Kenneth Schreifels

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Summary

Senior management positions at Macy Ready Mix as well as earlier key positions with Ferrari Woodworks, Willard Restoration, Hussmann Corporation and CONRAIL, supplemented by youthful entrepreneurial ventures including a successful construction company are the diverse background of Kenneth P. Schreifels. A wide variety of industry experiences gained over more than 25 years with a fundamental education in science and a B. A. in mathematics have afforded the accumulation of the skills necessary to achieve the most successful end to any project. Management and "bottom line" successes have resulted from a cooperative style, personal discipline and high technical skills that have inspired mutual respect, teamwork and a spirit of partnership for the mutual benefit of workers and customers.

Work Experience

City Point Construction-Various construction projects

General Contractor / Sole proprietor

Handyman Matters/San Clemente, CA 05/2002-03/2003

General Manager/San Diego

A brief description of my duties at Handyman Matters:

Hiring and terminating craftsmen and all other employee-related issues. Scheduling work orders, ensuring quality workmanship and customer satisfaction. Collecting, verifying and submitting all invoices, payroll and material purchase information to head office. Regional marketing and sales promotion. Negotiation of estimates and resolution of problems in both technical and customer service areas.

- Five negative projects were brought to a positive financial end while ensuring a referral from the customer
- Turned San Diego group into a cohesive team with a positive attitude
- Made successful improvements to the reporting process

City Point Construction-Various construction projects: 05/2000-05/2002

After Macy Ready Mix I engaged in several small construction projects using the skills developed in an active career in the construction industry.

- Design, build and installation of custom cabinets and general finish carpentry (moldings, stair finish and layout,etc).
- Developed a design for a total remodel and second floor addition for a home in Costa Mesa and engaged an engineering service to satisfy an administrative review in Zoning and successfully complete the permitting process for a stamped set of working drawings.
- Electrical trouble shooting and repair work

Macy Ready Mix:

1992-2000

A concrete producer located in Irvine, California. Serving residential and light commercial contractors with gross sales over \$4-MM.

Vice President/General Manager

- 1. Successful negotiations with The Irvine Co. and Metropolitan Waste resulted in a modified utility/access easement saving 75% (\$265,000) of initial cost estimates.
- 1. Secured the company's position and leasehold on a premium site ten percent below market cost. The new lease, a twelve-year hold with first option to purchase and penalties to owner for non-renewal, replaced a tenuous month-to-month hold.
- 2. Initiated a program of incremental investments in fleet and plant improvement, which is generating a \$480,000 gross annual return.
- 3. The formal implementation of a new driver screening and employee-training plan has contributed to worker confidence and morale. A yardman advanced to a key maintenance position as a direct result of this program.

1996-2000

03/2003-Present

- 4. Evaluated software and hardware (AR and Dispatch) and implemented installation and initial transition from old to new system, thus providing the opportunity for dramatic improvement to the efficiency of the involved departments.
- 5. Analyzed periodic market conditions, customer-buying practices and successfully maintained two major price increases resulting in a \$1.5 MM sales revenue gain.
- 6. Similarly, an analysis of credit and collection practices at Macy indicated changes that were successfully installed. With these changes the existing labor force reduced receivables by 35% (\$100,000/month) and virtually eliminated Bad Debt write-offs.

Vice President:

1992-1996

Formation and Start-up

- 7. Formulated a general business plan for owner/investors, coordinated and advised in efforts to locate equipment and acquire a site for Macy Ready Mix.
- 8. Refined the initial business plan, determined the product concept and supporting market strategy to establish a quality & service market niche for Macy as well as manage site improvements and the physical installation of the plant.

Commercial and Residential Construction Industry Experience

Lead Man, Field Superintendent/P.M., and General Contractor 1976-1992

Ferrari Woodworks:

1990-1992

Established new sites and remodeled others, specializing in the finest and unique millwork and finishes.

- Project management experience includes retail installations for notable entities. Remodel projects of "Abercombie and Fitch", "Anne Taylor" and "The Limited" sites were among a wide range of utility to glamour projects that were completed at or under time and budget.
- 9. Schedule deficits and over-runs on inherited situations were overcome with attention to detail and use of people skills with direct subordinates, and especially frustrated subcontractors and demanding mall administrators. On one occasion back charges as high as \$50,000 were avoided.
- 10. We were chosen for prototype installations based on our excellent performance history in this field.

Willard Restoration:

Specializing in restoration of colonial period historical buildings 1986-1990

- 11. Completed three museum quality restorations of historical buildings. The Elijah Root House, the home of General Washington's Lieutenant, being the most noteworthy.
- 12. Projects required careful dismantling and reconstruction on a new site with extreme attention to detail and workmanship in all phases of the project.
- 13. Reconstruction included reproduction millwork and construction with strict attention paid to not only materials but to methodology, including the use of historically accurate tooling.

1984-1986

Hussman Corporation:

Department store and supermarket remodels.

• Gemco/ Lucky, and Vons "Super Store" remodels, among which was a case study for a project with problems, providing the opportunity to help with innovative solutions thereby removing the company from possible liability to one of value added billing.

Education

Queens College, C.U.N.Y. B	B.A. Math	hematics 19	969
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References available on request

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