



SHRADER & MARTINEZ  
CONSTRUCTION USA, LLC

# Construction Communicator

SUMMER 2023



## President's Corner

### RRAM SERVICES: CHALLENGES AND REWARDS

Construction has always been challenging, but it can also be very rewarding. When one of our project managers is working through a tough issue, I often repeat one of our mantras, "If it was easy, everyone would do it." Shrader & Martinez has certainly struggled with individual projects at times, and rarely do we have a project that could be considered easy. However, we have great working relationships with our clients, subcontractors, architects, and consultants, which allow us to work through our issues and complete the projects successfully. As an added benefit to our customers after construction, we can, and often do, provide the services of our Remodel, Repair & Maintenance (RRAM) Services division.

RRAM has been in business for over 30 years, performing routine and emergency repair services, preventative maintenance, and small remodeling projects for businesses throughout the country. The

RRAM team prides itself on individualized 24/7 service with a single point of contact for our customers. Retailers and other commercial businesses with hundreds of locations have come to depend on our staff to take care of every maintenance need. With a nationwide database of thousands of electricians, plumbers, carpenters, handymen, HVAC technicians, carpet cleaners, and pest control providers, there is no such thing as an insignificant job.

During my time at Elder-Jones prior to my arrival at SMC, repair requests made by customers to our project managers were typically greeted with a bit of annoyance. We wanted to help, but such requests were still a distraction from our construction projects. We were a bit jealous that SMC could hand the repair and maintenance jobs to RRAM Services; since coming to SMC, I truly appreciate the value provided by RRAM. Our construction project managers connect their customers to RRAM, and they can get back to what they do best while still addressing their customers' needs.

RRAM performs services as varied as you can imagine; for instance, I was surprised to learn just how much parking lot repair work and striping we manage. RRAM also installs permanent and temporary

fencing, as well as parking lot signage. We recently completed a retaining wall rebuild/repair and a patio reconstruction, and we coordinated painting refresh projects at numerous locations for a retail client. Although our reputation has been built on emergency repairs, the RRAM staff has the experience to handle a broad range of projects.

A favorite story of mine relates to the Warby Parker store in Portland, OR. This

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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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particular store has a special element: the Do Good Arcade, featuring '80s arcade games such as Donkey Kong, Space Invaders, and Frogger. The Ms. Pac-Man game was out-of-order, and Warby Parker asked if we could find someone to fix it. After extensive research, Sierra Benson located a specialized technician, who replaced the damaged screen and brackets. While he was there, the tech decided to assess each arcade unit, ultimately adding surge protectors to prevent future issues. This is only one small example of our resourcefulness, and a rewarding experience for the team and a very happy customer.

RRAM's past year has been amazing! Revenues are at all-time levels, which, for me, is a true measure of customer satisfaction. I'm extremely proud of everyone's efforts, and I know that we will continue to meet the challenges faced every single day.

*Dennis Hill, President*

## Tesla Headquarters Project

SMC is excited to be partnering with Tesla on a big project at their headquarters in Palo Alto, California. Over the next few months, we will be completing a refresh of their employee café, an upgrade to their restrooms, and adding a new amenity deck to the rooftop of the building which will be accessible from the café.

The café will undergo a complete demo and feature all new finishes and kitchen equipment. The work will take place in two shifts, with the demo work happening overnight. The new amenity deck will feature a seating area with pavers, artificial grass, and planters.

A new exterior staircase will be added to allow access to the deck from the café.

Construction has just begun and we look forward to providing an update on the project in our next newsletter issue!



*Rendering of the finished café*



*Beginning stages of the café*



*The future amenity deck*



*Start of the staircase from the café to the deck*



# Project Feature: Manheim Fyusion Gantry, Manheim, PA



Shrader & Martinez recently completed construction of its first Manheim Wholesale Marketplace Fyusion Gantry project. The project consisted of two 60' X 60' structures and three photo gantries, one of which was installed in an existing building at their flagship location in Manheim, Pennsylvania. SMC has been working with Manheim Wholesale Marketplace for a little over a year on their photo gantry rollout. Manheim Wholesale Market is the largest previously owned vehicle auto auction in the world.

The new photo gantries are going to save Manheim time and increase efficiency when taking photos of the thousands of previously owned vehicles that are delivered and processed weekly. This new system will allow these vehicles

to drive through the photo gantry in seconds. The new system automatically uploads the 80 photos to the cloud for distribution to their many platforms.

The Manheim facilities have their own set of challenges. These sites are 300 to 650 acres with multiple buildings. One of the challenges on these sites is getting power and technology to the structures. The available power can be 1500 feet away from the new structure location. Typically, directional boring is used in lieu of trenching and plating the site. Trenching would disrupt Manheim's

abilities to move vehicles at the site.

SMC project manager Tim Benson, site project superintendent Mark Coiner, project manager assistant Zachary Wester, along with our local subcontractors worked together setting a high bar. Throughout the course of the project, SMC has established a great working relationship with the operations team at Manheim. SMC has been awarded three more sites and is currently working at two of them, with three more bidding soon. This will be a three-year program. SMC is looking forward to continuing our great relationship with Manheim Wholesale Marketplace.



# 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.



## KERRI STANZ – ACCOUNTING ANALYST

Kerri joined the team in June of 2016. She started in RRAM accounting and now works as an accounting analyst in both the RRAM and SMC accounting departments. Kerri has worked with Tesla since she started in RRAM, and is excited to be working on two SMC Tesla jobs now.

Kerri grew up in California and went to high school in a small town in Northern California/Sonoma County. She enjoyed piano lessons, raising rabbits in 4H, swimming, going to the beach, and camping for family vacations. She met her husband shortly after graduating and helped him start and manage a chain of fashion jewelry stores for over 20 years. After their two boys graduated, they moved to Scottsdale, Arizona, to enjoy the warm weather. Eventually they settled in the Sedona area because of all the hiking trails and beautiful scenery.

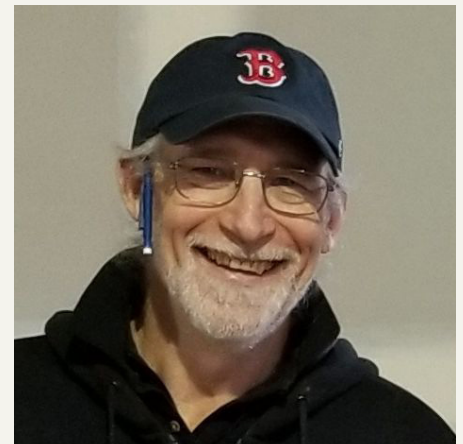
Kerri currently lives in Page Springs, Arizona, with her husband Ray and the best dog ever, a blue heeler named Luna. They couldn't find a house they liked, so they built one. The GC completed the shell and they completed everything on the inside. In her free time, Kerri enjoys hiking, putting together Blue Kazoo puzzles, and home improvement/interior design. She also enjoys martial arts, and earned a rank of brown belt in Hakua Kai Karate.

## BOB COON – FIELD SUPERINTENDENT

Bob has been a field superintendent with SMC for almost 20 years. In that many years, he has worked on a large variety of projects with different clients, all across the U.S. Some of the more unique locations include two projects in train stations—Grand Central in Manhattan and Union Station in Washington D.C.—and seven different restaurants in the San Jose Airport. Most recently he has worked on projects for Golden Goose and Williams Sonoma brands.

The project that stands out most to Bob when thinking back on all he's done is a store in Beverly Hills, California, for Australian sleepwear company, Peter Alexander. It was a unique store with a vague set of prints and most of the interior finish evolved from a booklet of watercolor renderings. The SMC team set up a shop in nearby Culver City where they modified a number of antiques to use as sales fixtures at the store. After the team completed the store, there was an opening party that was featured on Entertainment Tonight.

Bob grew up in Syracuse, New York, and then attended engineering schools in New York and Colorado. He has a son and daughter, who are both still living in upstate New York but come to visit Bob wherever he is, if the Red Sox are in town! He still enjoys traveling and seeing the country, and brings along a road bicycle and a motorcycle wherever he goes to stay active and tour the local sites.







## **MEGAN TAIT – ASSISTANT PROJECT MANAGER, RRAM SERVICES**

Megan started as a project coordinator for RRAM in May of 2019, and is now an assistant project manager. She primarily works with Amazon, Brinks, Brilliant Earth, Mountain Warehouse, and Extra Storage Space. Her favorite, most memorable project she is most proud of was one she did for Amazon in Riverside, California. The offsite parking lot drivers were having to drive an extra 45 minutes to get to their delivery station to pick up deliveries. Amazon was given permission to remove two concrete walls so drivers could cut through properties and get to the delivery station quicker. This project took 4 months to complete and the process was a learning experience as Megan hadn't done anything this large before.

Megan was born and raised in Los Angeles, California. She graduated from Warren High School in 2005. She has 5 siblings, 14 nieces and nephews, and is a great aunt to two. She now lives in Dallas, Georgia, with her husband. In her free time, Megan likes to read and go to baseball games and concerts whenever she can. She has also taken photography classes and loves taking photos.

## **TYLER HENSLEY – FIELD SUPERINTENDENT**

Tyler started working as a field superintendent for SMC in April of 2022. His primary accounts have been SoftMoc and Apple. His favorite project was a JD sports in Aventura, Florida, because it was his largest and most challenging project to date. It was an amazing feeling for Tyler to hand that store over to a very happy client. And being next to the ocean was a bonus!

Tyler grew up in the Ozark Mountains of northwest Arkansas. He is the youngest and only boy with three older sisters. He attended Western Grove High School and graduated in 2000. He now lives in Harrison, Arkansas, and enjoys hunting, fishing, and anything outdoors. However, spending time with his fiancé, Misty, and their six-year-old daughter, Paisley, is where his heart is.



A couple fun facts about Tyler is that he loves walking the creeks back home and picking up arrowheads. And he is a huge Arkansas Razorback fan. Woo Pig!



# SMC & RRAM Across the Nation

Recently completed projects from around the country.



**WEST ELM** Campbell, CA

Superintendent: Bob Coon | Project Manager: Curt Garner



**7 FOR ALL MANKIND** Commerce, CA

Superintendent: Jack Tatum | Project Manager: Nick Pavletic



**BEST BUY** Henderson, NV

Superintendents: Billy Crismon & Merle Louck | Project Manager: Drew Hirsch



**GOLDEN GOOSE** New Orleans, LA

Superintendent: Kerry Crismon | Project Manager: Nick Pavletic



**POTTERY BARN** El Paso, TX

Superintendents: Bob Coon & Dave Benge | Project Manager: Curt Garner



**CSUEB PIONEER DINING HALL** Hayward, CA

Superintendent: Charles Kirtley | Project Manager: Donnie Jackson







**OAK + FORT** Oak Brook, IL  
Superintendent: Tony Ketchmark | Project Manager: Drew Hirsch



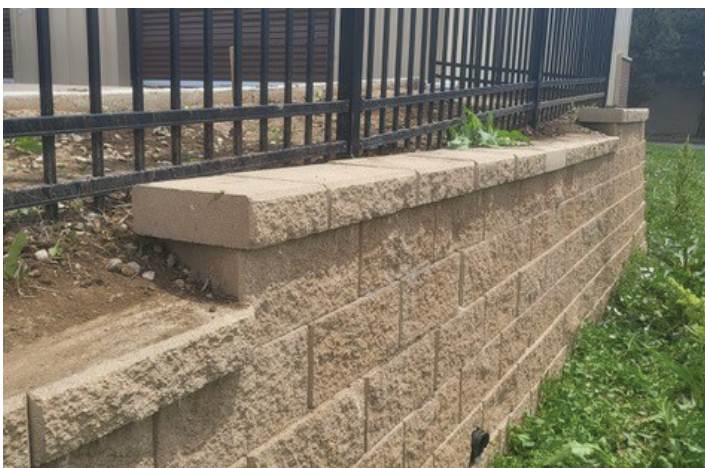
**TRES HABANEROS** PIH Whittier Hospital | Whittier, CA  
Superintendent: Kelly Nielsen | Project Manager: Donnie Jackson



**TESLA** Burbank, CA  
RRAM | Project Manager: Alisha Van Den Hul



**SERTA** IMC, Las Vegas, NV  
Superintendent: Dallas Stephan | Project Manager: Curt Garner



**EXTRA SPACE STORAGE** Loveland, CO  
RRAM | Project Manager: Megan Tait



**WARBY PARKER** Chicago, IL  
RRAM | Project Manager: Amber Benson



# The SMC RRAMs Softball Team



Most of the SMC RRAMs team!

This year the company sponsored a Fall 2023 Adult Softball team made up of employees from both SMC and RRAM Services, as well as friends and family. The name of this awesome softball team is the SMC RRAMs, and it's coached by Dylan Kick.



Kami Kick at bat



Garrett Carlson on the mound

This "wooden bat" league is playing against six other teams (A Day in the West, Rokzoo, Dirty Rats, Savage Bears, The Little Dingers, and the Red Mountaineers) and has played six regular season games so far. The games were all played at Posse Grounds Park, located in Sedona, on Thursday nights (starting on June 15th). The positions rotate on a weekly basis so everyone can get a shot at the different spots.

The playoff games start on August 10th. Currently the SMC RRAMs are in 6th place. Hopefully they move into 1st place with the final 3 playoff games ahead of them!



Nick Pavletic throwing for an out

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