



CASF Clarifies Mission

In preparation for the annual Planning Meeting our facilitator, **Tom Foster**, asked that we clarify our mission statement to clearly state the goals we plan to achieve in the coming year. Volunteers to take on the task were Mike Fee, Lotspeich Co. of Fla., Mindy Szarowicz, Baker Concrete Construction, Randy Farmer, Cemex and Rick Schuerger, Moriarty Construction. They met on July 17, to clarify the existing Mission Statement: *"To serve and develop the construction industry and to improve the interests and welfare of its members within the public interest"* and to update the objectives to clearly give them a direction to plan for the future. They proposed the following clarification: ***"To serve South Florida construction industry by providing its members with opportunities to develop relationships, share information, obtain business from a trusted network and support local communities."*** with the following objectives:

- ♦Facilitate longstanding relationships between members
- ♦Communicate pertinent information relative to the construction industry
- ♦Provide education opportunities to the membership
- ♦Promote and recognize

quality craftsmanship

- ♦Elevate awareness of safety in the workplace
- ♦Enhance and promote careers in the skilled trades.

The new Mission Statement was presented at the July 27, Board meeting and was unanimously approved. Now with clear, updated objectives the groundwork was set for the August Planning Meeting.

Five key areas were identified to achieve the goals necessary to support the mission: Membership, Events, Education, Communication and Continuity/Succession planning to keep on track in future years when volunteers and staff move on.

Membership was first on the list and its purpose is to recruit, engage and retain. Russell Anderson volunteered to Chair with Randy Farmer as Co-chair and a Succession Chairman will be chosen by the committee at a later date.

Next was Events with its primary purpose to develop an overall criteria that will be used as a guide for planning future events. Sid Miller will Chair, with Mike Fee as Co-Chair and a Succession Chairman will be chosen by the committee at a later date.

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Member News

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Florida

Adonel Concrete opened its second concrete plant in north-east Broward County.

Built on four acres of land, the new plant is adjacent to Adonel's existing Ft. Lauderdale location at 5551 NW 9th Avenue. The new plant is capable of producing 200 yards of concrete per hour. An additional 30 new Adonel Concrete trucks will be housed at the plant.



New Adonel Concrete Plant

Advanced Roofing, Inc. (ARI) won the Florida Roofing and Sheet Metal Contractors Association's (FRSA) 2015 S.T.A.R. Award for the best roofing project in Florida, in recognition of the contractor's work on the University of Miami (UM) Frost School of Music in Coral Gables.

ARI also earned FRSA's first-place Sustainability Award for that new, two-building project, based on the firm's waterproofing and solar work. In addition, ARI won top honors in FRSA's Low Slope category for the Southeast Financial Center re-roofing in downtown Miami.



UM Frost School of Music

Eclipse Building Corp. completed the build-out of high-profile clothing company J. McLaughlin on upscale Worth Avenue in just seven weeks. A job that would normally take 10 to 12 weeks. The quick turnaround allowed the store to double its square footage in less than two months.



Southeast Financial Center

We Provide More Than Just Safety Products

Each month Construction FOCUS features a CASF member company, selected by drawing a business card from among those attending the monthly networking breakfast. The next breakfast, sponsored by JWR Construction Services, will be held on Thursday, September 24, 7:30 a.m. at the Courtyard by Marriott-Cypress Creek in Ft. Lauderdale.

What started as a small family-owned business has now grown into a full line safety distributor serving the United States with its eight locations nationwide. Founded 32 years ago in 1983 by Peter Merkl, **Ritz**

imately 100 employees throughout its various locations and is run by three key people. Ken Fisher serves as President, Chris Kimmet as Executive Vice President and founder, Peter Merkl serves as Vice President for Ritz Safety.

Ritz Safety provides the construction industry with a full range of industrial safety supplies including personal protective equipment, fall protection, respiratory protection, footwear, hard hats, gloves and glasses. They also provide custom imprinted safety equipment, custom safety signs, prescription safety eyewear, programs equipment rental, free on-site training and safety audits. Ritz prides itself on being a company that provides more than just safety products. With a large staff of account managers

and vast network of safety suppliers, they provide full scale safety solutions.

It's been a big year for Ritz Safety. Over the past year, Ritz has grown significantly. In July of 2014 they opened a new location in Tampa, FL. Then in September they opened their first distribution center in Houston, TX. This past January the Pompano Beach location was moved to its brand new facility on Copans Road. And, last month, Ritz purchased the Mobile, AL based Safety Source, Inc. That acquisition brought Ritz to its eight sales and distribution centers. Ritz also recently launched a mobile version of their website which gives access to their full online catalog for customers to place orders on the go. In addition, they will be releasing an all-new catalog in the next few months.

Ritz Safety is a very active member of the CASF community. Pawel Albrecht, District Sales Manager of Ritz Safety, makes sure that employees from Ritz participate in CASF's Safety Committee. Ritz Safety's involvement in CASF since 2003 has allowed them not only opportunities to network, but also to get the chance to hear directly from construction companies as to what they need in terms of safety products.

For more information about Ritz Safety and the services and products that they provide please visit their website at www.ritzsafety.com. You can also visit their new Pompano Beach facility at 2200 W. Copans Road.



Safety is headquartered in Dayton, Ohio. In 1999, Ritz was purchased by Dayton based uniform rental business Van Dyne Crotty, Inc. and was eventually spun off as a separate business. Today, Ritz employs approx-

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Construction Focus is the official publication of the Construction Association of South Florida. Article suggestions and submissions for publication consideration should be forwarded to the Executive Vice President.

CASF is Set on a Mission

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The Education Committee will be headed up by Brian Mueller with Mike Fee as Co-chair and a Succession Chair to be selected from the committee. Their first task is to identify educational areas where members have interests that are not presently served in the construction community. Topics and subject areas will be determined and scheduled accordingly.

Since there was a great deal of discussion about communications and the shift in available channels, primarily the migration of print communication to electronic, including website and social media platforms, the Communication Committee was established. They will formulate a social media presence, electronic distribution of meeting notifications, invitations, general communications, as well as, develop

a style guide to create uniformity of all print, website, email blasts, etc. Jeff Slade will Chair with Bruce Capon as Co-chair and a Succession Chair person will be selected from the committee.

The other standing committees are Young Leader Committee, Chaired by Mindy Szarowicz and Co-chaired by Justin Lord. The Craftsmanship Awards Committee will be Chaired by Jeff Slade and a Co-chair will be determined. The Fishing Tournament Committee will once again be chaired by Fred Kaub and Co-chaired by Bob Baer. The Golf Tournament Committee continues to be Chaired by Harley Miller and Co-chaired by Mike Fee. The Safety Committee will be Chaired by Dave Lockhart, Poole & Kent with Deborah Beetson as Co-

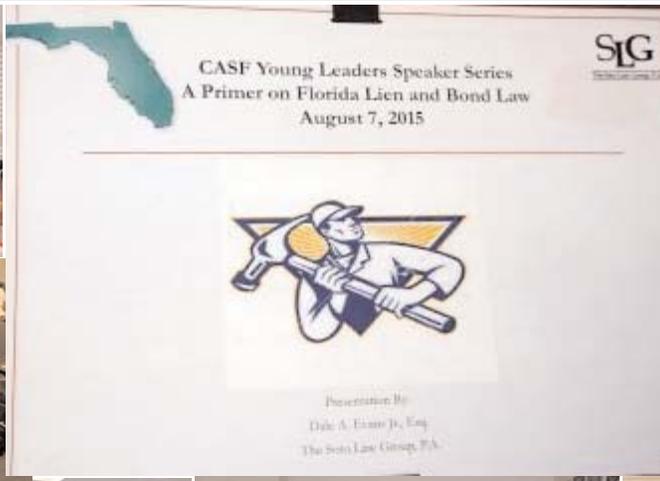
chair. And finally, the Women's Council will be Chaired by Vicki Schuerger, Kelley Kronenberg and Co-chaired by Deborah Beetson.

Any active member wishing to serve on any of the above mentioned Committees can call Joyce or Jo at 954-974-6333 or go on line at www.casf.org to sign up.

You can now look forward to increased membership with an emphasis on getting general contractors of all sizes to join, events with a clear purpose, education programs that are not available elsewhere in the construction community and a communication process that is inclusive of major electronic and social media distribution channels. It is an exciting time for CASF and through the leadership of President Frank Frione, the Board of Directors and volunteer members we will meet the goals set forward to support our clear Mission.

Young Leader Speaker Series

Florida Lien & Bond Law, Friday August 7



Speaker: Dale A. Evans, Jr.
The Soto Law Group, P.A.



CONSTRUCTION
FOCUS

CONSTRUCTION ASSOCIATION OF SOUTH FLORIDA

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ROUTE TO:

CASF Night at the Marlins

Marlins Park, Wednesday, August 27

