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

DIRECTORS

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

What Does a Retail Customer Look for in a General Contractor?

Scott Moline, Director of Construction Operations, Limited Brands

When the RCA asked me as one of the association's newest Advisory Board Members to provide an article for this issue of the newsletter regarding what we look for in a GC at Limited Brands, I immediately thought of Scott Moline. Scott is Director of Construction Operations here at Limited Brands and is intimately involved in helping us develop our contractor base and improve the communications with and performance of our general contractors. The article that follows really illustrates well those values that are so important to a successful relationship and why we support the RCA in its efforts to improve the general contractor community. I hope you find it helpful!

Ed Kunzelman
Director of Construction, Limited Brands

While different organizations may highlight different skills or qualifications for a GC, there are five common areas that can greatly affect your relationship with your customers:

- ◆ Relationship Built on Trust
- ◆ Communication
- ◆ Cost Management
- ◆ Schedule Management
- ◆ Workmanship/Quality

Relationship Built on Trust

Developing a strong relationship with your customer based on trust, honesty, and a commitment to common goals is paramount. These relationships do not instantly occur, but are built on individual projects and interactions between your staff, superintendents, project managers and every member of the customer's team. Understanding their goals and values may give you insight into the appropriate members of your team to assign to that customer.

The customer's leadership team is generally looking for GC's that they can trust, that will follow through on commitments, and in this day of ever tightening financial requirements such as Sarbanes-Oxley, will consistently conduct business in an ethical manner and maintain all necessary records.

Communication

Personal relationships are built on open and honest communication. The same holds true for relationships with GC's - no customer likes bad news, but surprising the customer with cost overruns, project delays, or failure to meet agreed on delivery dates is worse.

Providing timely communication on issues and concerns is highly respected. GC's that provide input on potential solutions add significant value to their customers.

Cost Management

Notice that this is not necessarily consistently lowering costs. Instead, it is helping the customer manage the construction budget. If change orders, site conditions, or any of the thousand challenges you face are driving costs upwards, it is helping the customer understand and work through the issue.

Another phrase is cost predictability. You have built enough trust with the customer that they know you will deliver the project on budget or if there are increases, it will not be a surprise to the project manager or the leadership team.

Schedule Management

Schedules are always a concern for the customer - there is always a driver behind the schedule - advertising that is already printed with the store opening date, meeting the mall grand opening date, executives coming in

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

EDUCATION

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

MARKETING/ADVERTISING

Art Rectenwald
724-772-8282
art@rectenwald.com

MEMBER BENEFITS

Mike Adams
713-952-8800
mikea@tuscanbuilders.com

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@russoinc.com

SCHOLARSHIP

Tom Ekingner
330-453-2566
tome@ekingner.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 is that time again ... Membership renewal time! By now, each of you should have received and submitted your annual membership renewal package. If you did not receive it, please contact us at once and we will gladly send you another. It is critical that you submit a complete renewal form and annual dues payment prior to the renewal deadline. The Board has directed staff to remove any companies not submitting a complete renewal from our membership roll, including the website, media advertising, and the Association newsletter. Further, anyone not renewing in a timely manner will be required to reapply as a new member, submitting required references, etc. and requiring approval by the Board at its next scheduled meeting before reappointment. Don't be left behind; your membership gives you access to great RCA benefits like our education program and the new Quality Assurance program, currently in development!

Speaking of our education program, now is the time to be planning to take advantage of the great superintendent and project manager training especially developed for the retail construction industry by our Education Committee, headed up by Mike Kolakowski of Konover Construction. I can speak from the personal experience we have had at Westwood Contractors in utilizing this program for the last several years: it is great! Our instructor, Jack Sims, does a great job of making the curriculum entertaining and the group dialogue that ensues from these courses has been a great team building exchange. The best part of all is that RCA will bring the program to you! Contact our staff now to get more information and reserve your training session before all of the desirable 'down time' dates are committed.

We continue to receive feedback from the membership that a critical responsibility of the Association is to ensure that RCA members are really the 'best of the best' and that your membership truly distinguishes your firm from 'the other guys.' One of the greatest values of your membership is that retailers consider the RCA their best source for pre-qualified contractors who are trustworthy, financially stable, and deliver top quality on a consistent basis. Toward that end, we have formed an ad hoc committee to develop a Quality Assurance program for the Association. We are currently working with our Advisory Board members to develop a Quality Assurance/Customer Satisfaction program for members to use in assuring the highest levels of service to their clientele. Watch for more information about this



Robert D. Benda
Westwood Contractors,
RCA President

exciting new program, which will help further to differentiate you, as an RCA member, from your competition.

As always, we would love to hear from you on any matters where you would like to see further RCA involvement. I encourage making full use of the opportunity to network with your Association colleagues about challenges or issues you may face in your business. The power of this resource can be invaluable! May all of your projects end on time, under budget, and with no punch list!

CenterBuild Update

Your RCA representative, Gene Colley, is deep into the CenterBuild process. Gene sits on the Roundtable Facilitator Committee and works as a liaison between the RCA and CenterBuild to coordinate roundtable leaders from our ranks to facilitate lunch and breakfast sessions. Sixteen RCA members will lead roundtables this year. Thanks to everyone who volunteered and then followed through! This provides a great opportunity for retailers and developers to see the quality of the organizations in the RCA.

Gene is also the co-chair of the Concurrent Sessions portion of the CenterBuild program. There are two concurrent sessions with 400-600 attendees each. Gene's session is called 'Extreme Makeover, Shopping Center Addition' (or something to that effect in case of copyright laws). He is writing a storyboard and script to be used in making a 30-minute video that is a tongue-in-cheek version of a shopping center renovation. This will be followed by a real team that actually did the project. The process is progressing well; they have a great developer and team working on it.

It is our hope that everyone can attend CenterBuild and take advantage of the relaxed atmosphere. Centerbuild is an educational and informational conference. Many RCA members have developed good relationships at CenterBuild over the years.

RCA Announces 2005 Education Program

The RCA Education Committee has launched the 2005 Education Program, which will include technical skills training and an expanded management skills program. One- and two-day seminars will provide training for project managers, superintendents, and office support personnel. Our trainer is Jack Sims, a past president of the RCA and President of P.D.M.S., Inc.

Educational training is a great benefit for your company and your employees. Past RCA training has provided positive results for participating member companies. Let RCA assist you with your training needs!

The one-day training seminar will cover Technical Skills, including the construction cycle of a retail store. The curriculum is a detailed look at every step in the process with an emphasis on project manager and superintendent responsibilities.

Two-day seminars will include a module on the Management Skills that are essential for project managers, superintendents, and support staff. The curriculum will

address skills such as risk management, communication, negotiation, leadership and time management. The instructor will explore the application of these skills in retail construction.

Seminars will be scheduled at regional locations for member companies or hosted by a member company. The host has the option to include other member companies and/or has the ability to customize the curriculum to meet their specific company needs. Training can be scheduled between July 10, 2005 and December 31, 2005 on a first come-first served basis for host companies.

Cost for the training is \$300 per person for one day and \$450 per person for two days. Special pricing is available for host companies. Payment is due four weeks prior to the seminar date. If you are interested in hosting or attending a class, please contact the RCA office at 800-847-5085 or info@retailcontractors.org.

What Does a Retail Customer Look for in a General Contractor?

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from out of town, opening before the holiday rush. Knowing the driver behind the schedule push is always a benefit. The customer appreciates knowing you are on the team.

Just like cost predictability, schedule predictability is paramount. When a firm construction completion date is set, customers will gravitate towards those GC's and their staffs that they know will deliver on time and can work through the normal adversity that makes up retail construction.

Workmanship/Quality

Customers look for GC's that deliver a quality product. No project manager appreciates the surprise when the store manager, district manager, or his or her boss visits the nearly completed project and has a long list of issues and deficiencies. Understanding the customer's expectations up front is critical.

In terms of trust, if there is a punch list used by the PM or the PM's supervisor, seeing if you can get a copy of it and pre-punch the store is a fast way of developing trust and partnership. That does not mean a perfect store with no punch-list items, but highlighting issues and areas that you will address is a fast way to develop trust and partnership with your customer.

Most experienced customers know that issues and opportunities will arise on every construction project. They are looking for a company that will address these issues efficiently, escalate those that need additional review, and realize that relationships are built one project at a time.

2005 RCA SCHOLARSHIP RECIPIENTS

Congratulations to the students who received scholarships from the RCA this past year. Many thanks to our member companies who made contributions that enabled the RCA to recognize the achievements of these students and assist them in their studies in the field of construction.

University of Florida
Daniel R. Boda

Roger Williams
University
Daniel Cook

Bowling Green State
University
Timothy Sabo

Pratt Institute
Bethsaida Rios

Michigan State
University
Justin Watteny

Northern Arizona
Kelly Branch

University of Nebraska
Mitch Jahn

University of
Washington
Jeffery S. Halverson

Cal Poly SLO
Kristen M. Jobe

Purdue University
Lawrence Jarad Laub III

Kansas State University
John Bolin

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) 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 |
| 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 |
| 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 |
| 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 |
| 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 |

Now is the time to renew your RCA membership.

Renewal will provide you: educational opportunities; access to the RCA safety manual; member rates at RCA events; member benefits program; regional programs; a new RCA website; incomparable networking opportunities; and high-level contact with retailers.

An RCA 2005-2006 Membership list will be sent to retailers and published on the RCA website on July 1, 2005. If your application has not been received, your company information will not be included on these important lists.

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

EDUCATION

Mike Kolakowski, Konover Construction Corporation

The RCA Education Committee is pleased to announce that preparations for the 2005 training program are complete. The 2005 program includes all the technical skill training from the 2004 program and an expanded management skills program. The format has been altered to offer one- or two-day training options at regional or host company locations. If you are interested in hosting or attending a class, please contact the RCA office at 800-847-5085 or info@retailcontractors.org.

MARKETING/COMMUNICATIONS

Art Rectenwald, Rectenwald Brothers Construction, Inc.

On behalf of the RCA, the Marketing/Communications Committee would like to take this opportunity to thank Gene Colley and Jennifer Woods of Royal Seal Construction for all their hard work and leadership with marketing and promoting our Association. The committee will endeavor to build upon their accomplishments and continue their efforts to bring the RCA greater visibility in the industry.

In addition, we would also like to extend a big thanks to the members who have volunteered to participate in the Marketing/Communications Committee: Allison Sloan of Hanlin Rainaldi Construction Corp., George Gledson of GC Builders, Inc., Gina Nann of Scorpio Construction, Inc., Jerry Rectenwald of Rectenwald Brothers Construction, Inc., and Joe Rotondo of Schimenti Construction, Inc. If you are interested in participating, please contact Art Rectenwald directly.

The committee has been discussing creative ideas as well as mapping out our immediate plans. One hot topic is the development of a new RCA website. While the current site has served RCA well, the Board has asked for proposals for a completely new site. The committee believes a new look will enhance the RCA image and new features will make the site more useful and appealing for members and retailers.

As always, the committee is open to your suggestions. Please email your ideas to art@rectenwald.com.

MEMBER BENEFITS

**Mike Adams, Tuscan Builders Corporation
Carl Hardy, Tri-North Builders, Inc.**

The original intent of the Member Benefit Program was to solicit a group of common source vendors, such as car rental companies, airlines, national chain lumber/construction material companies, hotels and motel chains, and the like, and use the collective power of the RCA to negotiate a discount or be part of a points membership program. RCA members as a group would then commit to using the services of these companies.

The Members Benefit concept is very viable and can produce very satisfactory benefits for the RCA as a group. After consulting with other RCA Board members and industry professionals, the program is beginning to evolve into more of a benefits and vendors resource list.

The possible benefits are considerable and worth pursuing. One intriguing aspect is that we could charge an advertising fee from some of these vendors and create a revenue source for the RCA. This program is still in early stages, but it is headed in the right direction.

Current benefits include: Hertz Member Savings Program; Plan Express; Viking Office Products; Total Choice Communications; Best Western Motels; Proforma Onestop; and Southwest Airlines. Refer to the RCA website (www.retailcontractors.org) for details on the benefits and how to take advantage of them.

MEMBERSHIP

Dan De Jager, De Jager Construction, Inc.

The RCA has been busy sending out information packets to prospective members. Year to date, 93 packets have been sent to contractors from leads that have been received from various sources. Two new members have been added to our ranks this year and two other prospective members are in the review process. The folks at Potomac Management Resources have been a great help with this process. If you see someone you believe would be candidate for the RCA, please e-mail us the contact information at info@retailcontractors.org.

Meet Your Board of Directors

Matthew Schimenti

President, Schimenti Construction Company, LLC



Matthew was born in Long Island, NY, to a family that, for two generations, has been involved in the design and construction industry. Matthew himself began working in the industry at age 15 as a laborer in and around New York City.

After graduating from American International College with a degree in Marketing and Finance, Matthew joined his father's company, AMD Construction Corporation. He spent the next 10 years at AMD Construction Corporation acquiring knowledge in all facets of the industry. He

held a number of increasingly demanding positions, including Journeyman, Superintendent, Estimator, Project Manager, and Vice President.

In early 1994, Matthew founded Schimenti Construction Company. From the beginning, he steered the company towards retail construction in the Northeast. He firmly believes that customer relationships and providing superior customer service are two vital components for an organization's continued success and growth. Since 1994, Schimenti has consistently posted double digit growth and has steadily increased its loyal customer base.

Matthew been a member of the RCA Board since 2003 and currently holds the position of Secretary/Treasurer. In his off time, he is actively involved in youth sports and is a volunteer coach for travel youth hockey and soccer athletic programs. He resides in Ridgefield, CT, with his 9-year-old son, Matthew Christopher, and, when time permits, enjoys hockey, golf and traveling.

Committee Updates

continued from previous page

SAFETY PROGRAM

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

By the time this ink dries, the review of the Safety Program will be in the final stages. With additional insight from Jay Saterbak (Elder - Jones) and Shannon Hamilton (Scorpio Const.) the committee now encompasses a much greater depth. We welcome their dedication and commitment to improve the RCA's existing program.

Facts and figures seem to attract the attention of the RCA; safety is no different. In the construction category, #1542, there were over 2,000 inspections last year, which produced over 6,000 citations at a whopping cost of approximately \$4,000,000. There are 114 standard citation areas in this classification section and the top 10 paid over \$2,000,000 in penalties. No matter how hard a company tries, fines like these are hard to fit into a budget.

The top 10 citations were:

- ◆ Scaffolding
- ◆ Fall Protection Scope
- ◆ Electrical Wiring Methods
- ◆ Electrical Design & Protection
- ◆ Ladders
- ◆ Fall Protection Systems
- ◆ General Safety & Health Provisions
- ◆ Lead
- ◆ Manually Propelled Ladder
- ◆ Hazard Communication

It has also been proven in facts and figures that one of the biggest assets lies in our people - **be safe.**

Any suggestions or comments please e-mail Frank Trainor at frankt@combuild.com.

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 February meeting:

- ♦ Mark Corna, Corna/Kokosing Construction Company, Westerville, OH
- ♦ Joseph Holbrook, Prodigy Construction Management, Ltd., Gahanna, OH

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.

The RCA hopes to grow its membership in 2005. We will focus on mailing brochures and information to retail contractors that meet our qualifications. If you would like to refer company for membership, please forward its contact information to the RCA office, info@retailcontractors.org or 800-847-5085.

Safety Publications Order Process

1. E-mail your order to ashea@combuild.com or call Addy Shea at Commonwealth Building, Inc.: 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, 717 Princess Street, Alexandria, VA 22314.
4. All materials will be sent out upon receipt payment.

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.

717 Princess Street
Alexandria, VA 22314

