

Value of construction extends beyond the building

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When a company builds a new building, that new facility represents a commitment to be part of a physical community. At the same time, that new facility performs a function: It will impact business success. The building is a business tool for growth and profit.

The choice of construction method becomes critical, therefore, not only to the success of the project but the success of that business. The choice of what team to use -- architect/construction manager and/or a general contractor in partnership with the many specialty trades -- is critically important.

The challenge comes because construction is not a customer's first business. The many steps in the long process require a business owner to assign a significant amount of decision-making to someone else, perhaps for one of the first times in his or her career. Furthermore, these are important decisions that will impact that business significantly.

When evaluating who to use, business owners will always seek the best value for their investment. They need committed, highly skilled craftworkers who are as committed to their craft as they are to their business and will ensure project -- and business -- success.

The building and construction industry has been working for decades to provide the best value to its customers in southeastern Wisconsin. For the business owner, we provide the total package: professional architects and engineers; utilities, including, gas, electric, communications, sewer and water; road builders and excavators; and building constructors, including all specialty trades such as landscaping, remodeling and repair.

Added value

But there is more to the value we provide than just what the business owner sees.

Our entire work force is trained extensively in its craft. The indentured apprenticeship programs range from three to five years, depending on the discipline. All the programs include Occupational Safety and Health Administration safety training and an extensive continuing education and updating program. The industry created and funds the BIG STEP pre-apprentice skill enhancement program to open doors to persons who need help in gaining entry into a skilled trade program.

Contractors seek out and hire top professionals in engineering, project management and multiple support roles from accounting to human resources. Most belong to associations that keep their respective industry in touch with important developments that enhance the quality of their group.

The vast majority of our work force is locally based, meaning the wages and benefits earned are re-invested into the local community. This allows for continued success and growth of strong community infrastructures -- which is positive for every resident of our state.

When measuring value in building and construction, it pays to look beyond the first costs and consider the larger, long-term and business value we provide to our customers, our communities and our members.

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