



Rogers-O'Brien Construction

## **"General Contractor of the Year"**

**Company you are nominating:** Rogers-O'Brien Construction

Please fill out the appropriate sections (if not applicable, please write N/A).

### **Adheres to QUOIN/AGC's motto of Skill-Integrity-Responsibility**

A culture of integrity and a commitment to the success of people — both clients and employees — have always been Rogers-O'Brien hallmarks. They will continue to be at the heart of the company's future. But the company is also continuing to evolve in the direction it has set for itself in recent years. By concentrating on a broad range of sectors, complex project work, long-term relationships, and clients who engage the company early in the construction process, Rogers-O'Brien will bring the benefits of its longstanding commitment to integrity and people to a growing number of clients. These efforts will also enable the company to increase its size, skill, and profitability, so it can offer ever-greater opportunities to its employees.

Throughout its history, Rogers-O'Brien has always been committed to doing the right thing, no matter what. Its reputation for honesty begins with precision in its statements about pricing, scheduling, and so on, so that Rogers-O'Brien can stand by its word. The company also stands by projects after they are built and seeks to restore client satisfaction in the rare circumstance that something goes wrong. Unlike many construction companies, Rogers-O'Brien has been honest about when it can't do something, especially when it has walked away from opportunities to pursue projects on which it wouldn't be able to deliver the Rogers-O'Brien level of service. By being forthright with clients, as well as standing by its word and its work, Rogers-O'Brien both meets clients' need for reliability and demonstrates that it works on behalf of clients — not at their expense.

### **Professionalism**

To win complex projects, Rogers-O'Brien must earn its clients' trust. To grow the company, Rogers-O'Brien must retain the trust of our clients. Therefore, our company seeks to win consistent consideration and develop long-term relationships with clients, architects, engineers, and consultants. Because Rogers-O'Brien communicates thoroughly and honestly, because we stands by its word and its work, and because we makes each client's priorities its own, Rogers-O'Brien builds meaningful relationships that make construction projects run smoothly and that helps clients achieve their business goals.



## Rogers-O'Brien Construction

### **Diversity of building experience**

In addition to having experience across the different sectors that it serves, Rogers-O'Brien has a unique blend of people who have worked on small and large, rural and urban, and new and renovated facilities. Unlike general contractors who specialize only in some subsection of this range, Rogers-O'Brien has the capabilities to do both larger projects expertly and smaller ones efficiently. As a result, we match the right people to the right jobs to offer clients not only the expertise needed to address the specialized requirements of one project, but also the opportunity to benefit from the advantages of working with Rogers-O'Brien on project after project, year after year.

### **Attentiveness and responsiveness**

In all aspects of the business, Rogers-O'Brien differentiates itself from other general contractors by the degree of responsiveness it offers clients. Although accuracy of estimates is extremely important, the preconstruction team impresses clients by combining accuracy with depth of information and rapid turnarounds. During construction, Rogers-O'Brien dedicates project managers to one job rather than require them to handle two or three projects at a time. Clients say that because these experts can anticipate and respond to changing project conditions onsite, the clients' onsite visits are more effective and efficient. And because success on large, complex projects in each of the sectors that Rogers-O'Brien serves is critical to the company's long-term vision, it dedicates more attention — from the president's office all the way to the job site — to those projects than competitors would.

### **Keeping the client's overall priorities in mind**

Many construction companies claim to offer proactive service to their clients, but the Rogers-O'Brien difference stems from its commitment to fully understanding client needs so that Rogers-O'Brien employees can always act with them in mind. By asking the right questions early on and throughout the building process — and by listening closely to the answers — the company avoids problems down the road and helps clients specify their needs in great detail. Because Rogers-O'Brien understands from the beginning of a project what the client wants at the end, it can analyze changing project conditions from the client's perspective, work with subcontractors to develop achievable options that support the client's goals, present those options to the client at the same time that Rogers-O'Brien alerts the client to the issue, and even act preemptively when appropriate.



## Rogers-O'Brien Construction

### People who combine technical and emotional intelligence

Because of the importance of acting with integrity, as well as communicating proactively and honestly, Rogers-O'Brien people have been hired because they have emotional intelligence and strong ethics, along with the technical skills needed to handle complex construction projects. Rogers-O'Brien employees are able to focus on how clients will feel when the job is done, and thus make decisions at every step of the project that create positive experiences for clients and avoid potential problems. This strength of Rogers-O'Brien personnel underlies the other key strengths and advantages listed above.

### Outstanding Accomplishments

Rogers-O'Brien continues to distinguish ourselves with multiple project recognition and awards, as well as competing and winning larger and more prestigious projects, like the nearly \$300MM mixed-use development Park Lane for Harvest Partners, across from Northpark Center in Dallas, and West 7th and University, the \$90MM mixed-use development in Fort Worth for Cypress Equities. Moreover, in the past four years, since establishing our healthcare group, Rogers-O'Brien's healthcare portfolio has grown from \$1.6 million to over \$90 million.

In addition, one of our greatest accomplishments was our recognition this past year by The American Subcontractor Association as *General Contractor of the Year*, an award which speaks to our extensive and longstanding relationships within the subcontractor community.

One of the best things about being in construction is making tangible, positive contributions to communities throughout Texas. Rogers-O'Brien extends our commitment to the places where we live and work by getting involved with grassroots charities, sponsoring events, and affiliating with local, regional, and national nonprofit organizations.

### New York Says Thank You

Each year on the weekend before the 9/11 anniversary, The New York Says Thank You Foundation helps commemorate the support Americans gave New Yorkers following 9/11. The foundation sends New York firefighters — many of them survivors of the World Trade Center attack — to help rebuild communities around the U.S. affected by disasters.





## Rogers-O'Brien Construction

Rogers-O'Brien partnered with The New York Says Thank You Foundation to rebuild the home of James and Eva Vincent in the small town of Groesbeck, Texas, just east of Waco. Three generations of the Vincent family have run assisted-living centers for disabled veterans out of their homes. Vincent family members also comprise nearly one-quarter of the Volunteer Fire Department of Groesbeck. Rogers-O'Brien solicited the support of construction companies and Texas suppliers to rebuild the Vincents' home, which was destroyed by a tornado.

### **Salesmanship Club**

Rogers-O'Brien supports the Salesmanship Club in a number of ways. We provide financial sponsorship to the Byron Nelson Championship. And our executives volunteer their time to Salesmanship Club committees, the golf tournament, and Salesmanship Club Youth and Family Centers.

### **Supports and Promotes QUOIN/AGC**

Rogers-O'Brien has been an active QUOIN/AGC member for over 25 years. In fact, Pat O'Brien, Rogers-O'Brien's Chairman of the Board, was presented with QUOIN's highest honor, the SIR award in 1996. Our President & CEO, Preston McAfee, served as QUOIN's North Texas president three years ago, and currently serves on the board for national AGC; Vice President, Paul Johnson, is an immediate past president of QUOIN North Texas; and Jessica Ferrell currently serves as a member of the Young Constructors Council.

Additionally, Rogers-O'Brien seeks to hire subcontractors that are QUOIN/AGC members, and encourage those companies that are not QUOIN/AGC members to consider joining and supporting the organization.

### **Adheres to high level of safety standards**

For Rogers-O'Brien, it's not enough to just collect information and report on it. We constantly seek ways to leverage the information to improve operations and deliver a superior level of service — one that keeps hassles away from our clients. By analyzing safety trends and acting preemptively based on the resulting insights, we minimize our clients' risk exposure.





## Rogers-O'Brien Construction

Rogers-O'Brien uses the DBO2 SafetyNet database to collect detailed observations from onsite inspections at all of our projects. Working closely with DBO2, we have made the software easy to use for our staff so that they can input accurate, meaningful information very efficiently. We then use the software to locate trends that we can correct proactively. If, for example, a utility subcontractor fails to use trench protection methods that comply with OSHA standards, it unnecessarily exposes its employees who are working on in-ground pipe to potentially fatal accidents, if the sides of the trench collapsed. In turn, this exposes owners to negative publicity and delays. But with the DBO2 SafetyNet database, Rogers-O'Brien would see that the subcontractor is doing something improperly and then:

- Identify the specific failure — in this example, it might be misidentifying the soil type (since different soils have different benching requirements), not bringing the correct ladders for egress, improper training by the subcontractor, or simply not understanding the requirements.
- Educate the subcontractor about the importance of following the OSHA standard.
- Direct the subcontractor to resolve the deficiency before anyone is hurt.
- Feed these recommendations back into our innovative online training system so that both Rogers-O'Brien staff and subcontractors can continually improve their safety practices.

**Submitted by:** Jessica Ferrell

**Company name submitted by:** Jessica Ferrell

