

OFFICERS

- President
Robert D. Benda
- Vice-President
Eugene Colley
- Secretary/Treasurer
Matthew Schimenti

DIRECTORS

- Mike Adams** 2005
Tuscan Builders Corporation
- James Healy** 2005
Healy Construction Services, Inc.
- Michael Kolakowski** 2005
Konover Construction Corp.
- Robert D. Benda** 2006
Westwood Contractors, Inc.
- Matthew Pichette** 2006
Russco, 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.

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

RCA Annual Meeting "Ethics in Retail Contracting"

Matthew Schimenti, Schimenti Construction Company

As we enter the second quarter, we have embarked on another year of remodels and new retail construction projects which promise to be no less challenging than last year. RCA is committed to providing you the information and support you require as you negotiate your company through each year.

One way we address this commitment is by providing educational and networking opportunities. Our Annual Meeting is one of these opportunities. RCA's 15th Annual Meeting was held February 25-26, 2005 in Dallas, TX, on the front-end of the SPECS conference.

The theme of this year's program was "Ethics in Retail Contracting." The program kicked off with a welcome reception Friday evening. This was a chance to reconnect with RCA contacts and meet new colleagues. Saturday began with roundtable discussions, led by RCA Board members, where attendees shared their ideas about RCA programs and services, member involvement and benefits, and the value of RCA to all staff with retail contracting companies.

Advisory Board member Tom Horwitz of FRCH Worldwide discussed industry trends, including statistics on mall traffic and expected performances in the retail and food service sectors. This was an informative follow up to his previous RCA presentations.

Two other Advisory Board members, Craig Hale of Carter Burgess and Roger Henry of Cato Corporation, talked about the impact of ethics and trust in the retailer/contractor relationship. Their black hat/white hat format was entertaining and enlightening.

With the focus on ethics, we brought in keynote speaker David Thomas of IntegriTalk. His presentation, "Integrity: Living Right Side Up in an Upside Down World," was an

inspiring and thought-provoking presentation. He defined the different aspects of integrity and why it is crucial to today's workplace.

The final speaker of the day was Mark Bridgers of FMI. He presented the findings of a survey of industry ethical practices, providing some very strong evidence for the need to raise the level of dialogue and training about ethics in our industry.

We look forward to continuing RCA's trend of informative meetings with a beneficial combination of program and networking time. Please contact the RCA office with any comments or suggestions for future topics or speakers.

RCA wishes to thank the following underwriters for their generous support of the 15th Annual Meeting.

Gold



Bronze



Cai Eberhardt	2005
Foot Locker, Inc.	
John Hays	2005
Saks, Inc.	
Thomas Horwitz	2005
FRCH Design Worldwide	
Jane Rappleyea	2005
Linens 'N Things	
Larry Tureff	2005
Borders Group, Inc.	
Craig Hale	2006
Carter & Burgess, Inc.	
Roger Henry	2006
Cato Corporation	
Ed Kunzelman	2008
Limited Brands	

Education**Michael Kolakowski**

860-284-7100
mkolakowski@konover.com

Marketing/Advertising**Art Rectenwald**

724-772-8282
art@rectenwald.com

Member Benefits**Mile Adams**

713-952-8800
mikea@tuscanbuilders.com

Membership**Dan De Jager**

616-530-0060
dandj@dejagerconstruction.com

Safety**Frank Trainor**

617-770-0050
frank1@combuild.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

By the time you read this article, I hope that all of your 2004 jobs are closed out and that each of you is off to a quick start in 2005!

Following our December board meeting, held at the conclusion of the ICSC CenterBuild conference in Phoenix, your association team has been busy on several fronts.

During the ICSC CenterBuild conference itself, several RCA members lead breakfast and luncheon roundtable discussions and a group of members and advisory board colleagues put on a great panel discussion, all of which were very well attended. CenterBuild has been very happy with the level of participation by the RCA, thanks to the leadership of Win Johnson of Win and Associates. CenterBuild has asked RCA to continue to increase our presence and participation. In addition, they have named your Vice President, Gene Colley of Royal Seal Construction to the Program Committee for next year, giving RCA a greater voice in the content of the programs. Over the last couple of years, the attendance by a wider spectrum of retailers has increased significantly. If you haven't attended recently I would recommend that you plan to be there in 2005. Leading roundtable discussions is a great way to promote RCA and meet new folks. Let Gene know if you would like to help out with this important association initiative.

We also had many members who participated in programs during the SPECS conference, held in Dallas, Texas February 27 through March 2, 2005. RCA members also attended our 15th RCA Annual Meeting on Saturday, February 26, 2005. We had a great program this year, with a focus on "Ethics in Retail Contracting." There were more presenters than ever before, social networking opportunities, and interactive brainstorming sessions. There is some information about the event in this newsletter. Expect a more detailed wrap up of the event in your next issue.

Finally, the initial transition of administrative functions to Potomac Management Resources is substantially complete. Our Executive Director, Carol Montoya and her assistant, Kodi Erb, have done a great job



Robert D. Benda
Westwood Contractors,
RCA President

of collecting records from all over the country and their contact information is now shown on the web site. All inquiries directed to the website or the Retail Contractors Association address will now go directly to our headquarter office for prompt handling. Please take a moment to visit the web site, www.retailcontractors.org. We would appreciate your comments and ideas about things you feel should be included or any suggestions for improvement. Any requests for assistance or inquiries you have should be directed to the association office and will be handled promptly by Carol and her very capable staff.

Lastly, I would like to thank John Elder, Bill Winkel, Art Rectenwald, and Ron Martinez, who served on RCA's ad hoc Mission Statement Committee. They worked diligently to make our mission statement more succinct and representative of our association. You can see the new mission statement, which was adopted by the Board of Directors in February, on page 6 of this newsletter. As always, I would love to hear from you and the ideas you have for RCA.

May all of your projects end on time, under budget, and with no punch list!

RCA is now represented on the CenterBuild Planning Committee.

Gene Colley, Vice President of RCA, was selected to serve on the committee. This demonstrates CenterBuild's commitment to giving RCA a prominent role in this important industry event. Gene has also been appointed as co-chair of Concurrent Sessions of CenterBuild.

RCA Scholarship Fund: A Program Worth Supporting

John Elder, Elder-Jones, Inc.

When reviewing membership renewals this year, I encourage all RCA members to give consideration to the RCA Scholarship Fund. This is our association's signature program that involves giving back to the retail construction industry.

To be eligible to receive an RCA scholarship, students must be enrolled in a construction management program at one of 18 selected universities and meet the standards as detailed in the RCA Scholarship Criteria, one of which includes maintaining a 3.0 GPA in their major field of study.

Since the program's inception in 1997, the RCA has presented 126 construction management students a total of \$189,000 in scholarships.

This year, RCA representatives will travel to 18 universities located in six regions of the country to present \$27,000 in

scholarships to this year's recipients.

Historically, about half of the RCA membership companies contribute to the scholarship program. With a little help from those members that have not given in the past, the RCA could provide additional annual scholarships, or eventually create an endowed fund. For companies that want to give something back to the construction industry, this offers an excellent opportunity to give to a worthwhile cause where 100% of the contribution goes to those for whom the giving is intended.

Tom Eckinger is the new chairman of the Scholarship committee. If you have any questions regarding the program, he can be reached at tom@eckinger.com or 330-453-2566.

Please take the time to give consideration to this great program when preparing your company's RCA membership renewal this year.

Membership Benefits

Mike Adams, Tuscan Builders Corporation

The results from RCA's member usage survey are in and were shared with the Board of Directors at the December Board of Directors meeting in Phoenix, AZ. The amount of monies expended as a group is surprising. Here are the results:

Items	Per Member	RCA Total
Use of a plan service	\$85,564	\$6,759,586
Expended on an internet based plan service amount of the first item	\$27,846	\$2,199,846
Annual expenditure on rental equipment	\$50,869	\$4,018,711
Annual expenditure on rental vehicles	\$9,510	\$751,320
Motel/hotel rooms rented per year	\$2,473	\$195,361
Annual expenditure on cell phones, time charges pagers, accessories, etc.	\$43,927	\$3,470,276
Annual expenditure for airline travel	\$51,115	\$4,038,115
Annual expenditure for entertainment and/or meals	\$41,138	\$3,249,938
Annual expenditure on promotional products	\$10,313	\$814,691
Number of company vehicles purchased per year	2	158
Annual expenditure on office supplies	\$25,616	\$2,023,670
Annual expenditure on overnight deliveries	\$26,568	\$2,098,872
Annual expenditure on temporary help	\$46,303	\$3,657,943

The one item that is most asked about is a national extended-stay motel. If anyone has a contact or knows of an extended-stay motel that may like to join our benefits program, please let the member benefits committee know.

The committee continues to work on adding new members to the program and would appreciate any input or advice from the RCA membership. Please contact the RCA office at 800-847-5085 or info@retailcontractors.org.

RCA MEMBER SCHOLARSHIP CONTRIBUTIONS

The RCA greatly appreciates contributions from these member companies to the RCA Scholarship Fund.

President's Circle

\$5,000 +

Scorpio Construction, Inc.
Westwood Contractors, Inc.

Patron - \$2,500 - \$4,999

Platinum - \$1,500 -
\$2,499

Allegheny Design Management, Inc.
Commercial Contractors, Inc.
Commonwealth Building, Inc.
Fred Olivieri Construction Co.
GC Builders, Inc.
Lakeview Construction, Inc.
Possell Construction Co., Inc.
Richter + Ratner Contracting Corp.
Shrader Martinez Construction, Inc.

Gold - \$750 - \$1,499

De Jager Construction, Inc.
Healy Construction Services, Inc.
Shames Construction Co., Ltd.
Tri-North Builders, Inc.
U.S. Design & Construction Corp.
Winkel Construction, Inc.
Woods Construction, Inc.

Silver - Up To \$749

B.R. Fries & Associates
Chance Construction Co.
Eckinger Construction Company
E.C. Provini Co., Inc.
Elder-Jones, Inc.
Herman/Stewart Construction
Lehto Construction, Inc.
Marco Contractors, Inc.
PWI Construction, Inc.
RCC Associates, Inc.
Retail Construction Services, Inc.
Royal Seal Construction, Inc.
Russco, Inc.
Schimenti Construction Co.
Tuscan Builders Corp.
Weekes Construction, 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
AOI Of Des Moines Inc.	Jerry D. Frost	(515) 986-3848	IA	jfrost@aoidesmoines.com	2000
Bay Planning Co., Inc.	Frank Amonte	(781) 331-4000	MA	famonte@bayplanning.com	1990
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) 394-0722	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
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
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 Builders, Inc.	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
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
Mackenzie Design & Construction	Daniel Keck	(908) 850-1006	NJ	dkeck@mackenziecompanies.com	2003
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
Mycon General Contractors, Inc.	Dana Walters	(972) 529-2444	TX	dwalters@mycon.com	1992
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
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
R.E. Crawford Construction	Tom Churchick	(724) 274-5000	PA	tomchurchick@recrawford.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
Ryan Construction, Inc.	Richard Shields	(508) 668-6788	MA	rshields@ryanconstruction.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
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-Spinner	Hugh McCoy	(251) 471-5189	AL	hugh.mccoy@white-spinner.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

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

We hope to grow stronger in our membership in 2005. We will focus on mailing brochures and information to retail contractors that meet our qualifications. Our new association with Potomac Management Resources will encourage an emphasis on membership growth.

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

The RCA Board of Directors is pleased to announce the outcome of the recent election.

RCA members have voted and the Board will install three new board members at the July 2005 board meeting. The Board of Directors will be welcoming Mike Kolakowski, Konover Construction Corporation (serving a second term); Kent Moon, Lakeview Construction, Inc.; and Chandler Weekes, Weekes Construction, Inc.

RCA board members serve four-year terms. Those elected this year will serve from June of 2005 through May of 2009.

Meet Your Board of Directors

Kenneth T. Sharkey

President, Commercial Contractors, Inc.



Growing up with a grandfather who owned a marine construction and towing business that had most immediate family members working in some capacity during the summer months and weekends set the stage for Kenneth T. Sharkey.

Although Ken has been working in the construction business for most of his life, his official entry into construction was in 1975 through a cooperative education program for a Michigan bridge builder. His specialty was welding and pile driving.

It wasn't until early in 1979 that Ken entered into the specialty retail arena. He held positions ranging from carpenter to construction manager for a nationally recognized specialty retail contractor from January 1979 through July 1985. However, it was July 29, 1985 that marked the day Commercial Contractors, Inc. was founded by Ken. Since that time, Commercial Contractors, Inc. has grown into a recognized leader in specialty retail construction. Ken is a qualifier in 43 of the 44 states in which Commercial Contractors, Inc. conducts business.

Commercial Contractors, Inc. was founded on Ken's strong belief in employee growth and family values. These concepts have been the pillars of Commercial Contractors, Inc. for over 16 years, and are actively supported by their employees. Family is so important to Commercial Contractors, Inc. that if you look around you can find both Ken's wife, Sandy, and his son, Ken, working for the company. Even Ken's daughter, Lori, can be found there in her time off from school.

Commercial Contractors, Inc. was a founding member of RCA. Ken was elected to the RCA Board of Directors in 2004 and is serving as chair of the conferences and trade show committee.

Ken's personal interests involve traveling with Sandy in their motor home, riding their Harley Davidson, scuba diving and camping with friends. He is a strong supporter of his son's career development and his daughter's pursuit of a degree in education. His community involvement revolves around activities designed to assist high school aged children: they include sports boosters and troubled youth programs.

Education Report

Mike Kolakowski, Konover Construction

RCA is getting ready to launch new Education Programs in 2005. It is the Education Committee's plan to have two new classes developed in addition to existing programs which were designed and implemented in 2004.

The Education Committee will begin advertising for prospective attendees in the spring for classes that will run between May 2005 and December 2005. The classes will be geared to advanced Project Management and advanced Superintendent training. The focus will be:

Project Management

1. Owner Contracts (preparation/negotiation)

2. Subcontractor agreements (preparation, scopes, boiler plate etc.)
3. Client Communication (best practices)
4. Time management skills.

Superintendent Training

1. Leadership on the Job
2. Planning and Scheduling (overall and look ahead schedules)
3. Job site submittals
4. Documentation at the job site.

We anticipate that all classes will be held in Regional locations, to minimize travel expenses. Stay tuned--we look forward to everyone's participation.

Meet Your Advisory Board

Thomas Horwitz Senior Vice President and Partner,
FRCH Design Worldwide



With 25 years of industry experience, the last 13 years with FRCH Design Worldwide, Tom Horwitz's knowledge of the retail industry is invaluable. His knowledge of hotel

and restaurant operations began as a member of the in-house design and construction team at the hotel management company of Winegardner & Hammons. While there, Tom developed successful prototype designs for Radisson Hotels, Holiday Inn and Homewood Suites, providing complete interior and architectural packages.

Currently, Tom leads the FRCH's Hospitality and Restaurant Studio. This position requires an array of service, from brand consulting and image position, to the creative and technical disciplines of planning, design, graphic communications and architecture. Tom draws on his expertise in planning, design, construction documentation and project management to develop processes at FRCH that ensure work is on-time, on-budget, and on-target with client positioning, design and business growth objectives. He also directs individual client relationships ranging from development of prototype designs and flagship locations to volume rollout implementation nationally and internationally.

Tom holds a Bachelor of Science in Architecture and a Bachelor of Science in Interior Design from the University of Cincinnati. His professional experience includes a diverse range of retail, brand, and leisure entertainment companies; his professional affiliations include the SPECS Advisory Board and the Retail Contractors Association Advisory Board.

Tom is an active participant in the RCA Annual Meeting, where he is most often a speaker. Tom's presentations typically address issues that are likely to impact the general contractor community in the near future, and the opportunities that they represent. When retailers ask FRCH for recommendations regarding general contractors, FRCH is quick to respond with an RCA list of names, often making recommendations based on the geography of the project, or the client, always with a referral to the RCA website for a complete members listing. FRCH has made numerous introductions and has collaborated with RCA contractors on projects for Cingular, Coldwater Creek, Disney, Lerner, Kinko's, Chico's, Tiffany's, Linens-n-Things, Foxwoods Resort Casino, and Golden Coral Buffet & Grill.

The relationship between RCA and FRCH is reciprocal; not only does FRCH recommend RCA contractors to retailers, but RCA members have been known to recommend FRCH as a design firm or an architectural firm with retail expertise. The RCA and FRCH association has been rewarding and mutually beneficial since 1999.

Advertising Report

Gene Colley, Royal Seal Construction

In 2005, we are anticipating more roundtable discussions focused on advertising to give RCA members a forum to speak their minds. We are encouraging all companies to participate. If you are interested in getting involved email Gene Colley, Royal Seal Construction, at gene@royalseal.com. This is a great way for interested members to see how our organization believes in "Excellence in Retail Construction."

Retail Construction Magazine, Chain Store Age, Retail Traffic, and Shopping Center

Business continue to provide space for RCA ads. We appreciate their ongoing generosity. Please thank these publications by considering them in your advertising budgets.

The advertising committee would like to mention that Art Rectenwald, Rectenwald Brothers Construction, Inc., art@rectenwald.com, will be taking over chairmanship of the committee. Also assisting with the roundtables will be Mary McCormick, mmccormick@buildgroup.com, of Management Resource Systems, Inc.

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

Safety Program

Frank Trainor, Commonwealth Building, Inc.

With all the crazy stuff that is going on in this fragile world of ours, it is hard sometimes to focus on the everyday trivial things. As we know, life goes on and our industry still demands our full attention in every facet of it. The Safety Committee has decided (with the Board's approval) to stop and take some time to focus on the RCA Safety Program.

To begin the year, we have acquired some fresh new talent on our committee. Matt Pichette, owner of Russco, Inc. and recently elected as a new Board Member, has joined the Safety Committee. Our goals for the first quarter include reviewing and updating all safety materials, as well as including a few new items. This Safety Program is a huge asset, which is the reason it is limited to the use of RCA members only.

Our present safety materials include:

- A Safety CD that stores our entire program and can be altered to fit any type of member company
- Our new yellow designer jacket cover with laminated safety rules and a full set of division tabs

- A complete Substance Abuse CD with various programs to fit any desired level of enforcement
- Signature safety stickers and safety posters.

All this offered at a mere pittance of their worth.

A reminder: It is time again for all companies to post their OSHA 300 form; OSHA log 300A; and OSHA 301 Incident Report. The new annual posting periods have changed; they are now February 1 to April 30. For more information regarding OSHA forms visit www.osha.gov, Record Keeping, OSHA 300 form.

Revised Safety Publications Order Process

1. E-mail your order to ashea@combuild.com or call Addy Shea at CBI: 617-770-0050
2. The complete order will be calculated (including shipping) and the total cost will be e-mailed back to you.
3. A check for that amount should be made payable to and mailed to RCA.
4. All materials will be sent out upon receipt of the check.

Both manuals include: divider tabs, laminated Safety Rules and MSDS sheets. Shell Manuals (Insert your own text using CD program) are \$25.00 each. Complete Manuals (generic text--needs your company information) are \$35.00 each. Replacement CDs are \$10.00 each. Laminated posters (includes Federal minimum wage only) are \$5.00 each.

