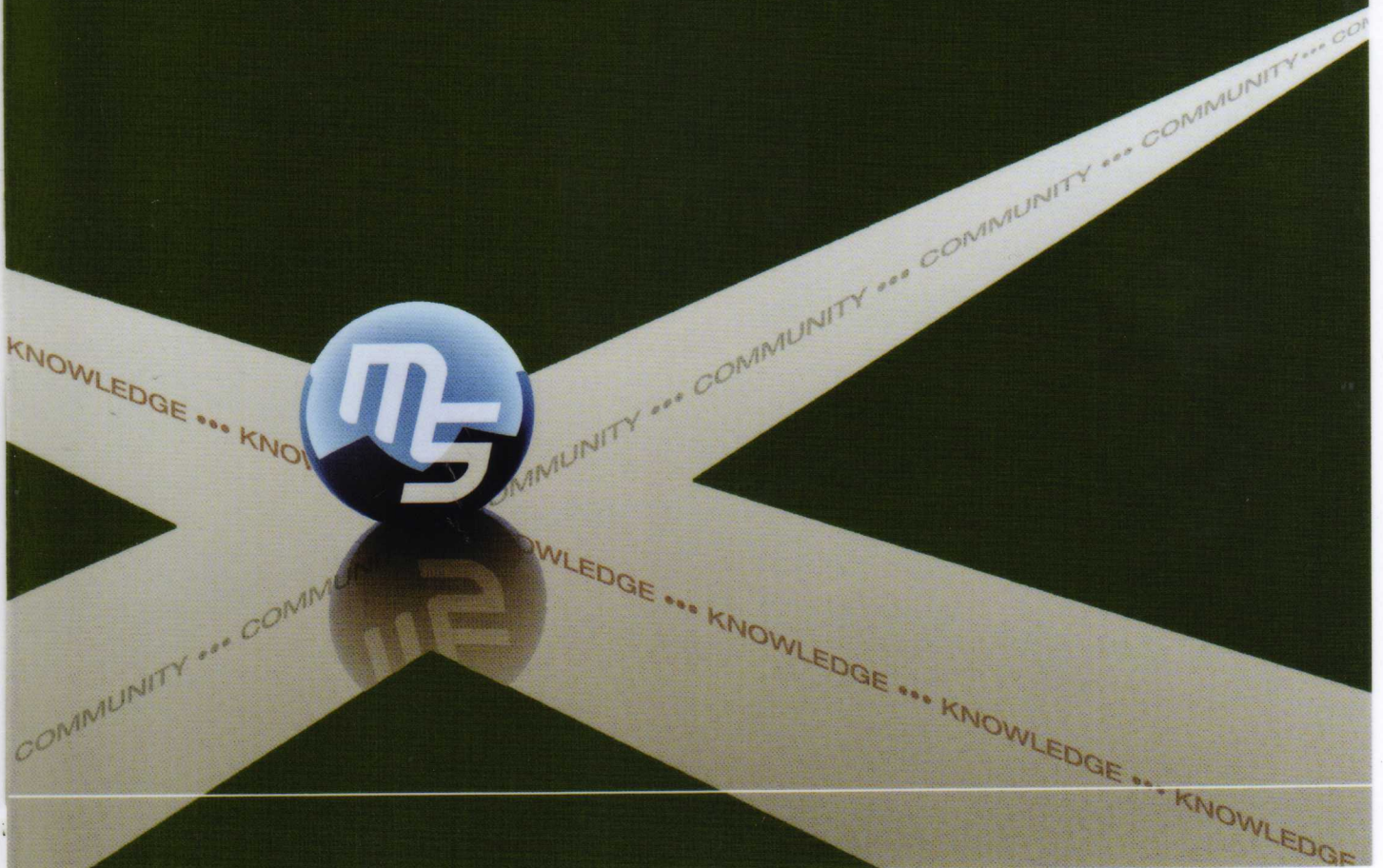


An Industry Collaborative Publication

SPRING 2009

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TIME



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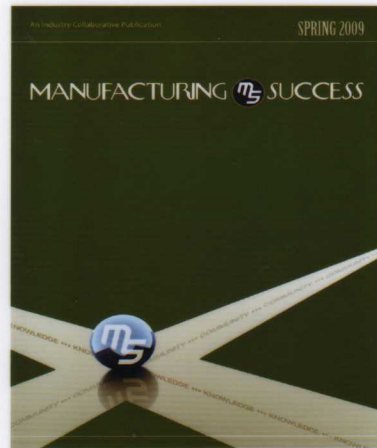


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Building On Success.



*The Success Story behind the Closing of
Olson General Contractors and the
Future of Construction Results Corporation*



"My real plan was to retire about two years from now" said Robert "Bob" Olson, president and third generation owner of 100 year old Olson General Contractors, Inc. (OGC). "However, after taking a look at the economic cycle I decided it was time to go fishing." Bob has earned the respect of many in the manufacturing industry. Bob and OGC Project Coordinator Ed Sorgatz, have made it their business to gain a layman's understanding of manufacturing and the unique construction needs of the manufacturing industry.

As he looks at the end of his career, Bob wishes OGC could have ended on a more positive note but shrugs his shoulders a bit and says, "That's business." Bob believes that you cannot control everything that touches your life; you can only control how you react and what direction you are going to head next. "Bob is a man of character, never sacrificing his integrity for business gain," said Ed. "That is the reason I am proud to have worked for him for so many years."

Bob's retirement meant completing jobs in progress and then spending more time with wood-working, Corvette restorations and other retirement interests. But for Ed Sorgatz, it posed a question of where to continue his career. That question was answered in part the same day that Bob announced his retirement. A chance meeting with the project architect for one of Ed's projects led to Ed's introduction to Mark Snyder, President of Construction Results Corporation.

From the outset, Ed could see that Mark had the same commitment to integrity that he appreciated so much in Bob and OGC. With that strong foundation of business practices and CRC's existing base of experience in industrial work, it was an easy decision for Ed to accept the position offered by Mark with CRC. And Ed sensed opportunity for all involved: OGC, CRC, as well as himself. At a meeting between Bob and Mark it was obvious that there was potential for synergy between the two companies and opportunities for each to assist the other in achieving their goals for the future.



An agreement was struck. CRC received the OGC client list including all the related plans and records. CRC is now in a position to assist any OGC customer requiring construction services in the years to come. Bob was relieved that his customers would be well taken care of. And Ed joked that now Bob's fishing trips will not be interrupted with cell phone calls.

"We are proud to be known as a hard working company," said Mark. "We have always set the bar high for our company but it is even higher now. OGC was in business for 100 years and we are dedicated to continuing our shared belief in being the best."

One of the first action items for Mark and Ed was to expand their connection with the manufacturing industry. They followed in OGC's footsteps and joined manufacturing-related associations. "To serve an industry you must know the people and speak the language," Ed remarked. "Though we will never understand every intricacy of today's complex manufacturing businesses, we feel we can better serve our customers when we remain as current as possible on industry trends and meet as many of the industry leaders as possible."

CRC is committed to being a favored construction contractor within the manufacturing industry. However this is much more than a lofty goal. They understand what it will take to achieve the status of being the "go-to" company. They realize the importance of understanding the big and small construction needs of all manufacturers. They know that they must provide better service, better solutions – and the necessity of achieving the complete satisfaction of each and every client.

CRC strives to distinguish itself from its competitors by being very good listeners. Mark stated "It is CRC's goal to not just *hear* our clients... but to make every effort to *listen* to them as well. By making a concerted effort to carefully listen we can better understand the important points and details that are being communicated. Only then will we be assured of delivering exactly what our clients want."

Mark, a Structural Civil Engineer, has experience building bridges as well as buildings. He feels strongly that input from an experienced contractor during design is invaluable in seeking least-cost solutions to all construction projects, large or small. "The term design/build is thrown about rather loosely in our industry today" Mark stated, "but we make a conscious effort to integrate both our training and practical experience with formal design whenever we can. We feel strongly that this approach consistently leads to cost-effective solutions and delivers the most bang for our clients buck."

Time saved can be as valuable as dollars saved. A new web-based tool created by CRC's "outside the box" thinking is the **MyEstimate** link now available on the company's website, www.ConstructionResults.com. "Companies simply provide a brief description of the construction work they need done and we send them a preliminary estimate," stated Mark. "**MyEstimate** is a simple, time-saving tool for the busy manager who wants a rough estimate to add a door, move a wall, or remodel an office. The client can put in as much (or as little) information as they wish and we reply quickly with a preliminary estimate. This web-based tool can be used for all types of construction work, for projects large and small."

UMC president Don Tomann, a customer of both OGC and more recently CRC, says it best when referring to his requirements of vendors, "I am going to expect the same from them that our customers expect of us – perfection!"

Construction Results Corporation is committed to striving for perfection and is making a strong case to be a "contractor of choice" for our industry. They know manufacturing. They know how to build. They know the importance of integrity. That is why their logo proudly reads "Trusted Commercial and Industrial Contractor."

