

# Construction

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**PERLO McCORMACK PACIFIC**  
PARTNERING WITH EXCELLENCE

**THE MAGAZINE FOR LEADING INDUSTRY EXECUTIVES**



## Partnering With Excellence

*Produced by Hanim Samara*

*Written by Tony Ware*

General contractor Perlo McCormack Pacific of Portland, Oregon knows construction is a collaborative effort. It says just that on the company's Web site, and shows it in the company's name, itself. "Perlo" comes from Jeff Perala, director of estimating, and Gayland Looney, COO — partners since 2000 — while McCormack is CEO Bill McCormack, who started the parent company in 1979. Together, the three help their clients balance construction costs with architectural design and building functions. The general contractor is firmly established in the commercial and industrial sectors, where its 150 employees help generate over \$100 million in annual revenue from a combination of bid and negotiated work.

"We say there are three things that each one of us needs to do in our construction company: Deliver the projects on time, on budget, and to the highest quality possible consistent with the specifications," says McCormack, who has been in the construction business for 35 years. "Those three things sound real simple ... but they're all fighting each other. In my opinion, what makes a company professional is tying time, cost and quality together on every project; and that is why we have satisfied customers."

A recent example is Village Baptist Church in Beaverton, Oregon, a city located seven miles west of Portland. Two



years ago, the church had worked through the design phase with another contractor and architect. The church's budget was \$14 million. Prior to ground breaking but after months of design and spending \$500,000 on architectural fees, the church was informed by this original contractor that the construction costs would be \$27 million. The church was in big trouble. Unsure of how to rescue the project, the church turned to Perlo McCormack Pacific and asked for help.

"We rolled up our sleeves and went to work," says Perala, who with his estimators had to determine how to build Village Baptist's church to provide the same square footage, with high architectural quality, but at a cost of \$14 million, not \$27 million.

After a series of design meetings with church personnel and its new design team, Perlo McCormack estimators were able to reconfigure the design, using more cost effective materials and systems, to produce a church that cost not \$14 million, but \$10 million. Perala states, "Obviously the people at Village Baptist Church were elated; their new church could now be built."

"We have collaborated with many design teams over the years to make sure the building architecture and function can be achieved within an owner's overall budget," Perala adds.

Perlo McCormack Pacific helps its clients avoid problems by looking at a design from the owners' perspective; not judging the design, but guiding the owner to make informed decisions on the cost of materials and possible alternative options. "Having a contractor, architect and project owner all working together as a team during the design and then into construction is partnering at its best; this has led to many, many repeat clients for us," notes Looney. On over half of the company's jobs, Perlo McCormack Pacific gets involved early and stays involved until the project is completed to the owner's satisfaction. "Our claim to fame is that we have the expertise to budget a project accurately from a napkin conceptual sketch, and then work closely with the owner and architect through the final turn over of the completed facility" adds Looney. Perlo McCormack's clients have learned through experience that this process will result in a successful, affordable and aesthetically pleasing building.


One such repeat client has been Coca-Cola, who first approached Perlo McCormack Pacific several years ago to complete a new bottling line in the company's Wilsonville plant. After completing the bottling line, Coca-Cola asked Perlo McCormack to do a large expansion to the same plant, as well as installing several new lines in Bellevue, Washington. Like all building owners, Coca-Cola appreciates Perlo McCormack Pacific's dedication to completing high














Wilsonville, Oregon, which took about one year to complete from the original concept sketch to final occupancy. The company has built dozens of car dealerships including the new Dicks Country Dodge dealership in Hillsboro, Oregon, which was completed in a six-month timeline. The past year has also seen Perlo McCormack complete many interior tenant improvements, including one for aerospace and defense company, Rockwell Collins, who needed to meet aerospace standards for its 128,000 square foot, high-tech manufacturing facility just outside Portland.

Perlo McCormack Pacific recently completed several large industrial warehouses that are LEED accredited. This certification does, however, risk adding cost if not managed properly. Therefore, Perlo McCormack Pacific's LEED certified project managers work hard with owners to figure out the best



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way to achieve and maintain a rating through painstakingly selected construction techniques, materials, special ventilation, lighting systems, and recycled materials.

Achieving LEED Silver has become much more affordable; the company recently completed one such facility that comprised an unprecedented 560,000 square foot facility, a portion of which was leased to Colgate. Impressively, Perlo McCormack even achieved LEED Gold for a warehouse; this feat was one which many didn't think could be done. "Achieving LEED certification is definitely becoming a bigger and a more important part of our commercial and industrial construction business," acknowledges Perala.

Perlo McCormack Pacific's principals all agree that as a company they will always focus on maintaining a trusted and experienced group of construction professionals that makes sure clients receive the best systems and costs possible without sacrificing quality. Carpentry and concrete work are managed in-house, while other specialty trades are subbed out to a highly qualified group of thoroughly vetted subcontractors, most of which have earned Perlo McCormack Pacific's trust over numerous years of quality service on multiple projects.

"We firmly believe in providing highly educated, well trained professionals in the office and well trained, loyal company craftsmen in the field on each and every Perlo McCormack project," states Looney. "Without this great group of hard-working individuals, we'd just be another average contractor and that's just not good enough for us or our loyal clients. Our clients deserve the best and that's what we'll always strive to give them."

"With the slow economy ... there are fewer projects, but less competitors, so at the end of the day, it's the same environment. Construction costs are as low as they have been in years," reflects McCormack, who considers the company well aligned with owners of ongoing, solid companies. "Our company has always grown gradually over time; we've always wanted to be doing a little more next year than this year. Things could be flat for a couple years, but we will not be scaling back."

Even during the slow economy, Perlo McCormack's phones are still ringing constantly, sharing something in common with the rest of the company: consistency. ■

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Established : 1979  
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 President : Bill McCormack

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