



SHRADER & MARTINEZ
CONSTRUCTION USA, LLC

Construction Communicator

WINTER 2022



President's Corner

CHALLENGES AND OPPORTUNITIES

Another year has come and gone, a year that was not dominated by Covid-19, but still impacted greatly. As a company, most everything was back to normal, superintendents busy and traveling around the country completing projects, and office staff fully back in the office. We have been able to meet in person, which I fully believe makes us better as individuals and as a team. We were able to host a company golf outing in early summer plus several parties at the office, taking advantage of the beautiful Sedona weather and our private patio. Everyone seems to particularly enjoy the spontaneous cookouts, oftentimes thanks to Travis and the new backyard smoker. There is a definite camaraderie that can't be replaced by Zoom meetings and Teams calls, and nothing is better than enjoying great food together!

New challenges arose, as they always do, but we worked as a team to manage those challenges. Supply chain issues began

affecting a substantial number of our projects. Long lead times and schedule disruptions have become normal industrywide. Shrader & Martinez (SMC) is fortunate to have a strong core of clients that work with us as partners in solving issues such as these. We also relied on our superintendents to be even better problem solvers in the field and on our project teams to coordinate the everchanging schedules. I'm proud of the way everyone has handled these ongoing issues.

We have continued to build for the future, in our staffing, in our use of technology, and in the way we manage our projects. We have become leaner and more flexible over the past couple of years, and we are in a great position to handle our anticipated growth. Our growth is driven primarily by performing at a high level for our current clients, leading to referrals within client organizations; we believe that everyone at SMC has a role in business development. Several new clients partnered with us during 2021, and many of these clients have taken advantage of the services offered by Remodel, Repair and Maintenance (RRAM) Services. RRAM, which is a division of SMC, performs anything from basic repairs, to preventive maintenance services, to remodeling rollouts. Employees of SMC and RRAM

have embraced collaboration as a means to best serve our clients, matching our specific areas of expertise to the tasks at hand.

I have been at SMC for nearly four years, and I have enjoyed leading a talented group of professionals during this time. Many employees have seamlessly added responsibilities as opportunities have arisen.

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WHO WE ARE

Shrader & Martinez Construction "SMC" was founded in 1986 by industry experts Ronald Martinez and Scott Shrader. Headquartered in Sedona, Arizona, SMC specializes in nationwide commercial tenant improvements and ground-up construction for retail, food service, showrooms, and a range of commercial environments. RRAM Services, a department of SMC, is a nationwide remodel, repair, and maintenance company. With 24/7 services and a single point of contact, RRAM provides local, qualified vendors for services ranging from a single repair to full remodels for retail, restaurants, warehouses, and offices.



Performance. Innovation. Partnership.

PRESIDENT'S CORNER, CONT.

Each person here plays an important role, and we truly appreciate the efforts and value the opinions of all. I do miss Minnesota at times, though, especially seeing the people I've worked with at Elder-Jones over the past 22 years. However, in all honesty, I don't miss the -20F temperatures! SMC and Sedona have been a great fit for me, and I look forward to many more years of working with a great group of people.

Dennis Hill
President

Project Feature: International Market Centers, Las Vegas

While digging into the history of SMC, before Elder-Jones acquired the company, there is a long list of projects at International Market Centers (IMC) in Las Vegas, spanning the years of 2008-2017. Some of the current project managers in the office were working in the field at that time and have recalled how hectic things would get when it was "market time." We even have a husband/wife team (Curt & Cathy Garner) who both work in the office and met at IMC back in the day. Listening to the stories, the impossible projects, and the all-nighters that were required, it sounded like a great place to get our foot back in the door to see if we can grow our business.

In March of 2021, we met with IMC to discuss some of the changes that have happened at SMC recently and to indicate our level of interest in becoming a qualified general contractor to work there again. We were hoping to get in to test the waters with the upcoming winter market, that was coming in January of 2022. There were multiple trips to Las Vegas and many meetings on-site to become acclimated to the property, discuss some of the processes, and attempt to learn as much as we could before winter of 2022 arrived. SMC was given three test projects to

complimentary bid, for IMC to compare and review how our proposals would stack up against the other two general contractors currently performing work on-site. By mid-summer, we moved from sample bidding to bidding projects that were early in the queue for winter market. The standard IMC three-day bid solicitation to proposal submittal was something new that SMC had to adjust to. Committing to a price based on a small two- to three page design drawing was another piece of culture shock we were required to acclimate to. But by the time fall arrived, we were being notified that our pricing structure was looking good on some of the projects. After bidding 40-50 projects,

SMC was awarded seven projects total. Upon being awarded, things immediately became fast and furious! This was taking place over the holidays and half of

the projects SMC was awarded fell into the "not enough time to finish category."

IMC Executive Management reached out to SMC to see if any sort of a plan could be put together for the three projects that did not receive signed and sealed drawings for permitting until 11 days before their planned completion date. Working ahead on demolition, framing, and rough electrical could only get us so far and we were stuck again until the permits were issued three days before the planned completion date. Our rough framing and electrical inspections passed the next day, and for the next 68 hours we raced against the clock and were able

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Hooker Furnishings demolition



Hooker Furnishings painting

The Holiday Season at SMC and RRAM

The holidays at SMC and RRAM bring a mix of philanthropy and celebration. Every year we make it a priority to give back to our community, with the hope that we can brighten the holiday season for others.

Before Thanksgiving we hosted a food drive and collected food for the Old Town Mission in Cottonwood, Arizona.



Food donations collected for the Old Town Mission

For Christmas this year we donated to the Adopt-a-Grandparent program. We picked four grandparents from the Angels Care Home Health giving tree. The gifts went to two men and two women in Cottonwood. Beanies, warm blankets, gloves, and large print crossword puzzles were top hits. This is the eighth year of the program and one we



Angels Care Home Health Adopt-A-Grandparent tree

hope to participate in again in the future.

The RRAM Services lobby was decorated to the hilt, as always! Many thanks to Sylvia and Troy Coke for the work; it looked amazing and brought the holiday spirit to our offices.

At the office this year, we had an ugly sweater contest, a white elephant gift exchange, a gingerbread house decorating contest, and a fantastic lunch including grilled ham and smoked turkey (thanks to Travis Yorek)!

As it happens every year, the white elephant gift exchange got a little crazy with all the stealing of the most wanted gifts!

Justin and Sara Elder were able to join us for the afternoon which was awesome! The ugly sweater contest brought out some fun (and ugly) sweaters! We will definitely continue this tradition next year. We hope everyone had a joyful holiday season!



RRAM Services lobby



White elephant gift opening



Sierra Benson's winning gingerbread house!



Dennis Hill and Kathy Kelly, 2nd and 3rd place ugly sweater contest winners!

Get to Know SMC & RRAM

We think it is important to know who you're working with, so we would like you to "get to know" some of SMC and RRAM's finest.



JOSH HILL – PROJECT MANAGER ASSISTANT

Josh grew up in Bloomington, Minnesota, and attended Jefferson High School, where he also met his wife, Chandler. They have one son, Aksel, and another on the way; due in March! He and his family recently relocated to Camp Verde, Arizona, when Josh took a position with SMC. He wanted to continue working with his dad, Dennis Hill, who had also relocated to Arizona after SMC was acquired by Elder-Jones in 2018. A bonus to the move was also getting away from the cold Minnesota winters! In his free time, Josh enjoys playing games and Legos with Aksel. He also started bowling every Sunday with a few of his new neighbors, and also enjoys going hiking on any of the great trails in and around the Camp Verde/Sedona areas.

Josh started working at Elder-Jones as an assistant project manager in June of 2018 and has continued in that role with SMC since relocating in January of 2021. Josh primarily works on restaurant and dining hall projects at hospitals such as Cedars-Sinai in Los Angeles and many different universities. Josh's favorite projects are those at World Market Center showrooms in Las Vegas. Josh worked side-by-side with Travis Yorek to coordinate and ensure the completion of six different showrooms for their winter show, which are not conventional projects. Their biggest feat was successfully completing what should have been about a 6-week project in just 10 days; they truly pulled off a miracle!

MARK COINER – FIELD SUPERINTENDENT

Mark grew up in southern California where he lived until the late 70s. He then moved to Fairbanks, Alaska, to start a family and where he did pipeline work. He has been married to his wife Dianne for 43 years, and they have three adult sons and one grandchild. Mark currently resides in Las Vegas, Nevada, though he's rarely there since he's most often on the road managing jobs. He is an avid NASCAR fan and throughout the 50 years he has followed it, he has attended over 200 NASCAR events! He's also a new fan of the Las Vegas Golden Knights NHL team. Mark enjoys getting to travel the country, but also enjoys his time at home spent with his wife, children, and grandbaby.

Mark has been a jobsite superintendent for Shrader & Martinez for nearly 18 years. He originally worked on mall retail jobs but lately has been doing jobs for Amazon and at the World Market Center in Las Vegas. His favorite projects are any Amazon because of how much he enjoys working with this client as well as a project at an Air Force base in Washington where he was happy he could help make improvements for our troops. A highlight for Mark of working at SMC has also been getting to work with project manager Tim Benson.





ADAM COOK – PROJECT MANAGER, RRAM SERVICES

Adam grew up in a little town south of Portland, Oregon, called Canby. His family eventually moved to Milwaukie, Oregon, where he graduated from Milwaukie High School. Adam attended Northern Arizona University in Flagstaff, Arizona, where he earned a Bachelor of Science degree in Parks & Recreation Management, with a minor in Geology. Adam still lives in Flagstaff with his wife, son, and two step-daughters. He has a love for restoring classic cars and enjoys hiking with his family. Adam has even hiked to the bottom of the Grand Canyon twice! He has also been Jeep tour driver and guide manager for Pink Jeep in Sedona, Arizona, and at the Grand Canyon.

Adam has been a project manager at RRAM Services for nearly five years. He primarily manages projects for Amazon, Tesla, Compass, Mountain Warehouse, and Los Abrigados Resort. A couple projects that stick out for Adam as favorites are some of the big gravel parking lots his team created for Amazon from nothing but grass fields and a glass store front replacement they completed at a Tesla dealership in San Francisco where a car (not a Tesla) had crashed into it from the road!

JOHN BURDETTE – FIELD SUPERINTENDENT

John grew up in a small town in South Carolina called Seneca, named after the Seneca Indians who had once settled there. Seneca is in the northwest corner of South Carolina, bordering North Carolina and Georgia. He graduated from Seneca Senior High School and later from Tri-County Technical College, with an associate's degree in machinist tool and die. John and his wife Cheryl currently live at the foothills of the Appalachian Mountains, out in the country just north of Seneca. They have two dogs, furbabies as he calls them, Lucy, a five-year-old Aussie/Border Collie mix, and Sadie, a four-year-old purebred Beagle. In his free time, John follows NASCAR and enjoys NHRA drag racing. He also loves playing with his furbabies and spoiling them with steak, chicken, and their favorite treats—real pig ears. John also likes to fish, hunt, and build and fix things around his home.



For three years John has worked as a jobsite superintendent for SMC, overseeing primarily Cox remodels and build-outs and Amazon projects. His favorite project is the recently completed Cox Fitness Center in Phoenix, Arizona. He and project manager Nick Pavletic took this project over once it had already been started. Despite many challenges (including a case of covid for John), they got the project back on track and delivered a completed space that the client was happy with.

John says for a small-town country boy, born and raised in South Carolina, he has eaten at more diners, drive-ins, and dives than most people who travel (and that he has a lot of souvenirs to show for it)!

SMC & RRAM Across the Nation

Recently completed projects from around the country.



COX FITNESS CENTER Phoenix, AZ
Superintendent: John Burdette | Project Manager: Nick Pavletic



HERITAGE LACE IMC, Las Vegas, NV
Superintendent: Billy Crismon | Project Manager: Travis Yorek



GOLDEN GOOSE Beverly Hills, CA
Superintendent: Tim Murphy | Project Manager: Tim Benson



GATE REPAIR Brooklyn, NY
RRAM | Project Manager: Adam Cook



CHARLES SCHWAB Walnut Creek, CA
RRAM | Project Manager: Troy Coke



POTTERY BARN Preston Park, TX
Superintendent: Rod Harris | Project Manager: Curt Garner

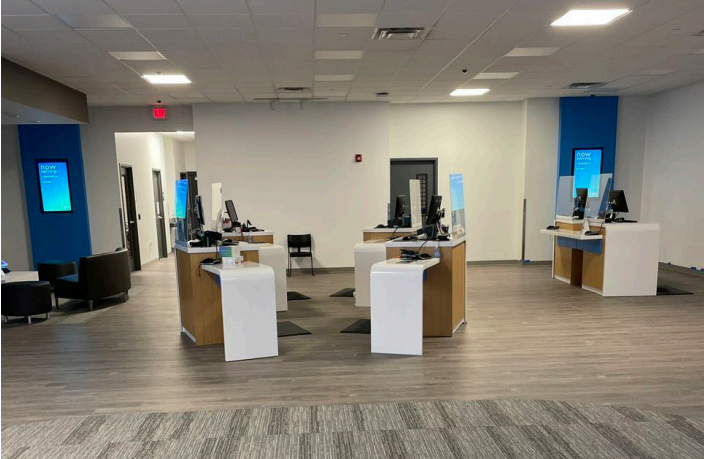




GOLDEN GOOSE Portland, OR
 Superintendent: Bob Coon | Project Manager: Nick Pavletic



WILLIAMS SONOMA Preston Park, TX
 Superintendent: Rod Harris | Project Manager: Curt Garner



COX COMMUNICATIONS Council Bluffs, IA
 Superintendent: John Healy | Project Manager: Drew Hirsch



PURE CARE IMC, Las Vegas, NV
 Superintendent: Billy Crismon | Project Manager: Travis Yorek



KAREN ALWEIL STUDIO IMC, Las Vegas, NV
 Superintendent: Billy Crismon | Project Manager: Travis Yorek



BRINKS Las Vegas, NV
 Superintendent: Bill Disosway | Project Manager: Kevin Keesey

Project Feature, cont.

Continued from page 2

to hang drywall, tape and float, finish, and sand, then bring the painters in early mornings, while the floor sub worked nights, eventually getting to a point of turning over the spaces to the retailers on Saturday evening and Sunday morning.

On the Hooker Furnishings project site, we had over 30 workers waiting to be released when the inspector arrived, and within hours of receiving the thumbs up, the drywall was installed, and the tapers were floating away with 45 minute hot mud. Turnover took place early Sunday morning while our carpenters were installing wood base and the retailer was merchandising the space.



Hooker Furnishings showroom

SMC employees on-site were working almost around the clock, our subcontractor partners were able to add manpower as needed, and while keeping all forms of communication at the forefront, we were able to handle the additional requests from the retailer as they came up.

The Hooker Furnishings project was a 6,500 square foot buildout with over 175 lineal feet of double-sided drywall partitions, painted deck and walls throughout, new concrete ground and sealed floor, and new glass storefront entry. We were also in a similar situation on the Kuka Furniture project (25,000 square feet) and the Karen Alweil project (6,000 square feet).

If nothing else, our testing of the waters for this market cycle not only gave us an introduction to the market, but we also discovered that we can do over a weeks' worth of work in less than three days, if things are aligned properly.

Although SMC only built seven of the 40+ projects for this market cycle, we look forward to expending our resources for this coming summer market as well as meeting on-site at the IMC property in Atlanta, Georgia, this February and exploring the idea of testing the waters in Atlanta at some point in 2022. IMC's locations in Atlanta and High Point, North Carolina, are both over 7 million square feet and can provide many opportunities for SMC for years to come.



Hooker Furnishings exterior



Hooker Furnishings showroom

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