



SHRADER & MARTINEZ
CONSTRUCTION USA, LLC

Construction Communicator

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President's Corner

A NOSTALGIC LOOK AT TECHNOLOGY

While watching the news a few weeks back, I saw a very interesting story about Chat GPT3, an artificial intelligence bot. Apparently, the bot performed quite well in a Wharton School of Business final exam, as revealed in a paper titled "Would Chat GPT3 Get a Wharton MBA?" by Professor Christian Terwiesch. Professor Terwiesch stated that the AI system would have earned a B level grade and further stated, "Open AI's Chat GPT3 has shown a remarkable ability to automate some of the skills of highly compensated knowledge workers." While I don't believe that AI will replace our project managers or superintendents any time in the foreseeable future, this did get me thinking about the evolution of technology during my lifetime, and more specifically, during my career.

My first post-college job was a staff auditor position with Touche Ross in 1986. Fax machines, complete with their rolls of thermal paper, were the hot new items in

the business world. Our office was staffed with receptionists who diligently answered calls and recorded messages on pink note pads, since we had no voicemail system. Our first "portable" computers were only portable from the standpoint that they could be dragged to another location like a full suitcase, a 50-pound box with a handle. Today the younger employees of SMC would be amazed. Then again, a casual conversation about microfiche and microfilm at a recent staff meeting brought blank stares from everyone under 40.

The 1990s brought email and the infancy of the internet. Cell phones were gaining popularity, replacing calling cards, satellite phones, and the original car phone "bricks." By the time I started working in the construction industry at Elder-Jones in 2000, we did have a computer system, although quite limited in functionality. Our software was called "Tiny Term" for some reason unknown to me; we still have a few experienced project managers who fondly recall working with Tiny Term reports. We also had a couple of very large tractor-feed dot matrix printers for producing stacks of month end reports.

It is almost unimaginable now, but at one point our field superintendents submitted their payroll requests by leaving messages on a tape recorder hooked to a phone line.

Payroll staff would listen to the messages on a cassette player and transcribe the information into a notebook before processing paychecks. We also had a small warehouse full of plans, job documents, and accounting records. We later began scanning documents to CDs and then began storing data electronically on a now defunct program called Chameleon.

While not always at the forefront of technological advances, we have certainly been willing to make sound investments

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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.

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in our technology infrastructure. When I came to Shrader & Martinez nearly 5 years ago, we were using Sage Construction software, consistent with Elder-Jones. We have continually upgraded our network solutions, to the point that I am no longer clear what any of the IT staff and consultants are talking about. We currently utilize PlanGrid and DocuSign to manage projects and document flow more effectively. Remote desktop access, in addition to platforms such as Microsoft Teams, Zoom, and Amazon Chime have enhanced communications for all parties, including our clients.

We have very recently made a commitment to implement Procore Construction software during 2023. This will take us another step forward in utilizing technology to manage our projects. We are very excited for the enhanced communication and collaboration, both internal and external, as we strive to deliver a better experience for our employees, customers, and everyone else involved in our projects. Just as AI is not replacing our project managers, neither is Procore; rather, Procore will enable our teams to manage projects more efficiently and effectively. Technology has advanced astronomically in the past couple of decades, and we look forward to the future, no matter what it holds.

Dennis Hill, President

Holidays at SMC & RRAM

We had a busy Christmas season in Sedona!

We started the holiday festivities with an ugly sweater contest and our annual white elephant party. The gifts are getting more and more interesting every year. This year we had quite a bit of trading, so that's a good sign! The winner of the ugly sweater contest was our newest employee, Garrett Carlson (assistant project manager at RRAM Services).

We served a BBQ lunch from a local



restaurant and were able to sit outside for the entire event (of course we had a couple heaters going!).

On Saturday the employees and their guests all met at Poco Diablo, a local



resort located in the Village of Oak Creek. The chef prepared a wonderful dinner for us, and then we enjoyed the evening with a raucous casino night. We had a raffle for gifts, and everyone seemed to have a great time!

We hope all of you had a happy and healthy holiday season as well!



Project Feature: Highway Cannabis, Marina del Rey, CA



Shrader & Martinez Construction recently completed construction of its first cannabis dispensary project. This new Highway Cannabis store is located in Marina del Rey, California, which is a seaside community in Los Angeles County.

The space includes a 5,000 square foot sales floor, inventory and receiving area, conference room, offices, and break room/kitchen. The sales area features new scorpion dab and blossom bars. Something that sets Highway Cannabis apart from other dispensaries is that 80-90% of their product is their own branding, which is quite different from nearly all others.

This store is a flagship location of sorts for Highway Cannabis, and their first major rebrand. Their previous location was small and had very limited on-street parking. The new location has a parking lot right on Washington Boulevard, a major street

in Los Angeles that will bring in lots of new customers. The project included many trades such as existing building demo, concrete, masonry, paving, riot glass storefront and doors, overhead grilles, stucco, and steel, just to name a few.

This project posed a unique challenge as its location is split into two different jurisdictions: Los Angeles and Culver City. This meant that the project had two separate permits and the project team had to ensure that both sides agreed on things together. SMC project manager Nick Pavletic and onsite superintendent Bill Haynes worked together with the team at Highway Cannabis and the project subcontractors to deliver a beautifully completed store. Throughout the course of the project, SMC established a great working relationship with the team at Highway Cannabis and are in talks about doing their future major rebrand projects.



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's and RRAM's finest.



DONNIE JACKSON – PROJECT MANAGER

Donnie is a senior project manager and has been with SMC since June of 2016. He works primarily on projects for Compass-Group and Legends Group.

Growing up, Donnie learned construction skills from his father, who was a commercial general contractor. He quickly realized that he had a passion for the construction industry and deepened his construction knowledge by getting his project management degree. He spent several years as a field superintendent, supervising and coordinating daily work on a combination of new construction sites, interior build-outs, remodels, and renovations. For years, he managed complex projects with skill, organization, and detailed monitoring. While in the field he was often requested by clients and worked under high pressure conditions, such as restoration of the Pentagon after 9/11.

Donnie grew up in Henderson, Texas, and married his high school sweetheart, Mary. Together they have four children: Derek, Sydney and Davis (twins), and Kelsey. He currently splits his time living in Henderson and Sedona, Arizona. In his free time he enjoys sports-related activities, early model automobile restoration, cooking, and gathering with family and friends.

BILL HAYNES – FIELD SUPERINTENDENT

Bill has worked for SMC as a jobsite superintendent for over two years. Prior to that, he also worked for Elder-Jones. He has worked on several projects for Prologis in the Phoenix area, helped at Cedar Sinai in Los Angeles, and on a project at the Jot Travis Food Court at the University of Nevada, Reno. His most recent project was the Highway Cannabis dispensary in Marina del Rey, California. This is also his favorite project because it was very challenging due to it being in an old building that was remodeled, with extensive demo and build back.

Bill grew up in Colorado and Wyoming and went to high school in Cheyenne, Wyoming. He played little league baseball and in high school played basketball and ran track. Bill joined the Navy in 1965 and spent 10 years with split service. He and his wife have resided in St. George, Utah, for the past 22 years.

He once raced Legend cars throughout several tracks in the United States, and won the nationals in the semi-pro division at Waterford, Connecticut. He now enjoys playing golf when he gets the chance and singing karaoke. When his wife travels with him, they enjoy eating at different places and seeing the sites that the area has to offer. But most of all, they enjoy being home with their dog Zola and FaceTime calls with their grandkids.





ADELIA CAMACHO – ASSISTANT PROJECT MANAGER, RRAM SERVICES

Adelia joined the RRAM Services team in October of 2018 and is an assistant project manager. She works with Amazon, Tesla, Van Leeuwen, and Extra Space Storage. Her favorite project was one she did for Amazon in Queens, New York, building a custom design fence for their offsite parking lot. It was her first really big job for Amazon, and it was the first time RRAM collaborated on a project with SMC, allowing us to show the benefits of our services together!

Adelia was born in Flagstaff, Arizona, but raised in Cottonwood, Arizona. She is the oldest of three, and her two younger brothers have always looked up to her. She grew up with a huge family. Her dad's side of the family is six

generations deep. Her great-nana was the oldest of 12 kids and had 10 kids herself! Adelia went to Mingus Union High School, where she graduated a year early and then shortly after moved to Phoenix, Arizona, where she began college.

She now resides in Cottonwood with her fiancé and two little girls. She is getting married later this year! Adelia is very crafty and lives for DIY projects! She also loves photography and taking cute photos of her kids for every holiday. It brings her so much joy and is a great way to bond with her girls.

JOHN HEALY – FIELD SUPERINTENDENT

John has worked for SMC as a jobsite superintendent since June of 2016. Earlier that year, he had started at the World Market show in Las Vegas as a carpenter, where he connected with SMC superintendent Kelly Nielson. He has worked with many different clients on a variety of projects, from Amazon warehouses and parking lots to Williams-Sonoma, Pottery Barn, Cox Communications, Lululemon, Tory Birch, Apple stores, and many more. His favorite job was the Apple store in Anchorage, Alaska. Although it was a night job, he was able to spend one month experiencing the great wilderness of Alaska in the beautiful fall weather.

John currently lives in Colorado Springs, Colorado, and enjoys completing woodworking projects as a side business, and also for himself and his family. He is teaching his nephews and niece the skills of the trades, holding mini workshops in his garage. He loves his chocolate lab, being outdoors, and enjoying a cold beer.

He spent the first 17 years of his life in Washington state before going into the Navy doing radar surveillance, plotting, and navigation. He then got into woodworking. Cabinet shops and custom millwork have taught him a lot. A couple high profile clients he had early on were Kenny G's and Bill Gates' estates. After 10 years of learning, he started his own business doing custom cabinets and then added handyman and finish carpentry, which is when he learned about electrical and plumbing. He was excited for a change from being a small business owner and the opportunity to be part of a team at SMC.



SMC & RRAM Across the Nation

Recently completed projects from around the country.



COX COMMUNICATIONS Williamsburg, VA
Superintendent: Scott Sparks | Project Manager: Drew Hirsch



SHAKE SHACK Canoga Park, CA
Superintendent: Mike Chichester | Project Manager: Nick Pavletic



NATCO HOME IMC, Las Vegas, NV
Superintendent: Kami Kick | Project Manager: Josh Hill



GOLDEN GOOSE Charleston, SC
Superintendent: Jack Tatum | Project Manager: Nick Pavletic



POTTERY BARN Henderson, NV
Superintendent: Dallas Stephan | Project Manager: Curt Garner



CSUEB PIONEER DINING HALL Hayward, CA
Superintendent: Charles Kirtley | Project Manager: Donnie Jackson





GOLDEN GOOSE McLean, VA

Superintendents: Kerry Crismon & Michael Schulte | Project Manager: Nick Pavletic



SOFTMOC St. Louis, MO

Superintendent: Tyler Hensley | Project Manager: Ryan Lynch



LULULEMON Missoula, MT

Superintendent: John Healy | Project Manager: Ryan Lynch



DYNAMITE BEER Cave Creek, AZ

Superintendent: Bill Disosway | Project Manager: Nick Pavletic



JACADI PARIS McLean, VA

Superintendent: Jack Tatum | Project Manager: Nick Pavletic



KEENA IMC, Las Vegas, NV

Superintendent: Billy Crismon | Project Manager: Travis Yorek

SMC's Safety Program

Here at Shrader & Martinez, we have made great strides in our safety program in the past year and I look forward to many more improvements moving forward. To better support our superintendents in keeping our jobsites safe, several safety checklists have been added in PlanGrid recently, and several more will be added throughout 2023. Moreover, quite a few of our superintendents have completed an online class and obtained their OSHA 30 certifications in our push to have all our superintendents certified.

We have incorporated monthly Superintendent Touch-Base Calls into our safety program to review safety concepts and solicit the all-important feedback from our field personnel. Virtual site audits are now conducted by OECS, our 3rd party safety consultants, on a monthly basis. These audits allow us to spot any potentially unsafe conditions that could also result in OSHA citations and costly fines. They are also topics for discussion and review during our monthly calls.

Shrader & Martinez now has sitting members on the Elder-Jones Safety Committee; in fact SMC currently has one more non-management member on that committee than Elder-Jones itself. That's evidence of the support that we receive from Elder-Jones in our shared vision of safety for both of our companies.

I have heard that safety starts with a commitment at the top of an organization. While that might be true and quite palpable, it's a company-wide initiative that's really driven in equal parts by field personnel, office staff, and management. On that point, I sincerely appreciate everyone's participation, but want to express my thanks specifically to our field superintendents. As Safety Manager, one of my responsibilities is tracking field reporting. In the past several months, we have seen impressive increases in Daily Reports and Weekly Safety Reports. In fact, most weeks we now achieve 100% compliance in our field reporting and that is entirely due to our superintendents' commitment to the process.

As a company, I believe that we are in a much better place from a safety perspective and look forward to working with everyone further to ensure that we and our subcontractors get home to our loved ones uninjured at the end of each workday. Safety in the workplace is our commitment to one another.

John Louderback, Safety Manager



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