



Shavings

A NEWSLETTER PUBLISHED BY R. CRAIG LORD CONSTRUCTION COMPANY

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FALL 2004

R. Craig Lord Construction Company Honored with Big50 Award



We are honored to announce that we have been selected by **Remodeling Magazine** as the winner of the 2004 Big50 Award in the Business Savvy category. The Business Savvy award is given to those remodelers with especially effective, established business systems. The Big50 Awards were presented at a gala dinner at the

Remodeling Leadership Conference in Washington, DC on May 14, 2004 and winning companies were featured in the May issue of **Remodeling Magazine**.

Each year, **Remodeling Magazine** inducts 50 companies who have set the standard for professionalism and integrity through smart marketing, exemplary business practices, unique design, and extraordinary impact in their community or the industry at large. Big50 remodelers run successful, often growing companies of various sizes that have taken the lead in raising industry standards.

"We are very honored to receive this distinction," said Craig Lord, President. "We have built our reputation on providing the highest quality services to our clients. This award recognizes excellence and leadership in our industry, and we are privileged to be named to this select group of remodelers."

Remodeling editors, columnists, industry leaders and the companies themselves make the nominations each year. Following a lengthy evaluation process – which includes interviewing people at the nominated companies, and often interview with their competitors, suppliers, and subcontractors – Remodeling's editors select the 50 remodelers who exemplify the very best of the industry that year, and who have something to offer other remodelers in proven practices. Winners are selected in the following categories: business savvy, fine design, industry impact, marketwise, movers & shakers, niches, sales and marketing, and teamwork.

The Laundry Room Blues

As a husband, I try to avoid the laundry room as much as possible. But as a builder, there are some good reasons to check out the laundry room. Here are some things to look for in your annual inspection of the laundry room.

1. **Plastic vent pipe for the dryer:** Plastic vent pipe is a fire hazard and is illegal. It should be replaced with flexible metal pipe. The dryer exhaust should also have a lint trap.
2. **Washer Hoses:** Check these hoses for dry rot and cracking. If they do not feel flexible, replace them.
3. **Washer Pan:** Second floor washing machines should have a collection pan under the unit to capture any water and drain it away should the washer overflow.
4. **Dust, Lint, and Paper:** These items are all flammable and should be kept away from the dryer, especially gas dryers that have an open flame.

Any of the items needed to upgrade your laundry room can be purchased at your local hardware store and installed yourself. As usual, feel free to call the office for any remodeling advice.

Visit Our New Website @ www.rcraiglord.com

We are very proud to announce that our new web site went live in September of this year.

Many of our current and prospective clients asked for a site where they could see examples of our work, learn about the remodeling process and stay current with our activities. Now, you can visit us at www.rcraiglord.com and view some recent projects (the photo below is an example of a kitchen project that can be found on the site), learn more about our staff, check out the awards we've received and catch up on the latest news in the remodeling world.

We welcome your input on the development of our site. Please feel free to email us comments or suggestions as to how we can make the site more informative and useful as you consider your next remodeling project.



www.rcraiglord.com

Viva La Difference

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There are plenty of different ways to do anything. Certainly plenty of ways to run a remodeling company. We think our way is the best way. Answer this:

Who has:

- An average of 12 years experience?
- Successfully completed numerous projects including several nationally recognized projects?
- A neat appearance and perfect manners?
- A truck loaded with tools worth thousands of dollars?
- A full-time support staff and training program?
- A willingness to spend eight hours a day, forty hours per week from day 1 to completion, in order to ensure your remodeling project is a success?

The Answer: A lead carpenter from R.Craig Lord Construction.

While we didn't invent the lead carpenter system, we try on a daily basis to perfect it. It is the best system in our industry for delivering the highest levels of customer satisfaction.

Carpenter's Corner

Although we generally use this section of the newsletter to introduce our clients to the remodeling professional that will be seen on the job sites, we wanted to take this opportunity to introduce you to one of our new employees from "behind the scenes."

In this issue we highlight **Andrea Zimmerman** who joined us in June of this year as the firm's Office Manager.

Born and raised in Ohio, Andrea graduated from The Ohio State University with a degree in business. Andrea now resides in Sicklerville, NJ with her fianc Nick. They are both looking forward to their wedding on June 4, 2005 in Ft. Lauderdale Beach, FL. When Andrea is not working hard on the job she enjoys traveling, cooking, and Big Ten Football- GO BUCKS!

We welcome Andrea and it is a pleasure to have her on our team!



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AWARDS

For the past three consecutive years, R.Craig Lord has won Cynalis Awards for quality projects. These awards are given to outstanding national remodeling projects. The awards earned are as follows:

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| 2002 | CATEGORY WINNER
Best Finished Basement |
| 2003 | SPECIAL AWARD
Bath Remodel over \$50,000 |
| 2004 | BEST PROJECT
Residential Historical Renovation |
| | SPECIAL AWARD
Kitchen \$40,000-\$75,000 |

Took Me Out to the Ballgame

The annual R.Craig Lord Construction Company trip to the Camden Riversharks game was held on June 23, 2004. We were blessed by great weather, good food, and of course a good baseball game.

A mix of employees, their families, sub-contractors, and clients totaling over fifty people enjoyed partying while the Riversharks beat Pennsylvania Road Warriors. The view of the Philadelphia skyline from our suite was beautiful.

The highlight of the evening was the presenting of the Subcontractor of the Year award to Robert M. Naylor Electrical Contractor Company. Bob or "Mick" has won this award two times in the last three years. Should we call it "The Naylor"?

This prestigious award is accompanied by a brass plaque and a gift certificate to a fine restaurant. The winner is determined at the company Christmas party with the whole company voting. Hopefully the winner has exhibited superior workmanship, scheduling, and attitude. To all the runner-ups...maybe next year.