

PROFESSIONAL

\$2.95

PAINTING

CONTRACTOR

Delaware Diversity

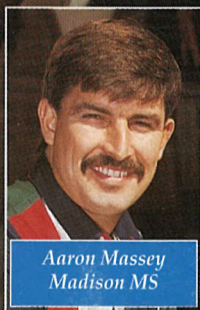
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By Invitation Only

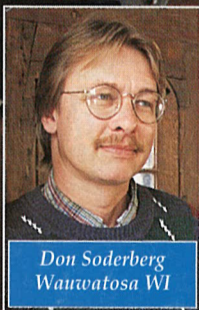
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**Opportunities In
Government
Contracting**

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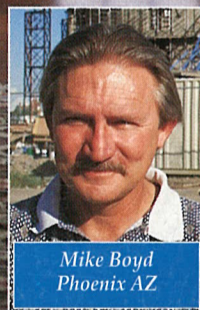
Aaron Massey
Madison MS



Don Soderberg
Wauwatosa WI



Nick Nardo
Wilmington DE



Mike Boyd
Phoenix AZ

WINTER 1996



For the red, white and blue

CONTRACTOR PROFILE

COMPANY
EVCO National, Inc.

TYPE OF WORK
Government Painting
Contracts/Industrial

YEARS IN BUSINESS
13

TERRITORY
All 50 States

OTHER SERVICES
Lead Abatement/
Sandblasting/ Waterblasting/
Striping/Signs/Wallcovering/
Taping

Government contract work is challenging and rewarding

Behind the guarded walls of Scott Air Force Base in Belleville IL is a mini-city bustling with activity. Military planes speed down the runway. Soldiers unload, load and maintain planes in hangars. Officers meet in administrative buildings to discuss operational matters. Military spouses shop at the base grocery store. And children run around the school playground during recess. Every day over 20,000 people go about their routines in buildings painted by EVCO National, Inc. of Wood River IL.

EVCO is a second-generation family business specializing in government contract work. Led by CEO Rocky Eveans, 38, the \$3 million company he bought from his parents eight years ago has more than doubled annual revenues, now at \$8 million, and tripled profits.

"Government contract work has been good to us," observes Rocky. "In return, we've worked hard to learn the govern-

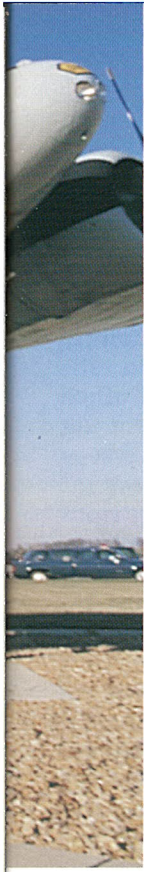
ment's requirements for their Protective Coating Maintenance painting program. We know how the system works and how to anticipate their needs. This helps us insure a smooth work flow and do the job right and in a timely manner. Plus, our expertise and performance has enabled us to gain a higher percentage of the coatings projects at each military base."

Proof of project longevity is offered by Belinda Eveans, EVCO superintendent at Scott A.F.B. and Rocky's sister.

"I've been at this base every day for 12 years," she says. Pointing to buildings, hangars, warehouses, homes, barracks, fuel tanks, guard stations and parking lots, she adds, "Almost everything you see I've painted, repainted and painted my repaint. There's very little my paint brush has not touched."

Realizing the American dream

EVCO National's beginnings embody America's entrepreneurial spirit. In 1972, Rocky's parents, Ron and Janet Eveans, both school teachers, took a chance and turned a summer job into a formidable painting company named Brighton Paint-



EVCO National, an \$8 million government contract painting company, is a family affair. From left is Jana Eveans Feeley, secretary/treasurer; Belinda Eveans, superintendent; Rodney Eveans, project manager and executive safety director; and Rocky Eveans, president and CEO.

ing Company. Rocky, the eldest of six children, helped his father during school breaks. As the business grew, Rocky's dad handled operations and his mother mastered the estimating, bidding and office management side of the business. The company quickly expanded to 10 employees, including Rocky, his three brothers and two sisters.

"The company was doing increasingly more residential repaints, new construction and light commercial buildings," recalls Rocky. "Then, in 1980, the recession hit. We were looking for a way to grow the business. My mom, who was a charter member of the local chapter of the National Association of Women in Construction, got a tip from a colleague that we should check into government work.

"So we did. Our first government contract was to paint house exteriors at Ft. Campbell KY. All of the sudden we had 20 painters instead of two or three on the job, and the job had to be bonded. We were scared to death. Our bonding company was scared to death. But when it was all over, we made money and decided government work was worth pursuing further."

In 1983, Rocky's parents formed a second company, EVCO National (Eveans & Company), to compete exclusively for government painting contracts. By 1984, all six Eveans children were working either for Brighton Painting or EVCO. Three years later, Rocky's parents announced their intentions to retire. Ricky, the second son, offered to purchase Brighton Painting from his parents, and Rocky agreed to buy EVCO. In 1989 the two brothers succeeded their parents. The following year the two companies formally split.

Today, EVCO continues to report record volume and profits. With the 1994 purchase of Penrod Painting Company, EVCO was

able to add wastewater treatment plants and other industrial types of painting to its core of government contracts. The current mix is 80% government work and 20% industrial.

"We've completed contracts in 35 of the 50 states," says Rocky. "This year we'll have as many as 125 employees working on sites in 15 states, most of whom are local hires. We generally send an EVCO superintendent to oversee the job, and if it's big enough, we may add a company foreman or hire a local supervisor. But all of the painters are locals, which means we contribute new jobs to the local economies," he says proudly.

Safety issues are key concerns to the company and the industry. They are managed by Rocky's youngest brother, Rodney, executive safety director and project manager, and Becky Alexander. Employees receive a \$50 Safety Check for every 400 consecutive hours of work with no reportable accidents. They get one week's paid vacation for 1600 hours with no reportable accidents.

"Safety on the job is critical, but even more so when working with the government. Rules are very specific and enforced strenuously," says Rodney.

The 'how to' of government work


What does it take to compete for government work?

"First, government work is not for everyone," he warns. "The government has very set rules, and all bids are by exact specifications. The contract almost always goes to the vendor with the lowest bid, so you really need to know what you're getting into. And if you do get the job, submitting the proper invoicing materials and observing the government's strict receivables procedures are equally important.

"Second, you have to know your capabilities. As the base painting contractor, we're called on to paint — and repaint — anything



A fuel storage tank sports the base's required brown, but with the decorative logo unique to the base. EVCO stripped off the old lead-based paint, repaired the nicked and chipped tank siding, and painted the logo.



The "Snow Barn" houses snow removal equipment that keeps the runways clear and the base's 20,000-person population on the move.

EVCO recently removed the lead paint on this former helicopter hangar's doors and repainted the exterior and interior. EVCO is the only lead abatement contractor working at Scott A.F.B.

and everything. We've painted building interiors and exteriors, painted signage, put epoxy on dorm room floors, painted logos on fuel tanks, done sandblasting, waterblasting and lead removal, even painted stripes on jogging paths. The jobs generally use standard coatings, which increasingly are required to be waterborne.

"Third is proper bid preparation," says Rocky. "Everyone receives the same specs and takes the same bid walk. As I gather my costs, I really appreciate the fact that Sherwin-Williams stores are located everywhere in the country and that the store closest to the job site will honor my Illinois rep's price quotes.

"In May we'll start two government jobs in Alaska," adds Rocky. "The Anchorage store will service the nearby job and ship supplies weekly to the other job near Fairbanks. It's super to know I'll be able to get what I need at the price I was quoted. It's a bid variable I can count on."

And fourth? "A bidding strategy. Whoever has the best bid strategy gets the contract," he says with a twinkle in his eye.

When pressed about his bidding strategy, Rocky is careful to point out that each project is different and requires a unique approach. However, it was clear that one advantage he has is the cohesive, almost seamless workings of his family management team.

EVCO is a family affair. It's been this way from the beginning. Rocky started in



"Government contract work has been good to us."

Rocky Eveans

the field, where he was both a painter and general superintendent. Before purchasing EVCO, he learned the business' fundamentals from his parents: insurance, bonding, banking, job estimating, and general office personnel management. As CEO, Rocky now oversees the company's financial stability, which ranges from estimating all major jobs to monitoring direct job costs. Youngest sister Jana, 34, came to the business 10 years ago, after four years service in the Air Force. As the company's secretary/treasurer, she maintains the accounts receivables, prepares and administers the

volumes of paperwork generated by the contracts, and is Rocky's personal assistant. Sister Belinda has always worked on site with brush in hand. Since 1991 she has directed work at the Scott Air Force Base. Youngest brother Rodney, 31, also a former painter, is a project manager in addition to his duties as administrator of the company's safety programs.

EVCO has worked hard to extend its company "family," recruiting and developing a talented group of individuals with diverse backgrounds and talents. In 1994 Rocky promoted Dean Clutts, a non-family member, to vice president to help run the company. And two brothers, Randy Penrod and Doug Penrod, are project manager and estimator, respectively.

Still, how does one get started painting for the government?

"Subbing through a general contractor at a government facility is great way to get your feet wet," replies Rocky. "Get on a job, learn all you can, take notes, ask questions and then, after considerable experience, take a stab at a contract bid."

"But," cautions Jana, "make sure you do exactly what the proposal asks. The bid requests are very specific. There is no tolerance for error. And you must dot all your 'i's and cross all your 't's."

Undoubtedly this is the same valuable lesson her parents, the former school teachers, imparted to the entire organization. 