

September 2021

# OnSite

METROPOLITAN BUILDERS & CONTRACTORS ASSOCIATION OF NJ MAGAZINE



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Website: [www.MetroBCA.org](http://www.MetroBCA.org)

**OnSite / September 2021**

**Editor:** Kimberly Nordstrom

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**Mission Statement:** Metro is a professional organization that shall serve to protect and advance the rights and interests of builders, remodelers and associates in all matters affecting the building and remodeling industries. Metro shall support the business interests of all its member firms, support safe and affordable shelter, and foster the American dream of home ownership.

**Vision Statement:** Metro is the leading trade association for the construction industry. Metro inspires active membership through professional development and advocacy. We embrace free markets to promote cost effective housing in NJ.

# President's Message

## September 2021

Metro's 2021 membership drive is underway and we are excited with the progress so far. They say that thriving HBAs have one thing in common: a deep culture of membership. From recruitment and on-boarding, to engagement and retention, each stage is important. In 2020, we were the only HBA in the state that grew our membership during Covid, and we were able to do this because of our culture!

Participation is the key to understanding and utilizing the benefits and opportunities that Metro delivers, both personal and professionally. Involvement is easy. Introduce yourself by attending Metro events. Next lay a foundation by volunteering on one of Metro's councils and committees then take a step to host a meeting and before you know it you will feel established enough to become a sponsor. Remember that membership does not stop with you; in fact, it is just the beginning!! Everyone in your company has an opportunity to get involved and they too will benefit from membership. How you ask? Have your marketing team join our Sales and Marketing committee or attend our Professional Women in Building events – perhaps both. The more you involve your company the more your company will see the effects of membership.

The value membership brings is not limited to the products or services they provide; it is also seen in their interest in contributing to the growth and success of home building.

As president, I ask each of you to please recommend our association to all your friends, family, subcontractors, vendors, etc. It is always good business to do business with a fellow member.



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**Ronnie Glomb**  
2021 Metro President



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# Welcome New Members!

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## BUILDERS

**Raymond Celentano**  
**RAC Builders LLC**

18 Grandview Avenue  
Upper Saddle River, NJ 07458  
Contact: 201-934-7513  
Email: RAC7512@aol.com  
Sponsor: Mike Black  
Bio: Owner

**Brian Stolar**  
**The Pinnacle Companies**

7 North Willow Street  
Suite 6  
Montclair, NJ 07042  
Contact: 973-346-8280  
Email: BStolar@pinnaclecompanies.net  
Sponsor: Ronnie Glomb  
Bio: Founder, President and Chief Executive Officer

## NAHB AFFILIATES

**James Polles**  
**Schenck, Price, Smith & King, LLP**

220 Park Avenue  
P.O. Box 991  
Florham Park, NJ 07932  
Contact: 973-798-4948  
Email: jep@spsk.com  
Sponsor: Joseph Haftek  
Bio: Esquire

**Jack Chambers**  
**Smash My Trash**

P.O. Box 242  
Allamuchy, NJ 07820  
Contact: 908-888-9947  
Email: jack@smashmytrash.com  
Sponsor: Richard Spitzer  
Bio: Sales & Marketing Manager

## ASSOCIATE

**Deb Yohannan**  
**Abraham Roofing & Siding**

1024 Springfield Road  
Union, NJ 07083  
Contact: 973-379-1300  
Email: deb@abrahamrs.com  
Sponsor: Ralph Tarnofsky  
Bio: Business Development Manager

## 2021 SPIKE CLUB

Mike Black	1
Frank Coppola	1
Ken Fox	1
Ronnie Glomb	31
Joseph Haftek	1
Eric Keller	1
Richard Spitzer	1
Ralph Tarnofsky	1



Membership in this prestigious Club is for any Metro member who has brought in 2 or more new members during 2021. Thank you for your efforts in recruiting new Metro Members!

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## KIM'S CORNER

I skipped writing a Kim's Corner for last's July/August OnSite edition and a part of me regrets making that choice. I think I was a bit overwhelmed by everything that was happening around me that the thought of adding one more item to my To Do list seemed a bit too daunting to me. Therefore, I took the easy way out. I wasn't proud of myself and I realized I should not have done that. I am here to tell though that I am back and am making a promise to all of you Metro Members out there – that Kim's Corner (or whatever name I decide on in the future) is here to stay.

Over the past couple of months here at Metro I have learned how important it is to get to know the different members of Metro and in turn them know me. Writing to all of you each month is an opportunity for us to strengthen our relationship. For all of you to know that I am here for you.

As many of you know, Michele and I, along with the help of the Metro's Executive Board and Ronnie's Presidential guidance have started to implement some changes around here at Metro. We started sending out a Weekly Bulletin in hopes to get more information out to you without slamming you with email after email. We are in the process of working with Billhighway to make membership due payments easier for everyone in the future. We are working to build up our website. We are looking to connect more with our members and aspire others to put themselves out there. One way we plan

to do this is by getting everyone more involved with OnSite. Yes, you read that correctly – so do not be surprised if you hear from me asking you to answer a question or a poll or to give me an inspiring quote. You can always reach out to me first though.

In fact, I was inspired by Neil Parsons from Design Build Planner, at Grillin N Chillin with an idea. He told me the sweet story of how he takes photos of his client's animals (with their permission of course) on all his worksites. For example, when he finishes a project he will then post something along the lines of "Mezzanine loves her new kitchen" which I thought that was a fantastic marketing idea. I had heard of UPS Truckers taking photos with dogs around their routes but this idea of builders or designers with a dog, cat, bunny, etc. could call for some very interesting photo opportunities. Ergo I put out my first request to all of you – a photo contest of pets. Start posting pets you meet along the way on your job sites via Facebook or Instagram. You can either post them to our Metropolitan Builders and Contractors Association of New Jersey page, tag us @

metrobcna, use the hashtag #metrobcna or email the photos to me at knordstrom@metrobcna.org. Keep them coming and Mezzie will select one each month to put in OnSite.

And yes, Mezzie has been promoted to Office Security.

**Kimberly Nordstrom, Office Manager**  
knordstrom@metrobcna.org



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## ***SALES AND MARKETING COUNCIL MONTHLY MEETINGS***

Don't forget to join  
David Bernardino  
at the Sales &  
Marketing Council  
Monthly Breakfast  
that happens the  
first Wednesday of  
every month.

## MICHELE'S EO PERSPECTIVE



This month I would like to do a special 'shoutout' to our Associate members, as September is recognized as Associate Appreciation month, nationally. The Associate Members of Metro represent fifty percent of our membership base and are here to support our Builder members.

Their hard work and commitment to Metro have undoubtedly led to the success of our local for over 40 years. As the Executive Officer of Metro, I would personally like to thank every one of our Associate members for consistently supporting our events, taking leadership roles on our boards and committees, and helping to grow the association. **THANK YOU!**

As usual, Grillin & Chillin was a huge success this month. Members came out to enjoy a good old-fashioned American BBQ, fun-filled outdoor games, and a farm-like ambiance of The Raritan Valley Inn. This year Grillin N Chillin was hosted by our Remodelers Council, and I would personally like to thank Linda Garvey of Coppola Brothers and Geraldine Smith of All Inclusive Construction for their commitment to making this event

a huge success for everyone. Of course, no event is successful without our gracious event sponsors – Valley Bank, SESI, Mountainview Development & Contracting, Coppola Brothers, Parksite, and Anthony & Company.

Last but not least, I want to take this time to remind all of our members to update their profiles on our website. Take advantage of marketing your business to not only members but prospective members of Metro, as well. The more professional your profile looks, the better ROI for your company - include your logo, website links, descriptive bio, and of course the benefits of your service. Maximizing your profile can also help boost your business with search engine rankings. So take a few minutes this month and build your business profile.

Our goal at Metro is to promote and protect all segments of residential building in Morris, Essex, Union, Warren, Hunterdon and Somerset Counties. We hope to not only enhance our members' ability to provide safe, affordable, quality housing to the citizens in New Jersey, but to bring all of our members together and serve as a resource for each other.

**Michele Leppard, EO**  
mleppard@metrobc.org  
Cell (201)463-5543

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# PROFESSIONAL WOMEN IN BUILDING



Back in July, Metro BCA had one of their monthly General Membership Meetings at Blue Ridge Lumber, hosted by our Professional Women in Building Council. Below is an excerpt from the speech that was given that evening by Chairwoman – Jacki Melchior of SSS Custom Closets. This PWB speech was written by co-chair Kristie Veri of Cleanscape Construction.

*“A year ago, our Metro Builders Association President, Ronnie Glomb, and Vice President Frank Coppola invited the membership to create this committee – Professional Women in Building –with the goal of encouraging and supporting our women membership of Metro to become more engaged as well as attracting new members to Metro. I am pleased to say that we embraced their vision and have done just that.*

*We have slowly but surely created an environment where the women and men of our association can interact, share ideas, engage in business and have fun. Through happy hours, zoom calls, and a variety of fun activities, we have successfully connected members and have attracted new ones as well. We have monthly meetings set up, two additional happy hours scheduled for 2021, and a variety of other events currently on the table. Ideas such as demo days, education collaborations, protocols, best practices topics, mentorships, and scholarships are just a few that come to mind. We are excited for the future of PWB and encourage you to attend and get involved. We are always looking for members that want to be part of the planning and bring their strengths to our council.*

*The council’s purpose is to collaborate and offer women in the construction industry a variety of peer-to-peer interactions, community events, and educational forums, the objective will be to encourage women members to actively participate in association activities, cultivate relationships, build resources, and be a resource to young women interested in the field..*

*We’d like to take a moment and thank Ronnie and Frank for realizing and acknowledging that women can bring a different perspective to the table and encouraging us to start this committee so we can ensure that women feel welcome not only in Metro, but also the industry as a whole.”*

Metro’s Professional Women in Building Co-chairs are: Jacki Melchior (SSS Custom Closets), Geraldine Smith (All Inclusive Construction) and Kristie Veri (Cleanscape Construction).

## THANK YOU!

**Blue Ridge Lumber, SSS Custom Closets,  
and Hofmann Design Build, Inc.!**

**A special Thank You to Assemblywoman Aura K Dunn for being our speaker.**

# JULY GENERAL MEMBERSHIP MEETING



*Aura K Dunn*



*Blue Ridge Lumber*



*Dave D and Michele*



*Eric M, Ken and Tony*



*Frank B and Kimberly*



*Group Shot*



*Jacki - SSS Custom Closets*



*Linda, Aura, Geraldine*



*Linda, Kristie, Jackie, Geraldine*



*Ronnie, Dave D, Dave B, Andrea*



*Tammy, Jacki, Geraldine, Aura, Linda And Andrea*



## **NAHB PROFESSIONAL WOMEN IN BUILDING MEMBERSHIP**

According to recent studies, company earnings of PWB members are 22% higher than those who are not members.

PWB members agree that they are more successful business professionals because of the support they receive from peer members. Access to professional development resources, forums that hone leadership skills, and national recognition within the largest network of residential construction industry professionals also give them a competitive edge.

### **Join NAHB Professional Women in Building**

To join PWB, start locally at Metro BCA. Sign up today! By becoming a member at your local PWB, you also become a member of the national PWB Council.

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# METRO MEMBER SPOTLIGHT –

Get to know Metro's Membership Chair,  
Dave DeBonis, of Valley Bank.



**Name:** Dave DeBonis

**Years in business:** Going on 24 years

**Company:** Valley Bank

**Address:** 1445 Valley Road

Wayne, New Jersey 07470

**Phone Number:** 973-207-6500

**Email:** ddebonis@valley.com

## GETTING TO KNOW YOU:

**Favorite Color:** Blue

**Favorite Food:** Love Italian food

**Favorite Band:** Bon Jovi

**Favorite Project you have worked on:** Nothing beats being involved with a "Team", whether it was in the military, coaching or being in an organization like Metro. Teamwork wins!

## **How did you get into this business?**

A friend who my wife and I met in lamaze years prior, recruited me into the industry.

## **What products and services does your company provide?**

We offer residential mortgages and construction to permanent financing solutions. We regularly work with down payment assistance programs. The majority of my business comes from working with Builders.

## **Have you/your company performed any community service or charitable efforts within the last year?**

When COVID-19 ushered in lockdowns and shuttered small businesses, over 500 Valley associates rolled up our sleeves and worked day and night helping business owners acquire the funding they needed through the Federal Government's Paycheck Protection Program (PPP). As businesses struggled, so did our communities. To support our customers in need, we deferred almost \$450 million in mortgage loans for more than 1,100 customers and over \$100 million in auto loans for more than 5,000 customers.

Affordable Housing Throughout 2020, our community partnerships have helped us promote resilient neighborhoods with greater access to affordable housing. Our Journey to Homeownership program offers monthly workshops to educate customers on the process of owning a home so they can be informed when making homeownership decisions. Through partnerships with organizations like the Florida Housing Coalition, Federal Home Loan Bank of New York and Association for Neighborhood Housing Development (ANHD), Valley furthered our mission of helping low- to moderate-income (LMI)

individuals achieve their economic aspirations. And, working with long-time partner New Jersey Citizen Action gave us the opportunity to address issues fundamental to economic mobility

## YEARS IN THE METROPOLITAN BUILDERS AND CONTRACTORS ASSOCIATION:

### **How did you get involved with Metro initially?**

Throughout my career I have always been involved in professional organizations. I am a past President of the New Jersey Association of Energy Engineers. As I focused my business on consumers who purchase or build with Builders, I joined Metro. Shortly after joining, I become a member of the Sales and Marketing Council.

### **Why did you join Metro?**

To support the building industry and to give back.

### **What was your biggest accomplishment as a part of Metro?**

It is getting members engaged and helping them to be involved where their expertise and passion lie.

### **What is your feeling behind members helping members?**

I am a big proponent of and am excited to be rolling out our Mentor Program in the coming weeks. It is critical that we actively onboard our new members and stay engaged with all members as their reasons for being involved change.

### **How would you guide others to partner up more?**

I would encourage them to get involved in our Mentor Program and to attend as many events as they can. A big step in promoting one's visibility is to update all public and private website settings in Member Zone and to use our Mobile app "MemberPlus". Our "Member Directory" is a huge resource for one to both connect with member's / companies and to refer.

## AWARDS OF EXCELLENCE RELATED:

### **Has your company recently won any awards?**

We were fortunate to win multiple awards this year. These awards were in areas that speak to the mission of Valley Bank and our commitment to executing in.

### **What was your favorite part of AOE this year?**

It was the phenomenal turn out we had, and the high level of commitment / passion demonstrated by our AOE committee.

### **What do you see are the most important issues in the building industry today?**

It is getting people involved in the industry, in all related vocations and getting people to mentor them.



# GRILLIN N CHILLIN 2021



*All Inclusive Construction, The Gosselin Group  
and Uniquely Anew*



*Brian Colella and Karen Adamsbaum*



*Dave DeBonis from Valley Bank [Event Sponsor]  
and Paul DiQuattro from Uniquely Anew*



*Design Build Planners, GPS, and SESI*



*Jacki Melchior, Kristie Veri and her girls*



*Jackie Slack and Linda Garvey*



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*Tim Velikiy [Tile By Design Group]*



Metro and The Remodelers Council along with Geraldine Smith, Frank Coppola and Linda Garvey would like to take a moment to **Thank all of our Sponsors for Grillin N Chillin**. All of you were able to make this event happen today. Kimberly and Michele would also like to thank Linda Garvey for all her time and effort into making this Grillin N Chillin event such a success. And of course to our Metro Members for coming out, playing some games, eating BBQ, enjoying some beers and quality time together.

## SUMMER TAKE AWAY



**By Karen Adamsbaum,  
Partner, The John Morgan  
McLachlan Agency, Inc.  
karen@insuranceagent.com**

Summertime – is it “Down Time” or  
“Up Time”

We all love the summer. More daylight, endless barbecues, beaches, pools, and fireworks.

What do you do? Do you take the summer to slow down, take a break, or do you use the time to catch up and accelerate? Why not do both?

We all have tasks and ideas that we want to get done and tackle. The list is never-ending. Perhaps a way to do both is to choose those items that are not so involved. By doing this you are accomplishing your task, while not having to put that much effort into it. While doing your task you may even find yourself doing more than what you anticipated.

Another way to tackle the never-ending list is to put a time limit on the task. Let us say the warehouse is a complete disaster. Perhaps you allocate 1 hour a weekend to accomplish the task. Before you know it, after a few weeks the warehouse is organized. Task completed.

The tasks that you do can range from just reading more, organizing your folders on your computer, organizing the toolbox/shed or even planning the upcoming quarterly budget.

A small sense of accomplishment is better than no accomplishment at all.

## SAVE THE DATES

**Thursday, September 23, 2021**  
PWB Event – Happy Hour – Basking Ridge

**Tuesday, October 5, 2021**  
5th Annual Metro Cup  
10:45 Am Registration – Royce Brook Golf Club

**Wednesday, October 6, 2021**  
Sales & Marketing Council Breakfast

**October 11 – 13, 2021**  
ABC – NJBA - Harrah's Atlantic City

**Wednesday, November 3, 2021**  
Sales & Marketing Breakfast

**Thursday, November 11, 2021**  
General Membership Meeting  
& Election of Officers  
6:00 PM – Bridgewater Manor

**Thursday, November 18, 2021**  
PWB and Sales & Marketing Co-hosted Event -  
Dacor/NYC Cooking Event

**Wednesday, December 1, 2021**  
Sales & Marketing Council Breakfast

**Friday, December 10, 2021**  
Installation of Officers & Holiday Party  
6:00 PM – Hanover Manor

**Monday, December 20, 2021**  
PWB Event – Happy Hour – Coppola Brothers HQ

**Wednesday, April 20, 2022**  
Metro Builder Show

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# RECRUIT IN 2021 NAHB Membership

**September is your chance to refer other Members to Metro and earn rewards.**

Refer a prospective member to join Metro in September.

- If they join in September you will RECEIVE double Spike Credits and a \$25 credit per member. The \$25 credit will be applied to your next membership.
- Receive a \$25 Credit for every member who joins in September
- When a new member registers they MUST enter your name (and Pin) on the membership application
- The \$25 Credit applies to new Builder and Associate Members. If you refer a NAHB Affiliate member you will receive a \$10 credit.

***Get Ready, Get Set, Refer!***

## 71<sup>st</sup> Atlantic Builders Convention Conference and Expo

**For more information visit:** <https://www.abconvention.com/>

Please be advised that after careful consideration, NJBA has made the decision to require proof of full vaccination or negative testing to gain entry to the 2021 Atlantic Builders Convention. NJBA did not make this decision lightly but as they have been closely monitoring the actions of other large scale events and following guidance from the President of the United States, they have determined this action best enables us to provide a safe environment for attendees.

NJBA are still working through the logistics of how they will screen all attendees and will follow up in the near future with more specific information.



# 2022 METRO ANNUAL MEMBERSHIP DIRECTORY

## 2022 Advertising Rates

<u>SIZE</u>	<u>RATE</u>	<u>Available Opportunities</u>	<u>Artwork Size</u>
COVERS (3) – Color	\$1,000	3 Covers	4.5" w x 7.5" h (vertical)
Full Page- Color	\$ 750	20 Pages	4.5" w x 7.5" h (vertical)
Full Page- B&W	\$ 450	20 Pages	4.5" w x 7.5" h (vertical)
Half Page - B&W	\$ 275	20 Ads	4.5" w x 3.6" h (horizontal)
Quarter Page - B&W	\$ 175	16 Ads	4.5" w x 1.8" h (horizontal)

- Introducing the New 2022 Business Directory Advertising Opportunity. In an effort to help our membership and promote more business with Metro Members we are redesigning our Directory.
- All ads must be received electronically in .pdf or .jpg format –minimum 300 dpi resolution (all fonts must be included). Ads must be camera ready and sized according to the selected ad specifications indicated above.
- Email form to [memberservices@metrobcn.org](mailto:memberservices@metrobcn.org)

Please reserve my advertisement space as follows:

<input type="checkbox"/> Color Cover	<u>Artwork:</u>
<input type="checkbox"/> Full Page Color	<input type="checkbox"/> Ad to follow via email
<input type="checkbox"/> Full Page B&W	<input type="checkbox"/> Same ad as last year
<input type="checkbox"/> Half Page B&W	
<input type="checkbox"/> Quarter Page B&W	

### Method of Payment:

☐ Enclosed is my check payable to Metro BCA for \$ \_\_\_\_ ☐ Bill my credit card- MC, Visa, AMEX \$ \_\_\_\_

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ Exp date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone # \_\_\_\_\_ Fax# \_\_\_\_\_ E-Mail \_\_\_\_\_

Return to Metro, 39 E. Hanover Avenue, Suite C2, Morris Plains, NJ 07950 or E-mail the form back.

**Questions:** Call Kimberly or Michele at the Metro office 973-887-2888, Ext. 302 or E-mail:

[memberservices@metrobcn.org](mailto:memberservices@metrobcn.org)

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**Metropolitan Builders & Contractors  
Association of New Jersey**