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THE SECO OUTLOOK . . .

VOLUME 29

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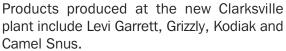
Please visit

our website!

www.secoinc.biz

PROJECT FOCUS: Conwood BP5

SECO recently completed field operations on a very unique project in Clarksville, TN, just northwest of Nashville. The American Snuff Company operating unit of tobacco giant R. J. Reynolds and formerly known as Conwood Tobacco) acquired an existing manufacturing plant in Clarksville and significantly expanded its smokeless tobacco operation in the Middle Tennessee area. The company also manages a large smokeless tobacco operation in Memphis, TN.



The large existing building on the site was completely gutted and the entire metal clad exterior was removed. After the steel frame was reconditioned and painted, SECO installed new insulated panels on what was essentially a brand new building. Over 128,000 SF of Centria's Versapanel system was installed in two different colors. In addition, SECO installed over 300,000 SF of Centria's L-21A liner panel inside the building and literally several miles of trim!

Making this project even bigger were the two additional buildings included in SECO's work scope. The Shipping Building/Link has almost 25,000 SF of Centria's Versapanel and nearly 14,000 SF of Centria's liner panel on the interior. The SDP Building has 10,000 SF of Versapanel. All in all, SECO installed over 160,000 SF of Versapanel, over 330,000 SF of interior panels and a staggering 10 miles of trim and flashing on this enormous project!



Project: Conwood BP5 Location: Clarksville, TN

Customer: Doster Construction Co.

SECO Contract Administrator: Denny Osterrieder SECO Foreman: Gary Belew, Johnny Jefferies, Lloyd Hatfeld

SECO Construction Manager: Robbie Belew

Customer Profile: Doster Construction Company;

Birmingham, AL

Website: www.dosterconstruction.com

Project Director: Joseph Kuhn Project Manager: Brian Corley Industrial Group Manager: Don Viger

SECO's team consisted of Contract Administrator, Denny Osterrieder; Construction Manager, Robbie Belew; General Foremen, including Gary Belew, Johnny Jefferies, and Lloyd Hatfield; Engineer, Cecil Landress; and a multitude of talented field technicians. These team members performed at the highest level on a tough, demanding and difficult jobsite.

Doster Construction, SECO's customer, was very pleased with the SECO team's effort

(continued on page 2)

(Project Focus, continued)

and project execution. When Doster Construction awarded SECO with this project, they assured themselves a successful wall panel scope and "another predictable performance" by SECO.

Now that the project is complete...that is exactly what SECO delivered!











IN THE SPOTLIGHT — GARY BELEW

Gary Belew is one of SECO's most tenured team members. In fact, on February 12th of this year, he celebrated his 21st anniversary as a SECO employee!

He grew up in a little mountain town called Tackett Creek, TN. It was so small, in fact, that his elementary school was a modest, three room schoolhouse that housed grades one through six, and there were only seven children in his class! Once in high school, Gary developed a passion for football. It should be noted that his high school class was slightly larger than his elementary school class with a whopping 70 students in his graduating class!

After high school, Gary attended East Tennessee State University. Between school terms, Gary worked with his father and brother, Robbie, on construction jobs. After two years at ETSU, he transferred to, in his words, "The Great University of Tennessee." The rumor is he transferred because he couldn't get free UT football tickets at ETSU! Gary graduated with a teaching degree in 1974 and worked for awhile as a seventh grade teacher in Knoxville. While he enjoyed teaching, Gary was happiest when working with his family and decided to make construction his full time career and teamed up with his father and brother at E.G. Smith.

It's well known that when E.G. Smith closed its construction operations Dick Waldron founded SECO. Gary, Robbie, and their father joined SECO in 1990 and are part of the foundation for SECO's success.

Family continues to be a very important part of Gary's life.

He's been married to his lovely wife, Janet, since 1978, and they have one son, Andy, who is 28 years old. Andy and his wife, Ashley, have two children; daughter Reagan, who is four years old, and son Ethan, who is 13. Gary is still



L-R: Gary Belew, Robbie Belew, Cecil Landress, Johnny Jefferies, and Dick Waldron.

extremely passionate about UT football and has been taking Andy to games since Andy was old enough to walk! He even made an effort to attend UT away games since, according to Gary, it was a good opportunity for Andy to visit different schools.

Gary and Janet also enjoy traveling and have visited many old western towns. Janet says about Gary, "I think that's one reason he enjoys his job. He gets to travel to all these places and has made a lot of friends and has met many interesting people." She also says, "Someday when he retires (I hope not too long!) we want to travel around this great country and see more of it and all the places of history."

We at SECO know what an asset Gary is to the company. He is certainly a valuable team member and the very best at what he does!

SALES HIGHLIGHTS

SECO has added a number of very exciting projects to our "opportunity list". Our opportunity list is, of course, a list of projects whereby SECO customers have entrusted our team to provide them with their wall panel needs. Every one of these projects represents great opportunity.

Not just the opportunity to profit commercially; although, that is important, especially knowing if a company is not

profitable, it cannot exist. They also offer the opportunity to keep our high-quality people gainfully employed. They offer the opportunity for SECO's "predictable performance" to be carried out. They offer the opportunity for people to appreciate the huge difference between SECO and the ever present, "Low Price Leaders". In some cases. the innovation and imagination of SECO's talented people will

be drawn upon in order to provide the best solution possible for our customers. Why? Well, sometimes the contract documents don't clearly define what the solutions should be. This is perhaps the arena in which SECO shines the brightest. These are unique <u>opportunities</u> to <u>help</u> our customer, not to take advantage of our customer!

Here is a list of great, new "Opportunities"!

PROJECT	LOCATION	CUSTOMER
Phodect	LOCATION	COSTONEN
Johnson & Wales University-Student Ctr.	Charlotte, NC	Rodgers Dooley
GSAC (FBI)	Charlotte, NC	Shelco, Inc.
Spartanburg Downtown Airport	Spartanburg, SC	The Harper Corporation
Moses Cone Cancer Center Exp.	Greensboro, NC	Rentenbach Constructors, Inc.
Boeing Welcome Center	North Charleston, SC	BE&K / Turner Construction
PPG Furnace Expansion	Shelby, NC	Century Contractors
Richland High School	Columbia, SC	Burkwood Construction
DNP Coater Expansion	Concord, NC	KBDG, Inc.
Mercedes Body Stacker Storage Building	Vance, AL	Goodgame Company, Inc
Dynetics Building 5	Huntsville, AL	B.L. Harbert International, LLC
CDIA East Terminal Exp.	Charlotte, NC	Edison Foard, Inc.
USA Children's & Women's Hospital Inc.	Mobile, AL	Doster Construction Company
Kroger Cold Storage	Atlanta, GA	Bluestone, LLC
Princeton Baptist Medical Center Exp.	Birmingham, AL	Brasfield & Gorrie, LLC
Northside Hospital Vertical Addition	Cumming, GA	Batson-Cook Company

Over \$9 million worth of opportunity! Thank you SECO customers!

Represents Repeat Customers

INTRODUCING... ALAINA FOUCHER

The SECO Operations Department is pleased to introduce its newest addition, Alaina Foucher. As Operations Assistant, she will manage product/test submittals, document distribution and will also administer purchasing duties. No stranger to the construction industry, Alaina was employed by a

Alaina Foucher

commercial roofing company for four years before joining SECO's staff. While there, she came to the realization that she, believe it or not, actually enjoys the challenging, fast pace and sometimes unpredictable nature of the construction industry! She is unique, indeed!

After this realization, Alaina enrolled at Gwinnett Technical College and intends to graduate with an associate degree in commercial construction management. She is actively involved within her school too, as a member of the student chapter of the AGC and of the Phi Theta Kappa organization. Truly motivated, after graduation Alaina plans to expand her education further by obtaining her bachelor degree at Southern Polytechnic State University.



Alaina's dogs, Rocco and Apollo

Outside of school and work, Alaina enjoys spending time with her family and pets. She is the youngest of three sisters and the proud owner of two dogs and two cats. Fortunately, her two Pit Bulls, Apollo and Rocco live separately from her two cats, Luna and Miller.

We are very happy to have Alaina on the SECO team! Her motivation, work ethic, intelligence and friendly personality will prove to be great assets to SECO.

FACES OF SECO



SECO's Joe Creighton and Felicia Hudson posing with Kelly Campbell (Middle) of Centria



Denny O posing with his hero 'Big Ben'



SECO field guy braving the snow!



Estimators Daniel Belew (left) and Chris Hatfield say hello!



Felicia Hudson displays two huge boxes filled with toys for SECO's annual Toys for Tots campaign.



Dick Waldron and Troy Strickland playing tic-tac-toe

SECOMEDY: General Contractor Says vs. Means

<u>Says</u>: The drawings aren't really clear.

<u>Means</u>: This architect doesn't have a clue.

<u>Says</u>: This is really a tight site. <u>Means</u>: There is no place to lay down your coffee cup, let alone your

materials!

<u>Says</u>: There are liquidated damages in the contract.

Means: If we're going down, you're going down with us!

<u>Says</u>: Don't make any markings on this subcontract.

<u>Means</u>: Nobody in their right mind would sign this sucker!

<u>Says</u>: We want to team up with the best, safest, most experienced quality subs.

<u>Means</u>: That, and the low number gets you on our team!

<u>Says</u>: We are pricing these docs, they're about 50%.

Means: These docs are 50% like a sandbox is a desert.

Construction Law #233: A sub's list of **exclusions** is equal to and balanced by the GC's list of **inclusions**.

Schedule Principle No. 9: When a GC says to a sub, "We have allowed 'x' weeks in our schedule for your work", 'x' is always 1/2 of 'y', where 'y' is the true duration. Hence, to solve for T.D. or true duration, simply multiply 2 by 'x'!

Customer Focus— Turner Construction Company

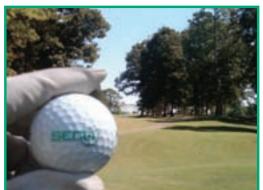
For the last ten years, Turner Construction Company has been SECO's largest customer measured in both volume as well as by number of contracts. SECO and Turner have been building their relationship for a long time and together have constructed some of the most impressive structures in the Southeast.

Turner has a rich and varied history and is truly interwoven into the very fabric of our country through some of the important, landmark structures they have constructed over the years. Turner was established, not surprisingly, by a gentleman named Henry C. Turner in 1902 in New York City with the first corporate address of 11 Broadway. In fact, H.C. Turner built his company literally out of reinforced concrete. While most buildings and structures were still being built out of stone, masonry and sometimes steel, the enterprising young engineer, H.C., saw the benefit of utilizing reinforced concrete as a more economical solution. Turner bid and won many projects with this approach and this pioneering entrepreneur from Maryland soon had one of the largest and most successful construction firms in America.

Today, Turner is still corporately based in New York City but has branched out not only across America but also around the world. It is also currently undergoing a "regionalization" of its offices with Atlanta serving as the 'hub' of its Southeast operations.

In fact, SECO does most of its business with Turner's Atlanta office, but we have also worked with the Charlotte, Raleigh and Nashville offices. SECO is proud to be Turner's "goto" contractor in the Southeast with regard to wall panel systems. Together, SECO and Turner have teamed up on some remarkable and beautiful structures. Owners like Emory University, Georgia Tech, The University of GA, Turner Entertainment, The State of GA, The CDC, and many more have benefited from the strong relationship between SECO and Turner.

The Atlanta Office is headed by newly appointed Vice President Shannon Hines. Shannon has been with Turner since 1992 when he joined the team as an estimator. Hines has a very fine, experienced staff, which combined have hundreds of years of high-end experience.



Turner MEP Superintendent, Lee Cooley, shows off his SECO golf ball at Turner's Annual Golf Charity Tournament



After signing a large wall panel contract for the new Law Enforcement/Detention Center project in Douglas County, some of SECO's management team take time to pose with their Turner counterparts.

L-R: Henry Painter (Turner Project Executive), Joe Creighton (SECO VP), Navaz Porbandarwala (Turner Senior Purchasing Manager), Jason Cooke (SECO VP of Operations), Mike Rookard and Denny Osterrieder (SECO Contract Administrators)

One of those team members, Project Executive Brian Burleigh, expounded a bit on Turner's capabilities and specialties. Brian, formerly of Fluor, has been a Turner project manager for the last six years after moving south from Syracuse, NY. (We must wonder if the weather had anything to do with his decision to move?!) Burleigh indicates that there are approximately 190 Turner employees that call Atlanta home base, and they are involved in many aspects of the construction industry in addition to their conventional construction services.

Turner Logistics (owner services), Facility Management Services and Turner Special Projects personnel all share space with the "Big T" folks, which is what Turner employees affectionately call the construction division.

Turner Logistics and FMS are separate service groups within Turner specializing in specific owner needs outside the "normal" GC services. These needs involve such things as specialty equipment, procurement and training as well as post-construction facility management. Turner has experts that specialize in these

(Customer Focus, continued)

areas in the event an owner might lack the necessary in-house expertise.

Turner Special Projects group is exactly what it sounds like. These individuals take on any sort of unusual or quick moving project and execute the work efficiently and expertly without the overhead and general conditions associated with more conventional design-build and/or construction management work.

Tim Collins, director of Turner's Business Development department in Atlanta, is very proud to be associated with Turner. Like many of Turner's employees, Tim has been with the company for quite a few years and has also been a part of the Estimating and Purchasing Departments. Collins says the key to Turner's ability to successfully market to prospective owners stems from the differentiation that is inherent with Turner. Its employee roster is loaded with seasoned and experienced professionals. Turner also understands the importance of training new talent. They take this duty very seriously and work hard at developing the next generation of construction professionals.

Being a corporate leader is at the forefront of Turner's culture. Henry Painter, another long-time Turner Project Executive, states that leadership matters very much to the people at Turner. As a result, Turner leads in the utilization of B.I.M. (Building Information Modeling) and also helps to advance minority and woman owned business entities, (MBE / WBE). In fact, Collins reports that Turner awarded over a billion dollars worth of contract work to MBE/WBE firms in each of the last four years! Turner has proudly been involved with these programs for over 42 years. It's also noteworthy, Collins says, that Turner is a founding member of the United States Green Building Council, which helps define why Turner is widely thought of as an environmentally conscious firm.

Turner has definitely come a long way since H.C. founded the company over one hundred years ago. Congratulations to Turner Construction and all its people for their contributions over the years. They have helped build one of the greatest success stories in American business.

We thank them for choosing to partner with SECO on so many fine projects over the years and look forward to helping them build many more during the next century!

Just a few of the dozens of projects that SECO has completed with Turner!



CDC 23 Atlanta, GA



Mezzo Condiminiums Atlanta, GA



New Arabia Mtn High School Lithonia, GA



Cooper Lighting Peachtree City, GA

FAMILY NEWS



Jason Cooke and son John

Jason Cooke welcomes son. **John** Jason and Carmen Cooke welcomed their first child to the world on April 16th 2010. This was quite a surprise as it seems that little John William Cooke was tired of waiting around and decided to join us all 13 weeks ahead of schedule!

John weighed in at 2 lbs, measured 14 inches and quickly proved to everyone that he was a strong little boy and quite the fighter. John took up residence in the NICU unit at Northside Hospital where he remained until July 6th when he made the ride home to be with his family!

Today John's favorite pastimes are eating and wreaking havoc around the house. The slow start was nothing more than a small hurdle. John is a growing boy now weighing in at 25 lbs and measuring nearly 30 inches!

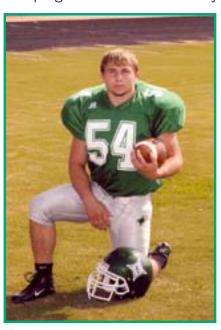
A note from Jason and Carmen:

We want to thank everyone for their thoughts and prayers during this time. We were and continue to be humbled by the support we've received from our SECO family. John is a miracle, a blessing and an answer to many, many prayers!

Troy Strickland's son to play college football

SECO Construction Manager, Troy Strickland, has been grinning from ear to ear lately, and it's not just because he loves his job so much! Rather, his son, Seth, was recently recruited to play middle linebacker for the Ferrum University Panthers in Ferrum, VA! Seth excelled in the football program at Franklin County

High School and in just his junior and senior years alone had over 200 tackles! He also enjoys spending time with his family, hunting and fishing. In fact, Seth plans to major in outdoor recreation, which is a degree many other SECO folks would like to have! We wish much luck and success to Seth and know that he has already made us all very proud!



Seth Strickland

MAY 05/14 05/16 05/18 05/19

05/22

05/28

05/29

06/18

06/27

5-9 YEARS

1-4 YEA	RS
03/05/07	Joey White
06/04/07	Tommy Cummings
03/10/08	Daniel Belew
04/03/08	Balmore Lizama
05/04/09	Shane Carey
06/01/09	Jamie Maxwell
06/01/09	Dustin Phillips
03/01/10	Jason Leach
04/12/10	Chris Stephens
05/31/10	Justin White

06/07/10 Edward Kinton 06/21/10 Jose Lemus 06/28/10 Tulio Flores 06/28/10 Peter Olsen

20+ YFARS 06/25/90 Cecil Landress

03/06/00 Bennie Teague

06/01/02 Rob Drane 03/15/04 Carlos Hernandez

10-15 YEARS

05/11/98 Ken Essner

03/20/00 James Siler

05/11/98 Jim Hittle

03/17/05 Troy Strickland

03/27/06 Dianna Mitchell 06/01/06 Denny Osterrieder

	WARCH	
	03/01	Buddy Barclay
	03/04	Rob Drane
	03/04	Dustin Phillips
	03/05	Bart King
	03/08	Dick Waldron
	03/12	Ann Taylor
	03/20	Sara Waldron
	03/21	James White
S	03/22	Cecil Landress
×	03/24	Terry Mitchell
4	03/26	Larry Roach

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	04/22

3/20	Sara Waldror
3/21	James White
3/22	Cecil Landres
3/24	Terry Mitchel
3/26	Larry Roach
PRIL	
1/14	Kenny Parr
1/20	Lloyd Hatfield

IL	
1	Kenny Parr
)	Lloyd Hatfield
)	Tony Wilson
2	William Manley

Shane Carey
Chris Bramlett
Ed Phillips
Balmore Lizan
Tulio Flores

na Jared Addis Clinton Payne

JUNE 06/01 Gary Belew 06/05 Dianna Mitchell 06/07 Dennie Neal 06/13 Seth Zuehl 06/14 Steve Ayers

Scott Heyob

Duane Metcalf

NNIVERSARIE

AROUND THE TERRITORY



We kick off with **KEN ESSNER** in charge of the unique, one-of-a-kind Boeing Aircraft wing design Welcome Center in Charleston, SC. With Ken are **CC Rodgers, Ken Parr, Pete Olsen, Carlos Hernandez** and **Tulio Flores**.

Georgia Tech Undergraduate Learning Center has **MARTY WHITE** along with **Joey White, Nick White, Justin White** and **Larry Roach**.

JABO LANDRUM, Dennie Neal, Tom Siler and **Duane Metcalf** are on a nice ACM expansion for Northside Hospital in Cumming, GA.

LLOYD HATFIELD, Tommy Cummings, Wayne Manley, Jason Leach and **Zack Gregg** are pushing hard on the Mercedes-Benz Body Stacker project in Vance, AL.

Western Carolina University Health & Gerontology in Cullowhee, NC has **BUDDY BARCLAY** heading up a high profile ACM project. **Johnny Jefferies, Bennie Teague, Mitchell Terry, Tony Osborne, Brady Colyer, Hermas Ramos** and **Balmore Lizama** are contributing on this important project.

TIM HENRY, Scott Heyob, Terry Meadows and **Danny Mitchell** are putting the finishing touches on the Centria Versapanel Honda Jet Expansion in Greensboro, NC.

TONY STRICKLAND is working hard on the highly visible Centria Formawall and ACM project at the North Charleston Coliseum in North Charleston, SC. **Steve Ayers, Brett Perkins** and **Shane Carey** are also working with Tony to get this project off

WHAT YOU DIDN'T PAY FOR

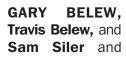
We've all come to know the phrase, "You get what you pay for" or, as some of us in the South know the phrase, "Y'all git what ya' pay for"!

It's noteworthy to point out that in just the last three or four months, SECO has been asked a half dozen times to visit jobsites to rectify or repair the work of SECO competitors. In some cases, we've even been asked to take over the contract for SECO competitors who, for whatever reason, have failed to perform their obligations. This failure is unfortunate, of course, as these situations likely need not have occurred and could have been avoided altogether.

One might ask why so many of these "failures" have occurred during the same time period; the answer is clear. Over the last two to three years it has been especially evident that our competitors have set-out to "build their backlogs to get them through the rough times." ("Building Backlog" for those that don't know is to price work at lower than market value in order to maintain cash flow.) If that sounds like a

to a good start.

SETH ZUEHL,
Jamie White, Ryan
Carter, Jordan
Olsen, Jose
Lemus and Eddie
Kinton are on a
very demanding
Accu-Trac ACM
project for the FBI
in Charlotte, NC.





Stainless steel panels being installed at the Georgia Tech Undergraduate Learning Center

kicking off an important high profile job at the Moses Cone Health Center in Greensboro, NC

Honorable mention to recently completed projects including Clemson Research Park in Anderson, SC, The Small Arms Facility in Anniston, AL, Johnson & Wales Student Center in Charlotte, NC and the demanding Conwood Tobacco Phase II in Clarksville, TN.

We also extend our appreciation to corporate safety mangers **STEVE HELMS** and **ROBBIE BELEW** for their commitment to our safety efforts and obligations.

And from many of our appreciative customers and team SECO we extend a 'tip of the hat' to our dedicated and highly skilled field personnel.

Ponzi Scheme to you, you are correct!

Once a subcontractor has a backlog of cheap work, they must figure out how to perform the contract without adequate funds. Often, this means sub-par material is forced into gaps in the specification, corners are cut, unqualified/inexperienced erectors are hired or brokered and proper supervision is often neglected.

Thankfully, SECO's customers, even in these tough times, recognize the value of SECO's "predictable performance" and our backlog is a healthy one!

Hopefully, as we ease out of our current recession, our competitors will raise their collective bars and bring sanity back to the market. In the meantime, we ask the GC/CM community to consider not, "You get what you pay for," but rather the more accurate phrase "Ya got what you chose not to pay for!" Those folks who have called SECO to fix the problems of others know exactly what this means!

SECO IS GROWING & EXPANDING — NEW FABRICATION FACILITY

SECO's growing customer base and ever expanding capabilities have led to a high level of success and growth over the last two years. Hence, SECO moved its entire fabrication operation into a new state-of-the-art 30,000sf facility just outside Spartanburg, South Carolina and just off I-85.

This move places the fabrication facility in the heart of SECO's southeastern market and will provide room for further expansion, which is already in the planning stages. This means SECO will now be able to service customers faster than ever before.

Summit Metals Service, Inc. was contracted to do the

heavy lifting and with the help of several SECO employees, the relocation effort went off without a hitch. In just five short days the entire operation was shut down, loaded up, moved and brought back on-line.

Even more amazing is the fact that all but one employee made the move from Georgia to South Carolina! Ed Phillips continues to oversee the entire operation and Jared Addis takes over as our new Operations Assistant.

The new facility opens many doors for SECO and we look forward to the continued growth and success of our fabrication facility and capabilities.

SPECIAL ANNOUNCEMENT — ROENITZ JOINS SECO



Phil Roenitz

Phil Roenitz, a true wall panel system "veteran", has joined the SECO team as our Business Development Manager.

Phil comes to SECO with over three decades worth of experience in the business. A graduate of the University of Florida, Phil has a degree in construction management. He specializes in working with contractors, architects, engineers and others helping

them with solutions for their wall system needs.

Phil is uniquely qualified and is already out in the marketplace, working closely with our salespeople to increase the awareness of SECO's services and capabilities.

We are very happy to welcome Phil aboard and wish him much success in his new position.

CONTACT INFORMATION FOR PHIL ROENITZ

Email: philroenitz@secoinc.biz **Office**: (770) 469-8286, x 151

INTRODUCING... MARSH COBIN

SECO recently added to its already strong line-up of contract administrators by hiring industry expert, Marsh Cobin. He has made a fine career in the construction industry, which he has worked in for over 40 years!

Marsh attended College at Long Island University and continued his education in Georgia, Texas and Pennsylvania and graduated with a degree in civil engineering. He also proudly served 20 years in the Navy, active and reserve. A family man, Marsh enjoys spending time with his wife of 44 years, Jan, and their three sons. Marsh and Jan are also proud grandparents and have four grandchildren. From Hightstown, New Jersey, Marsh and his family enjoy spending time near his hometown and

visiting "The Jersey Shore"!

Marsh has already s u c c e s s f u I I y managed several projects at SECO and we know that his skills, experience and knowledge will help SECO continue to offer superior service to our customers.



Marsh Cobin

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PROJECT PHOTOS



AJ Whittenberg Elementary Greenville, SC



Emory Rollns — School of Public Health Atlanta, GA



University of TN — Neyland Stadium Knoxville, TN



Cartersville Historical Mural Cartersville, GA