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Rick Gerard
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Rick,

Earlier this morning I received a phone call from Celeste with the County of Santa Barbara. I would like to give you the highlights of that conversation.

First, Celeste noted that she had called our office and asked if we produced doors and frames for commercial projects. The answer she received was "no". I explained to Celeste that as a rule our receptionist would answer that question that way because currently we do not pursue that scope of work. I also explained that this was a change of company policy, just before I took over the estimating department 5 years ago. The reason for that is that there are subcontractors that do only that type of work and do not do architectural casework and millwork. Our normal competition for the casework does not include the doors and frames in their scope. Prior to my heading the department NWD did pursue this type of work actively. I further tried to assure her of the fact that we are a technologically advanced shop with skilled craftsmen, more than capable of meeting the specifications for this project.

After talking to Celeste I was talking with Cal Schmidt, the owner of Northwestern Design, and he pulled out a photo album with shots of door and window systems that we have (a) designed, (b) manufactured and (c) installed. I am scanning these photographs and will attach them in an email later today. The long and short is that we are more than capable of producing and installing custom doors and windows. We have the machinery, and expertise to complete this project. And we have the ability to demonstrate that experience

Celeste's second concern was that she had a copy of our quote from one of the other general contractors which specifically excludes the doors and frames. I explained to her that I bid this project different to Pavilion Construction. As you know, Pavilion and Northwestern Design were talking about this project several days before the bid. Pavilion insisted that we provide a complete scope of work for the project or you would not accept our quote. No such requirement was made by the other general contractors. I was candid with Celeste that I chose to quote this additional scope to Pavilion because, like everyone else, we need to continue to win good projects and there are fewer and fewer good projects out there to bid. If picking up this addition scope made us the "go-to guys" for Pavilion I needed to do it to do my job, as department head, and bid it. I chose to send the truncated scope to the other general contractors.

Respectfully

A handwritten signature in black ink, appearing to read "Tim Kasdorf". The signature is stylized and cursive.

Tim Kasdorf
Sales Manager
NWD, Inc











