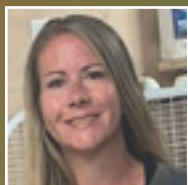


November/December 2021

OnSite

METROPOLITAN BUILDERS & CONTRACTORS ASSOCIATION OF NJ MAGAZINE

***THANK YOU TO PRESIDENT RONNIE GLOMB AND
THE 2021 EXECUTIVE OFFICERS AND BOARD OF DIRECTORS***



**WHAT WILL 2022
HAVE IN STORE?**

SEE PAGE 7

**MEMBER SPOTLIGHT:
DAVE BERNARDINO**

SEE PAGE 10

**THE THREE STAGES
OF PREPARATION**

SEE PAGE 17

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OnSite / November/December 2021

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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.

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President's Message

November/December 2021

Just yesterday, so it seems that I was sworn in to serve this great association as the 2020 President and here I am writing my last President's message after serving for 2 terms. Leading this organization brings personal growth only past presidents understand. As president, you need to fully understand the organization's mission, how past presidents have left their mark on it, apply your personal goals, and lead your team to move the association forward.

At my first installation dinner, I made some promises to the association that would change the direction of the association forever.

I think together we have been successful:

- We have a new office staff that will lead this association for years to come.
- Together with the new office staff we implemented new software and systems to streamline our office procedures that make it more efficient for our staff and members.
- The Metro Mobile APP was one of my first accomplishments, it provides members access to our member directory, calendar of events, resources, and much more.
- We have not only increased our membership but have increased our members' participation and interactions. We were the only association in New Jersey to gain members during the 2020 Covid shutdown and that alone speaks volumes to the leadership efforts to engage and provide the value our members needed.
- Our online presence has evolved with today's trends. Today we have a state-of-the-art website that provides our members the tools they need at their fingertips, improves SEO for all, and provides a platform for consumers to request bids, post employment opportunities, search for builders and associates, and read valuable information about our industry.
- One of my proudest accomplishments is enacting the Metro Professional Women in Building Chapter. A conversation at the SMC breakfast and with the help of Jacki Melchior, Geraldine Smith, and Kristie Veri we formed the PWB. The PWB is the voice of women in the building industry, dedicated to promoting industry professionalism and supporting members at the local, state, and national levels.
- Our Education continues to evolve with Zoom, which allows us to collaborate with other HBAs to provide more educational classes and seminars. Education along with our partnership with NJBA and NAHB provides our members with up-to-date professional practices, compliance and regulatory updates, and personal development thru NAHB certifications.
- I leave behind a Board of Directors and Executive Board that is more diverse than ever before and the first time in this organization's history, we now have four women on the board with three of them on the Executive Committee with two of them possible future Presidents.
- All of these accomplishments have led Metro in the black for two years financially and have put in place systems and practices that will keep us there.

In closing, I would like to thank and congratulate President-elect Frank Coppola for two years of support and wish your presidency all the best. I would also like to thank the many past presidents who helped me both personally and professionally in many ways. All of my 2020 and 2021 board of directors, executive board, committee chairs, and volunteers, your involvement will not go unrecognized and this organization has grown because of all of you.

Your 2021 President, Ronnie Glomb



Ronnie Glomb
2021 Metro President



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Bio: Financial Advisor

Dennis Mojares
Eagle Rock Wealth Management

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Suite #302
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Contact: 973-342-9012
Email: djmojares@mac.com
Sponsor: Andrea LoMonaco
Bio: Owner

George Robb
Chadwick Capital
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Sponsor: Ronnie Glomb
Bio: Owner, Partner

Matthew Cooper
PEG LCC
3975 Fair Ridge Dri.
Suite T15S
Fairfax, VA
22033
Contact: 703-934-2777
Email: Carrers@pegenv.com
Sponsor: Ronnie Glomb
Bio: Senior Vice President and Chief Operating Officer

Growing Our Strength Through Member Recruitment, Retention, and Involvement

Recruiting new members to the Metropolitan Builders Association is recognized and rewarded through the Spike Club. Those who participate are called Spikes, and they are among the most valued members of the association. Before becoming a Spike, you are a Spike candidate. That means you have earned between one and five credits. Once you earn your sixth credit, you become an official NAHB Spike! Spike credits are earned by recruiting and retaining NAHB and Council members.

2021 SPIKE CLUB

Mike Black	1
Frank Coppola	1
Ken Fox	1
Ronnie Glomb	34
Joseph Haftek	1
Eric Keller	1
Andrea LoMonaco	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

Get excited because 2022 is almost upon us!

If I thought 2020 threw me for a loop I think 2021 might have thrown me for a bigger one. If someone had told me a year ago that I would be working for a Builders and Contractors Association I never would have believed them. I'm not sure many of you know what my field of study was but my entire background is based in the arts but more specifically: theatre. Obviously with the arts and theatre's shut down, until recently, there was not much for me to do and I was lucky enough to be brought on at Metro. I don't think most people realize or understand how much you learn in the arts industry can actually transfer over into any job you take on. Metro took a chance on me I will be forever grateful to them.

With that being said I do have to give a huge thank you to Metro's President, Ronnie Glomb and Metro's Executive Officer, Michele Leppard who have both helped me so much this year. They know what I personally deal with on a daily basis and have allowed me to work remotely from home when needed as well as let me bring in Mezzanine, my support/therapy dog, into work with me. Although, I'm pretty sure Mezzie would go home with Ronnie in heartbeat if I let her. The way the two of them greet each other is adorable. Needless to say, it is going to be a hard adjustment when the time comes to say adios to Ronnie. When I came into Metro – I jumped right into the deep end and Ronnie was the one right there beside me helping me with everything. The quote that keeps coming to my mind right now is, "don't be sad because it's over; smile because it's happened" from Dr. Seuss. So that is what I am going to keep telling myself over the

next couple weeks to hopefully keep me from crying. Ronnie keeps telling Michele and I that the Installation of Officers is for our new President, Frank Coppola, and don't get me wrong I know it is but it is all for Ronnie.

It is a hello, goodbye situation. This is the night where our 2022 Executive Board and Board of Directors are sworn into office and our 2021 Industry Awards are given out. However, it is also the time we have to say goodbye to our two-term president, Ronnie Glomb. Not many people have been a two-term President at Metro and I know that as eager as most people are to turn over the reins to someone new I also want to remind him that before the year is up – take a deep breath and take a look around at all the changes you made. You did that. And that is something to be proud. Thank you Ronnie!

To Frank, Dave, Michele and all the elected officers and board of directors – I look forward to what Metro has in store! I'm a little bit scared but I've been told that it's okay to be scared because being scared means your about to do something really, really brave. 5,000 Members right?

Kimberly Nordstrom, Office Manager
knordstrom@metrobc.org



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BLINK 2021 IS OVER, AND 2022 IS HERE



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

We went from normalcy to a pandemic, to a hybrid world. What will 2022 have in store for us?

For those of you who saw the writing on the wall early in 2021 you are ahead of the game. The others, you may be behind the eight ball, however late is better than never.

For Metro, we are ahead of the game, and we are going to hit the ball out of the park in 2022. We embraced 2020 with open arms. We pivoted in all areas of our organization which allowed us to review what we wanted to improve on and came up with a plan. For 2021, we focused on the plan, and tweaked it even further knowing that we would be launching it soon. Here we are, 2022, it is launch time and we are excited.

As you are reading this article, write down my email address and/or cell phone. Contact me and I can assist you with questions you may have.

Thank you to the 2020, 2021 and in advance to 2022 Metro Board of Directors for all that you do.

Let's go 2022!

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MICHELE'S EO PERSPECTIVE



2021 was a quite a year at Metro, as we experienced many ups, downs and in-betweens, our industry thankfully kept trekking along. Our members fought through a 'not-so normal year' from learning how to apply for PPP loans, to lumber crises, eviction moratoriums and supply chain issues. Through all of the new legislation and bills this year, it was nice to know that NJBA and NAHB were always fighting for the best interest of our industry and our members. Cheers to 2021!

Now let's talk events. October, we held our annual golf outing chaired by Ken Fox who once again gathered golfers throughout the state to play at the Royce Brook Golf Club for a fun, beautiful day on the course. The evening was nothing short of fun, as happy tricky tray winners were walking out with golf attire, golf bags, air fryers, power tools and bottles of whiskey. Be sure to 'Save the Date' for next year's Golf Outing, at the Royce Brook Golf Club on October 6th, 2022. Mark your calendars because this is one golf outing, you won't want to miss.

Then we held the 'Election of Officers and General Membership Meeting' at the Bridgewater Manor on November 11th. The nominating committee has worked fervently over the last few months interviewing potential candidates and choosing those that genuinely care about the home building industry and have the best interest of Metro in mind.

The proposed slate includes:

Executive Officers:

President, **Frank Coppola**
1st Vice President, **Dave Bernardino**
VP Treasurer, **Andrea LoMonaco**
VP Secretary, **Kristie Veri**
1st Associate VP, **TBD**
2nd Associate VP, **Tammy Murray**
Immediate Past President, **Ronnie Glomb**

Board Members:

Dominic Carlucci, Associate
Tom Trautner, Associate
Michael Black, Associate
Tony Cretella, Associate
Ken Fox, Associate
Vernon Tatum, Associate
Greg Koryzewski, Associate
Franz Laki, Associate
Don Dyrness, Builder
Bill Asdal, Builder
Ernst Hoffman, Builder
Eric Metzler, Builder
Geraldine Smith, Builder
Hasnain Nasar, Builder

The newly elected officers and directors will be sworn in at the Installation Dinner & Holiday Party on December 10th. As we move forward on our 'Journey to Excellence', I am truly looking forward to watching all of the innovative ideas come to fruition and the new board's excitement and enthusiasm for 2022 come to light.

I would like to personally thank Ronnie Glomb, and the 2021 officers and board of directors for a wonderful year. Although I only started this journey with Metro in late May, I can honestly say Ronnie was nothing shy of awesome. He was extremely helpful, as Kim and I began navigating the waters. As a selfless volunteer, he always put Metro first, working long hours to help build Metro back to what it was a few years ago. Working with many boards, I can honestly say that Ronnie's devotion to making this association successful is evident. I will miss working with Ronnie every day, however I know he will always be a Metro superstar and part of the team.

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@metrobca.org
Cell (201)463-5543

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METRO MEMBER SPOTLIGHT

Meet David Bernardino, Metro's 2022 Vice President



Name: David Bernardino

Company: Ammunition

Address: 1175 Peachtree Street NE,
Suite 1450, Atlanta, GA 30361

Contact Name: David Bernardino

Phone # & e-mail:
david@ammunition.agency
404-267-1966 x703

YEARS IN BUSINESS:

- **How did you get into this business?** I've been in marketing for over twenty (20) years, having stumbled upon this when I was at NYU Stern getting my MBA. I started my marketing career in the consumer packaged goods space, at companies like Procter & Gamble, Merck, and Pinnacle Foods, where I had the opportunity to run brands in categories like oral care, digestive health, and frozen meals - in geographies ranging from the US to emerging markets like China, India, and Russia.
- **What products and services does your company provide?** Ammunition is a full service B2B2C advertising agency specializing in demand generation and lead cultivation. We help brands tell their story, engage their customers, and move their business forward.
- **What is the story behind Ammunition?** I used to lead B2B marketing at Samsung's home appliances division. My business partner used to lead an agency that supported me at that time. When he left his old shop to form Ammunition, I joined him, as we both saw an opportunity to help the building industry elevate its marketing in a profound way, bringing best practices from each of our unique backgrounds into the industry.
- **Have you/your company performed any community service or charitable efforts within the last year?** Please describe. We do a lot of charitable efforts, helping organizations like -
 - Skilled Labor Fund - We're the agency behind the ads that you see in ProBuilder and ProRemodeler magazines - the "Future Won't Build Itself" campaign.
 - Atlanta Children's Shelter

YEARS IN THE METROPOLITAN BUILDERS AND CONTRACTORS ASSOCIATION:

- **How did you get involved with Metro initially?** I joined right after I joined Ammunition, mainly as a way to keep tabs on the industry after leaving my job at Samsung.
- **When did you join Metro?** 2018

- **What was/is your biggest accomplishment as a part of Metro?** Launching the Marketing Academy earlier this year, which is a series of presentations that various marketers gave, which focused on topics like search, social media, and digital marketing.
- **What would you like see more of in 2022 from Metro and its members?** I'd like to see more engagement from all members, but especially builder members. It would be great for each member to attend one (1) more event than last year. So, if you haven't been to an event in a while, attend just one General Membership Event. If you've gone to a few General Membership Events last year, how's about attending a Sales + Marketing Council breakfast or a PWB Happy Hour. Being more engaged across different facets of Metro will enhance the value of your membership and increase your network across the industry.
- **What is your feeling behind members helping members?** This is critical. It's one of the main reasons why someone would join Metro - to build relationships with fellow industry professionals, which ultimately leads to incremental business for your own firms.
- **How would you guide others to partner up more?** Focus on building relationships with fellow members. Understand what they do, but also offer to help them. Most importantly, follow up. Nurture those connections, as they'll lead to opportunities that you may not be aware of right now, but will be rewarding both professionally and personally.

AWARDS OF EXCELLENCE RELATED:

- **Has your company recently won any awards?** Not an AOE, but we were recently named one of Atlanta's fastest growing companies.
- **What was your favorite part of AOE in 2021?** Unfortunately, I was unable to attend, as I was traveling visiting a client. I heard it was a great time.
- **What are you looking forward to at the 2022 AOE's?** Seeing all of the great work that our association does across all facets of the industry.

GETTING TO KNOW YOU:

Favorite Color: Blue

Favorite Food: Sushi, but I love all types of food

Favorite Band: Van Halen

What do you see/believe are the most important issues in the building industry today?

Getting more people interested in pursuing a career in the building industry. McKinsey estimates that over 40% of the skilled trades will exit the industry by the end of the decade. If we don't solve this problem today, it will be very difficult to maintain the growth that this industry has experienced.

Thank You!

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NOVEMBER 11TH GENERAL MEMBERSHIP MEETING AND ELECTION OF OFFICERS

On November 11th we had our GMM – Election of Officers at the Bridgewater Manor in Bridgewater, NJ we had a wonderful evening. As the meeting also happened to fall on Veterans Day we were blessed to be in presence of some of our own while Vern Tatum led us in the Pledge and a beautiful Invocation that he wrote himself. Metro had some great speakers lined up for evening including Josh Mann, NJBA President and Metro member, Todd Smith of Royce Joseph Capital. The evening was filled with laughter by Frank Belgiovine, memories of the last two years at Metro spoken by Metro President Ronnie Glomb and a sneak peek at the future of Metro by Frank Coppola, our newly elected incoming Metro President. Cheers to our new elected Executive Board and Board of Directors for 2022!

Executive Officers:

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Vernon Tatum, Associate
Greg Koryzewski, Associate

Franz Laki, Associate
Don Dyrness, Builder
Bill Asdal, Builder
Ernst Hoffman, Builder
Eric Metzler, Builder
Geraldine Smith, Builder
Hasnain Nasar, Builder



Michele Leppard, Executive Officer, addressing the room



2022 President Elect - Frank Coppola



Dominick Paragano, Josh Mann, Stephen Shaw



AOE Co-Chairs, Kristie Veri and Tammy Murray



Josh Mann - NJBA President



Todd Smith

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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.

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2022 CALENDAR OF EVENTS

THURSDAY, JANUARY 20, 2022

General Membership Meeting
6:00 PM
Ferguson – Fairfield Location

THURSDAY, FEBRUARY 17, 2022

Economic Forecast with Kai Sesaki
General Membership Meeting
6:00 PM, The Hanover Manor

THURSDAY, MARCH 24, 2022

Lobsterfest / General Membership Meeting
6:00 PM

THURSDAY, APRIL 21, 2022

Home Show / General Membership Meeting
1:00 – 5:00 PM, The Hanover Manor

THURSDAY, MAY 19, 2022

General Membership Meeting
6:00 PM

THURSDAY, JUNE 9, 2022

Awards of Excellence
6:00 PM, The Hanover Manor

THURSDAY, JULY 21, 2022

General Membership Meeting
6:00 PM

THURSDAY, SEPTEMBER 15, 2022

Grillin N' Chillin
5:00 PM, The Raritan Valley Inn, Califon

THURSDAY, OCTOBER 6, 2022

5th Annual Metro Cup
10:45 AM Registration
Royce Brook Golf Club, Hillsborough

THURSDAY, NOVEMBER 17, 2022

General Membership Meeting
& Election of Officers
6:00 PM, Location - TBD

FRIDAY, DECEMBER 9, 2022

Installation of Officers & Holiday Party
6:00 PM, Location - TBD



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THE THREE STAGES OF PREPARATION NECESSARY FOR SUCCESS

By Todd A. Smith



“Many people have heard the comment “knowledge is power”. Understanding what knowledge is important and mastering how to utilize that knowledge is even more powerful.”

First and Ten on the Twenty...is it Football Business or Life?

Each week, many persons enthusiastically tune in to watch a football game, whether it be in a stadium or on television. The fans watch eleven offensive players line up at the scrimmage line and act in concert to achieve yardage towards the goal of obtaining a touchdown, an action and sequence of events that have been watched countless times.

Beyond the enjoyment of watching your team fight for success, have you ever given thought to what is necessary to have eleven persons work together for a common goal or objective? The ability to have this happen is in the Preparation, and this Preparation can be easily replicated in business.

Preparation is actions taken by an individual or company that very few people see; they only see the results. It is the acquiring of information and knowledge that will enhance your product or service and is the core of how business success is accomplished.

There are three distinct forms of Preparation: Personal Preparation, Organizational Preparation, and Action.

Personal Preparation is the enhancement of an individual's capabilities.

In sports, it consists of the personal responsibility of a player to perform to the best of their abilities and beyond. To expand one's value to the team and allocate the necessary time to do so. They make preparation part of their daily,

weekly, and monthly routine.

There are specific attributes of an athlete that encompass all sports, and they are the ability to run faster, be stronger and react quicker, to name a few. An athlete will focus on their physic and nutrition, which are the core of all athletes. Personal Preparation ultimately focuses on skills specific to their sport, whether it is football, baseball, soccer, or all other sports athletes participate in.

Personal Preparation is as essential in business as it is in sports. The personal responsibility to enhance your value to those around you. Irrespective of whether you are an employee, management, or the owner of a company.

How does personal Preparation begin? It begins with deciding to spend fifteen to thirty minutes a day acquiring knowledge.

A few recommendations on what knowledge to acquire: 1) Be a master of your profession by being well-read on everything new in your profession. 2) Completely understand how your profession or business will enhance your client's business and your client's clients' business, and those around you within a company. 3) Master interpersonal communications skills. Many business challenges can be prevented by having the ability to communicate with people more effectively.

Organizational Preparation: This is defined as who will be working with you and how a business will be operated on a daily, weekly, monthly, and yearly basis. Success is never achieved alone or overnight.

In football, organizational Preparation begins shortly after the previous season ends, as the team's hierarchy begins the task of improving the team from the previous year, irrespective of how the team finished the season.

In business, these are the board meetings and management meetings setting the parameters of what will be required and who is needed to be continually successful or increase the level of success in one's endeavors.

The skillset a leader needs to acquire for Organizational Preparation: 1) Recognize and

evaluate talent. 2) The ability to write a strategic plan and have everyone to buy into the plan. 3) Create an environment where those around you can reach the success, they envision for themselves.

Action Preparation: The coming together of both the Personal and Organizational Preparation. It is the final Preparation before the public is exposed to all of one's efforts.

In football, it is preparing and studying the plays that will be used during the game. The practicing by the center hiking the ball, the quarterback and receivers learning to work in tandem, the defense learning how to react to the opponent's offense, and the list continues.

In construction, the final job meeting before demolition begins or an excavator arrives on the job site to dig for the foundation. The final phase of rolling out a new marketing campaign or hiring new people and preparing them to begin this campaign. The final Preparation of opening a new division, possibly rolling a new company into one company, or the final phase of opening a new store on Main Street, USA.

How do the three stages of Preparation all work together? Take, for example, an apartment building renovation. Personal Preparation is the individual talents of each person required to renovate the apartments. Persons such as an architect, electrician, plumber, carpenter, mason, to name a few. Organizational Preparation would consist of deciding which contractors

and other professionals to hire and how they will all work together. This may be a collective decision or an individual decision. Action preparation is the construction meetings consisting of the detailed timing of the work each trade needs to accomplish or the final walk-through before a prospective tenant or new tenant enters the apartment. The culmination of everyone's efforts.

Understanding the three stages of Preparation and encouraging the continual acquisition of knowledge and skills will significantly enhance your business or any other endeavor one desires to undertake.

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BIOGRAPHY



Kei Sasaki
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Kei Sasaki is a Senior Vice President with Northern Trust and serves as a Senior Investment Portfolio Manager for its Wealth Management business. Working in partnership with Northern Trust's thought leaders and specialist teams, Kei provides actionable insights into the global economy and capital markets and manages personalized, goals-based investment portfolios for high-net worth individuals, wealthy families and foundations.

Kei has over 25 years of global industry experience, specializing in economic and capital markets research, investment strategy and wealth management.

Prior to joining Northern Trust, he was a Managing Director with Wells Fargo Private Wealth Management serving as Regional Chief Investment Officer and led a team of investment professionals who delivered client-centric, multi-asset class portfolios for high-net worth clients. He was the investment thought leader of the Eastern Region and frequently shared his perspectives at client and industry events, with the media and through written commentary. Before joining Wells Fargo, Kei was a Managing Director with PineBridge Investments, where he held the roles of Head of Equity Research and Client Portfolio Manager representing the firm's fundamental, quantitative and ESG equity strategies. Earlier in his career, he held positions at Credit Suisse Asset Management and Yasuda Bank and Trust Company.

Kei received a Bachelor of Science in International Business and Finance from New York University and a Master of Business Administration from Fordham University with honorary distinction.

He is a CFA® charterholder and member of the CFA Institute and the CFA Society of New York.





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