



# Looking Forward - The Next 25 Years

INTEGRITY

OPERATIONAL EXCELLENCE

QUALITY



SUSTAINABILITY

AGILITY

INNOVATION

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I+I=3

By: Jeff Jungsten

As our 25<sup>th</sup> year in business winds down, it presents us with a chance to reflect back as well as look forward. From a company that started with one man's vision, we are now 45 plus employees strong and getting stronger and better every year. We know how fortunate we are to speak of 25 years in business as we are well aware of many businesses did not survive the economic tsunami that engulfed us all for the past few years. Through all the years, through all the changes, we have always embraced a few constants that we believe have enabled us to celebrate a 25 year milestone and will continue to grow our business; specifically, our commitment to Integrity, Quality, Innovation, Sustainability and Operational Excellence.

Growing a business does not always equal the size of a company. We have learned that growing a business means empowering and inspiring the *individuals* within the company to meet the challenges, experience breakthroughs and develop opportunities which in turn, propels the company forward. Without respect to the human element of what we do and how we do it, we lose an integral part of the reason and purpose of our success. So whether we have 6 or 60 employees, it's what they bring and how we encourage them to use the tools in their arsenal as well as develop new ones, which sustains and grows a business.

Our plan has always been, simply put, to be the best company we can be. This includes building efficiencies in our business practices, job site work and always striving for the best value-added commitment we can deliver. By such means our goal is to have a great referral from every client. We know this means we have to step up and beat expectations each and every day. So how can we set up the team for this level of success?

One of the means by which we continue to advance is our knowledge of sustainable building practices. We have become a main authority in the Bay Area for sustainable building and are striving to be the credible resource in this field. Five more employees have completed the Build it Green certification program this month, which brings us closer to our stated goal of 100% of our construction project delivery teams being green certified. Sustainable building involves many ever evolving complexities and we have stayed at the forefront of both helping to develop the practices now in place as well as educating our clients, subcontractors and vendors on new and enhanced solutions.

We continue to commit to promoting a healthy community by our active involvement with youth programs such as Cool the Earth, the National Interscholastic High School Mountain Bike League, several other regional scholastic programs and we are proud to sponsor our own cycling team, promoting Iron Data Thirsty Bear, a very successful Masters Cycling team. Our commitment to our community is stronger than ever and we continue to strive toward a healthy and sustainable future.



I+I=3

By: Jeff Jungsten

Another program we have created and continue to develop is our Sustainability Forum. At these forums we bring in a guest speaker to focus on a particular sustainable topic each month. As we gain more understanding of the issues around ventilation, moisture, water-proofing, durability, insulation, indoor air quality, mechanical systems, water catchment, resource management, etc., we become more engaged in the community and thus help new ideas reach the homeowner who simply wants to pay less for energy and/or wants a healthier home.

Linked directly with the idea of sustainability is setting up preconstruction service design teams with our clients to help them better understand sustainability, costs, the efficiencies, and the intent versus the return on investment and how the building systems are all inter-related. Interconnectivity is driving our business forward as is the principle of creating a better building while being cost-efficient and meeting the projects intent. This needs to start very early in the design process in my humble opinion.

So how do we put that into real life practice? We recently set out to create a new creative principle that says when we create a solution to a problem it has to not only solve the initial problem but also has to include two other solutions that increase the efficiency of the project. As you can well imagine, this has provided some very interesting and creative ways of looking at solutions that we look forward to enhancing over the upcoming years.

Moving into our next 25 years, we will continue to broaden our work scope, work regions and focus on all areas of sustainability, agility, sustained innovation and operational excellence. In time, these will not only define us as a business, but will become our main cultural identity.

What is business agility and what does it mean to Caletti Jungsten? It is the ability to sense changes in economic conditions and the competitive landscape and to proactively implement a response. Tethered to business agility is the concept of sustained innovation, which is the ability to develop new products, services and methodologies that advance beyond the competition by use of repeatable, efficient processes. Tying it all together is operational excellence – the ability to consistently deliver cost-effective services at defined performance levels.

As a group we will continue to refine, develop and as a team, bring our industry up with us; to teach and share with others. The end result will be the team of Caletti Jungsten being a credible resource for our clients, design teams and our industry and in the end, it will all work together to promote better buildings and an improved community in which we live and work. Why do all of this? Because Good Enough Isn't!

**IT'S ALL IN THE DETAILS  
BY CALETTI JUNGSTEN**



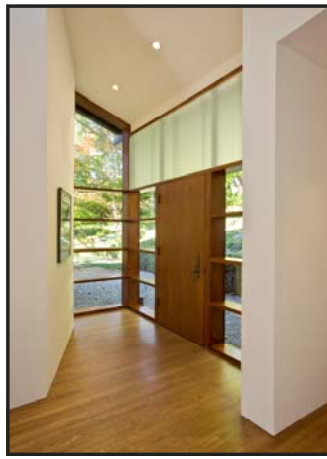
**Location | Muir Beach**



**Location | Kent Woodlands**



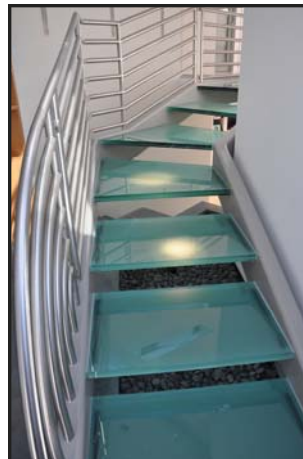
**Location | Mill Valley**



**Location | Tiburon**



**Location | Santa Rosa**



**Location | Muir Beach**



## Presenting a Few of Our Ongoing Projects



**Location** Healdsburg

**Project** New Home

**Architect** nicholas/budd

**Project Manager** Don Shaw

**Site Superintendent** Jeff Wollmer



**Location** Tiburon

**Project** New Home

**Architect** Earle Weiss

**Designer** Michelle Moore, Moore Design Group

**Project Manager** Jeff Bognar

**Site Superintendent** Robert Smith



**Location** Sonoma

**Project** New Home

**Architect** zumaooh

**Project Manager** Adam Osborne

**Site Superintendent** John Battis



## Presenting a Few of Our Ongoing Projects

**Location** Belvedere

**Project** Remodel

**Architect** Jean Fair

**Site Super** Brent Butler and Andrew Romanoff

**Project Manager** Tom Goodale



**Location** Kentfield

**Project** Remodel

**Architect** Rich Perlstein | Polsky Perlstein Architects

**Site Superintendant** Matt Lombardi

**Project Manager** Tom Goodale

**Our Small and Special Projects Team** is proudly producing some projects of extraordinary scope and appeal. Pictured is a recently completed bathroom remodel. Fall and winter months are a great time to get underway on a project you may have in mind. Contact our Small and Special Projects team to discuss your project.

**Office: 415.381.3162**

**Email: [sspd@calettijungsten.com](mailto:sspd@calettijungsten.com)**



## MEET OUR NEW TEAM MEMBERS



**Thomas Jameson**  
Director of Preconstruction Services & Business Development

Thomas joins us in the role of Director of Preconstruction Services and Business Development. This is a position for which Thomas is uniquely suited based on his years of experience as a Principal/Owner of a Bay Area firm that specialized in Design, Construction Administration and Marketing Repositioning. Thomas brings a multi-discipline approach, value engineering talents and the ability to concurrently manage all facets of preconstruction services which ensures all members of the construction team are working cohesively and clearly toward meeting the clients' expectations.



**Brian Perloff**  
Production Manager

Our new dynamic Production Manager is Brian Perloff. Brian brings to his position a strong emphasis on scheduling, quality control, safety management and excellent communication skills. His ability to multi-task effectively and identify and quickly resolve complex issues that arise, will ensure his success in his role. Brian received his general contractor's license in 1988 and has spent the ensuing years developing a rich skill set that will serve him and Caletti Jungsten well in the years to come.



**Abdul Hamid**  
Staff Accountant

Abdul joins us after spending 23 years as the Accounting/Payroll Manager and Accounting System Administrator for a large company in Redwood City. Unfortunately that business closed, but their loss is our gain, as we have an incredibly talented individual now a part of the Caletti Jungsten team. Abdul attended the University of the South Pacific, Fiji Island where he undertook a B.A. in Accounting. Abdul's great sense of humor and calm competencies are only a few facets of his many talents.

Contact us to discuss your project because for us, **Good Enough Isn't.**

John Caletti, President 415.381.3162 x116

Jeff Jungsten, Vice President 415.381.3162 x117

## Employee of the Quarter EMBER TEIJEIRO



Busy at work and stepping up to the myriad tasks at hand is our incomparable Assistant Project Manager, Ember Teijeiro who is our choice for Employee of the Quarter.

Ember joined us in March of this year but has already left an indelible mark. Ember has been putting her extraordinary organizational abilities to work with the Project Management Team and is deemed “the glue that holds the fabric of the construction team together”.

Ember is one of two in-house experts on Lead Remediation having completed her Lead EPA Certification this past summer and we applaud her drive and initiative.

Most of all we appreciate her insight, passion and dedication to any task she is involved in and recognizing her for this honor is truly a pleasure.

*Congratulations Ember!*

<i>Editor</i>	Lori Eaton
<i>Contributors</i>	Pamela Ford
William E. Wells	Jim McCracken
Ember Teijeiro	Jeff Jungsten

## Service and Maintenance

With all the day-to-day business, sometimes we forget to pay attention to the little things at home that left untended can create bigger issues. Caletti Jungsten can provide you with assistance for these homeowner “nuisance but necessary” things such as changing batteries in smoke detectors, changing air filters, gutter cleaning, etc.

Pete Nargiz, our Service Manager, takes care of our past clients and helps with specific warranty issues. He can be reached at 415.720.6348 or by email at [pete@calettijungsten.com](mailto:pete@calettijungsten.com).

John Keilman is our Maintenance Manager and can provide assistance to homeowners needing some help with home repairs and maintenance issues. Bathroom or kitchen grout, installation of new appliances, light bulb replacement, etc. John can be reached at 415.755.3602 or by email at [jkeilman@calettijungsten.com](mailto:jkeilman@calettijungsten.com).

We know how important your home is to you and we are available to help keep your home running smoothly. Fall is a great time to weatherize and prepare for the winter months.



Pete Nargiz  
Service Department Manager



John Keilman  
Maintenance Manager

### CONGRATULATIONS

**Caletti Jungsten**

*Employee Anniversaries*

**October—December, 2012**

<b>Jeff Bogнар</b>	<b>1 Year</b>
<b>Jim McCracken</b>	<b>1 Year</b>
<b>Adam Osborn</b>	<b>2 Years</b>
<b>Robert Arrizon</b>	<b>9 Years</b>
<b>Matt Lombardi</b>	<b>15 Years</b>
<b>Rodger Chernick</b>	<b>19 Years</b>
<b>Ismael Trejo Perez</b>	<b>23 Years</b>





# GREEN REPORT

By: Jim McCracken



There is a new event developing on the Caletti Jungsten calendar. It is the Sustainability Forum. The forum is an outgrowth of Jeff Jungsten and Jim McCracken’s participation in the Greening for Profit seminar series offered by Dominican University. The Greening for Profit program supports and encourages company based programs promoting sustainable business practices. Our Sustainability Forum grows a companywide informed discussion on green, sustainable measures our company, employees and the surrounding community can implement. The forum events are occurring monthly, each focusing on a different subject. The goal is to increase every participant’s knowledge of and interest in sustainable practices, raising our company knowledge base. These shared discussions and guest lecturers offer a depth of knowledge in a new subject each month increasing Caletti Jungsten’s value as a community sustainability resource.



The Sustainability Forum’s first task has been to design its own format. Seeking a form accessible to and pleasing to its participants. The kick off began as a company lunch in August. Caletti Jungsten supplied a sustainable themed lunch centered on beef supplied by Project Manager, Adam Osborn’s family ranch. We all enjoyed an overview of sustainability and green building practices delivered by Keith Dunlop. This intro was followed by an open discussion of sustainability issues and concerns. This discussion culminated in the choice of blown in insulation as the topic of the subsequent forum. This is a fine beginning as insulation is at the core of green, sustainable building practice.



The September forum was held as a potluck lunch on 9/28. The featured speaker was Mike Pease from Coast Insulation. Mike opened with an overview of the main insulation types. He went on to explain the benefits and types of blown in insulation. Everyone participating left the discussion with an improved understanding of insulation practices and benefits. The field staff present had the opportunity to compare notes with Mike on concerns and procedures, while the office staff got a better sense of field procedures and up to date product information. Everyone present left with a better understanding of foam insulation products, procedure, and benefits. The foam insulation forum has spawned a group of further inquiries with regards to alternate greener foam products and other applications. This will spark a series of future forum discussions. The open discussion has led to a slightly different format as well. By vote, the forum will move to a Thursday afternoon venue. This will extend access to additional members of our production staff.



Congratulations to the five “newly minted” Build it Green Certified Building Professionals:

**JOHN BATTIS**, Site Superintendent

**RICH BRINDMORE**, Foreman

**SHELLY FERRETTI**, Contract Administrator

**TOM GOODALE**, Sr. Project Manager

**FRANCISCO GRANADOS**, Foreman



*Follow us on Twitter: **CJGreen***



## SAFETY REPORT

By William E. Wells

Safety is a very important part of each of our lives and should not be taken for granted. Unfortunately, at some point we may become complacent and either assume a situation is safe or hope that someone else is shouldering the responsibility for our safety. As a company culture, everyone should make safety a top priority. Employees should always speak up and point out any unsafe situation and be proactive at keeping the jobsites, workplace, meeting area, etc., safe for everyone. We need to be observant, diligent and make work environments risk free. This is being safety conscious. When we are conscious about safety it becomes second nature and we all benefit.

When safety is not at the forefront it can harm each of us in a number of different ways, both physically and financially. Physically it is not hard to imagine someone getting hurt. The injury could be minor or substantial. If the injury is substantial enough, a company can lose a team member for days, weeks, months or even longer, and the injured employee now impacts on overall company performance.

Financially, a company will deal with each injury in the year of occurrence of the next renewal of worker's compensation insurance. The injury will stay with a company on what is called a "loss run" for three consecutive years and will affect the company's modification ("mod") rate. Mod rates work like this: if a company has a quoted policy premium of \$100,000 then a mod rate of 100 will require the company to pay \$100,000 for that premium. Alternatively, if a company has an excellent safety record and records few injury losses that company may obtain a mod rate of 79 meaning it will pay \$79,000 for that same \$100,000 quoted policy. Conversely, if the sample company has a very poor record of safety with heavy injury losses, it may receive a mod rate of 125 so that company will now pay \$25,000 more for the same policy premium quoted at \$100,000 for a total premium cost of \$125,000.00. Thus, a poor safety record with injury losses from the example used can make a company incur higher overhead costs and possibly make a company not very competitive when bidding on new work.

There is no compromise on safety. It matters each and every day and everyone should make safety a priority, at Caletti Jungsten it is and should always be a part of our culture. Keep in mind when it comes to safety "Good Enough Isn't".