

# THE MAGAZINE FOR THE PEOPLE WHO BUILD AMERICA **CONSTRUCTION**

TODAY

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## Diversified Growth

Rose Construction stays flexible, changing with the West Coast construction market.

ROSE CONSTRUCTION, PAGE 202

## Fresh Skyline

Two Harbour Green and the Shangri-La transform Vancouver.

LEDCOR CONSTRUCTION LTD., PAGE 30

## Plus:

Today's prices make cost management everybody's business.

PAGE 13



Rose Construction says its value-engineering capabilities set it apart.



Marine Suites Hotel  
Photo: Dennis Angelica, Architect: Geoffrey Butler

# 'Best Bang for Their Buck'

Rose Construction, a general contractor and development firm, remains a family oriented company in the San Francisco Bay Area, and is working to diversify its services as it continues to grow.

By JOANNA MILLER

Prior to establishing California-based Rose Construction in 1989, co-owner Paul Basker spent several years in Canada, and then moved to Northern California to work for a family owned general contractor. Despite rising through the ranks there, after seven years he hit what he describes as the "family ceiling," and realized he would have to move on if he wanted to take on a leadership position.

Luckily, Basker says, his former employer was generous enough to procure his new company's first job – the renovation and restoration of the historic

Maybeck Building for the Jewish Community Center in San Francisco.

Once Rose Construction's first project was completed, Basker took on a variety of projects to keep the company growing. Eventually, he and his wife, Phyllis Basker met another couple at Children's Day School in San Francisco, where their children attended pre-school.

Bill and Ann Lehrke and the Baskers eventually made a move to Marin County, just north of the Golden Gate Bridge, where their children grew up attending local public schools. They also joined forces in the new business.

Basker combined his experience in heavy construction with Bill Lehrke's knowledge of interior renovation. "Because our backgrounds were different, we felt we'd complement each other pretty well," Basker says. "While we were working on our first job, we went for lunch in nearby San Rafael only to discover that the restaurant was about to be renovated.

"We met the owner and ended up with the second job of our new partnership – a \$250,000 seismic upgrade for the microbrewery."

### Adding Work

The company continued to take on more renovation and structural rehab projects. In 2000, it began doing bonded work, including schools.

"Schools are fast projects," Basker explains. "They have to be done in a few months with limited budgets. It's a chal-

Rose Construction  
[www.rose-construction.com](http://www.rose-construction.com)

2006 sales: \$6 million

Headquarters: Fairfax, Calif.

Employees: 8 to 20

Services: General contracting and development

Paul Basker, co-owner: "We get them as much building as we can, or as close to their desired outcome as their budget will allow."

lenging type of work. We were very successful at it for a time, and then branched out into private school work. We had a connection with Jim Robinson, the director of Children's Day School, and we did a lot of renovation work for the school."

Rose Construction has also taken on high-end residential projects, and recently surpassed \$6 million in annual sales. "It's been a long haul," Basker says.

The company recently completed work on Argonne Park in San Francisco, located in the Richmond District. The 36,000-square-foot park has basketball and tennis courts, a toddlers' play area with swings and sandbox, picnic, stage and grassy areas, as well as a new clubhouse for indoor activities. The 2,000-square-foot clubhouse features bi-fold doors that open to the outdoors. The \$2 million project took approximately one year to complete.

The Argonne Park project led to another public park project, the JP Murphy Park in San Francisco.

The company recently began work on this \$2.5 million job. Rose Construction recently completed the \$3 million exterior

refurbishing and structural repair of Marin Suites, a landmark 100-unit hotel in Corte Madera, Calif.

#### 'Bang for Their Buck'

Basker says Rose Construction's status as a Diamond Certified Company distinguishes it from the competition. The company has been a member in good standing for four years, he adds.

Its value engineering capabilities also set it apart. "Customers have their design concept, and we come in early and work with the architect and client to get them the best bang for their buck," he notes. "We get them as much building as we can, or as close to their desired outcome as their budget will allow.

"We work hard with architects and clients to find the best materials for the application, and we hire qualified, conscientious subcontractors to maximize the benefit of our client's construction dollars," he adds.

"We're proud of our combined 60 years of wide-ranging construction experience that we bring to the table, which is of great benefit to our clients. Both of us

have come up the ranks, combining hands-on experience with focused higher education in the construction industry such as contract law, project management, business administration, and computer technology particular to the construction industry."

#### Changing With the Market

Basker describes Rose Construction as a family oriented company. His wife serves as the company's marketing director. Rose Construction treats and pays employees well and has very low turnover, he says.

It plans to transition into an employee-ownership structure within the next five years. The company is also working to diversify its assets.

"We're incorporating not only general contracting, but also acquiring property of our own, such as apartment buildings," he explains.

"Our idea is to have development, general contracting and construction management services going on so we can be more flexible and able to change with the market." ■



RC Wine Bar  
Photo: Sharon Risedorff, Architect: John Lum

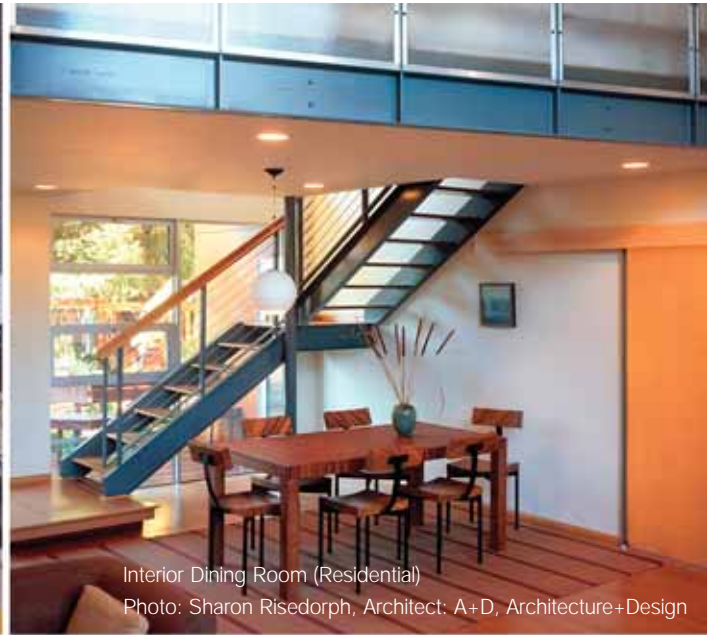
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Co-owner, Bill Lehrke and San Francisco Mayor Newsom  
Grand Reopening of Argonne Park



Interior Dining Room (Residential)  
Photo: Sharon Risedorph, Architect: A+D, Architecture+Design

Rose Construction turned out to be a dream of a partner. They sought to find solutions rather than problems as construction progressed, and adapted to all the stringent procedures. The end result was a quality project that met both budget and schedule.

Lizzy Hirsch, City of San Francisco Architect



Argonne ClubHouse Exterior  
Photo: Bob Hutton, Architects: Lizzy Hirsch and Damon Louie

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