



Message From the President

As a construction professional and remodeling specialist, I have witnessed tremendous change in our industry since the late 1980's. One of the great challenges facing us today is the public perception that remodelers are unqualified, uneducated, and lacking in professionalism. It's not unusual to run into a friend or acquaintance and hear the same old story about a project gone badly, always costing twice as much and taking twice as long. I've heard that far too often.

Almost anyone can call themselves a remodeler. Unfortunately, the lack of an educated, young workforce has allowed the inexperienced this access. Attracting younger people to the industry has been an ongoing concern for many years. Fewer college graduates are entering the trades. That leaves a growing labor pool composed of (potentially) illegal workers to pick up the slack. There are other realities, however, that make me very optimistic about the industry's future.

The most recent recession has had a profound and sweeping effect in the construction industry. Attrition has taken a toll in our business the likes of which haven't been seen in a very long time. Those who have weathered the storm have had to adapt to the changing climate and reinvent themselves. The fundamental way in which business is conducted has been examined, dissected, and retooled to align to the changing marketplace. Education and training are at the forefront of that change. There is an unparalleled air of collaboration that exists today. Strategic alliances are being forged in the trenches by yesterday's competitors to allow today's businessmen to be in a position to be tomorrow's leaders.

What is an expert? That is a subject whose interpretation can mean different things to different people. Hands-on experience and longevity in a very competitive environment would be a good start. The true measure of a company in the construction industry, however, lies in what their customers, suppliers, and subcontractors say about them. Ours say we exceed their expectations.

We are a vibrant and passionate group who are proud to earn our living in this business. We are dedicated, professional, and committed to restoring the trades to the level of respect and admiration that they once held.

Optimistically yours,

Mike