

the Fisher Focus

February 2007 Newsletter

“Empty Nest” Remodeled for a Beautiful Future



When Roy and Cindy Gill purchased their Dixon home twenty years ago, it hadn't been touched since it was built in 1945. The couple says they could *“feel the North Wind blowing through the walls.”* The Gills did some basic remodeling upon moving in and then concentrated on career and family for the next two decades.

After their children were finished with college and on their own, the Gills decided it was time to give their beloved home some much needed attention. In the midst of researching their options, the couple visited Pearson's Appliance in Vacaville looking for a new range.

However, after working closely with Fisher's design and construction staff, the Gills understood that they could achieve what they wanted in a different way. Senior Designer Tiffany De Tomasi, CKD, helped the Gills visualize their remodel, showing them how they could dramatically transform their home using the existing space.

Work began on the project and the Gills decided to stay in their home during the remodel. Although Roy and Cindy say they would now recommend that anyone planning a remodel not live in their house for the duration, they also note that Fisher Construction made the experience as

“It was really amazing how closely Fisher Construction stayed within the original timeline.”

They noticed a display created by Fisher Construction and received an enthusiastic recommendation from the Pearson's sales person, who had recommended Fisher to other customers with excellent results.

Upon their first meeting with Fisher Construction, the Gills were impressed by the company's professionalism and approach. *“They were sincere, honest, and direct about what would be involved in our remodel,”* says Cindy, *“We didn't feel like we were getting a pushy sales pitch, just meeting with competent professionals...we liked them right away.”*

The project scope included remodeling the kitchen, adding a master bathroom and installing hardwood floors. Initially, the Gills thought it would be necessary to make significant structural changes to their home—tearing down walls and building out part of their house to add a master bathroom.

pleasant as possible. *“Fisher Construction always kept the work area clean, and the people working on our home were courteous and professional at all times, as well as being excellent craftsmen,”* Cindy says.

Throughout the course of the remodel, the Gills were impressed by the overall professionalism of the Fisher staff—especially when it came to the timeline, which was particularly important to the couple given that they were living in their home for the length of the project. *“It was really amazing how closely Fisher Construction stayed within the original timeline,”* Roy Gill states.

The Gills now look forward to enjoying their beautiful new environment—a lovely master bathroom, showcase kitchen and stunning hardwood floors—for many years to come.

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Fisher's First Annual Holiday Open House A Festive Success

Clients old and new, along with staff, vendors, and sub contractors, celebrated at Fisher Construction's first annual Holiday Open House in December. Fisher was pleased to have such a large turnout and happy to share the spirit of the holidays with friends and family. The event was held at the Fisher Construction showroom and catered by Gigi Warshawsky. Guests enjoyed cocktails and appetizers while meeting new people and catching up with old friends.

Want to Learn More About Global Micro Financing?

The Valentinos (Peter Valentino, Fisher Construction owner and his wife, Cara) have recently become involved with an organization that they want to let you know about: **Kiva—loans that change lives.**

Kiva lets you connect with and loan money to unique small businesses in the developing world. By choosing a business on Kiva.org, you can "sponsor a business" and help the world's working poor make great strides towards economic independence.

You can find out more about this organization at kiva.org

The Valentinos initially became interested in micro financing when they read about **Professor Muhammad Yunus**, recipient of the 2006 Nobel Peace Prize. Internationally recognized for his work in poverty alleviation and the empowerment of poor women, Professor Yunus melded capitalism with social responsibility to create the **Grameen Bank**, a microcredit institution committed to providing small amounts of working capital to the poor for self-employment. Grameen Bank provides collateral-free loans to 5 million clients in Bangladesh, 96% women.

Over the last two decades, Grameen Bank has loaned out over 5 billion dollars to the poorest of the poor, while maintaining a repayment rate consistently above 98%. The innovative approach to poverty alleviation pioneered by Professor Yunus in a small village in Bangladesh has inspired a global microcredit movement reaching out to millions of poor women from rural South Africa to inner city Chicago. His autobiography, "*Banker to the Poor: Microlending and the Battle Against World Poverty*," has been translated into several languages.

Inspired by the work of Grameen Bank in Bangladesh, **Grameen Foundation** was created to help share the Grameen philosophy and accelerate the impact of microfinance on the world's poorest people. **Find out more at grameenfoundation.org**

"Fisher Construction was wonderful to work with—truly professional. One of the nicest things about working with them is that we only had to deal with one company for all of our remodeling and design needs. The crew was so great they really became almost like family." C. Gill

Fisher Construction Wins NARI's REMMIE Award

Fisher Construction was awarded First Place for a Residential Bathroom over 60K at the REMMIE awards hosted by the National Association of Remodelers San Francisco Bay Area Chapter in November, 2006. The winning design is shown below. The *San Francisco Chronicle* featured the REMMIE awards in its November 25, 2006 issue.



Fisher Construction designed this bathroom in Paradise, which won First Place for Residential Bathrooms over 60K in the 2006 NARI REMMIE awards.

Your Referrals Make a Difference

tell a friend why you love us!

How often do you receive the kind of service that makes you want to share news about a good company with someone else? Chances are, it's a fairly unique occurrence these days! At Fisher Construction, we want to change that equation. We work hard every day to create **clients for life** by delivering a level of quality, customer service, care and consistency that builds lasting trust. We're very proud of the relationships we've developed with clients over the past 19 years. If you are one of those clients, we ask you to remember us when friends and associates are in need of design/build remodeling services. **Like most businesses, we depend on referrals from satisfied customers to help us grow ... please put in a good word for us, and tell a friend why you loved working with Fisher Construction! Your support is very much appreciated.**

Pearson's Appliance: A Family Business Since 1954

shared values with Fisher make for great partnership



Brothers Roy and Pat Pearson
Pearson's Appliance

Pearson's Appliance celebrated its 50th anniversary in 2004, attributing much of its success to the great people who have worked with the company over the years—quite a few of them family members spanning generations. At different times during Pearson's growth, the number of family members working with the company has been in the double figures. Besides Roy, Steve, Dan and Pat (the Pearson brothers, who currently run the company with a number of other family members) wives, cousins, in-laws and kids have all made their own unique contributions.

Roy and Mickey Pearson founded Pearson's as an appliance parts and service business in 1954. Constantly on the lookout for new opportunities to support their ever-growing family, gradually Pearson's expanded into appliance sales. In 1968 with seven hungry mouths to feed, Roy Pearson decided to meet the competition head on and gradually grew to be Fairfield's largest independent retail appliance business. At the end of the 1970's, Roy was ready to pass the reins to his four sons.

In 1984 Pearson's moved to their current warehouse in Cordelia. In June of 1989, Pearson's bought out Karlstad's Appliance & TV in Woodland; in December 1994 purchased Chandler's Appliance in Vacaville and in 2002 built a new 17,000 sq. ft. building on Orange Drive in Vacaville. Pearson's is now a three-store, multi-million dollar operation.

The company has been through many transitions—buying other companies to expand, purchasing new facilities and continuing to grow in staff and sales—but the core values have remained unchanged. Pearson's believes that "it's the people that make the difference." Their sales staff are all highly trained and experienced professionals. Each salesperson receives extensive, continuous training on the products Pearson's carries, assuring that they show customers the products that best suit each individual's needs, and not "the deal of the day." The company is proud of its extremely low return figures.

Pearson's and Fisher Construction have been working together for over ten years. Fisher Construction designs displays at the Vacaville and Cordelia locations featuring vignettes of state-of-the-art kitchens so that customers can visualize what their appliance purchase will look like in a real home. Customers considering a remodel often visit Pearson's during their initial research, and Pearson's sales staff recommend Fisher Construction to those who are ready to get started.

"We both run customer-focused companies where the emphasis is on professional, high quality service..."

"The relationship with Pearson's and Fisher Construction works," says Pat Pearson, "Because both of our companies have the same beliefs when it comes to how we treat our customers. We both run customer-focused companies where the emphasis is on professional, high quality service."

Pat says that when considering which appliances to purchase, customers planning a remodel should consider budget, how much they cook and entertain, and how long they plan to live in their home. Current trends in appliances include stainless steel, which continues to be very popular, along with double ovens, double drawer dishwashers, shallow depth refrigerators, the return of gas cooking as the preferred method, and oven hoods as dramatic design elements in the kitchen.

New Assistant Designer

Alyssa Link joins our team



Alyssa Link
Assistant Designer

After completing a design internship with the California Department of General Services, Studio One, Alyssa Link joined the team at Fisher Construction in September 2006 as a Design Assistant. Alyssa assists the Senior Designer with AutoCAD drawings, finish selection, product ordering, renderings and much more. She received a Bachelor of Arts in Interior Design from California State University, Sacramento in May 2006. We are happy to welcome

Alyssa to the Fisher Construction team!



Fisher Construction
DESIGN / BUILD

Fisher Construction is a family of dedicated professionals, active in their community and industry, committed to providing exceptional service, design and construction to every client.

At Fisher Construction, we work hard to create clients for life by delivering a level of quality, customer care and consistency that builds lasting trust. **Call us at 707.422.8591 to learn more.**



Kitchen and Bath Design

Whole House Remodels

**Certified Kitchen Designer
Tiffany De Tomasi, CKD**

**Over 1000 custom projects
since 1988**

“It was truly fantastic working with Fisher Construction. They were timely, on budget and professional in every way. Their craftsmanship and people are excellent.”

Roy Gill

Concept to Creation



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