

# BLUEPRINT for Progress

WINTER 2013

CONSTRUCTION NEWS & INFORMATION FROM MINGHINI'S GENERAL CONTRACTORS, INC.

## Crisis of Confidence: Can Business Ethics Help?

**Business Ethics**, also called Corporate Ethics, is a form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations or corporations.

Governments use laws and regulations to direct business behavior into what they perceive to be beneficial directions, such as anti-trust laws. These regulations have grown more numerous as the public has come to expect companies to respond to greater needs of its many publics – from employees and customers to financial institutions and regulatory agencies.

However, Ethics implicitly regulates the areas and details of corporate behavior that lie beyond governmental control. These are often gray areas that require much thought and consideration. The range and quantity of business ethical issues reflects the interaction of profit-maximizing behavior with non-economic concerns.

Interest in Business Ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, today most major corporations promote their commitment to non-economic values under headings such as ethics codes and social responsibility charters. These issues command a great deal of attention by the company's PR department trying to keep a pulse on public perceptions.

During recent decades the workings and often wrong-doing of major companies as well as government officials became more visible through the preponderance of investigative reporting. Watergate perhaps was the start of this era. This scrutiny along with new regulations to instill more ethical behaviors, encouraged the study of Business and Government Ethics by universities. Suddenly the government and corporations had laws against taking gifts and conflict of interest situations. Often as a result of the urging of their PR staffs concerned with issues of Corporate Image and Branding, companies began to realize that they were part of larger communities. And these communities, such as the towns and institutions where their plants or operations were located, had rightful expectations related to the company's conduct and decisions.

Nowadays, the public expects companies to behave with moral integrity and not to base decisions that affect its many publics on short-term profit motivation alone. Even the corporate veil which was supposed to protect company managers and directors from

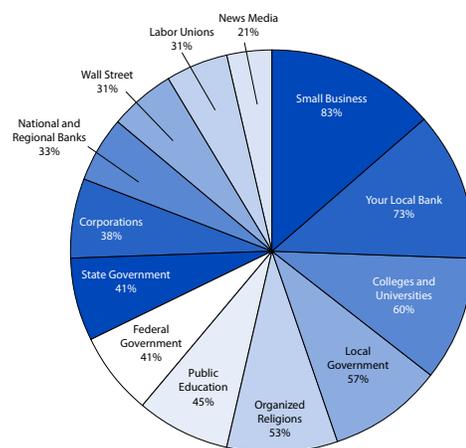
lawsuits has been lifted in the case of corruption. Those who direct companies are responsible for the impact of their decisions and must therefore make an effort to know the facts in order to make ethical decisions.

Yet, in spite of the study of and media attention to Business Ethics, along with the call for more transparency in the boardroom, there does not appear to be less greed or more equitable decision-making across the board by Big Business or Government.

Research findings by a Zogby Interactive Poll of 2,500 likely voters, reported by Forbes Magazine on February 18, 2010, demonstrate this loss of trust in business and government. The study's goal was to learn how the nation's economic decline and political dysfunction was impacting public confidence in business and government. It also included some other major institutions as points of comparison. *The study respondents were asked to indicate three levels of confidence ("a lot," "some, little" and "none") for each question.*

### Confidence Study Findings

The results below show combined percentages for "a lot" and "some confidence" in each institution:



Overall the numbers demonstrate a national loss of both hope and trust. Without the basic components of a strong value system, it would appear that the financial crisis in not only America but across the world is just a symptom of unethical behavior which, must be corrected for the system to function. Can Business Ethics help us regain our trust? ■



**Berniece Collis**  
Vice President

## Editor's Opinion

The lack of ethical values by corporations and government, noted on the first page, should be of grave concern to all business people no matter the size of their business or their Industry. Small businesses are shown by research to be perceived by Americans as much more trustworthy than Big Business. In fact,

in the Forbes Zogby Poll reported on the first page, Small Business was ranked as having the highest public confidence of all institutions!

Many ethical small businesses in the Eastern Panhandle are trying to earn a decent living by providing good products, services, communications and opportunities for their employees. Many of these businesses have been family operated for many years like ours. Certainly the character and the values of the owners create what is called a "corporate culture," which influences the ethics and actions of the business.

Minghini's takes its reputation and performance extremely seriously. We are a faith-driven business in

which Christian principles govern our dealings with others. During the past 25 years that Craig and I have owned the company, we have encouraged an active dialogue about our operating principles with staff, customers, suppliers, subcontractors, associates and all others with whom we interact. In fact, we publish our Operating Principles on our website and in our marketing communications, as well as talk about them in the workplace.

A small business' reputation and word are its bond. We have always believed that. We make every effort to bid fairly and adequately; to use quality materials and state-of-the-art construction methods; to adhere to project budgets and schedules; to keep our customers, subs and suppliers in the communication loop; to do business with trusted associates; to practice safety first; and to stand behind our work. We have honored as the Reader's Choice Best Contractor in the Eastern Panhandle in the *Journal's* Reader's Choice Poll for the past 6 years because we are recognized by our community as an ethical, quality performance business.

We should be able to expect the same of our Government, Institutions and Big Businesses. They need to realize that without trust and hope, there is little anyone can do to make America strong. ■

## Client Profile

*Dean Kline, Construction Project Manger • Valley Health System's Martinsburg Urgent Care Center*  
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Valley Health of Winchester, Virginia opened the company's third Urgent Care in Martinsburg in late November of 2012. The new Urgent Care Center on Edwin Miller Blvd. will offer walk-in care for all types of health concerns—from strains and sprains to fevers and colds—in short, all minor injuries and illnesses as well as immunizations and school physicals. With an on-site lab, x-ray facility and procedures room, the Urgent Care Center can offer most of the services available in an emergency room with the convenience of shorter wait times and long weekday (8 a.m. to 8 p.m.) and weekend hours (9 a.m. to 6 p.m.).

Minghini's, the general contractor for the project, renovated the approximate 6,000 sq. ft. of the former Nationwide Insurance Company building on Edwin Miller Blvd. The center includes 10 exam rooms, a procedure room, an X-ray Room, an occupational health room, a manager's office, a reception room, waiting and support spaces. Approximately 80% of the interior is new construction with new finishes throughout.

According to Dean Kline, Project Manager for Valley Health, this was the first time Valley Health has worked with Minghini's General Contractors and it was a very positive experience. "I was pleased with all aspects of supervision, construction, office support, and follow through. Overall the Collises and their team are very responsive to customers and are very nice people. I hope to get the opportunity to work with them again."

Valley Health, headquartered in Winchester, Virginia, currently operates six hospitals, including the Winchester Medical Center, as well as numerous other services in the region. The other Urgent Care Centers in Winchester and Front Royal, Virginia.

Dean, a lifelong resident of Berkeley County, currently resides in Martinsburg with his wife Donna. They have two adult children and one grandson. ■





## Associate Profile

Allen Kitselman, AIA, President, LEEDS AP  
Ken Livingston, Vice President  
Main Street Architecture PC, Berryville, VA  
540-955-1669 X 211 • ken@mainstreetarch.com • www.mainstreetarch.com

Allen Kitselman and Ken Livingston founded Main Street Architecture PC in 1991 because of a shared vision for imaginative and contextual design based on concepts and strategies, such as Sustainable Design, Adaptive Re-use, and Historic Preservation. Allen is a LEEDs AP architect who did his studies at Virginia Tech and Ken did his design studies at Northern Virginia Community College. The partners note that whenever possible they incorporate "Green Design" solutions into their projects. The firm provides a diversity of design services to commercial and residential clients for new construction as well as historic renovation and adaptive-reuse projects.

The Clarke County Senior Center and Recreation Offices that the firm just completed with Minghini's has been a work in progress since 2003, when the ardent fund-raising efforts of the Shenandoah Agency on Aging began. The project was a dual addition to the Clarke County Recreation Center, which provided both facilities for a new senior center (allowing the seniors to move out of cramped Presbyterian Church facilities) and the addition of offices for the existing recreation center.

The project, contracted by Clarke County, selected Minghini's as the general contractor, which pleased the principals of Main Street Architecture in that they had worked previously with Minghini's on the renovations of Ranson and Blue Ridge Elementary Schools in the Eastern Panhandle. In fact, Main Street Architecture is currently working on a new project with Minghini's in Martinsburg,

medical offices for Shenandoah Valley Medical Systems.

In brief, the Clarke County construction project encompassed adding two one-story additions to the existing recreation center building. This included interior and exterior minor renovation work to the existing building, including window and door additions and entry canopy extension. The work also required the construction of load-bearing masonry exterior walls, and concrete-slab-on-grade structures with wall footings and spread footings. The exterior finish consists of face brick and split face CMU, and membrane roofing with pre-painted metal coping.

At this writing, Ken noted he is just recommending Minghini's for an additional project, "We have a very good working relationship with Minghini's based on competency, communication and ethics." ■



## Supplier

Joanne Cooke, Owner/Chef • Gourmet Cooke  
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joanne@gourmetcooke.com • 304/ 268-6664

Fabulous food makes an event. So the Eastern Panhandle is fortunate to have a master caterer with incredible credentials in the hospitality and food industries located here in Martinsburg. Since 1992 Joanne Cooke has been catering events, such

as cocktail parties, private dinners, company luncheons, charity cooking events, anniversaries, birthdays and most any occasion where special food and service is a feature. Gourmet Cooke often provides multi-course meals at people's homes and recently did an 11-course dinner for a client's anniversary.

While initially she started catering from her home for friends and family, she now operates a thriving professional catering business. Joanne relocated to Martinsburg with her husband who works at the VA Center and their four children. She started Gourmet Cooke in Martinsburg in 2010 and is pleased to have many repeat clients.

Notes Joanne, she enjoys working with her clients to create creative custom menus that fit their particular budgets. She is very resourceful and because she uses St. Joseph's large kitchen and relies on trusted freelance staff as needed, Gourmet Cooke is very competitive cost-wise.

In former hospitality and culinary positions, Joanne worked with the prestigious Sheraton El Conquistador in a number of key roles alongside her friend and mentor, Executive Chef Alan Kaufman with whom she is still a close friend. Her posts there working on the Garde Manger line (cold food preparation), in the pastry department, in the butcher shop and as Banquet Cook Supervisor gave her tremendous experience for her own catering business. She even learned fruit carving and ice sculpting along with the intricacies of gourmet food preparation and gracious service. In previous positions she was a member of the culinary staff of The Brasserie, a Northern Italian Restaurant, a sous chef at a Sheraton Hotel and a catering company in Massachusetts, and also was the cook for a personal care home with 30 residents.

When Minghini's has an event requiring food, Berniece is fortunate to have Joanne to turn to for ideas and great food and service. Joanne, in turn, views Berniece as a mentor with whom she can discuss business ideas. States Cooke, "Berniece is a truly amazing and inspiring person." ■

## Completed/New Projects

**Completed:** Valley Health Martinsburg Urgent Care Center

Clarke County Senior Center,  
Clarke County, Virginia



Urgent Care Center

**New:** Additions and Renovations to  
Harpers Ferry Middle School

Renovations to Opequon Motors

# Staff News

Craig and Berniece are expecting their first grandson in March. His name has been chosen....Boyd Hunter. His Mother and Father are Jennie and Morgan Collis. Could he be the fourth generation of Collises to join Minghini's someday?

Craig's Mother went home to be with the LORD on January 5, 2013. Notes Berniece, "Her smile brightened our days and her delicate ornaments, doilies, and tablecloths which she lovingly crocheted are cherished remembrances of her love for family and friends. The cards, visits, flowers and prayers during the holidays were greatly appreciated."



*Morgan and Jennie Collis hold up their wedding gifts from Grandma Zora Collis, mother of Craig.*

# Community Service

Would you like to give to a worthwhile charity, but feel that your contribution would not be significant? Remember that all that is done to the Glory of God is significant. Your contribution may be in service projects through the United Way; it may be a monetary contribution to the Salvation Army at Christmas; it may be purchasing a box of Girl Scout Cookie; it may be making food donations to the local Back Pack Program; and/or volunteering in your church ... we never know how many lives are being touched by our desire to make our communities a better place in which to live for everyone!

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