



Elder-Jones
GENERAL CONTRACTOR

Construction Communicator

President's Corner

Elder-Jones Rides the Wave of Retail Evolution

Like anyone, I often get asked what I do for a living. I tell people I manage a construction company that primarily builds retail stores. I tell them we primarily build for major retailers in shopping malls and strip centers all over the nation. When I would tell people this same thing ten years ago and rattle off some of our customer's names, I could tell their first thought was, "wow, that's pretty cool." Or something along those lines. When I tell them the same thing today, despite what they might say back to me, I can see that they are looking at me with a certain amount of sympathy, as if I had told them I manage Kodak film company. It's as if they see the writing on the wall for me, that they are worried for my future. Some even go so far as to ask, "hasn't the internet taken over? It must be hard to find work."

Hard to find work. Hmm. I have to restrain myself from telling them more than they really want to hear. I'd like to tell them how in many ways the past several years have been the best our company has ever seen. I'd like to tell them how, because we are so busy, we are able to hire more people and keep our field personnel working longer into the year. We have more employees working in our office and in the field than ever before. Our in-house building permit service cranked out nearly 700 building permits for retail customers last year, and we are on track for nearly the same this year. We have been able to make exciting acquisitions and invest in technological upgrades that would not have been possible in the past. Our success is directly tied to the fact that

retail certainly isn't dead, but it's going through an exciting evolution. I'd like to tell them all this, but I know most of the time this is more than they really want to hear. I want to tell them because I'm excited about it. But alas, I usually restrain myself and simply tell them, "I guess we're lucky; things are good."

It's not to say this work comes easy. Nor is the work always easy. Customers are constantly evolving, and this means more remodeling and refreshing stores. And with that comes a lot of night work, and night work is difficult. I also don't

want to make it seem as if we are not aware of the impact that online commerce has had on brick and mortar business. We see it, we are aware of it, and we watch it closely. One of the first lessons I remember getting from my father about this business is not to put all your eggs in one basket. It may sound cliché, but the diversification of our customer base has been absolutely crucial to our recent success. If we continued to hitch ourselves to the huge "power retailers" of the past, thinking their business will eventually return, we would be struggling to stay afloat. Instead, we've put a great deal of our focus outside our historic norms. Who is building and really investing in their stores? What are the successful brands that are creating not just a four-walled box with racks of clothing, but instead creating a visual showcase of their brand and culture? Who is listening to what retail customers really want and turning it into reality? Where do people want to be? What types of businesses that were historically not part of the retail landscape are now finding success in typical retail locations? Those are the customers we want to be working with and through hard work and a little luck, we've been able to position ourselves to be partnered with some sensational brands.

There is not one moment where I take today's success for granted. I see how fast things are changing, and realize this business is going to forever evolve. But wherever it goes, we've got a brilliant group of people working at Elder-Jones. At the end of the day we can build anything, and we're ready to ride this exciting evolution wherever it goes.



Justin Elder
President

Elder-Jones, Inc. is headquartered in Bloomington, MN, and provides nationwide general contracting services to 49 states, Puerto Rico and Canada. Our Bloomington office also serves as headquarters to our associated companies: Elder-Jones Building Permit Service, Inc and Elder-Jones of Canada, Ltd. Elder-Jones is a proud member of the following organizations:



Parachute Project in Chicago

By Greg Lucivansky



Elder-Jones recently completed the build of a Parachute retail store located at 837 W Armitage in Chicago, IL. The project started in April and was completed in 7.5 weeks. This was the first store that Elder-Jones has built for Parachute and it was both challenging and successful.



It was exciting and challenging to be involved in this project. Both David Heikka from Parachute and Vanessa Batista from Quarter 20 (Construction Management) were great to work with and instrumental in making this store come together on time. The Elder-Jones Superintendent Keith Barton was also great on this project and took any challenges we faced in stride. We look forward to completing more successful projects with Parachute in the future.

During the buildout we were able to reuse some elements of the existing space and bring them back to life. For example, we were able to reuse the original hardwood flooring throughout the sales area of the space and refinish it. This store is one of only a handful of retail locations that Parachute has so some of the finishes used were unique to this location. Elder-Jones was able to be involved with some of the millwork fabrication as well so we worked hand-in-hand with the Construction Manager and Owner to ensure the correct look and feel was obtained for the millwork that we were providing.



Annual Elder-Jones Scholarship Awarded



Elder-Jones' Chairman John Elder traveled to Minnesota State University, Mankato, to present the annual Elder-Jones Scholarship at their yearly construction department awards ceremony. The scholarship was created in 2018, as a showing of our commitment to providing opportunities to young people in the construction industry. We've had a wonderful relationship with the Mankato construction department for over twenty years, and we are proud to be able to give back.

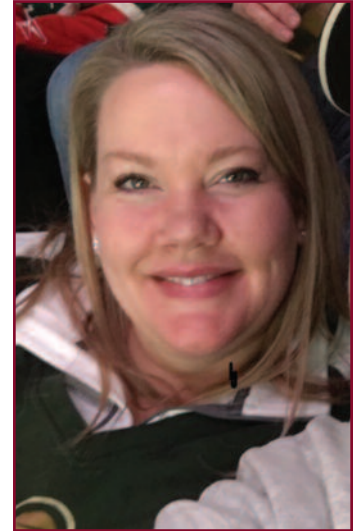
This year's Elder-Jones Scholarship was awarded to MSU senior Breanna Nava. Congratulations Breanna!

Remembering Nickole Becker

Our long-time friend and co-worker, Nickole Becker, passed away unexpectedly on April 14, 2019, at the age of 48. Nickole's career with Elder-Jones officially began in September 2006, but her first experience with the company dates back to 2001 when she filled in during Kim Marsh's maternity leave. Kim and Dennis both worked with Nickole in the late 1990's, and when Elder-Jones had an opening, she was a natural choice for the position. She did not come easily, though; her daily commute would be long and often frustrating. Ultimately, Nickole decided to make the leap, and Elder-Jones is a better place as a result.

Nickole was known in the office for her bright smile and cheerful demeanor. She was able to laugh, or more likely roll her eyes, when project managers didn't quite do what they were supposed to do or in the requested timeframe. She always had a story to tell, often about her husband Rollie; the "Rollie Stories" as they were known. Anyone in the office could stop by her desk for a quick chat, and she was always engaging. Dogs visiting the office also learned that they could stop by her desk for a treat. Nickole was a true and complete lover of dogs; in addition to spoiling her own "girls," she was always first to greet any other dogs running through the office.

Nickole had a definite zest for life. She traveled extensively, sharing her experiences with friends. She especially enjoyed going to car shows with her dad and spending time at the family lake cabin. She loved trying new restaurants and new foods, and we were frequently treated to the aromas of Nickole's lunches and snacks in the office.



Nickole Becker

We will all miss Nickole so much. She was such a big part of the Elder-Jones family and an amazing example of all that we represent.

E-J and SMC raise over \$20,000 for Hurricane Dorian Relief

Elder-Jones and partner company Shrader & Martinez Construction recently put on a fundraiser to support Hurricane Dorian relief efforts through Global Giving. For every dollar an Elder-Jones or Shrader & Martinez employees donated, the company would contribute double the amount. We have a group of extremely generous employees, and between the employee and company contributions we raised over \$20,000 in just two weeks. We are grateful we could help in a meaningful way.

If you are interested in donating to this cause, simply go to globalgiving.org, and click on *Disaster*.



Destruction caused by Hurricane Dorian on Abaco and Grand Bahama islands.

Get to Know Elder-Jones

We think it is important to know who you're working with, so we are once again taking the time to "get to know" a few of Elder-Jones' finest.



Greg Lucivansky

Senior Project Manager

Greg started with Elder-Jones in January of 2007 and is currently a Senior Project Manager. His main clients include ULTA, Parachute, and Lululemon. Two favorite projects of Greg's are the ULTA store at the Mall of America in Bloomington, Minnesota, and the Pea in the Pod at King of Prussia, a mall in Philadelphia, because both were challenging, yet the finished product turned out really nice. Greg grew up in North Branch, Minnesota, and attended college at Minnesota State University,

Mankato. He currently resides in Mahtomedi, Minnesota, with his wife and two boys, William (4) and Elliot (1). In his free time, Greg enjoys playing golf, hanging out with family, and watching sports, particularly golf, the Minnesota Vikings and Wild, and Gopher football and basketball.

Mike Gunderson

Controller

Mike is Elder-Jones' Controller and started with E-J this past May. He is responsible (with the help of a great team) for nearly all things finance related, most importantly the timely and accurate financial statements for E-J. Previously, Mike worked as a CPA in public accounting, primarily as a financial statement auditor, and most recently at Lifetouch National School Studios as a senior manager on the schools business unit finance team. Mike grew up in Burnsville, Minnesota, where he met his wife Brie, and earned his bachelor's degree at St. Cloud State University. He currently resides in Lakeville, Minnesota, with Brie, their two children Ava (11) and Liam (9), and dog Miley. Most of Mike's free time these days is spent at his kid's activities, which include soccer, baseball, competitive dance, and Cub Scouts. When there's extra time, Mike enjoys camping in his travel trailer with his family, playing golf, getting together with friends to play cards, and traveling. One of Mike's favorite places to travel is Las Vegas. He has traveled there at least once per year since 2005 with a group of friends, about 20 times total! A fun fact about Mike is that he and his family volunteer as a foster family for dogs through an animal rescue called Wags & Whiskers, and in the past two years have rescued nine dogs, including their current dog Miley! They have rescued dogs of many shapes, sizes, and breeds, but prefer to rescue Pit Bulls out of the south (Arkansas), as many times the only way for those dogs to survive is through rescue.



Breanna Brown

Project Manager Assistant

Bre started with Elder-Jones in October of 2018 and is currently a Project Manager Assistant. Her main accounts include Charter Spectrum and HH Retail. Bre's favorite E-J project was the Spectrum store in Casper, Wyoming, because it was relatively uncharted territory and it was fun to make new contacts. Bre grew up in North St. Paul, Minnesota, and graduated from Concordia University in St. Paul, Minnesota, in 2016 with a bachelor's degree in business. She currently lives on Cathedral Hill in St. Paul with her boyfriend Jake, his six year old daughter Charlotte, and their cat Davos.

In her free time, Bre likes to travel, cook for her friends and family, golf, and play volleyball. Bre is on track to travel to her 20th country this year and to hit every continent before her 30th birthday! Some of her favorite travels include hiking Mount Batur in Indonesia, exploring night markets in Taipei, and seeing Paul McCartney play the O2 in London.

Elder-Jones Now Utilizing PROCORE



Elder-Jones' customers and vendors will see some changes in the way we are managing projects over the course of the coming months. Our commitment to provide our customers with the very best project management workflow made the decision easy. Procore is the industry leader in construction management software, and their cloud-based platform is user friendly for every user involved in a given project. After our first demo, we were sold. We've just begun to roll-out the platform on certain test projects, and our goal is to be utilizing the software

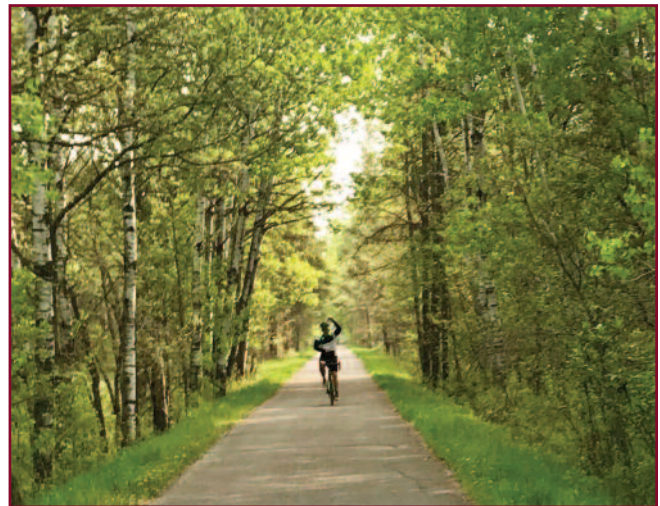
for every new project by January 2020. Procore will provide the entire project team a seamless platform of communication exchange. All project partners will be invited to each project, including owners, architects, and subcontractors. We are hopeful the field tools utilized by our superintendents will speed up communication and increase information flow, in order to resolve project issues faster and with more clarity. We also believe Procore's tools will trickle down to improve site safety and build quality. Customers should also notice improved time to job closeout. We are very excited to add Procore to our set of project tools, and we know everyone involved with any of our projects will begin to see a benefit.

Another Year, Another 900 Kilometers! 2019 Christian Elder Memorial 900



The team has done it again! The 2019 Merchants Bank Christian Elder Memorial 900 took place earlier this summer and raised over \$40,000 for Kids 'N Kinship, a Minnesota based youth mentorship program. The CEM900 is a 9-day, 900-kilometer bicycle ride through paved trails all around Minnesota. This year's ride was without major incident or inclement weather, and by all accounts it was a complete success!

We want to thank all of our friends, family, vendors, and other supporters for their contributions, both financially and for the moral support! It's quite an effort to organize and manage all the logistics that go into the event, but it's obvious by the participation year-after-year that it is worth it. We'd like to give a special thanks to our friends at



Merchants Bank, who again took on the role of title sponsor and also hosted a fantastic reception at the conclusion of the ride.

Elder-Jones has been a supporter of the CEM900 since the first ride back in 2006, both in terms of employee participants and financial contributions. This year's ride consisted of ten riders and four support drivers. Five of these fifteen participants are Elder-Jones employees, and two more are family of employees. We also have many employees back at the office who are assisting before, during, and after the ride with contribution management, website updates, logistical planning, and most of all moral support and encouragement to the riding team!

Elder-Jones Across the Nation

Recently completed projects from around the country.



Tommy Bahama, Boston, MA

Superintendent: Bob Bailey

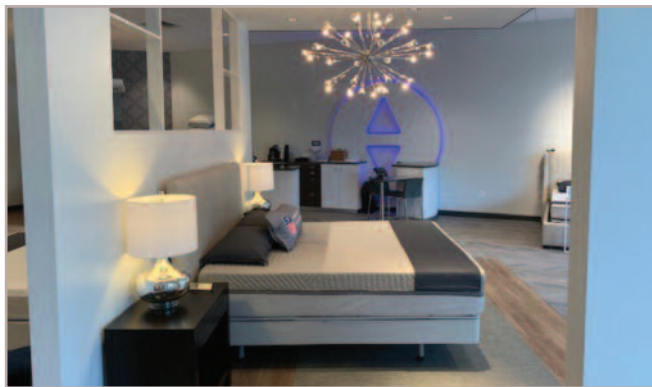
Project Manager: John Lunderbrek



Peloton, Bloomington, MN

Superintendent: Dave Elstad

Project Manager: Colton Remakel



Sleep Number, Rock Hill, SC

Superintendent: Alan Barnwell

Project Manager: Brandon Kylo



BCBG Maxazria, Houston, TX

Superintendent: Jim Parsons

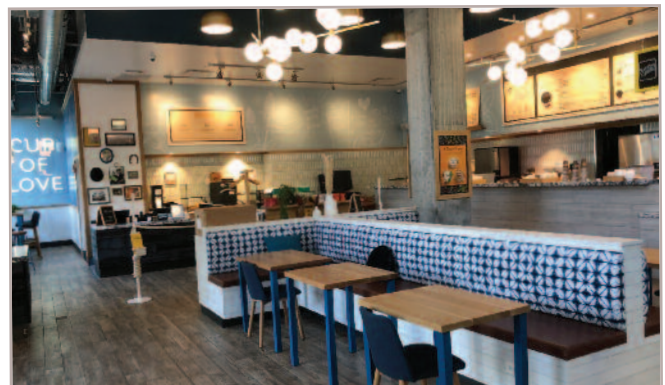
Project Manager: Jason Ash



ULTA, St. Cloud, MN

Superintendent: Troy Williams

Project Manager: Greg Lucivansky



Philz Coffee, Chicago, IL

Superintendent: Wally Meyer

Project Manager: Jay Saterbak

Don't Learn Safety by Accident

Leyna Elder Wins Safety Poster Contest

This year's safety poster contest grand prize poster winner is 10-year-old Leyna Elder, daughter of Elder-Jones' President, Justin Elder. Leyna's winning design is a great display of this year's theme "Don't Learn Safety by Accident," and will hang on all Elder-Jones job sites to continually serve as a reminder to keep our projects safe and free from accidents.

Many thanks to those who participated in this year's safety poster contest! We received many fantastic entries in each age group.

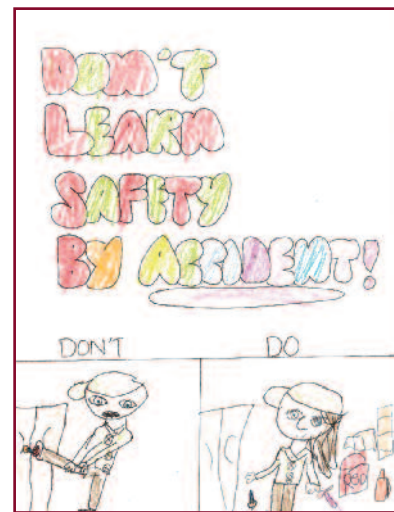
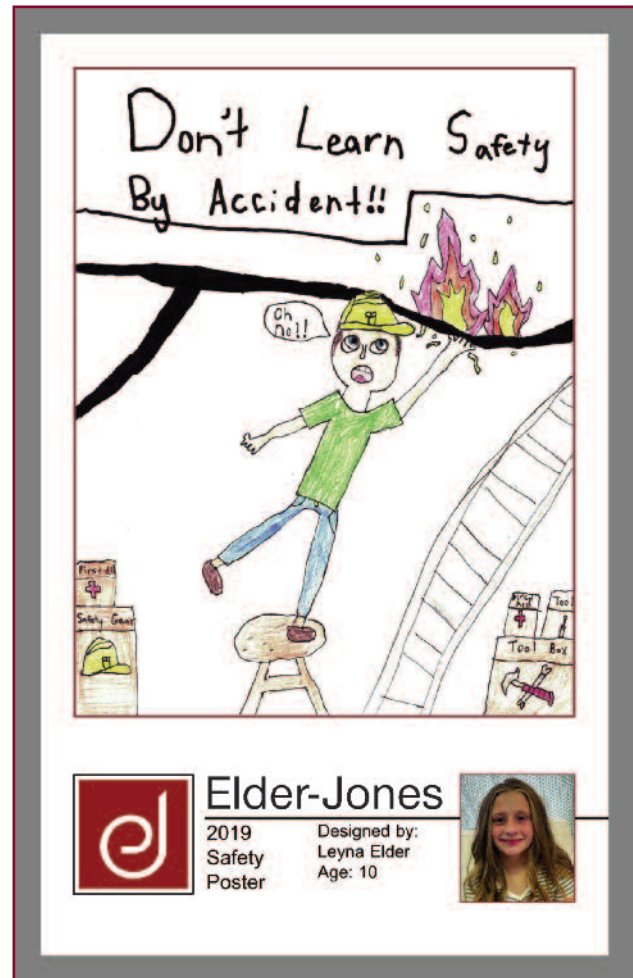
Some other notable entries from this year:



Eliana Utne, age 11



Liam Gunderson, age 9



Malia Allen, age 6

Elder-Jones, Inc. Contacts:

Justin Elder

President
justin@elderjones.com
952-345-6069

Brian Perkkio

Vice President of Operations
brian@elderjones.com
952-345-6030

Brie Gunderson

Director of Business Development
brie@elderjones.com
952-345-6028

General Information

Elder-Jones, Inc.
1120 E. 80th Street, Suite 211
Bloomington, MN 55420-1463
Phone: (952) 854-2854
Fax: (952) 854-2703
www.elderjones.com

Let's Get Social! Connect with us!



https://twitter.com/elder_jones_gc

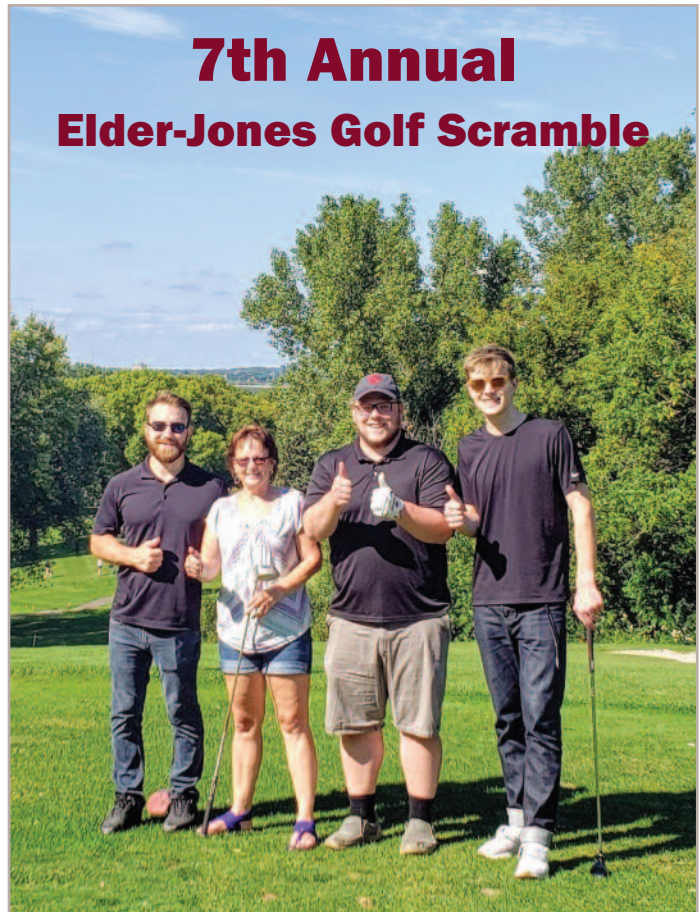


<https://www.linkedin.com/company/elder-jones-inc/>

The *Construction Communicator* is a publication for and about Elder-Jones employees, clients & friends. Comments and suggestions are welcome: brie@elderjones.com.

Please read and recycle.

7th Annual Elder-Jones Golf Scramble



Colton Remakel, Cindy Higgins, Lucas George, and Aaron Anderson.

Our Elder-Jones office staff took to the links for our 7th Annual Elder-Jones Golf Scramble. Five teams competed, but only one was able to claim this year's lowest score bragging rights. Congrats Kim, Justin, Tom, and Zach! It was a beautiful day to take a little break and have some fun outside the office.



Kim Marsh, Justin Elder, Tom Jerstad, and Zach Gurholt.

