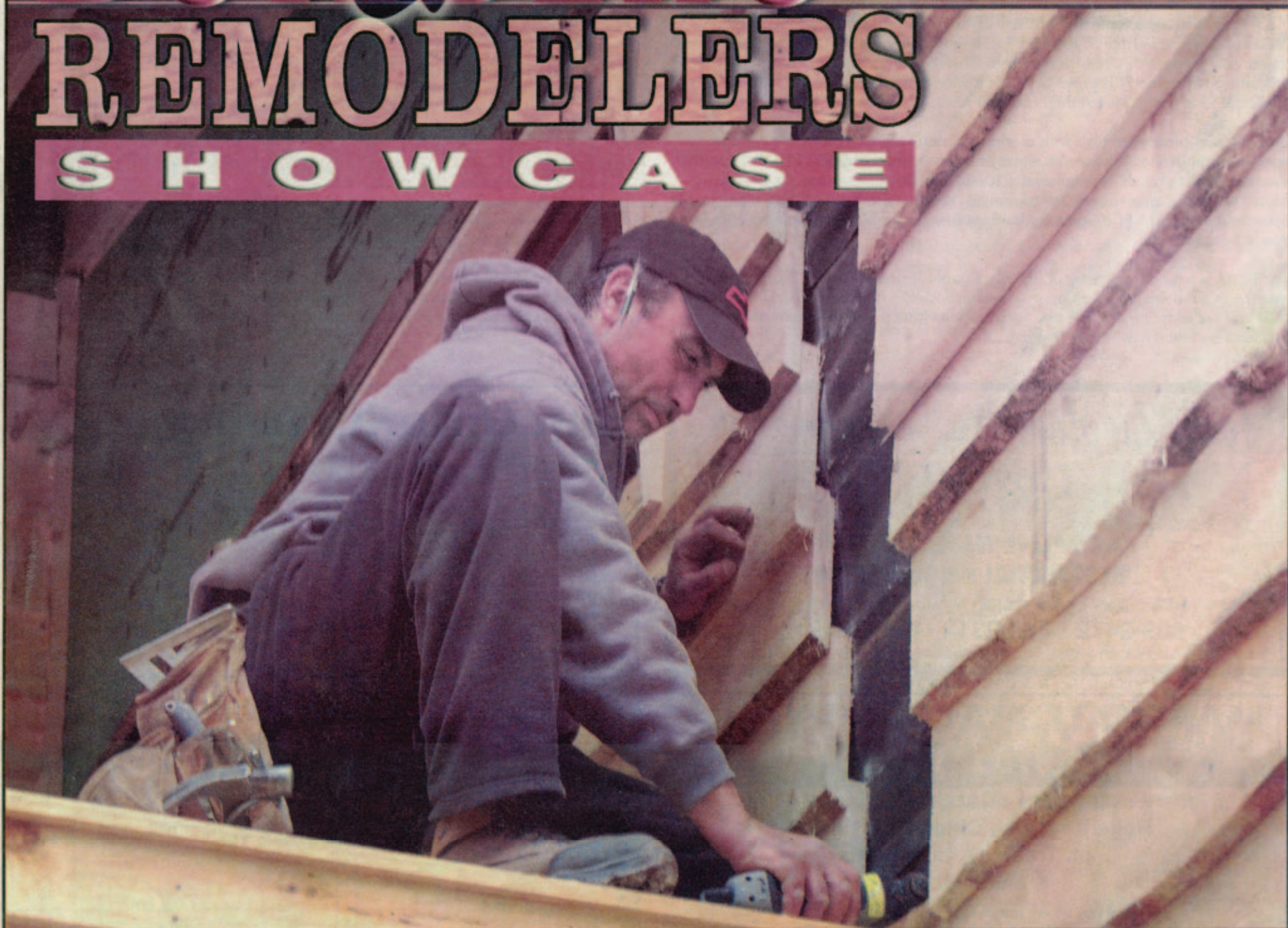


FREE

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Mark Nilsen, foreground, and Joe Mahn, right, are key members of Clemleddy Construction's team of local in-house carpenters providing excellent skills and attentive customer service.

(CONTRIBUTED PHOTO)

WAYNE & PIKE COUNTIES, PA—These days, every business struggles to stay the course as markets fluctuate and consumers anticipate the light at the end of the tunnel. One local business—Clemleddy Construction—has remained a positive force in the Lake Region for 25 years, steadily navigating industry trends and economic realities.

Construction

A Quarter Century Strong

Company Owner and President Craig Smyth credits his Great Grandfather—Clement Leddy, the company's namesake and inspiration—with blazing an exemplary trail that continues to help him overcome challenges along the way. "When I started Clemleddy Construction in 1986 I was energized by the new venture and committed to the ideals Clem instilled in me," says Smyth. "As we enter our next quarter century, we will wholeheartedly uphold Clem's unwavering sense of duty, honesty and morality that form this company's foundation."

THE ROAD TO SUCCESS

Smyth moved to the Pocono Mountains from New Jersey in the mid-80s and set up shop as a framing contractor. Back then, Clemleddy built many of the original vacation homes in the Lake Wallenpaupack area—A-frames, cabins, mini-chalets and saltboxes.

From the start, the company's success is attributable to a proverbial "A Team" of professionals who demonstrate the utmost skill and optimum service at all levels. In the early days, Smyth's wife Kathy handled administrative tasks and bookkeeping while he and a core crew of local carpenters were in the field.

Smyth is particularly proud that many of Clemleddy's carpenters have remained with the company long-term, creating consistency in customer service and craftsmanship. "We have awesome

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Construction ... Continued from Page 3.

buy-in," he says. "Our guys are willing to stick with it and do what needs to be done." Lead Carpenter Mark Nilsen, for example, has been with the Clemleddy team since 1991, overseeing job sites and managing fellow crew members.

Over the years, as the business has grown, Smyth's team has expanded to include a skilled draftsman and estimator, project managers who ensure that schedules run smoothly on remain on track, and a director of finance & business development. Project Manager Tim McHale has been working with Smyth since the company's inception, starting as a carpenter and developing into a cornerstone of daily operations. The combination of talent has made Clemleddy a premiere builder in the Lake Region offering excellent design/build services on luxury homes, renovations and remodels. "From concept to completion our team will design and build a luxurious living space that fits your lifestyle," says Smyth.

ON THE LEADING EDGE

A key factor in the company's longevity has been Smyth's ability to retool Clemleddy's products and services to accommodate changing consumer demand. For example, the same consumers who once craved those tiny vacation getaways are now approaching retirement. "Families have grown and second-homeowners spending more time in the Lake Region are feeling cramped in their seasonal digs," says Smyth.

Clemleddy found a niche converting compact vacation homes into year-round residences. The company specializes in transforming spaces that once included only tiny kitchens and living rooms with limited bedroom and closet space into beautifully designed and spacious primary residences with extra bedrooms and closets, upgraded heating and electric systems, and ample insulation.

Clients John and Dori Vallis were thrilled when Clemleddy transformed their aging A-frame into the home of their dreams. "They listened and understood our vision," says John. "We wanted to create a lodge feeling, complete with pine walled interiors, rustic stone and aged bronze trimmings. We still marvel at how beautiful the work is. It's truly the finest craftsmanship on the lake!"

GREEN FOR GOOD

A staple of Clemleddy's approach is its green building practices. The company has long espoused energy efficiency and eco-friendly techniques as the basis of construction and renovation. "These are sensible and economical principles that offer buyers lower operating costs, reduced maintenance, increased value and improved environmental quality," says Smyth.

Currently, there is more industry-wide awareness of green building than ever before. Practices and products that conservationists and some innovative builders have advocated for decades have finally entered the mainstream market, Smyth adds. "There is no sacrifice in quality when building green and we strive to build and reno-



Lead Carpenter Mark Nilsen has been with Clemleddy Construction since 1991. Mark manages field operations and Clemleddy's team of in-house local carpenters.

(CONTRIBUTED PHOTO)

vate homes with the best efficiencies available while keeping the environmental impact to a minimum."

IMPROVE IT CREW

Recently, Smyth recognized the Lake Region's need for high quality skill and quality customer service on smaller jobs like kitchen or bathroom remodels, new windows or a new deck. In response, Clemleddy introduced its Improve It Crew, a dedicated team of the company's experienced and professional local carpenters ready to extend Clemleddy's quality craftsmanship on smaller jobs that create a more comfortable place to gather with family and friends.

An increasing number of clients were requesting follow-up services—whether to further improve the home we built or to renovate a kitchen or bathroom that may not have been in the plans on an original project, says Smyth. "We decided to formalize our commitment to these customers." The Improve It Crew, led by Clemleddy's longtime carpenter Pete Acone, has quickly become a core component of the company, offering reduced rate financing and a level of quality not easily matched by competitors.

"We live in this community and we're here for our neighbors when they need us," says Smyth, who remains active in the regional business community and within the building industry. He currently serves on the Board of Directors of the Wayne County Builders Association. He is a past Director of the Pennsylvania Builders Association and has been a member of NAHB's Remodelers 20 Club since 2001.

The past 25 years have been rewarding for the Clemleddy team. "We're proud to serve our Lake Region neighbors," adds Smyth. "With a solid foundation in place we're ready for the road ahead."