

**OFFICERS**

President  
**Robert D. Benda**

Vice-President  
**Eugene Colley**

Secretary/Treasurer  
**Matthew Schimenti**

**ROBERT D. BENDA** 2006  
Westwood Contractors, Inc.

**MATTHEW PICHETTE** 2006  
Russo, Inc.

**KENNETH SHARKEY** 2006  
Commercial Contractors, Inc.

**EUGENE COLLEY** 2007  
Royal Seal Construction, Inc.

**CARL HARDY** 2007  
Tri-North Builders, Inc.

**W.L. WINKEL** 2007  
Winkel Construction, Inc.

**DAN DE JAGER** 2008  
De Jager Construction, Inc.

**ARTHUR RECTENWALD** 2008  
Rectenwald Brothers Construction, Inc.

**MATTHEW SCHIMENTI** 2008  
Schimenti Construction Company, Inc.

**MICHAEL KOLAKOWSKI** 2009  
Konover Construction Corp.

**KENT MOON** 2009  
Lakeview Construction, Inc.

**CHANDLER WEEKES** 2009  
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

## Developing Critical Assets: The Need for Training

By Jack Sims, PDMS, Inc.

Most of us involved in the design and construction of retail stores today assume that our retail niche within the construction industry has existed forever. We also assume that the division of construction management responsibilities between Project Managers and Superintendents has also existed forever. Both are true only if "forever" is defined as less than 30 years! The retail niche as we know it today for retail construction was in its infancy 30 years ago.

In the early 1960's and 1970's, when the development of regional shopping malls and the evolution of nationwide retail chain stores was at full speed, the design and construction was handled in a traditional fashion; an architect developed the drawings and specifications and a contractor built the store for the retailer. The desire of retailers to create a national image and build the same store in many locations throughout the United States resulted in profound changes in this traditional approach. It took little time for retail design and construction to evolve as a niche within the design and construction industries. The large national retail chains developed in-house staffs of architects, engineers, store designers, and construction managers to manage the design and construction of their stores nationwide. The challenge of repeating the same store image throughout the United States and developing the support structure to manage the aggressive growth on a nationwide basis was significant. The result was the evolution of specialty companies whose only purpose was to support the retail chains expansion programs. This included architects, engineers, general contractors, and suppliers for light fixtures, HVAC equipment, display fixtures, security grills, floor coverings, ceiling materials, and hundreds of other construction items needed to build a retail store. An entire industry developed quickly and the retail niche as we know it today for retail contractors was born.

Simultaneous with the evolution of the retail design and construction niche was the evolution of the Project Manager as we know that role today. In the early 1960's, administrative, managerial, and project paperwork responsibilities expanded to the point where many Superintendents had decreased time available to spend in direct supervision of the workforce and subcontractors. Project

productivity, profits, safety, and quality suffered when Superintendents had to spend the majority of their time accomplishing administrative tasks. The industry response to this dilemma was to free the Superintendent from much of the managerial and administrative duties so they could spend more time in direct supervision. This was accomplished by creating a Project Manager position, with the primary responsibility of management and administration rather than supervision of projects. The separation of responsibilities between Project Manager and Superintendent as we know it today was born.

*"We never have time to train our people, but we always have time to re-do work done improperly and time to replace lost customers."*

Anonymous

Today, our niche within the construction industry has fully matured and in many ways is unrecognizable from the days of infancy 30 years ago. Technology, in particular, has made a huge impact. The roles of the Project Manager and Superintendent have increased in importance: today both positions require more knowledge, education, and experience than was ever anticipated when the positions were created. Well-qualified Project Managers and Superintendents are now critical assets for successful contractors. The team concept has become increasingly important and has worked well for companies that have clearly defined Project Manager and Superintendent roles and duties as well as established policies. This standardization and consistency have become the foundation for quality work and dependability, critical ingredients for success in retail construction. Successful contractors recognize that this foundation can only be maintained through formal training and continuing education for Project Managers and Superintendents.

RCA recognized this need approximately seven years ago by establishing the RCA Education Program that offers formal training for Technical Skills and Managerial Skills for both Project Managers and Superintendents. These classes are available to RCA member companies.

*continued on page 3*

<b>Cai Eberhardt</b> Foot Locker, Inc.	2005
<b>Thomas Horwitz</b> FRCH Design Worldwide	2005
<b>Larry Tureff</b> Borders Group, Inc.	2005
<b>Craig Hale</b> Carter & Burgess, Inc.	2006
<b>Roger Henry</b> Cato Corporation	2006
<b>Sean Easter</b> Bass Pro Shops	2008
<b>John Hays</b> Saks, Inc.	2008
<b>Ed Kunzelman</b> Limited Brands	2008
<b>Tony Maldonado</b> Ann Taylor	2008

## EDUCATION

**Michael Kolakowski**  
860-284-7100  
mkolakowski@konover.com

## MARKETING/ADVERTISING

**Art Rechtenwald**  
724-772-8282  
art@rechtenwald.com

## MEMBER BENEFITS

**Carl Hardy**  
608-271-8717  
chardy@tri-north.com

## MEMBERSHIP

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

## SAFETY

**Frank Trainor**  
617-770-0050  
frank1@combuild.com

## MATTHEW PICHETTE

508-674-5280  
mattp@russcoinc.com

## SCHOLARSHIP

**Tom Eckinger**  
330-453-2566  
tome@eckinger.com

## TRADE SHOW/ANNUAL MEETING

**Ken Sharkey**  
616-394-0722  
sharkeyk@comcont.com

Retail Contractors Association  
717 Princess Street  
Alexandria, VA 22314  
800-847-5085  
info@retailcontractors.org

## President's Message

It seems that the hardest issue of the RCA newsletter to coordinate is the Fall one! The RCA board and other newsletter contributors are locked in battle with the calendar, trying to meet those challenging retail construction deadlines while fulfilling their commitment to the Association. However, as you can see by the great content included in this issue, our team has risen to the occasion again and continues to work hard to create value in your membership. In return, we ask that our members take advantage of the Association's programs and utilize its resources to improve their business to enhance the image and reputation that comes with being an RCA member. One of the most valuable services RCA offers is its education program and in this newsletter, you will find a schedule of upcoming training events arranged by our Education Committee chairman, Mike Kolakowski. In addition, you will find information on how you can arrange your own training session that best suits your company's needs. The content of these programs are so tailored to our specific niche of construction that there is no better training value available for our members. Jack Sims has also written an article discussing how the industry and our program have evolved since the beginning of the retail building boom over 30 years ago. It is important that we have strong support from our membership for these and other programs in order to expand the program curriculum.



**Robert D. Benda**  
Westwood Contractors,  
RCA President

Also in this issue, you will find information about a special membership offer made by the Association of Retail Development Professionals (ARDP) exclusively to RCA members. This relatively new organization is developing a wide range of training opportunities for our industry and we are currently looking at ways that RCA and ARDP might combine efforts to offer an even broader array of training resources to each other's members. I encourage you to consider the merits of having ARDP certification for your professional staff. Be sure to mention the RCA Special Offer when joining and return your completed application and payment to the RCA office. In the meantime, good luck and good business for the fall season.

## Raising the Standards of Retail Construction

By Anthony Maldonado, Ann Taylor

Why did I agree to serve as a RCA Advisory Board member? I believe that an advisory board is needed within our industry to help define, challenge, and mitigate standard operating practices for all contractors.

What is of utmost importance to me about RCA is that the core principle of "ethical standards." RCA insures that each of its members meets very stringent and specific criteria in order to maintain membership.

"Raising the Standards of Retail Construction" is RCA's formal motto. As a retailer and someone that has been in this industry for many years, I see this as a platform from which we in the industry can help to ensure that this commitment is maintained at every level possible. Additionally, this mission statement signals the importance of ethics and sets a professional tone by which we in the retail construction industry need to conduct business.

I believe that RCA is taking a strategic approach to enhancing the quality of retail construction employees, elevating the construction process

and improving the overall industry standards under which we all operate.

As a retailer, my concern has always been adding reputable, experienced, and financially sound contractors to my roster. The majority of retailers have always utilized the Dunn and Bradstreet report and word of mouth and as a barometer by which we measure and qualify a contractor.

Today, RCA offers retailers a group of pre-qualified contractors who are constantly being challenged and monitored in order to maintain and elevate their levels of quality and productivity. RCA's approach is to work with clients as an extended arm of their organization. They also ensure that their superintendents and project managers are equipped with the latest management techniques so that they may provide the best possible level of service to their clients and ultimately deliver a great product.

I hope that other retailers recognize RCA and the value its members offer to the industry as RCA continually seeks to keep these standards fresh and relevant to our industry.

# Developing Critical Assets

continued from page 1

## The Challenge

Regardless of the size of your company, the top management priority is the same: getting everyone on your team on the same page of music and keeping them in tune project after project. It's no small task and it does not happen by accident. Getting your team in tune and keeping it in tune is the result of well-defined job responsibilities, good technical skills and good managerial skills at all levels within the organization, and constant review of policies and procedures to insure efficient operations and outstanding customer service. The RCA Education Program exists to assist its members with this challenge.

## Technical Skills

The Retail Project Management Cycle consists of seven phases that always occur in chronological sequence on every retail construction project: Pre-Bid, Bid, Contract Award, Planning & Scheduling, Mobilization, Construction, and Construction Close-Out. The RCA Education Program defines each of these phases in depth and provides the flexibility for entry level personnel to learn the fundamentals or advanced level personnel to explore the details and unique characteristics of each phase:

- ♦ **Pre Bid & Bid:** Site Visits, Estimating, Bid Packages, Bid Review
- ♦ **Contract Award:** Owner Contracts, Written Notice Requirements, Subcontractor Contracts, Superintendent Packages
- ♦ **Planning & Scheduling:** Listing & Sequencing, Scheduling Methods, Long Term & Short Term Scheduling, Pre-Construction Conferences
- ♦ **Mobilization & Construction:** Superintendent Set-Up, Daily Job Reports, Job Site Meetings, Work Authorizations, Construction Coordination, Change Orders
- ♦ **Construction Close-Out:** Close-Out Check Lists & Procedures, Subcontractor Close-Out, Subcontractor Evaluation, Warranties

This Technical Skills training can be customized to meet the specific needs of individual companies. **Technical Skills customized to meet your needs!**

## Management Skills

Management Skills for Project Managers and Superintendents are just as important to Technical Skills. The RCA Education Program includes the following subjects:

- ♦ **Communication Skills:** Communication Situations, Communication Theory Communication Barriers & Solutions
- ♦ **Risk Management:** Risk Management Functions, Project Manager & Superintendent Responsibilities

- ♦ **Negotiation Skills:** Negotiation Objectives, Guidelines for Successful Negotiation
- ♦ **Time Management:** Personal Time Management, Planning & Organizing, Prioritizing, Establishing Goals
- ♦ **Leadership:** Leadership vs. Management, Leadership Style

The Management Skills training can also be customized to meet the specific needs of individual companies. **Management Skills customized to meet your needs!**

*"I enrolled three Project Managers in one of RCA's PM programs after reviewing the course outline. I found the program to be very beneficial in both reinforcing our method of managing jobs as well as learning additional methods that we continue to use. The interaction between all that attend is as much a benefit as the course itself. I would certainly recommend this program to anyone who is considering improving their way of managing jobs."*

Tom Eckinger, President  
Eckinger Construction Construction

## The RCA Education Program

The purpose of the RCA Education Program is to provide a professional approach to retail construction project management. The subjects included are not new; they are not a scientific breakthrough of recent times. Instead, the Technical Skills Training is a process that has evolved over the past 30 years and has been analyzed and improved by many experienced and highly competent individuals specializing in retail construction project management. The combination of this knowledge and experience is priceless for both entry-level and experienced Project Managers and Superintendents. The Management Skills are subjects that are known to be critical for Project Managers and Superintendents. RCA has captured these skills in a format that is specific to retail construction. **An Education Program customized to meet your needs!**

*Jack Sims is the author of the RCA training materials and instructor for the RCA Education Program. Jack is president of PDMS Inc., an Architectural/Engineering and Lighting Distribution firm specializing in retail construction for national retail chains. He is a past president of RCA (1997-1998), served on the SPECS Advisory Board for 15 years (1989-2004) and is currently Vice President of the Association of Retail Development Professionals (ARDP). Between 1982 and 1997, PDMS Inc. was a licensed general contractor in 47 states. Jack was the qualifying party for the PDMS Inc. licenses and supervised the construction of hundreds of retail stores for retail chains nationwide. With his experience as a developer, retailer, architect, general contractor and vendor, Jack has a unique perspective about the retail industry.*

## 2006 RCA EDUCATION PROGRAM By Michael Kolakowski, Konover Construction Corp.

RCA has scheduled the following training dates for 2006. Additional dates are available upon request. Specific locations will be determined depending on member pre-registration.

- January 19 and 20, 2006
- February 16 and 17, 2006
- February 23 and 24, 2006

Training is scheduled as follows:

- Day 1-Technical Skills
- Day 2-Management Skills

Cost for RCA members:

- 1 day per person charge=\$300
- 2 day per person charge=\$450

Rates are based on a minimum attendance at each class of 15 people. If any company would like to customize a program for their staff, special rates will apply. Payment is due four weeks prior to seminar date. Advance registration is required. Anyone interested in participating, please contact the RCA office at 800-847-5085 or [info@retailcontractors.org](mailto:info@retailcontractors.org).

*"Westwood has utilized the RCA-developed project manager and field superintendent training curriculum since the beginning of the program and we feel that it is a great value! We have found that the interaction and dialogue stimulated by Jack Sims as the instructor have been very valuable in refining our field and office procedures and that our team always leaves with a better understanding of their role in building successful projects. The bottom line for us is that we have realized real improvement in our service levels at a cost significantly lower than any other approach we have explored. I highly recommend it to anyone who is interested in growing their business!"*

Robert D. Benda,  
Chairman/Chief Executive  
Officer  
Westwood Contractors, Inc.



# RCA Members

<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
Amakor, Inc.	Steven Serbu	(302) 834-8664	DE	amakor@aol.com	2000
The Benmoore Construction Group, Inc.	Jeffrey Pittel	(201) 489-4466	NJ	thebenmooreconstructiongroup@verizon.net	2004
Chance Construction Co.	D. Jay Chance	(409) 787-2615	TX	tellinaw@chanceconstruction.com	2000
Commercial Contractors, Inc.	Kenneth Sharkey	(616) 850-1267	MI	sharkeyk@comcont.com	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	Mark Corna	(614) 901-8844	OH	msc@corna.biz	2005
De Jager Construction, Inc.	Dan De Jager	(616) 530-0060	MI	dandj@dejagerconstruction.com	1990
Desco Professional Builders, Inc.	Robert Anderson	(860) 870-7070	CT	jridzon@descopro.com	1995
DF Pray General Contractors	Scott Pray	(508) 336-3366	MA	swpray@dfpray.com	2005
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.	John Elder	(952) 854-2854	MN	jselder@elderjones.com	1990
Flynn Construction, Inc.	Thomas O'Connor	(412) 243-2483	PA	tomoconnor@flynn-construction.com	2000
Fries, B.R. & Associates	Barry Fries	(212) 563-3300	NY	barryf@brfries.com	2002
GC Construction	George Gledson	(909) 944-6446	CA	georgeg@gcbuildersinc.com	2000
Greenwood Construction Company	Allison Forbush	(801) 576-0550	UT	aforbush@grnwood.com	1995
Greg Construction Company	Sean Pfent	(586) 725-4400	MI	spfent@gregconstruction.com	1996
Hambleton Group Companies, Inc.	Celso Suarez	(787) 781-8186	PR	tito@hambletongroupcompanies.com	2001
Hanlin Rainaldi Construction Corp.	Michael Hanlin	(614) 436-4204	OH	mike.hanlin@hanlinrainaldi.com	1997
Hardy Building Corporation	Charles Hardy	(757) 463-5666	VA	hbc@hardybuilding.com	1990
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 (a subsidiary of Gray Inc.)	Robert Moore	(714) 491-1317	CA	ramoore@icebuildersinc.com	2005
International Contractors, Inc.	Bruce Bronge	(630) 834-8043	IL	info@iciinc.com	1995
J. G. Construction	Jack Grothe	(909) 993-9393	CA	jackg@jgconstruction.com	1998
Konover Construction Corp.	Michael Kolakowski	(860) 284-7411	CT	mkolakowski@konoverconstruction.com	1998
Lakeview Construction, Inc.	Kent Moon	(262) 857-3336	WI	kent@lvconstruction.com	1998
Lehto Construction, Inc.	Allan Lehto, Jr.	(941) 925-7141	FL	ajl6231@aol.com	1998
Management Resources Systems, Inc.	Michael Swaim, Sr.	(336) 861-1960	NC	mswaim@buildgroup.com	1992
Marco Contractors, Inc.	Martin Smith	(724) 741-0300	PA	marty@marcocontractors.com	1994
Menemsha Companies	Tom Speroni	(310) 343-3430	CA	tsperoni@cmgtip.com	2001
Metropolitan Contracting Co., Ltd.	Tim Swan	(210) 829-5542	TX	tswan@metcontracting.com	1995
Milestone CM	Phillip Brown	(303) 792-5179	CO	pbrown@milestonecm.com	2003
Milric Construction Corporation	Frank E. Ricciardelli	(732) 919-3700	NJ	milric@milric.com	1996

<u>COMPANY</u>	<u>NAME</u>	<u>PHONE</u>	<u>STATE</u>	<u>EMAIL</u>	<u>MEMBER SINCE</u>
Montgomery Development Carolina Corp.	John Fugo	(919) 969-7301	NC	jfugo@montgomerydevelopment.com	1999
Nice, David A. Builders, Inc.	Brian Bacon	(757) 566-3032	VA	bbacon@davidnicebldrs.com	2000
Olivieri, Fred Construction Company	Dean Olivieri	(330) 494-1007	OH	dean@fredolivieri.com	1992
Possell Construction Co., Inc.	Wiley Possell	(818) 785-1151	CA	wiley@possellconst.com	1994
Prodigy Construction Management, Ltd.	Joseph Holbrook	(614) 337-0908	OH	jholbrook@prodigyconstruction.com	2005
Provini, E.C. Co., Inc.	Edmund Provini	(732) 739-8884	NJ	ecp.provini@verizon.net	1992
PWI Construction, Inc.	Jeff Price	(480) 461-0777	AZ	price@pwiconstruction.com	2003
Radford Construction Company, Inc.	Kelly Radford	(609) 678-9900	NJ	kradford@radfordinc.com	2004
RCC Associates, Inc.	Beverly Raphael	(954) 429-3700	FL	braphael@rccassociates.com	1990
Rectenwald Brothers Construction, Inc.	Arthur Rectenwald	(724) 772-8282	PA	art@rectenwald.com	1996
Retail Construction Services, Inc.	Stephen Bachman	(651) 704-9000	MN	sbachman@retailconstruction.com	1998
Richter+Ratner Contracting, Corp.	Michael Ratner	(718) 497-1600	NY	mratner@richterratner.com	1990
Rosewood Construction Group, Inc.	Larry Prace	(847) 718-1711	IL	rosewood6727@aol.com	1995
Royal Seal Construction, Inc.	Eugene 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.	Gina Noda	(609) 296-0308	NJ	gnann@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
Spec-Built, Inc.	Curtis Davenport	(972) 735-8833	TX	curtis@spec-built.com	2005
Summit General Contractors, Inc.	Cliff Bianchine	(949) 499-9700	CA	cliff@summitgcinc.com	2000
TDS Construction, Inc.	David Scherer	(941) 795-6100	FL	inbox@tdsconstruction.com	1994
Tesco Construction, Inc.	Thomas Swierczynski	(630) 595-2219	IL	tescogc@aol.com	1995
Tri-North Builders, Inc.	Carl Hardy	(608) 271-8717	WI	chardy@tri-north.com	1993
Tuscan Builders Corporation	Mike Adams	(713) 952-8800	TX	mikea@tuscanbuilders.com	1998
U.S. Design & Construction Corp.	Peter Ferri	(713) 953-9090	TX	peterf@usdesign-const.com	1990
Valco Associates, Inc.	William Star	(717) 295-0895	PA	valcoassociates@comcast.net	2001
VIRTEXCO Corporation	Michael Aliff	(757) 466-1114	VA	maliff@virtexco.com	1999
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
White-Spunner	Hugh McCoy	(251) 471-5189	AL	hugh.mccoy@white-spunner.com	2003
Win and Associates, Inc.	Win Johnson	(336) 547-8912	NC	winj@winandassociates.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

## Are you friends with your business rivals?

It may seem crazy, but new research shows that CEOs that become friends with their competitors do better than those who don't. A study at the University of Texas at Austin found that the advantage of these friendships comes from "talking shop." During the course of casual conversation, they compare notes, share information and swap impressions about business conditions, taking some of the uncertainty out of doing business. The key finding: entrepreneurs who believe that they are in business to vanquish the competition are less successful than those who believe their goal is to maximize profits or increase their company's value. *Source: Inc., 375 Lexington Avenue, New York, NY 10017*

## RCA Mission Statement

To promote professionalism and integrity in retail construction through industry leadership in education, information exchange, and jobsite safety.

Adopted by the Board of Directors, February 26, 2005

# Committee Updates

## CENTERBUILD

Gene Colley, Royal Seal Construction, Inc.

RCA has several member companies participating in the roundtable discussions throughout the conference. Each company has worked diligently to ensure that there are many great topics for conference attendees. There be a significant representation of RCA at CenterBuild.

Serving on the Planning Committee has allowed me to learn all of the behind the scenes activity of this important industry event. Each Committee member cares very much that this program meets or exceeds everyone's expectations and I am pleased that RCA will be a major part of this conference.

## MARKETING/COMMUNICATIONS

Art Rectenwald, Rectenwald Brothers Construction, Inc.

At the August Board Meeting in Telluride, CO, the Board approved our proposed new website initiative. We are currently in the process of designing and developing a fantastic and highly functional site that will contain many new features for members and retailers. Among the new features will be an e-commerce section that will provide the ability to order safety programs, updates, and posters as well as register and pay for annual meetings and education programs - all online.

The site will also provide improved searching ability, allowing retailers and architects to search for contractors by states they are licensed and registered to work in. We hope to have the website completed and live by December 1, 2005.

In addition, RCA had a half-page ad in the September issue of *Retail Traffic Magazine* and we will have the same ad in the October issue of *Shopping Center Business*. If you do not subscribe to these magazines, please support our magazine partners by subscribing.

As always, the committee is open to your ideas, questions and comments. Please contact Art at [art@rectenwald.com](mailto:art@rectenwald.com).

## QUALITY ASSURANCE AND CUSTOMER SATISFACTION PROGRAM

Kenneth Sharkey, Commercial Contractors, Inc.

At the August Board Meeting, RCA's Quality Assurance and Customer Satisfaction program was adopted and will soon be implemented. Downloadable forms and instructions will be posted on the website and all members will be sent a complete package outlining the purpose, action, and goals of this program. It is the Board's hope that this new tool will improve our members' awareness of our customers' expectations as individuals and as an organization.

## SAFETY PROGRAM

Frank Trainor, Commonwealth Building, Inc. Matthew Pichette, Russco, Inc.

Our new and improved Safety Program is finally complete. As a committee, our goals were to review each section and update all present information as well as expand certain sections. The biggest addition was to the heart of the program, Job Site Safety.

**DUE TO THE EXTENSIVE CHANGES AFFECTING EACH SECTION OF THE TEXT, ANY MEMBER COMPANY USING THE SAFETY PROGRAM MUST UPDATE ALL PREVIOUSLY ISSUED MANUALS.**

The yellow binder, tabs, and MSDS sections remain the same. A new CD is now available for updating each section with revised information.

We are also offering:

- ◆ Revised laminated RCA Safety Rules available in both English and Spanish
- ◆ Revised RCA Federal Employment Regulation posters
- ◆ New RCA Workers Safety Awareness posters

It is that time of the year to collect all your old safety manuals and update them. Be safe.

Any suggestions or comments please e-mail Frank at [frankt@combuilt.com](mailto:frankt@combuilt.com). Many thanks to our committee members: Jay Saterbak and Shannon Hamilton.

*continued on next page*



# Meet Your Board of Directors

**Dan DeJager**

**President, DeJager Construction**

**W**orking his way through various departments within DeJager Construction, Dan DeJager has gained the knowledge over the last 23 years to make the company successful. Dan joined his father and founder of DeJager Construction, Richard DeJager, in 1981 and took on the task of learning the retail construction business inside and out, from bidding and scheduling to budgeting through actual construction and project close-out.

Upon his father's retirement in 1996, Dan assumed the role of President of DeJager Construction. His primary objective was to continue providing the quality service and workmanship that DeJager Construction had provided for over 25 years. While meeting the challenges of retail construction in the early 1990's, Dan was allowed the opportunity to form Precision Permits for DeJager Construction. Providing the permitting services to support retail clients strengthened the company's relationships with its clients. In addition, this new benefit increased the credibility of DeJager Construction's primary focus, interior retail construction.

When the Retail Contractors Association (RCA) was formed in 1990, Dan became immediately involved and DeJager



Construction was one of the charter members. Dan even assisted in developing the first safety program distributed by RCA. Currently, Dan is a board member and is chairing the membership committee.

Dan and his wife April keep busy with their two children who are in high school. The entire family is involved in church activities; Dan and April participate with several committees, and their children are active in youth group activities. Dan is also currently kept busy in his role as the Director of Senior Housing Corporation in Grandville, MI. In his free time, Dan enjoys golfing, boating, and spending quality time with his family.

## Committee Updates

*continued from previous page*

### SCHOLARSHIP

**Tom Eckinger, Eckinger Construction Company**

The scholarship program continues to show the dedication RCA has to the future of our industry. This is the ninth year for this worthwhile program and to date we have given out 130 scholarships totaling \$195,000.00.

Since it would be difficult to track the careers of our past recipients, it is currently unknown how many have pursued jobs as a result of RCA scholarships. However, recently my company was contacted by Alex Szakal for a job interview. Alex was the 2003 scholarship recipient from Bowling Green State University. He was hired as a project supervisor for my company. Prior to

reading about our scholarship, Alex had little knowledge of the retail construction industry. After learning more about our industry he discovered an interest in this type of work and decided to focus his career in this direction.

I encourage others who have past scholarship recipients working for them to let me know their stories to pass along to the members and post on the new RCA website. You can email [tome@eckinger.com](mailto:tome@eckinger.com) or call (330) 453-2566. Thank all of you who have helped promote and sustain this program.

## 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

## Welcome New Members

The following new members were approved by the RCA Board of Directors at its August meeting:

- ♦ I.C.E. Builders (a subsidiary of Gray Inc.), Robert Moore, Anaheim, CA
- ♦ Spec-Built, Inc., Curtis Davenport, Carrollton, TX
- ♦ DF Pray General Contractors, Inc., Scott Pray, Seekonk, MA

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 and licensed in the states in which they do business, and have submitted letters of recommendation.

If you would like to refer a company for membership, please forward its contact information to the RCA office, [info@retailcontractors.org](mailto:info@retailcontractors.org) or 800-847-5085.

## RCA Safety Publications

*2005 Materials No Longer Meet  
OSHA Requirements*

**Safety manuals from 2005 are no longer current. RCA members must upgrade their materials to meet OSHA requirements.** The following updated and new safety items are available:

- ♦ Shell manual with divider tabs, laminated safety rules and MSDS sheets.
- ♦ Complete manual with all of the above and generic text (requires company info)
- ♦ Laminated RCA Federal Employment Regulation poster
- ♦ Laminated RCA Worker Safety Awareness poster
- ♦ CD with complete RCA Safety Program text
- ♦ CD with RCA Substance Abuse Program text

To order, contact Addy Shea at Commonwealth Building, Inc.: [ashea@combuild.com](mailto:ashea@combuild.com) or 617-770-0050, ext. 20. You'll receive an invoice, including shipping costs. Materials will be sent out upon receipt of payment.

717 Princess Street  
Alexandria, VA 22314

RETAIL CONTRACTORS ASSOCIATION  
**RCA**

