

PRESS RELEASE

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GEMKOW AND SOLI/TERRY COLLABORATION NAMED 2009 OVERALL PROJECT OF THE YEAR

Whidbey Island, September 29, 2010



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The Clinton residence of Patrick Johnson and Elizabeth Axford was recently identified by the Skagit/Island Counties Builders Association (SICBA) as its 2009 Best Overall Project of the Year. The recipient of this coveted award is Whidbey Island's Gemkow Construction, who collaborated with Soli/Terry Architects of Langley and Seattle to design and build this beautiful home.

A non-profit trade association of builders and associated businesses, SICBA promotes professionalism in the building industry, in part, by organizing this annual awards event. The credibility of the award is enhanced by the fact that winners are decided by a panel of trade professional from other parts of the country. These independent judges review local projects with an objective eye for quality and creativity before selecting the projects that stand out above and beyond the rest.

SICBA Executive Officer Wayne Crider stated, "A SICBA Project of the Year demonstrates top quality construction in our region for a given year. I commend [Gemkow Construction] for their hard work. They are truly deserving of this honor."

Homeowner Liz Axford, herself formerly an architect, commented that upon seeing Soli's drawings she expected that their new home would garner recognition and that they had selected the right architect. When asked what made them select Gemkow Construction to build their dream home, the homeowners said they felt an "instant connection" with Ed Gemkow and his team. Once the decision to hire the general contractor was made, Gemkow continued to impress by coordinating and managing the right mix of specialists and craftsmen, both from within Gemkow Construction and

beyond, to bring the best skills and talents to the project. Good value, great project management, firm schedules, excellent relationships and impeccable organizational skills all combined to make technically difficult tasks appear easy. When asked to describe the Gemkow and Soli/Terry team approach, client Pat Johnson said, “Todd brought fresh ideas and innovation to the project, and Ed created perspective and value around those ideas by providing a range of options for each concept – proposing alternate materials and techniques to give us more control over the bottom line costs.”

Project architect Todd Soli of Soli/Terry Architects was brought on board as an innovative architect with great respect for the clients’ vision. Soli was intrigued by the sloping building site, which would require a unique construction footprint and drainage solution. The opportunity to work with a talented architect/client was also appealing, and the clients agreed to the arrangement. Soli commented, “This appeared to be a great opportunity to work on a challenging project with wonderful clients and a very skilled and capable contractor”.

Ed Gemkow, co-owner of Gemkow Construction LLC, agreed, and added that one of the secrets to success is the client’s perception of value: the benefits must outweigh the costs. In order to deliver that perceived value, Gemkow Construction promises to *make the building process easy for the client*. Key components of that promise are to offer the *right* products and services, respond in a timely fashion, and *guarantee* satisfaction. According to Gemkow, everyone on his team embraces the goal of building client trust and confidence, and as a result Gemkow Construction continues to be one of the leaders in the building and construction trades on Whidbey Island.

Collaborative work and the perception of value are big pieces of the current construction and design paradigm, and earning the 2009 Best Overall Project of the Year award confirms that for both Gemkow and Soli. Both men expect these dynamics to define much of their future interaction with clients, and they each look forward to continuing to demonstrate their commitment to clients in their individual proactive and engaging styles.

For additional information about Gemkow Construction and Soli/Terry Architects, please visit www.gemkow.net and www.soliterryarchitects.com.

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