

# the Fisher Focus

September 2007 Newsletter

## Fisher Construction Project Manager Takes Work Home At Night



Fisher Construction Project Manager Oscar Martinez and wife, Josefina in their new kitchen.

When Fisher Construction Project Manager, Oscar Martinez, was considering the purchase of his “fixer upper” house in Esparto, not everyone thought it was a good idea. There was quite a lot of work required to make the house livable—Oscar initially estimated about 40% demolition before remodeling could even begin—but he saw potential and was confident he could make the site into a wonderful home for his family. Oscar, his wife Josefina, and their three children (Ivan, 7, Oscar, Jr., 14, and Josie, 18) owned a house in Fairfield where they had been happy for several years, but they wanted a home with more room and an open floor plan compatible with their close family life.

Oscar did a great deal of the work on his new home by himself, but he also had the help of friends and family, including his son, Oscar, Jr., who was a frequent assistant.

Once the remodel started in earnest, Oscar realized that the site really required close to 90% demolition, rather than the 40% he had originally estimated, so he was starting almost from scratch, with just three walls left on the site. He drew plans for the 1700 sq. foot home, which included four bedrooms, two bathrooms, and a large open living room, family room and kitchen area. He and Josefina selected the details of the design together, from wall colors to doorknobs, and as the design process was underway,

## Project Manager Oscar Martinez is known to Fisher Construction clients for his friendly, upbeat attitude and hands-on skills ...

A determined Oscar made the decision to buy the home in June of 2006 and started working every weekend and in the evenings after his days at Fisher Construction ended. Oscar has been working for Fisher Construction for more than 14 years. As a Project Manager, he has built close relationships with Fisher Construction clients, supervising the details of each project from start to finish, keeping clients fully informed and satisfied with results. Over the years, Oscar has become familiar to Fisher Construction clients who return to the company for multiple projects. He is known for his friendly, upbeat attitude and hands-on skills as he manages subcontractors, handles timelines and skillfully performs finishing and custom cabinetry work.

Oscar realized how much he had learned over the years working for Fisher Construction.

*“I have done everything from foundations to finishing work for Fisher Construction, and that really paid off when I started working on my own house,” says Oscar, “Even if I had not had hands-on experience with a particular area, I had supervised someone doing the work in the past, so I knew how it was supposed to be done.”*

Oscar completed the remodel of his family’s new home in about six months on his weekend and evening schedule.

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## Partner Spotlight: Northstate Hardwood Floors

*more than half a century of beautiful hardwood flooring*



Marty Calvert  
Northstate Hardwood  
Floors

When Marty Calvert took over the family business in 2004 after his father retired, the senior Mr. Calvert had been installing hardwood flooring for over fifty years. Marty has worked side by side with his father off and on over his lifetime, learning the trade hands-on.

**Northstate Hardwood Floors** has been a Fisher Construction partner for close to three years. The company installs hardwood

flooring in the homes of Fisher Construction clients, working on projects from one room to whole home installations. *"We can always rely upon Northstate Hardwood Floors for the highest quality product, installation and service,"* says Fisher Construction owner, Peter Valentino.

A resurgence of interest in hardwood floors over the past several years is due to a variety of factors, according to Marty Calvert: *"People are ripping up their carpeting or formica to replace it with hardwood because hardwood flooring is so much easier to maintain,"* Marty says, *"It makes for a cleaner look and feel in the home environment, and it's beautiful, too."*

## Tiffany De Tomasi and Peter Valentino Earn New Certifications

The kids aren't the only ones who have been studying hard at Fisher Construction (see article at right.) **Tiffany De Tomasi, CKD**, Fisher Construction Senior Designer, has earned certification as a **Certified Bathroom Designer (CBD)** from the **National Kitchen and Bath Association (NKBA®)**, while Peter Valentino, Fisher Construction owner, earned certification from the **National Association of the Remodeling Industry (NARI®)** as a **Certified Kitchen and Bath Remodeler (CKBR)**.

The process for both certifications is rigorous and thorough. The NKBA® CBD certification earned by Tiffany requires a set number of years of experience, the completion of an intensive, comprehensive examination, adherence to a strict Code of Professional Conduct and a commitment to continuing education.

The NARI® CKBR certification earned by Peter proves a remodeling contractor's superior knowledge, technical comprehension and skill in remodeling by measuring skill and expertise during a comprehensive review and examination.

Homeowners who hire certified remodelers from NARI or NKBA know that they are hiring professionals with proven skills and knowledge, along with a strong commitment to ethical conduct.

While oak remains the classic choice for flooring, other woods, such as Brazilian Cherry or Walnut, with their darker, more exotic finishes, have grown in popularity recently. Hardwood can be used in every room in the home, from the kitchen to the bathroom, and installed over any surface, even concrete in the basement. These days, there is a wood for every decor and almost every budget. Fisher Construction clients can select from a wide range of hardwoods to find the one that integrates best with their remodel.

Hardwood no longer requires the layers of wax that were once standard—new finishes make them very easy to clean. Marty says that most of his clients use just a little vinegar and water to keep their floors looking good as new.

Marty appreciates working with Fisher Construction because of their strong relationships with clients and vendors. *"They are nice people, good people to work for, and they treat you well,"* he says.

**For more information about Northstate Hardwood Floors, contact Marty Calvert at 707.399.9409.**

## Fisher Construction Kids Make the Grade

As part of their ongoing commitment to local education, Fisher Construction decided to implement an internal program for Fisher Construction staff: Fisher Construction pays each kid \$10 for every "A" on their report cards (\$100 if they get straight "A's.") It must be a smart bunch, because Fisher Construction has written checks for \$1,740 since the program started in 2005!



Office Manager Katherine Wilson's "A" student children collect their earnings: (left) Jordan, 13 and (right) Matt, 14. Other participants include: Maria De Tomasi, Halie Millholen and Christopher Milani.

## Project Manager Takes Work Home at Night, cont.

*six months of evenings and weekends for a beautiful new home*



Martinez Home Before



Martinez Home After

*continued from page one*

The Martinez family is now residing in their beautiful new home, where the family can relax together in the expansive living area and see each other while watching television, doing homework, or cooking dinner simultaneously. Oscar and Josefina love the open plan of their new home, and appreciate the luxury of their 18' x 20' master bedroom as a comfortable and roomy retreat. While there is now plenty of room for the whole family inside the home, an additional benefit of their lot is an exceptionally large yard, where the Martinezes spend many an evening outdoors by the fountain they installed, truly appreciating their new space.

Oscar carries pictures of his new home with him so he can share his pride in a job well done with friends and Fisher Construction clients. The personal satisfaction of creating something so substantial with his own hands is made just a little sweeter with the knowledge that so many people thought it could not be done!

## Fisher Construction Makes News in Davis



This award winning Fisher Construction bathroom in Davis was featured in the **Davis Enterprise** on June 24. The project earned Fisher Construction an **Honorable Mention, Small Bathrooms category**, in the 35th annual NKBA Design Competition at the Kitchen/Bath Industry Show and Conference in Las Vegas, May 7-10. Part of an Asian-influenced home

on El Macero Drive in Davis, the bathroom design was noted for its suggestion of space in a small area.

## 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.**

**“There was excellent communication throughout the project ... I am very pleased with the end result and have had many compliments from friends.”**

***Mrs. Fullick***



*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**

**“The way we were treated during our project with Fisher Construction was extremely positive.”**

*The Hiltmans*

*Concept to Creation*



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