



CALENDAR COUNTDOWN



Toronto Fall Home Show
September 22-25

It's show time. The consumer show season kicks off in Toronto (FallHomeShow.com), followed by events in Ottawa (Caneast Shows.ca), Halifax (MasterPromotions.ca), Vancouver (Vancouver HomeandDesignShow.com), and other major centres across the country.

Industrial Product and Raw Materials Price Index
September 29

Stats Canada releases data for August confirming your suspicion that, yes, everything did cost more.

National Renovation Month

Apparently, October is National Renovation Month, so swap your hard hat for a party hat.

Ontario Provincial Election
October 6

Let your MPP know how you feel about HST, the cancellation of the home reno rebate program, and other policies that have had a direct impact on your bottom line.

The Jets Are Back
October 9

Canada's newest (old) NHL franchise is back in town, hosting the Habs in their season opener.

Thanksgiving
October 10

Happy Turkey Day, pilgrim.

Hallowe'en
October 31

Boo! Be on the watch for mini-monsters if you're driving home late.



LINDSAY CONSTRUCTION SERVICES' primary focus is on home renovations and custom builds, but they also do some commercial work - churches in particular - and recently launched a kitchen renovation subsidiary.



Lindsay also has plenty of prior experience with various industry associations, including the Guelph & District Home Builders Association, the Ontario Renovators' Council, and the Canadian Home Builders' Association, so we're very happy to have him on our advisory board.

don't see ourselves as the true professionals that we are." His point being that you aren't going to command the respect from customers you covet if you don't respect yourself first. While recognizing that there certainly are fly-by-night operators out there, "Anyone who thinks that a

"The biggest problem with our industry today is self-image. We don't see ourselves as the true professionals that we are."

Asked what his biggest concern is for the state of the industry today, he shrugs off issues with the underground economy and government red tape. Instead, he brings the focus back to his fellow contractors.

"I'm probably going back to my social work roots, but the biggest problem with our industry today is self-image. We

company that can handle substantial design/build projects like we and other companies do is not a professional is out of their mind."

In other words, project the professional image you want, and that's the impression your customers will get. Sounds like good advice from our newest board member.

FAST FACTS

- Company name:** Lindsay Construction Services
- Location:** Guelph, Ont.
- Year founded:** 1988
- Specializing in:** High-end home renovations, custom homebuilding, smallscale commercial work
- Number of employees:** 10 full time, plus subtrades
- Gross revenues (2010):** \$2.5-\$5 million

Photos courtesy of Lindsay Construction Services

RENOVATOR PROFILE

Lindsay Construction Services

Lloyd Lindsay's Move From Cons to Contractor



Lloyd Lindsay is the first to admit that he took an unorthodox route

to becoming the head of a renovation and construction company, making "a strange jump from government bureaucrat to renovator." With a sociology degree and a partially completed master's degree in social psychology, his first career involved working in the Ontario government's

corrections department.

But his wife's family had been in the building trades since the 1940s and the exposure to that line of work piqued his interest. "I'm an entrepreneur at heart," says Lindsay. "I discovered that I really loved the building business and didn't like the restrictiveness of government work. So I took an early retirement and opened my little company."

A big part of his previous career involved systems management, experience that paid dividends when building his renovation business, and his "little company" quickly grew. While Lindsay Construction Services' primary focus is on home renovations and custom builds, they also do some commercial work - churches in particular - and recently launched a kitchen

renovation subsidiary.

Today, the company has a staff of 10, including five site superintendants, each of whom is a certified carpenter, along with several apprentices. They also use various subtrades, many of whom are past employees who've gone on to launch their own companies. The advantage there being that "they know our system and my expectations."