

AMERICAN BUILDERS QUARTERLY

FALL 2008

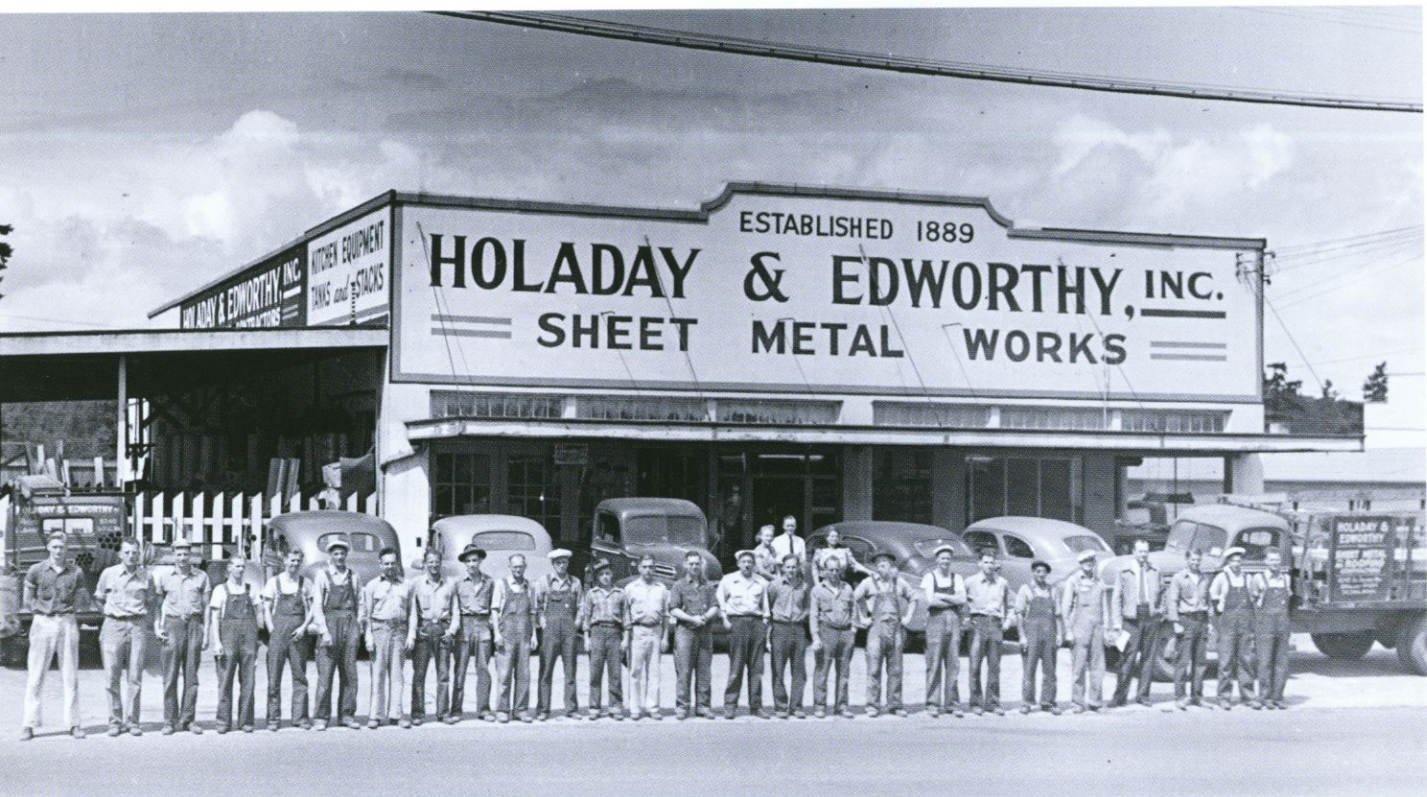
THE WEBER GROUP
A BRAND NARRATIVE ABOUT
DESIGN-BUILD CREATIVITY
BAYLEY CONSTRUCTION
CONTRACTOR CONTRIBUTES
TO COMMUNITY VALUES

BIRD CONSTRUCTION, INC.
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NEBRASKA FIRM'S REPUTATION HELPS LAND CHOICE PROJECTS

HOLADAY-PARKS, INC.



FULL SERVICE MECHANICAL CONTRACTOR CONTINUES TO GROW IN SEATTLE MARKET

By Katie Gutierrez

TODAY, THE NAME OF HOLADAY-PARKS, Inc. is synonymous with some of the most challenging design projects in the country. Headquartered in Seattle, the mechanical contracting firm also has a division in Fairbanks, AK, which might seem an unexpected choice, to those unfamiliar with its history.

"We've been going to Alaska since our founding in the 1890s," explains Jerry Parks, the company's CEO. "We sent Yukon stoves up to gold miners and did work during the Second World War as well."

Above: Established in 1889, Holaday-Parks specialized in copper roofs, handmade copper hoods, and various sheet metal products in its early days.

In 1889, brothers Joe and Ben Hunt founded the J&B Hunt Company, which eventually became Holaday-Parks. To assist wintry gold-seeking adventurers on their quests, the

company created airtight sheet-iron heaters with jackets that allowed the heat to circulate. A decade later, the firm quickly transitioned from fabricating such products as Klondike toe savers to instead creating copper roofs, handmade copper hoods, and other various sheet metal products. The company, renamed several times over the years, passed through several different owners until it was bequeathed to Gerald T. Parks, the adopted son of a previous owner, and the father of current CEO Jerry Parks.

"I joined Holaday-Parks in 1978," Parks says. "Back then, we were a sheet metal subcontractor doing about \$7 million in revenue with no design-build work."

By that time, the company had added

“WE’VE BEEN VERY FORTUNATE HERE. THE SEATTLE MARKET HASN’T YET BEEN HIT WITH THE PROBLEMS OF THE EAST.” *Jerry Parks, CEO*

its Fairbanks division and closed its original Tacoma location, moving into its Seattle headquarters instead.

“We went into design/build work in 1980,” continues Parks. “We thought it was the future.”

Almost 30 years later, Holaday-Parks, Inc. is a full-service mechanical contractor specializing in mechanical solutions for design-build, plan specifications, special projects and tenant improvements (SPTI), plumbing and piping, automatic building controls, and architectural metals. Most importantly, according to Parks, is what sets the company apart from its competition: challenging design-build work.

Exemplifying the company’s penchant for challenge is Pacific Place,

a 335,000-square-foot upscale retail center in downtown Seattle. The owner, says Parks, wanted to add an 11-screen theater to the retail center’s top floor, and Holaday-Parks was the only contractor able to meet city codes for the mechanical systems while maintaining the owner’s original vision.

Holaday-Parks also fabricated and installed the mechanical systems for the Bank of America Arena’s renovation, bringing the historic University of Washington building into 21st century comfort, as well as designing, fabricating, and installing the HVAC system for 187,000-square-foot Benaroya Hall, home of the Seattle Symphony. In 2007, Holaday-Parks was awarded the prestigious Sheet Metal and Air Conditioning Contractors National Association (SMAC

A MESSAGE FROM WASHINGTON AIR REPS

Washington Air Reps would like to congratulate Holaday-Parks Inc for another outstanding year serving the Puget Sound Area with their expertise in the design, construction and service of the mechanical systems on numerous successful projects. We are especially honored to be part of the team on The Bravern and the 4-Seasons projects.

Below: Holaday-Parks is the full service mechanical contractor on this world-class mixed-use project. The Braven, a three tower, Class-A office project with over 450 condominiums connected to luxury retail stores.





Right: Jerry Parks,
president and CEO.

HOLADAY-PARKS, INC. AT A GLANCE

LOCATION: Seattle, WA

AREA OF SPECIALTY: Mechanical solutions for design-build, plan/spec, SPTI (special projects and tenant improvements), plumbing and piping, automatic building controls, and architectural metals

2007 REVENUE: \$103 million

2008 PROJECTED REVENUE: \$135 million

EMPLOYEES: 540

CNA) Safety Excellence Award in recognition of its stellar performance.

With such a successful track record, it should come as little surprise that Holaday-Parks, Inc. is still in the midst of rapid growth, even as most of the nation's real-estate market falters. The company grossed \$103 million in 2007 (an astonishing 60 percent increase from the previous year), and it expects to earn \$135 million in revenue this year. In

addition, the company has grown from 350 employees in 2007 to 540 employees in 2008.

"We've been very fortunate here," Parks says. "The Seattle market hasn't yet been hit with the problems of the east. We have Microsoft, which is growing; Amazon, which is growing; Starbucks, steady; Google and Yahoo moving in, so the income levels are higher and we haven't had the sub-prime crisis here."

With such a high employee growth rate, 54 percent, Parks has employed a simple, yet effective, human resources strategy: fill from within.

"Most of our new hires have been field workers," he explains. "Otherwise, we had [any current employee] that wanted to be a project manager take a test. Then we chose from the highest scorers and essentially promoted them into trainee project manager."

Still, Parks adds, there is a definite challenge to hiring large amounts of field workers.

"Because of the slowdowns in the rest of the country, we get a lot of travelers," he says. "We have to weed some of them out and make sure they can do the job, but there's been a steady flow of people coming here [nonetheless]."

Currently, Holaday-Parks is in the midst of completing two major projects: The Four Seasons Hotel and Residencies in Seattle and The Bravern, a three-tower, Class-A office project in Bellevue. The Bravern features 2.1 million square feet of office space that, according to Parks, is all taken by Microsoft, and its towers, which include condo space, will be connected by an upscale retail center. Portions of the \$85-100 million project are slated to open in 2009. ABQ



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