

# 40 Under 40

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By Laurie Batter with Professional Remodeler Staff

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*Professional Remodeler* proudly presents the 40 Under 40 class of 2015!

It's no secret that the industry is in need of young, ambitious professionals to take it into the next era, and while the problem is real, reading these profiles makes it feel very far away. This group of up-and-comers run the gamut from project management to marketing to design. But while their skill sets may vary greatly, they all have one thing in common: sheer excellence.

So take a look at the future. We promise you'll be inspired. And maybe even a little envious. [PR](#)





**Bryan Hensen**  
**President**  
**Allen Construction**  
**Age 38**

**FALL BACK, SPRING FORWARD** To avoid layoffs in 2010, Bryan Henson, then the company's general manager, asked management to take a 10 percent pay cut and the rest of the employees to agree to 5 percent. The plan worked, and by year's end everyone received a bonus. Bryan also led the effort to establish a building performance division, which broadened the market and brought repeat business and referrals. Parallel efforts gained niche clients such as insurance remodels, prefab housing, passive house, and rainwater catchment systems.

Since Bryan took over as president in 2012, the company has grown from a \$15 million residential business to a \$40 million business serving a much larger geographical area with five divisions, including a new commercial arm. Bryan's tenacity turned a dim time for Allen Construction into a profitable and stable era, introducing diverse competencies that will help shield the company from economic fluctuations. [buildallen.com](http://buildallen.com)

**MASTER JUGGLER** Business at Inspired Interiors has skyrocketed over the past year, leading to added staff, a doubling of office space, and a growing bottom line. Behind it all is Emily's ability to effectively merge her creative side with the essential management, finance, and marketing roles of a company owner. Unsatisfied with off-the-shelf software, she commissioned a custom solution that included an updated invoicing system, which dramatically improved revenue tracking. Similarly, Emily revamped the interior design process that drives an individualized strategy for each client.

It's important to Emily that Inspired Interiors offers a tight-knit, family-oriented environment for her associates. Her make-it-work, hands-on leadership style sets an example for staff on how to successfully manage several duties at once. Daily, you'll find Emily juggling jobsite issues, attending client meetings, and managing a team of 12. [inspiredinterior.com](http://inspiredinterior.com)

**Emily Mackie**  
**Owner**  
**Inspired Interiors**  
**Age 39**



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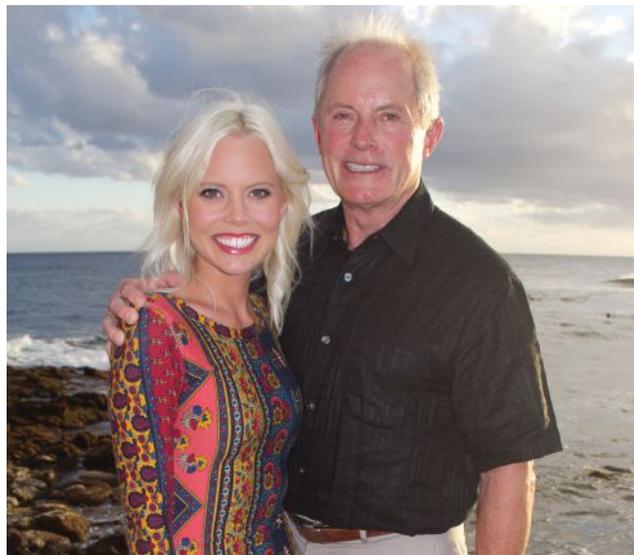
1) Based on latest competitive information. Class is small commercial van segment when properly equipped. 2) See dealer for a copy of the limited powertrain warranty. Ram and Ram ProMaster are registered trademarks of FCA US LLC.

**SAILING TO SUCCESS** Brad Yetman leads a team of 18 associates responsible for about \$8 million in residential construction. Using his experience as a sailing tactician, Brad has earned his crew's trust by drawing on their expertise to help navigate the swirls and eddies of each project.

Brad reorganized processes for change orders, estimating, and budgeting, which greatly improved margins. He led the initiative for an open-book management program and developed a tool for design staff to help clients set an appropriate budget.

Always looking for a better way to deliver the ultimate design/build experience, Brad is inspired by his favorite book, *The Charge*, challenging himself and his team to take responsibility for creating a better future. [anthonywilder.com](http://anthonywilder.com)

**Brad Yetman**  
**Production manager**  
**Anthony Wilder Design/Build**  
**Age 35**



**HANDS ON BRINGS IN REVENUE** Chelsea started as an administrative assistant with her father's company. In a few short years, her roll-up-your-sleeves work ethic involved her in every aspect of the business, from accounting to sales. She's now poised to take over the helm from her father.

Among all of her efforts, three stand out. First, she rebuilt the company's outdated website resulting in a tripling of Internet leads. She also partnered with a storm restoration company to learn about insurance work, then turned that knowledge into new revenue. And she culled the vendor list, building stronger relationships with select suppliers. The results were an 18 percent increase in revenue in 2014. [acaspersenco.com](http://acaspersenco.com)

**Chelsea Caspersen**  
**Vice president**  
**A. Caspersen Co.**  
**Age 26**

**Brandt Knowlton**  
**VP operations**  
**Ascent Construction**  
**Age 38**

**LEAD BY EXAMPLE**

One reason why Ascent, a \$100 million company, is having its best year is Brandt's leadership

as vice president of operations. He participates in acquisition efforts and helps develop partnerships with redeveloping cities. An expert at hiring, training, and keeping top talent who care about quality work and building solid relationships, Brandt's style of leadership-by-example inspires others to action, creating a work culture of doing the right thing for the right reasons. He embodies many great qualities hard to find in construction leaders today.

Recently certified as LEED AP, Brandt is helping to set new company standards in sustainable construction. [ascentconstruction.com](http://ascentconstruction.com)





**Katie Arnholt Kim**  
**CEO**  
**The Kim Group**  
**Age 36**

**RENAISSANCE WOMAN** Katie is actually many people rolled into one: visionary leader, real estate professional, technology expert, designer, and construction manager. Her knowledge and business acumen have made The Kim Group a significant presence in its market. Yet it's Katie's management style that really keeps the company on track.

One example of many is the way she handles problems brought to her attention. Rather than simply give an answer, Katie will ask the team member for a solution. She will then talk through different ideas, and eventually it's the employee, not Katie, who solves the issue. Next time a similar problem arises, the staff member will recall the conversation and make a decision based on that process. This has helped field crews become effective managers. In addition to her big-picture brilliance, Katie's computer science background allows her to streamline internal systems for better efficiency. [thekimgroup.com](http://thekimgroup.com)

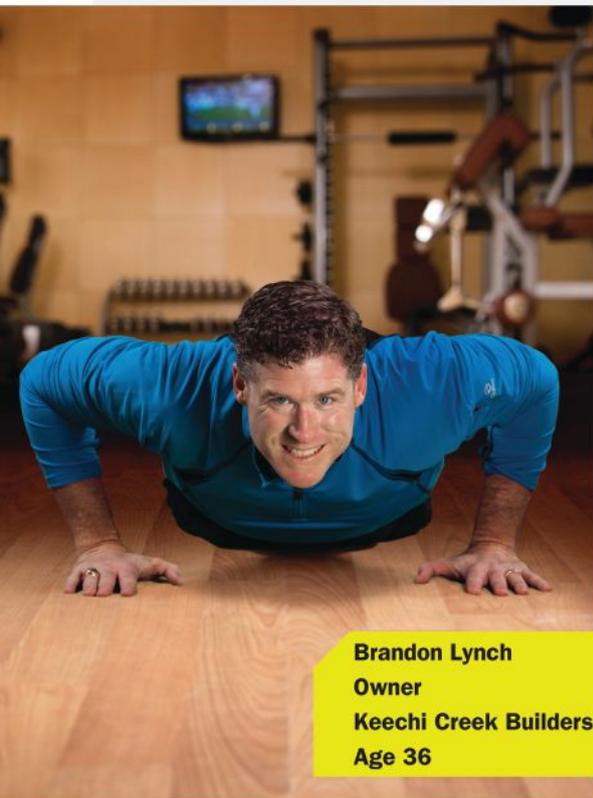
**TAKING A STAND** In 2012, Chris Dietz and his company sued a former client for defamation based on reviews that were posted to Yelp and Angie's List. The case played out in national news, and although the outcome was less than he had hoped for, the case shined a light on the plight of small-business owners dealing with false reviews.

Chris' stand-your-ground attitude in the lawsuit is a natural extension of his enthusiasm and commitment to his work. His respectful leadership style instills confidence, while his willingness to question the status quo helps his staff see issues from all angles to find the best solutions.

Chris is a Universal Design Certified Professional and very active in the remodeling industry. He's a member of NKBA and the NARI Metro DC chapter where he serves on three committees, as well as on the board of directors.

**Christopher Dietz**  
**Owner**  
**Dietz Development**  
**Age 39**





**Brandon Lynch**  
**Owner**  
**Keechi Creek Builders**  
**Age 36**

**BIG PICTURE THINKER**

Brandon Lynch is a natural born leader. A big-picture thinker with the heart of an entrepreneur, he started his own company in 2007 while still in his 20's. Since then, he has expanded from smaller jobs to ambitious whole-house remodels.

But Brandon's greatest strength may be in his long-term vision. Rather than focus only on the jobs in his market today, he looks at the remodeling industry overall and tries to place himself in the sweet spot for future trends. To that end, he's a Certified Green Professional, a Certified Aging-in-Place Specialist, and is working on a Graduate Master Builder designation from the National Association of Home Builders. He also educates consumers about universal design and sustainable remodeling practices through seminars and television spots.

Recently, Brandon entered the custom building market and is building spec homes in two Houston-area neighborhoods. keechicreekbuilders.com

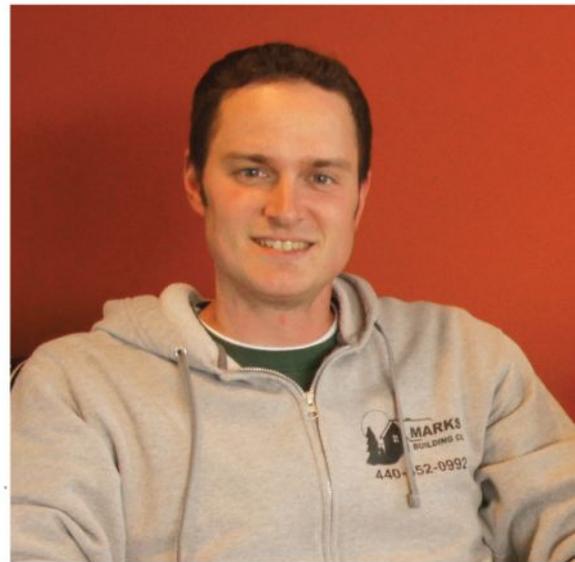
**Josh Marks**  
**Director of marketing and sales**  
**Marks Building Co.**  
**Age 30**

fuel behind the company's growth from \$250,000 in 2008 to more than \$850,000 in 2014. With a calm but commanding style, he modernized the 26-year-old company by bringing in current marketing techniques. He oversaw a redesign of Marks Building's website, adding new features, including a video that artfully juxtaposes "before" and "after" project images from the same angles.

Josh also updated the company's social media efforts, created new direct-mail pieces, made enhancements to the estimating software, and instituted company shirts, which every employee now wears. marksbuilding.com

**BEFORE & AFTER**

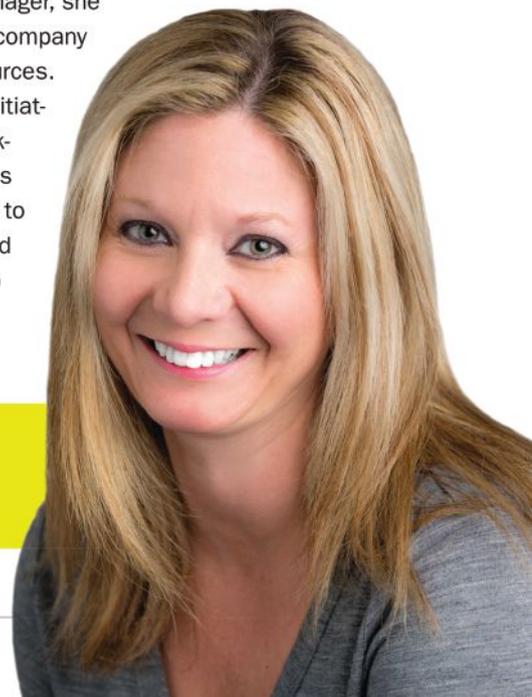
Josh's leadership in marketing is the



**WORKING WITH THE MEDIA** Before Kate, Mosby Building Arts would distribute a handful of press releases to key industry publications and hope for the best. With Kate's leadership, 2015 will see 46 television appearances, 26 Mosby-generated columns in three periodicals, 58 advertorials, and 24 guest appearances on local radio. All of these were negotiated by Kate through her relationships with the media.

But Kate isn't only a great marketing manager, she has also brought a lot of innovation to the company through her collaboration with human resources. Some of these accomplishments include initiating the successful selection of five top-workplace awards for Mosby, bringing food trucks to the office and field on various occasions to thank associates for their contributions, and taking over producing company meetings to enhance the employee experience during the event. mosbybuildingarts.com

**Kate Ewing**  
**Marketing manager**  
**Mosby Building Arts**  
**Age 36**



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**Derek Baxter**  
**Sales/design**  
**Select Kitchen & Bath**  
**Age 37**

**HAT TRICK** After a short internship learning the ropes at Select Kitchen & Bath, Derek was hired as a designer and salesperson. He quickly transitioned from working on small bathroom projects to full-scale custom remodeling. His specialty is creating hidden storage without compromising good design. To help clients make decisions, Derek introduced more robust graphic design software and 3-D rendering. In just three years, his innovations in technology, processes, and systems have helped to triple gross sales in the company's custom business to nearly \$2 million.

In his off-hours, Derek brings his ambition and creativity to the volleyball court, where he coaches a high school and a club-level team. His "under 12" team won a gold medal in the most recent regional finals. [selectkitchenandbath.com](http://selectkitchenandbath.com)

**INCLUSIVE LEADERSHIP** Beth rejoined the family construction business in 2007, just in time to meet the challenges of an economic recession. To ensure the survival and advancement of the company, she created a new design studio and conference rooms, and introduced a seven-year warranty program. Her upgrades to scheduling and production management greatly streamlined processes, and a vibrant social media presence and monthly remodeling seminar series increased brand awareness in the community.

Her warm, inclusive leadership style allowed her to preserve the corporate knowledge of the company's legacy employees while helping them transition to new technology. With her help, revenue has grown by 24 percent since 2008. Beth became company president in 2014. [remodelsalem.com](http://remodelsalem.com)



**Elizabeth Rhoades**  
**President**  
**C&R Remodeling**  
**Age 32**



**ADAPTABLE MEANS SUSTAINABLE**

Aaron Monroe is constantly looking for ways to increase revenue and cut expenses while providing uncompromised quality. One key to his success is the care he takes to find the right person for each role in the company. He uses personality assessments and personal attention to each employee's motivator to build a solid team and help staff achieve their full potential.

**Aaron Monroe**  
**Operations manager and sales**  
**Architectural Building Arts**  
**Age 33**

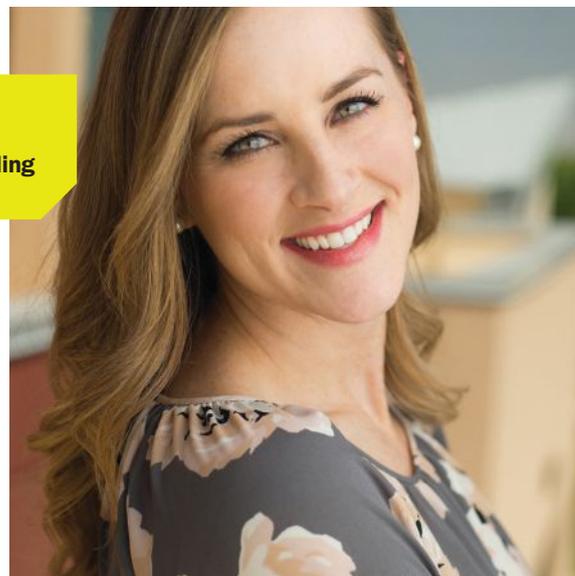
Shifting market demands have inspired creative tactics. Paperless recordkeeping and billing, integrated timecard software, and smart devices have been implemented to save time and money. In 2014 and 2015, the company won seven NARI Contractor of the Year awards (three local, three regional, one national). [designbuildmadison.com](http://designbuildmadison.com)



**John Struckmann**  
**Owner/general manager**  
**Integrity Home Contracting**  
**Age 31**

**YOUNG GUN** Starting a business at 22 during a rocky economy with only about \$2,000 required creativity. To get sales going, John started a paid internship program with UVA, his alma mater. Students earned 3 to 6 percent for any leads they generated that resulted in a project. They also learned about sales, marketing, and teamwork. Interns were taught how to look at a home's exterior and identify areas that need work. The team knocked on doors, introduced the company, and made lists of homeowners interested in more information. One weekend in 2009, John's sales team generated almost 70 leads, which kept revenue high for several months. The strategy got the business off the ground, and by year two revenue was at \$1 million. [integrityhomecontractors.com](http://integrityhomecontractors.com)

**Dawn Dewey**  
**Marketing director**  
**Dreamstyle Remodeling**  
**Age 29**



### POINT OF THE SPEAR

Dawn's efforts during her first 18 months at the company added 300 leads per month, resulting in 2014 revenue growth of 35 percent. One secret to Dawn's success is her extraordinary ability to recognize talent. She built her marketing team from scratch, by promoting from within and hiring interns from a program she developed with her alma mater, the University of New Mexico. But who wouldn't want to work for someone who wrote a 60-page business plan and acted as the point person in a successful bid to win San Diego as an exclusive Renewal by Andersen territory? [dreamstyleremodeling.com](http://dreamstyleremodeling.com)

**EXPERIENCE-BASED INNOVATION** Jake Brown attributes the success of his company to associates and vendors. But he has worked in every role, from administration to marketing to production, and his experience-based leadership is part of the formula. He constantly brings ideas to help make the company better.

One example is the launch of American Perma-Coat Painting, a new division designed to meet the local market's need for affordable, quality painting. Another was Jake's decision to transition the company to a design/build model, which has produced more of a partnership between customers and designers and estimators.

Jake joined the company as a carpenter in 2002, going on to become a partner and then sole owner. He has more ideas for new divisions, so it looks like the growth trend will continue. [winstonbrown.com](http://winstonbrown.com)

**Jake Brown**  
**Owner**  
**Winston Brown Construction**  
**Age 33**





**Joe Shimanski**  
**Owner/president**  
**Distinctive Drywall**  
**Age 38**

**5 STEPS TO EXCELLENCE**

Over the past five years, Joe's innovations have helped grow company revenue from \$480,000 to \$1.98 million. His 5-Step Estimating Process, 5-Step Quality Control Process, and 5-Step Hiring Process have significantly improved efficiency, consistency, and customer experience.

To aid everyone in the organization, Joe rolled out a new strategy called Distinctive 1-3-1 in which associates tackle a single problem, come up with three possible solutions, and choose the best one. This has helped team members think through problems and solve them effectively. The concept also builds confidence and develops future leaders for the company. [distinctivedrywallinc.com](http://distinctivedrywallinc.com)



**LEADING FROM THE FRONT**

Lauren became profitable just a few months after launching her interior design business in 2014. She attributes part of her success to networking and part to the media, including coverage from HGTV and *The Washington Post*.

**Lauren Levant Bland**  
**Principal designer/owner**  
**Lauren Levant Interior**  
**Age 31**

But it's her collaborative leadership style that provided a crucial key to Lauren's professional growth. Interior designers often clash with contractors, making what could be a productive partnership into a turf war. Not so with Lauren, who has deep respect for the construction process and learned an enormous amount from watching expert craftsmen. She highly recommends hands-on education as the best way for design professionals to understand materials and construction. [laurenlevant.com](http://laurenlevant.com)



**Stefan Carlson**  
**Designer and sales**  
**Carlson Projects**  
**Age 22**

**WHAT MATTERS MOST** Since Stefan began working at Carlson Projects about a year ago, sales have doubled and he's a significant influencing factor. Guided by his motto, "because family matters," Stefan takes special interest in designing comfortable, safe living spaces for senior citizens and military vets. He feels it's important to help this population stay in their homes as they age. Stefan is also responsible for creating the company's social marketing program. As projects are completed, they are posted across several platforms to help Carlson Projects showcase its work and create brand awareness. Stefan is a certified marketing and communications strategist for aging and accessibility, and a graduate of NAHB's Design/Build Solutions for Aging and Accessibility course. [carlsonprojectsinc.com](http://carlsonprojectsinc.com)



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**Erica Lugbill**  
**Owner/lead designer**  
**Lugbill Designs**  
**Age 28**

**PROVING GROUND**

After working for a year at a high-end design firm, Erica realized she could make a bigger impact going out on her own. So, at 23, she founded Lugbill Designs. Her early work with small clients soon brought bigger design and remodeling projects, and she also gained visibility from television design projects for HGTV, Bravo, and the DIY network. By 2014, annual revenue was more than \$1 million.

Working with remodelers was a challenge at first. It wasn't easy to manage the often older, male contractors who would rather not take direction from a young woman. But Erica gained their respect through hard work and great design, and has built lasting contractor relationships based on mutual trust. lugbilldesigns.com

**A CRITICAL COMPONENT**

Marc joined Silent Rivers in 2010, and his leadership has helped grow annual revenue from less than \$900,000 to an all-time high \$3.2 million. One of Marc's key contributions is the development of job descriptions.

While it sounds basic, many of Silent Rivers' positions changed over the past few years, and creating job descriptions was a critical component of managing expectations and capacity.

Marc also changed the design process by crafting a schedule that allocates a number of hours for each signed design contract. Moving the design sequence into a Gantt chart, similar to one used for production, allowed real projections for resources. This increased satisfaction, conversions, and revenue. silentrivers.com

**Marc Black**  
**General manager**  
**Silent Rivers Design + Build**  
**Age 37**



**REACHING OUT**

It seems simple, but Matt focuses on building trust and selling the value of his company. For example, he calls every client at the completion of an installation to be sure they're satisfied. Customers appreciate the care, and many reward him with additional projects and referrals. So many, in fact, that the company formed a small-jobs division to handle the work, which has led to some larger projects.

These follow-up customer calls are responsible for a 20 percent increase in volume.

Reaching out to local business owners has been another beneficial move. Over coffee, Matt begins a discussion on how their two companies may be able to work together in the future. This has generated significant jobs, including a recent, highly-visible project

awarded by the town. mnreale construction.com



**Matthew Nobile Reale**  
**Owner**  
**M.N. Reale Construction**  
**Age 33**



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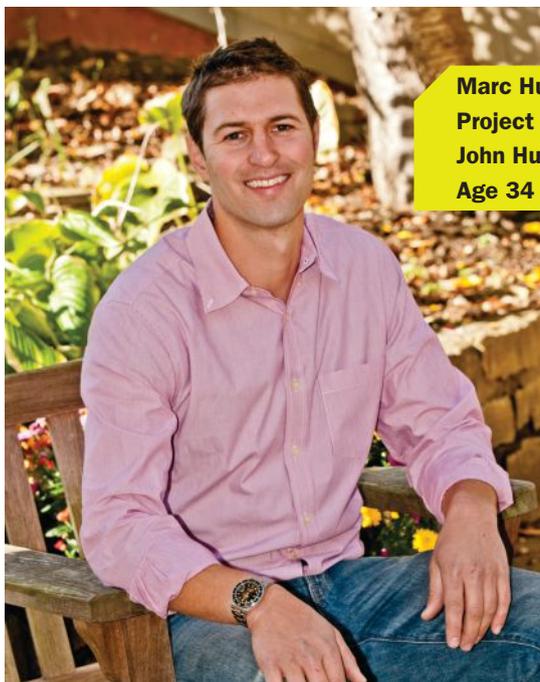
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**Marc Hueber**  
**Project manager**  
**John Hueber Homes**  
**Age 34**

**INTO THE FUTURE** A few years ago, Cincinnati passed tax abatements for LEED homes, and Marc Hueber jumped onboard. Soon, an invitation came to help redevelop a dilapidated area containing one of the largest collections of Italianate architecture in the country. Today, the neighborhood has been transformed from crumbling buildings to restored single-family, LEED-certified residences. As a result, Marc is a local hero. He has shown professionalism and leadership to the workers, the politicians, and the people of the community. He is on a first-name basis with the mayor, as well as the homeless vets walking past him on the street.

Marc's efforts helped John Hueber Homes win the 2014 Cincinnati Preservation Association Rehabilitation Award. [johnhueberhomes.com](http://johnhueberhomes.com)

**STANDARD OF EXCELLENCE** Jillian was hired in 2006 and purchased the business in 2015. Over time, she has dramatically improved efficiencies in key areas. A new design center will centralize product selection for clients who have to visit multiple showrooms. Jillian also combined employee roles so that one person acts as designer, estimator, and project manager. This has made clients more comfortable and lowered expenses. In addition, she lead the development of SOPs for every task within the company. The procedures are reviewed at monthly company meetings, which allows staff to weigh-in with their knowledge. The SOPs have increased

productivity and decreased turn-over since team members enjoy being part of the process and feel positive about the systems now in place. [goldenruleremodeling.com](http://goldenruleremodeling.com)



**Jillian Renner**  
**President/interior designer**  
**Golden Rule Remodeling & Design**  
**Age 34**

**APPETITE FOR SELF-IMPROVEMENT**

Michael is instrumental in running a unique production team. Instead of using subcontractors, the company employs a crew of 15 in a hybrid lead carpenter system that Michael implemented. The hand-off to the lead is made in a pre-production meeting, after which it's "his" project, with Michael running back-end support. The result is a time- and cost-effective system that has given the company the ability to maintain tight controls on quality, scheduling, and customer service.

Michael's appetite for self-improvement knows no bounds. He takes business classes and works one-on-one with mentors, consultants, and industry experts. He also offers free training classes to the CQC team and constantly encourages his staff to be good stewards of the company and the industry, promoting integrity and a positive attitude on and off the clock. [cqchome.com](http://cqchome.com)

**Michael Hayes**  
**COO/partner**  
**CQC Home**  
**Age 37**





**Michael Gramegna**  
**Owner**  
**Fresh Start Remodeling & Contracting**  
**Age 37**

## REMODELING ONE-ON-ONE

Michael started a remodeling operation in 2003 to complement his real estate business. By the end of his third year, Michael's

"hobby" had tripled its profit. Today, his company thrives on a combination of large remodels, water and fire damage restoration, excavation, and custom home building.

Michael sets a hands-on example for his crew, taking on any task he expects others to perform. In his daily visits to job-sites, he's never too busy to spend time helping achieve work that meets his high standards. Michael subs out only about 5 percent of his jobs, something he believes strengthens teamwork. He also created a profit sharing incentive for employees, not only to promote accountability, but also to give them more control of their financial future. [freshstartsite.com](http://freshstartsite.com)

**OPEN-MINDED LEADERSHIP** A "can-do" leader with tremendous integrity, Rhonda cultivates respectful relationships with employees, subcontractors, and vendors. She encourages collaboration among all, and builds consensus through cooperative decision-making and problem solving.

Guided by the belief that every process and technique can be improved, Rhonda welcomes the opportunity to implement positive change. Putting her ego aside, she willingly considers ideas from all team members. For example, one of the field crew suggested that the company create a flyer that he could hand out to potential customers who often approached him outside of work. By the end of the day, Rhonda had asked the marketing department to work on a sales sheet the employees could use for that purpose. [burginconstructioninc.com](http://burginconstructioninc.com)



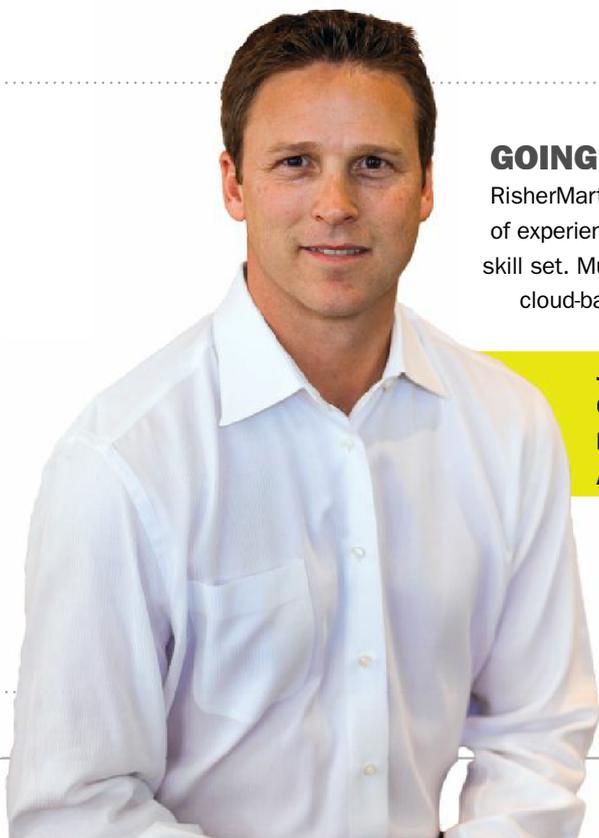
**Rhonda Burgin**  
**Co-owner/vice president**  
**Burgin Construction**  
**Age 39**

**GOING PAPERLESS** In 2010, Jeremy partnered with a long-time friend to form RisherMartin Fine Homes. Jeremy's extensive construction background, paired with years of experience in technology working for IBM and Intel, provide him with a highly sought-after skill set. Much of the company's success stems from his work replacing paper systems with cloud-based applications. This has made it easier for project managers to document

progress, manage complicated RFI and submittal processes, and track the detailed daily punch lists. Technology also enhances communication with architects and quickly provides Jeremy with the information he needs to set realistic expectations with clients.

While keeping customers satisfied is his top priority, Jeremy believes that the relationships he has built through his involvement with NAHB Remodelers have helped spur the growth of the company. [rishermartin.com](http://rishermartin.com)

**Jeremy Martin**  
**Owner/principal**  
**RisherMartin Fine Homes**  
**Age 39**



**LESSONS FROM A WINNER** In 2014, Get Dwell's revenue increased more than 100 percent and the company needed an experienced team player who could manage fast growth and a lot of responsibility. Brian was already a successful project manager, and he jumped at the chance to join the executive management team.

Brian is a professional walleye fisherman and got to the top of his game by not only being able to plan and execute at a high level but by improvising effectively under pressure. His experience leading teams to the winner's podium has come in handy at Get Dwell, where he has built a team of subs and strategic partners around a solid core of dedicated employees. A champion fishing tournament is usually won by the lessons learned while pre-fishing. Similarly, for managing remodeling projects, Brian understands that it's better to have his team thoroughly discuss a job before committing their time inefficiently. [getdwell.com](http://getdwell.com)

**Brian Mazur**  
**Production manager**  
**Get Dwell**  
**Age 38**



**Ted O'Toole**  
**Manager of sales, design, and architecture**  
**Agape Construction Co.**  
**Age 34**

**INVENTIVE INCENTIVES** Ted was hired in 2010 and sold less than \$300,000 that year. Fast forward to 2014, when he led the sales team with an impressive \$3.6 million in sales. But what makes Ted a true standout is his creativity. For example, in an effort to reduce expenses, he started an incentive program for field crews that gives bonuses to the entire team for cutting down on trips to get supplies. The program was recognized by The Great Game of Business for its success and ingenuity. In 2015, Ted was appointed to the newly formed management team and hit the ground running. He has introduced several cost-saving programs as well as accountability in design and forecasting. [agapeconstruction.com](http://agapeconstruction.com)

**Joe Schwab**  
**Managing member/COO**  
**HCS Construction Services Co.**  
**Age 36**

**BUY LOW & GROW** Joe has taken a small family-owned business and grown it into a

conglomerate of residential and commercial construction companies. During the recession, he spearheaded the purchase of Uniplex Construction, and Washington Floor and Tile. Both companies were affected by the economic downturn, however, they offered exceptional employees, solid systems, and a customer base that allowed HCS to expand and improve.

The acquisitions paid off. Between 2012 and the 2015 projections, the three firms have doubled their revenue each year. As the companies have grown, Joe has encouraged individuals to hone their skills so they can move up on the org chart. He also brought on an accounting manager who places heavy emphasis on cost accounting, allowing deeper analysis of budgets and profitability. [hcsconstruction.com](http://hcsconstruction.com)





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**Jennifer Murphy**  
Interior designer  
Associates in Building & Design  
Age 25

**SUSTAINABLE DESIGN** Jennifer joined Associates in Building + Design as a college intern. After graduation she was hired as a full-time designer. She quickly began working not only on client projects of all types and sizes, but on internal projects as well. For example, after helping to modernize the company's branding with fresh graphics and a new website and marketing materials, she was asked to take the lead designing a custom home to be entered in the 2013 Parade of Homes. She also completely redesigned a showroom to demonstrate the company's ability to produce contemporary spaces.

Jennifer is currently serving as event chair for the Northern Colorado International Interior Design Association. She was also named to NKBA's 30 Under 30 in 2015. As an advocate of the small-house movement, she presented on the topic at IBS/KBIS 2015. Professionally, she is intrigued by the challenge to design these homes to be both beautiful and functional; personally, the movement appeals to her sense of minimalist lifestyle and environmental sustainability. [abd-ltd.com](http://abd-ltd.com)

**IDEAS MAN** TJ's training is in architecture and he also has a background in Web design. While working with clients, he would often hear the same frustrations regarding bathroom design: "Why are there so many options? The selection is overwhelming! How did we get to that price?" His aha moment came in 2011, and he scribbled the framework for a website that would allow anyone to design and price a bathroom remodel in real time, and on their

**TJ Monahan**  
Director of project development  
Case Design/Remodeling  
Age 33

terms. A little over two years later, Case launched TJ's vision. Today, [ibby.com](http://ibby.com) is not only a profitable stand-alone brand, it's also a unique design and pricing tool for the entire Case Design sales team. [casedesign.com](http://casedesign.com)



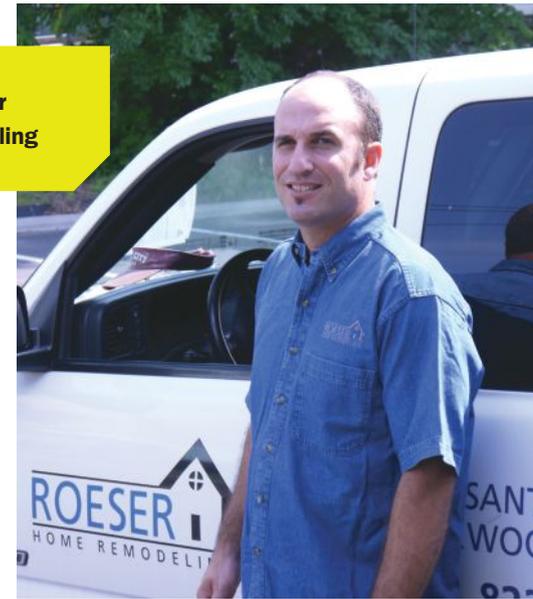
**Mark Talley**  
Production coordinator  
Roeser Home Remodeling  
Age: 39

**TAKING OWNERSHIP**

Mark worked for Roeser Home Remodeling right out of high school, and then again beginning in 2005. During the first stint, he focused on getting his job done. But the

second time around Mark began to study leadership. The company sent him to a class with Remodelers Advantage and he emerged super-charged.

Mark thinks like a business owner. He analyzed company systems and offered logical improvements. If old habits creep back, Mark refocuses the team, reminding them why the new ways work better. As a result, many of Roeser's trade partners have asked if Mark could train their field staff. In 2013, the Carpenter's District Council chose him to participate in a leadership program. Mark was invited to help shift the culture to a more career-based mindset. [roeserconstruction.com](http://roeserconstruction.com)



## IMPROVING EFFICIENCY

Joey is all about dreaming up better systems to improve efficiency. While there are many examples of his innovations, two are real standouts.

Bellweather's work orders weren't always clear, which lead to confusion and delays. Joey spearheaded a policy to write more detailed estimates and get them reviewed by the sales and project managers before delivering to the client. This clarified the scope of work for everyone. He also developed two dashboards, one for marketing and one for accounting, that allow for instant recognition of any issue. The marketing dashboard consolidates information from a number of systems and looks at lead sources, close ratios, and data from each salesperson.

On the accounting side, one glance now shows job costs and profitability in a easy-to-read format. [bellweatherllc.com](http://bellweatherllc.com)



**Joey Willhite**  
Project manager  
Bellweather Construction  
Age 32

## CARRYING THE TORCH

Since the age of 13 Tom has shadowed his father in their family-owned construction business. Now he is preparing to take over as sole owner, placing the highest importance on making customers happy. Ninety-five percent of the company's revenue comes from repeat business or referrals.

Another high priority is efficient workflow. Each employee is issued an iPhone outfitted with the HoursTracker app, which they use to log their daily hours worked per project and the tasks completed. HoursTracker has given a boost to productivity, focus, and profitability. The company also uses the iPhones to streamline communication within the company via email and with clients using FaceTime. [hudepohlinc.com](http://hudepohlinc.com)



**Tom Hudepohl**  
Vice president  
Vincent W. Hudepohl  
Age 35

**BIG MIND FOR SMALL DETAILS** Sophie joined Lagois in 2007 as an architectural designer and immediately showed a profound talent for research along with an amazing mind for detail. She soon became the go-to person for anything involving surveys and zoning bylaws.

Three years later, when the construction manager was out on leave, Sophie successfully oversaw her first project. Relying on organization, logical thinking, and a natural gift for leadership, she handled the challenge one detail at a time.

From a role as lead designer, Sophie is now project development manager in charge of sales, design, and project development. She has that rare combination of abilities: She can see the forest in all of its big-picture nuance, yet she also is able to understand the details of every tree. [lagois.com](http://lagois.com)

**Sophie Drouin**  
Project development manager  
Lagois Design Build Renovate  
Age 31





**Allyson Synstad**  
**Director of marketing & customer relations**  
**Lane Homes & Remodeling**  
**Age 27**

**MARKETING MAKEOVER** As the first full-time marketing employee for Lane Homes & Remodeling, Allyson is highly focused on building a consistent brand. In her first year, she developed a new website, outfitted field staff in branded apparel, and updated company marketing materials.

The refreshed website has increased page views and leads, which Allyson tracks biweekly, then uses the email addresses to connect with her audience via e-newsletters. Eventually, she hopes to offer downloadable versions of project workbooks on the website. These workbooks are created to help clients define their vision for a remodel, but they also share information about Lane Homes and explain how the company operates. Currently the workbooks are handed out to homeowners during seminars that the company offers to the community.

Community service is a big part of Allyson's life. She is an executive board member for The

Doorways Junior Board and has formed a partnership with Families of the Wounded Fund on the company's behalf. [lanebuilt.com](http://lanebuilt.com)

**A NEW VISION** Zech is a key asset to the growth of Southern Home Improvement, incorporating technology, creative organization solutions, utilizing digital media, and inspiring the team around him to succeed. His introduction of digital technology has revolutionized the company. His incorporation of tablets, video portfolios, and high-tech project renderings is invaluable to clients. And Zech's

Internet and social media savvy are generating stronger leads and closing more sales. Zech has also constructed countless handicap ramps, built homes in Mexico, rebuilt after Hurricane Katrina, and volunteered with Habitat for Humanity. [sohoimprove.com](http://sohoimprove.com)

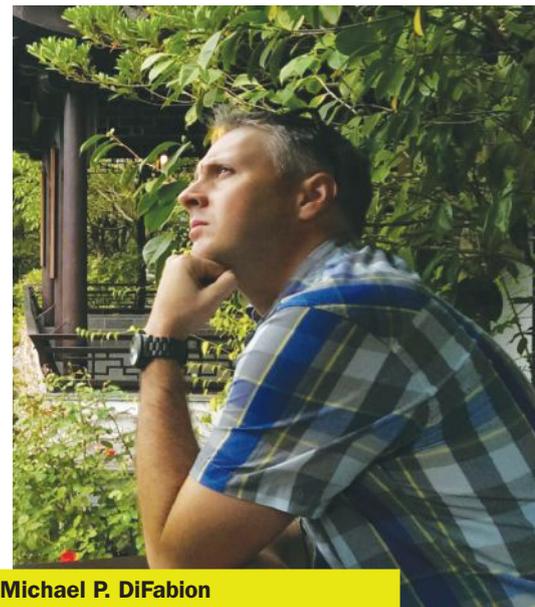


**Zechariah Johnson**  
**Renovation specialist**  
**Southern Home Improvement**  
**Age 25**

**RAINMAKER**

Starting as a part-time designer 10 years ago, Michael is now transitioning to being the next leader of DiFabion. The company has grown from six employees and \$1 million in revenue in 2004 to 12 employees and

\$2.5 million in 2014. Michael is responsible for about 40 percent of all new sales. Guided by a marketing plan he developed, Michael trained design department and office personnel and implemented the latest technologies for maximizing efficiency and productivity. He brought in a new computer network and software, allowing DiFabion Remodeling to generate full sets of architectural plans. These achievements have increased the company's overall productivity by 20 percent. [difabionremodeling.com](http://difabionremodeling.com)



**Michael P. DiFabion**  
**Director of sales & marketing**  
**DiFabion Remodeling**  
**Age 35**