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**Roland's Electric
Still Burning Brightly**

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STALCO CONSTRUCTION

Contractors With Heart

Still Burning Brightly

Roland's Electric Makes Customer Service and a Friendly Work Environment Top Priorities

By Michelle Pepe

Stephen Cadieux, president of Roland's Electric, is taking the company his father founded to new heights by living out the business values his father, Roland, set down: be innovative, perform quality work at competitive prices for your customers, and treat your employees with respect. This is a formula that's worked very well for the firm which celebrated its 55th anniversary last year.

Roland Cadieux, who passed away at age 81 last October, started the business in his basement in 1953. During the day, he did residential electrical work; at night, he fixed appliances. The business caught on, and Roland moved into a small storefront in Uniondale soon after. Today, Roland's Electric occupies a 22,000-square foot building in Deer Park. In 2008, Roland's annual revenues climbed close to the \$25 million mark. Now Stephen's daughters, Keriann and Jennifer, have joined the



and small, from Mom-and-Pop shops to Fortune 500 players. Local brand-name clients include King Kullen, Stony Brook University, Pall, Canon USA, P.C. Richard & Son, and North Shore University Hospital.

Roland's is a one-stop shop. "A lot of other contractors focus on spe-



cialized projects, whether cabling for telecommunications systems or wiring for access control. Six full-time cost estimators allow Roland's to bid for projects at competitive prices

"Roland's gets about 75 percent of our work," said Herb Hansen, operations manager at We're Associates, a property owner and developer based in Jericho whose relationship with Roland's dates back to the 1970s, when the two companies worked together on the Huntington Quadrangle. "Right now, we're working with them on a project in Lake Success, where some light industrial space is being converted to office space. Roland won both the base bid and the first tenant's bid. They're one of the most competitive contractors we deal with."

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—Herb Hansen, We're Associates

firm marking the third generation of the family in the business.

There aren't too many electrical contractors on Long Island that have the scope, size, and experience that Roland's does. With an 18,000-square foot warehouse and 100-plus employees, including in-house engineering, drafting, and design/build teams, Roland's serves clients large

cific verticals—they'll do only retail or only medical, for example," said Cadieux. "But we do it all: commercial, industrial, institutional, and even large-scale residential." The company offers services tied to all phases of electrical contracting—new construction, design/build, renovation, and maintenance—and has multiple divisions to address spe-



(l.) North Shore University Hospital's emergency power upgrade was installed without any loss or interruption of power. (far l.) Some of Roland's retail clients across the island.



challenges head-on. Many of the company's clients have been working with Roland's for 30 years or more, said Mauchan.

Roland's relationship with King Kullen goes back to the 1980s. Stanley Mitchell, vice president of engineering, construction, and maintenance at the supermarket chain, said honesty and expertise are the main drivers behind the contractor's staying power. "They're honest team players who are

Hansen said that the consistency of Roland's work and the reliability of its people are vital to the company's success. "I remember one instance when I got a call from a tenant that one of our buildings had lost power at around 3 in the morning," he said. "I called [Roland's Executive V.P.] Bob [Mauchan] at 4 a.m., and he was at the site by 6:00 a.m. with temporary [power] feeds. When you can call someone in the middle of the night and they get to the job lickety-split—that's a pretty good feeling."

Facing Challenges Head-On

Roland's has gotten to where it is today, in large part, because of its high-touch customer service, adaptability, and willingness to face

Port Washington and Tanger at the Arches in Deer Park. Pall, one of Roland's largest projects, involves the renovation of the filtration manufacturer's existing 238,000-square foot facility and the addition of 24,000 square feet. There, Roland's is providing updated and new electrical services, energy-efficient lighting, and fire-alarm systems. The end result? This building will take center stage as Pall's brand-new corporate world headquarters. At Tanger, Roland's was contracted to install high-voltage utility services, telephone systems, parking-lot lighting, and fire alarms, as well as many retail stores, including New York Sports Clubs, Zales The Diamond Store Outlet, Naturalizer, Lucky Brand Jeans, Kate Spade, Bose Factory Store, and Johnny Rockets.

And Roland's isn't one to shy away from a challenge. The company has faced some pretty daunting obstacles, all with self-containment and tenacity. A recent project—North Shore University Hospital in Manhasset—involved the transport of a 2.1-megawatt generator over the Verrazano-Narrows Bridge. The generator had to be disassembled, and then put back together at the hospi-

exceptionally knowledgeable of their trade," he says. "They also take a team approach to their work and have the ability to work well with all the different trades." Roland's touts its responsiveness in its flyers and brochures, promising that staff is "always ready to rapidly respond to your situation, with the best solution, at the best value."

Other high-profile clients include Pall in



Roland's Electric at its first official location, a modest 300-square foot storefront in Uniondale.

tal site. But perhaps the trickiest part of this job was to install the electrical system without any loss or interruption of power at the North Shore campus. It was a project of tremendous scope, involving 17 transfer switches, whereas a typical hospital installation requires about three. (A transfer switch is needed to switch power from a normal source to an emergency generator in case of power failure.) The intricate network of critical care, essential, and emergency systems at North Shore posed a challenging scenario for Roland's, but Cadieux and his team managed to design and engineer procedures that allowed them to complete the installation without the hospital's electrical system missing a single beat.

Making Innovation a Priority

Cadieux and Mauchan know that it takes more than top-notch customer service to thrive in today's market. Innovation is important too. That's why Roland's has taken steps to research and deploy energy-efficiency technologies at a number of sites on Long Island.

In the 1990s, during an energy crunch, Roland's was a featured participant in LIPA's rebate program, under which companies were awarded rebates for taking energy-saving measures. The company recently won a Lighting Efficiency Upgrade Contract with the Town of Babylon. There, Roland's will upgrade all of the town's municipal buildings with high-efficiency lighting and lighting controls. In addition, the contractor will replace more than 1,000 streetlights with energy-efficient alternatives.

Roland's has enjoyed success in the area of green building design as well. In 2006, Roland's worked on L.I.'s first building certified for Leadership in Energy and Environmental Design, or LEED: 1001 Franklin Ave., an office space in Garden City. "There are different levels of certification—Silver, Gold, and Platinum," said Mauchan. "1001 Franklin was Platinum, the highest level. All the products and materials had to be compliant with LEED standards, and so did the disposal of all those materials. There were high-efficiency



Housing with outdoor switchgear installed at Pall's corporate headquarters is inspected before the other half is set in place.

lights, daylight controls, intelligent building management systems, solar energy, and more." Last year, Roland's worked on another LEED project, a Wild by Nature store in Oceanside, and more will most likely follow. In April, the company staff welcomed its first LEED-accredited professional in New Construction and Major Renovations. This will help Roland's solidify its position as the electrical contractor of choice for the delivery of sustainable, cost-effective electrical solutions.

In its day-to-day business, Roland's stays on top of new technologies and keeps its electricians apprised of any code changes on a regular basis. "We're always being quizzed on code, and they bring us in about once every quarter to give us updates," says Lou Scarpati, a general foreman who has been at Roland's for more than 20 years and is currently assigned to Pall. "Everything we do is top-quality; we don't take any shortcuts."

Working Hard, Playing Hard

At Roland's, management knows that creating an enjoyable workplace can go a long way toward fostering goodwill and loyalty in staff members. The culture at Roland's is casual and family-oriented, and Mauchan says there's no preferential treatment. "Everyone is treated the same, whether they started last week or 10 years ago," he says. Apparently, that treatment is very good, as the

average tenure of an employee at Roland's is 10 to 12 years, and turnover is minimal.

"Working with Steve and Bob is terrific. They're always extremely motivated and constantly thinking of ways to move the company forward," says Lisa Kiltbau, secretary-treasurer controller, who joined Roland's in 1983. "Besides being co-workers, we're friends. We all work hard, but

'They're honest team players who are exceptionally knowledgeable of their trade.'

—Stanley Mitchell, King Kullen

we have fun too."

Apparently, that's no understatement. In addition to throwing annual parties for Halloween, Christmas, and New Year's, Roland's funds football parties, fishing trips out of Captree for the company's field electricians, and trips to New York City for women at the office who would like to catch a Broadway show.

Some of those parties take place on-site—at "Club Roland's," a room in the office building with pool tables, disco lights, and even a small space for dancing. "We try to create a relaxed atmosphere and really get to know our people," says Cadieux. "When people feel like they're a part of something, they feel better and work better." ♦