ORFIELD DESIGN & CONSTRUCTION, INC.

FOR FAMILY-OWNED FIRM, THERE ARE NO SUBSTITUTES FOR CREATIVITY, TEAMWORK, AND QUALITY

by Katie Gutierrez Painter

Above: Orfield designed and completed a kitchen remodel and addition to create a more open one-story home in Hopkins, MN and won the 2008 Chrysalis Award for Kitchen Remodel.

FOR FATHER AND DAUGHTER RON Orfield and Laura L. Orfield-Skrivseth, working together is an organic process that only benefits the end result.

"I think the advantage [of working with family] is that you know what the other person is thinking," muses Orfield, president and co-owner of Minnesota-based Orfield Design & Construction, Inc. "Clients frequently comment that [Laura and I] work together so well."

Orfield-Scrivseth agrees. "We're laidback, but we're professional. We have a level of respect for each other's responsibilities and achievements, but we also have a sense of humor."

With a diverse background in both architecture and construction, Orfield married the two specialties in 1978 when he partnered with his brother Henry (now deceased) to incorporate Orfield Design & Construction. At the time, the company focused on residen-

ORFIELD DESIGN & CONSTRUCTION, INC. AT A GLANCE

AREA OF SPECIALTY: Complete design planning and construction blueprints, remodeling and additions, kitchens and baths, interiors and exteriors

AWARDS WON: Chrysalis Award for Remodeling Excellence 2008; Master Design 2007 and Master Design 2006 by Qualified Remodeler; ROMA 2006 by BATCR; Best of the Best 2006 by Professional Remodeler; Coty 2006 and Coty 2005 by NARI; Chrysalis Award for Remodeling Excellence 2004.

EMPLOYEES: 6

tial remodeling on historical homes before expanding to a variety of clientele in more diverse locations. Still, despite earning a reputation for exquisite work and creativity, the company lacked streamlined business procedures. Enter Orfield-Scrivseth.

"I had decided not to work in the family business right out of school because I wanted to actually gain perspective and see what I could bring to the company by working for other large companies," explains Orfield-Skrivseth.

Joining Orfield Design & Construction in 2000, Orfield-Scrivseth—now vice president and co-owner—immediately utilized her background in marketing and business development to further the company's goals. She developed and enhanced legal contracts, created the company's Web site, actively pursued marketing initiatives, developed human resources procedures, created mailing databases, hired employees and created a benefit program.

Today, the company's service roster includes complete design planning and construction blueprints, remodeling and additions, kitchens and baths, interiors and exteriors, and handyman services; and it employs a tight-knit team of six, as well as a reliable team of 25 to 30 subcontractors, with whom it has worked for more than 10 years.

"Our subcontractors work as our employees in that they're scheduled and show up when they're expected to," says Orfield-Skrivseth. "They finish jobs on time, they're fully insured, and they're respectful of customers' properties."

> "We want to maintain the personal aspect of developing long-term relationships with our clients, instead of looking at a project as a profit-only task." *Laura L. Orfield-Skrivseth, Vice President & Co-Owner*

Orfield Design & Construction's work ethic has earned the company such accolades as Chrysalis Award for Remodeling Excellence 2004, Coty 2005 and Coty 2006 by NARI, Best of the

Best 2006 by Professional Remodeler, ROMA 2006 by BATCR, Master Design 2007 and Master Design 2006 by Qualified Remodeler, and, most recently, Chrysalis Award for Remodeling Excellence 2008.

One of 21 Midwest companies (of more than 114 regional companies—526 across the US—that entered the contest) to be honored with the national 2008 Chrysalis Award, Orfield Design & Construction submitted a kitchen remodel between $40,000 and $75,000. The home was a 1952 rambler, and to achieve its owners' goals of a more open first floor plan, the company removed the walls separating the living room and dining room. Additionally, it removed the home's exterior kitchen wall to reinvent the old porch into a four-season sitting room.

Despite the company's industry success and sterling reputation, the father-daughter team has no plans to franchise in the future.

"Do we expect to become a corporation with international locations?" Orfield-Skrivseth asks rhetorically. "That's really never been in our business plan. We don't want to lose quality control. Rather, we want to maintain the personal aspect of developing long-term relationships with our clients, instead of looking at a project as a profit-only task." ABQ

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