, Rectenwald Brothers Construction

Happy 2013.

Your board of directors had an excellent winter meeting in Phoenix following the CenterBuild conference; both meetings were upbeat and well attended. Highlights of the board meeting included approving applications for new membership for Kerricook Construction, Pinnacle Commercial Development, and Wolverine Building Group. Other topics discussed included the development of a Technology Committee and a report on the planning of our Annual Meeting, which as usual, will precede the SPECS Conference. This year's RCA Annual Meeting will be in Dallas on Saturday, March 16.

The winter meeting also included the announcement of Board election results. **Mike McBride** was elected to another term. Newly elected members include **Jack Grothe**, **Hunter Weekes**, and **Doug Marion**. Congratulations to you all. We also welcomed two new Advisory Board members: **Rajnesh**

Singh of H&M and **Mike Glaser** of Sterling Jewelers, Inc. Membership in the RCA provides numerous quality benefits, which I readily list for retailers, prospective members and even some current members when they ask, "why RCA?" To our current members, I strongly encourage you to discover and utilize these many benefits.

Certainly one of the most valuable benefits that RCA has to offer is the Annual Meeting. It is a great opportunity to: network with other members, share best practices, build friendships, learn about the



Art Rectenwald

association, and gain knowledge from nationally recognized speakers on pressing issues. This year's theme, "Ec Tech & Beyond," will be packed with content based largely on feedback received from our members, with topics such as being profitable in the current economy and the latest technology tools and web based services. Don't miss it!

I also encourage you to take advantage of the special SPECS Conference discount offered only to RCA members.

See you in Dallas, Art (art@rectenwald.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 RCA's two newest Advisory Board members. **Michael A. Glaser** is Director of

Michael A. Glaser is Director of Construction at Akron, OH-based Sterling Jewelers Inc., the US operations of Signet

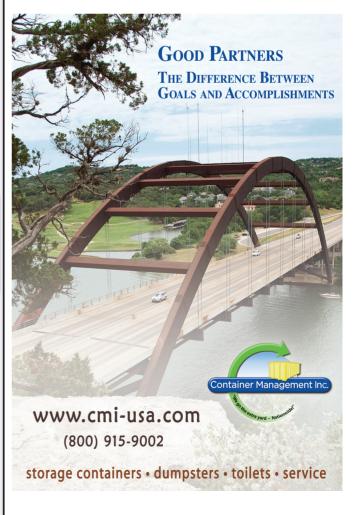
Jewelers Ltd., and part of the largest specialty retailer jeweler in the U.S. and U.K. with 1,857 stores. Sterling operates the number one jewelry store brand in the U.S. as "Kay® Jewelers" and the number one



off-mall destination jeweler in the U.S. as Mike Glaser

"Jared® the Galleria of Jewelry," as well as a number of regional store brands. With more than 30 years of experience in commercial construction, development and management, Mike joined Sterling in 1997 and previously worked in the banking sector with similar responsibilities.

Rajnesh Singh is Regional Construction Manager with Stockholm, Sweden-based Hennes & Mauritz, L.P. (H&M), the second largest global retailer. Currently in his sixth year with H&M, and 20th as an owner's representative in the specialty retail industry, Singh has responsibility for all store development within the western U.S. Prior to joining H&M, Singh held positions in store design, construction and facilities at Warner Bros. Studio Stores, Disney Store, and Gap Inc. Rajnesh earned a bachelor's degree in Design from the University of California at Davis.





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
DGC Capital Contracting Corp.	Gerry Ryan	914-664-7244	NY	gryan@dgccapital.com	2013
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	eprovini@eprovini.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
Gray-I.C.E. Builders	Robert Moore	714-491-1317	CA	ramoore@gray-iceb.com	2005
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
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
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
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	
Pinnacle Commercial Development, Inc.	Dennis Rome	732-528-0080	NJ	dennis@pinnaclecommercial.us	2012
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
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 Matthew Schimenti	719-487-1600	CO	joe@scheinercg.com	2012
Schimenti Construction Company, Inc.		914-244-9100	NY NJ	mschimenti@schimenti.com	1994 1995
Scorpio Construction, Inc.	Stephen Romeo	609-296-0308		sromeo@scorpio1.net	
Shames Construction Co., Ltd.	Barry Shames	925-606-3000	CA	bshames@shames.com	1994
Shrader & Martinez Construction, Inc. Singleton Construction, LLC	Ronald Martinez Denise Doczy-Delong	928-282-7554 740-756-7331	AZ OH	info@shradermartinez.com denisedelong@singletoncontruction.net	1990
÷	, 0		FL		2012
Sullivan Construction Company	Mike Sullivan David Scherer	954-484-3200	FL	mike@buildwithsullivan.com inbox@tdsconstruction.com	1994
TDS Construction, Inc. Thomas-Grace Construction, Inc.	David Scherer Don Harvieux	941-795-6100 651-342-1298	MN	don.harvieux@thomas-grace.com	2012
Timberwolff Construction	Mike Wolff		CA	÷	2012
Tom Rectenwald Construction, Inc.	Aaron Rectenwald	909-949-0380 724-452-8801	PA	mike@timberwolff.com arectenwald@trcgc.net	2008
Trainor Commercial Construction, Inc.	John Taylor	415-259-0200	CA	john.taylor@trainorconstruction.com	2010
Tri-North Builders, Inc.	Don Thayer	608-271-8717	WI	dfthaver@tri-north.com	1993
Tuscan Builders Corporation	Mike Adams	713-952-8800	TX	mikea@tuscanbuilders.com	1998
•		832-448-7000	TX	0	2008
Warwick Construction, Inc. Weekes Construction, Inc.	Tony Annan Chandler Weekes	864-233-0061	SC	tony@warwickconstruction.com cweekes@weekesconstruction.com	1990
Weekes Construction, Inc. Westwood Contractors, Inc.	Mike McBride	817-302-2050	SC TX	mikem@westwoodcontractors.com	1990
-				-	
William A. Randolph, Inc.	Tony Riccardi	847-856-0123	IL NC	tony.riccardi@warandolph.com	2011 1991
Winkel Construction Inc.	Win Johnson Rick Winkel	336-337-3808		win@waawj.com riday@winkal.construction.com	1991
Winkel Construction, Inc. Wolverine Building Group	Rick Winkel Michael Houseman	352-860-0500 616-949-3360	FL	rickw@winkel-construction.com	2012
Wolverine Building Group Woods Construction, Inc.	John Bodary	586-939-9991	MI	mhouseman@wolvgroup.com jbodary@woodsconstruction.com	1996
	John bodary	JUU-737-777 I	/ • 11	poduly@woodsconsiruction.com	1770



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



Uses RCA's Safety Materials





Has a Certified Development, Design & Construction Professional on staff



Has a LEED AP accredited professional on staff

Please notify the RCA Office (800-847-5085 or info@retailcontractors.org) of any changes to your contact information.











Past Presidents: Where are They Now? Tom Eckinger

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.

The air up there in the clouds is very pure and fine, bracing and delicious. And why shouldn't it be? — it is the same the angels breathe. — Mark Twain, <u>Roughing It</u>, Chapter XXII, 1886

In the early 1920's, Walter Eckinger, Sr. was working in the coal mines when he started doing small construction projects for neighbors and friends to help ends meet. In 1923, he started Eckinger Construction Company as a home builder. After World War II ended, Walter Eckinger, Jr. returned home and joined his father in the business. The company primarily built custom homes into the early 1960's, when it began to do commercial work locally. In 1969, the company began traveling for a regional retailer doing tenant build outs and new stores. Today, Eckinger Construction is a national contractor providing general contracting services to retailers and food service companies through the U.S. and Canada.

Tom Eckinger's first job in the construction industry was working as a carpenter in Laporte, IN, on a shoe store the day after high school graduation. When Eckinger is asked what he would be doing if he weren't in construction, he said, "All I ever wanted to be growing up was a carpenter. I worked all through high school saving up and buying tools as I had the money to do so. When I graduated, I had a full set of tools! So I could never see myself outside of construction."

Eckinger was elected President of Eckinger Construction in 1987, the third generation of Eckingers to oversee the company. It's a true family business: Eckinger's brother Rick is Vice President, sister Janice Holdsworth is CFO, wife Nancy is Payroll Manager, and sons Phil and Jeremy are Project Managers. The transition to the fourth generation of Eckinger's has begun, with both Phil and Jeremy taking on active roles in running the company.

"My father, Walt Eckinger, Jr., is my mentor and hero," Eckinger said. "Aside from the personal values he instilled in me as a parent, he was also the person



Shames, Eckinger and Olivieri in Hawaii, Spring 2012

that taught me carpentry skills as well as business skills. He taught me by example and was a wonderful man."

Eckinger's tenure with the RCA has been a lengthy one. He served on the Board of Directors for eight years, was chairman of the scholarship committee for six years, and

chairman of the education committee for two years. He served as Secretary/Treasurer, Vice President, and President (from 2002 to 2003). "The RCA is one of the greatest networking opportunities I've had available to

Tom Eckinger

Continued on page 7





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Past Presidents: Where are They Now? Tom Eckinger

Continued from page 6

me in my career. All the friendships I have made with other members, and especially other Board members, have been invaluable to me," commented Eckinger.

"Tom was elected President the same year I was elected to the Board," recalls Gene Colley, SCDP, LEEP AP, President of Royal Seal Companies, Inc. "He was tested by fire when his first duty was to appoint three board members to replace three that had special circumstances that required them to resign. He did a great job of handling the stress of everything and didn't let his golf game suffer."

The RCA has benefited Eckinger both personally and professionally, sometimes at the same time. "After I lost my father in 1997, I had a big void in my life personally and especially professionally," Eckinger recollects. "For the first time I had nobody to turn to when faced with business decisions and problems. As my relationship with people like Bill Winkel, Win Johnson, Barry Shames, and especially Dean Olivieri developed, I was able to fill most of the void professionally by talking with them. This was very important to my personal development in business. As far as the void personally, that was filled by all the great memories I had of my dad that will live forever."

Eckinger has seen the industry evolve over the years. He commented that it has become more complex with licensing, permitting, and inspection requirements, along with general bureaucracy that can sometimes cripple the process. Technology has made it so that people are never away from the business, which is not always the best for people personally. Years ago, when Eckinger, Shames, and Olivieri had a conversation about how they needed to get in front of upcoming technology, Shames told them about the world wide web, and they initially thought he was just making stuff up!

Eckinger has developed an incredibly great friendship with his fellow RCA past presidents. The Eckinger, Olivieri, and Shames families recently vacationed together at the Shames' home in Hawaii.

"Tom and I grew up in the same small town of Canton, OH, and worked in our respective family businesses, but never met until we were both at a RCA meeting." explains Olivieri, who is President of Fred Olivieri Construction. "One of my favorite stories is Tom showing up for a horseback ride in shorts and golf shoes. The best part was when he walked up and hopped on the horse like nothing was wrong."

Olivieri continued, "Tom did a great job on the board and as the President of RCA. He often passes off the credit he deserves, but the RCA is a better organization because of his contributions."

Shames, Chairman of Shames Construction, shared a story about his friendship with Eckinger: "Last year when Dean Olivieri's oldest daughter got married, Tom picked up us and a few other out-of-town guests and drove us to the church. Knowing we would have some time before the ceremony began, Tom and his wife prepared a nice wine and cheese pre-ceremony party in his van in the church parking lot. It was priceless, especially when Dean arrived and saw what was going on in the van."

Another past president, Bob Benda, President and CEO of Westwood Contractors, Inc., shared a great story about Eckinger. "Tom is a passionate golfer and aviator. A number of years ago, we held a summer board meeting at the Broadmoor Resort in Colorado Springs, CO. During a golf outing we had planned for the group, Tom and I were paired together on the same cart. On one particular tee box, when it was Tom's turn to hit, he stepped to the ball with his driver, took a mighty swing, as only Tom can do, and pull-shanked the ball directly into the back of our golf cart, which was parked perpendicular to the tee markers! Fortunately all the golfers in our foursome had played with Tom previously, so all were well behind the box and there were no injuries. However, after Tom took his mulligan (as the ball had completely disappeared from sight in some unknown direction, adequate justification for a do-over in Tom's view), we returned to the cart only to discover that Tom's ball had struck the shaft of my 3 wood in my bag and completely snapped the head from the shaft! Upon further investigation, the ball was found in the bottom of my bag (see picture) and I have kept it ever since as a reminder to always stand well behind Tom when he has a driver in his hand!"

In his free time, Eckinger can be found on the water or in the air. He has been a pilot for over 35 years, and has flown 15 different models of planes – from single-engine piston planes to two-engine jets – and nearly



6,000 hours as pilot in command. The planes have been used primarily for business and humanitarian needs. He has flown over 100 flights for Angel Flight (angelflight.com), an organization of pilots who donate their planes and time to fly patients in need. Eckinger has flown flights ranging from infants being transported to hospitals for organ transplants to cancer patients needing specialized treatments.

['] Eckinger also loves to fish, golf, and work with wood. He has five children: Phil, Jeremy, Greg, Julie (Hollingsworth), and Jeff, and two step-children, Kurt and Todd Miller. He and Nancy enjoy their four grandchildren, Ethan, Dylan, Lilly, and Franklin.

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

Next Issue: James D. Healy, Healy Construction Services, Inc.





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