



Winter 2006

Established in 1910

Sales 101

During the course of daily business activities, I periodically meet with customers—past, current and future. Recently, while having a conversation with a new Penzel client, a casual remark caught my attention. He said, "I'm really pleased that your company will be building our new facility. I moved to the area several years ago and I have always heard that 'if you are going to build, get Penzel.' Everyone tells us that Penzel is the best builder in the area, and worth the extra cost."

Though this was indeed a compliment, it more than caught my attention. Having started my career in sales, I still tend to dissect conversations and pay particular attention to vocabulary. I could not fathom to what "extra cost" our customer was referring.

I know that our construction costs are better than competitive. This is logical, given that our purchasing power is without peer in the region; subcontractors prefer to work with us over others; and, thanks to our engineering department, we consistently complete projects on time and within or below budget. I'm confident that, apples to apples, no one can find better value. Since value equates to cost, I was not clear about his perception. I scheduled another meeting to ask more questions.

The next meeting provided the answer. Apparently, one of our competitors had offered a tidbit of misinformation while trying to negotiate the job. This made the decision on which contractor to use an easy one. As our new customer knew, in any sales situation, when someone changes the focus toward their competition, it means that they cannot stand on their own merits.

Since 1910 we have turned customers into friends. Our values are very simple: always be honest.

—Glen Hinkebein,
Director of Business Development



The new state-of-the-art federal courthouse in Cape Girardeau, Mo.

Federal Courthouse Slated To Open Later This Year

Penzel's portion of the work on the new 150,000-square-foot federal courthouse in Cape Girardeau is winding down. When it is completed, the building will include three courtrooms, with space to construct a fourth, four judges' offices, and offices for federal prosecutors, public defenders and the U.S. Marshals Service.

Ground was broken for the nearly \$50 million project in November 2003. Full construction work started in February 2004, with Penzel Construction Company providing a wide array of heavy construction services, including all dirt work, foundations, drilled piers and concrete. Penzel's site superintendents, Mike Williams & David Mirgeaux, deserve kudos for their dedication and perseverance on the project.

Downtown Cape Girardeau's dynamics are changing, as new construction and significant renovations merge to create an ambiance of charm and excitement. With the 1,100-foot-long "Mississippi River Tales" floodwall mural providing a historical allusion and panoramic backdrop, Cape's historic river district has returned. The new Emerson Memorial Bridge crossing over the Mississippi River, the Marquette Hotel restoration, the River Campus project, the Southeast Missourian facility renovation and the First Presbyterian Church additions and remodel have all contributed to the revitalization. Penzel has provided services for most of these projects. The new federal courthouse building complements the area and its architecture, and balances the downtown Cape Girardeau skyline.

Project Updates

- The **Saint Andrew Lutheran Church** in Cape Girardeau renovation and addition is moving forward. Work includes a new 10,995-square-foot building addition, renovation of 8,248 square feet of the existing structure, and extensive site improvements. Completion is scheduled for late May. Dennis Ward is the job site superintendent.
- The **Chaffee Elementary School** addition involves a one-story multi-purpose addition to the existing school and associated infrastructure and site work. The architect is Dale Rogers of Robert Stearnes and Associates. Luke Miget is running the project as assistant project manager and site superintendent.
- The **Southeast Missourian** facility renovation in Cape Girardeau is nearing completion. This project entails a complete renovation and updating to an 80-year-old, three-level cast-in-place concrete building and an adjoining wood structure. The facility has recently been accepted to the National Historic Registry. David Mirgeaux has excelled as Penzel's job site superintendent.
- The **First Baptist Church of Cape Girardeau** is nearing completion. The 23,226-square-foot project includes a sanctuary, multi-purpose room, kitchen, nursery, classrooms, offices, choir room and support spaces. Penzel was the design/build contractor for the project, which should be dedicated this month. Tim Johnston is Penzel's site superintendent.
- **Kidd's Store** in Jackson, Mo., is nearing completion. The new 3,200-square-foot building replaces the existing facilities, and includes major site improvements. Penzel is the construction manager/general contractor, with Bob Sachse serving as the site superintendent.
- The **Route 72 Project** in Jackson, Mo. (Project No. JOVO598) involved widening existing Route 72 from the Route 25 intersection to Main Street. The project's scope included staged bridge construction, asphalt work, segmental retaining walls and various related items of work. Completion is expected in early 2006. David Conrad is serving as Penzel's site superintendent.
- The **K&K Electric** project in Kelso, Mo., which added an additional pre-engineered metal building to their existing facilities, was completed in December. Bob Sachse was site superintendent.
- The **Route W St. Francois Co. Project** in Farmington, Mo. (Project No. JOSO881) involved widening Route W (which is right off Highway 67) and installing traffic signals at West Mount Drive, with all the associated drainage and paving work. The project was completed this month. Jack Conklin, Jr. served as Penzel's site superintendent.



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PENZEL
CONSTRUCTION COMPANY, INC.

P.O. Box 330
325 W. JACKSON BOULEVARD
JACKSON, MO. 63755

