

October 21, 2010

Made in the Mid-Willamette Valley



SEDCOR, the lead economic development agency for Marion and Polk Counties is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of over 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Company Name: Advantage Precast Inc.

Contact: Rick Day, Owner

Address: 1302 Candlewood Dr. Keizer, OR 97307 / P.O. Box 21713

Phone # 503-390-2048

Website: www.advantageprecast.com

Business Description: Precast concrete manufacturer producing products for commercial and residential needs. (Precast Concrete is a product produced by casting concrete in a reusable mold or "form" which is then cured in a controlled environment, transported to the desired location and put into place)

Employees: 14

Business Specialties: Commercial applications: manholes, catch basins, pipe tanks, utility structures and other items needed for infrastructure construction. Residential applications: wine cellars, retaining wall slabs, fire pits and pedestrian bridges. We pride ourselves on employing local people, using the local supply chain and being actively involved in giving back to our community as much as possible.

Business History: Established as a sole proprietor in 1995 and providing 27 years of industry experience. One of the first companies in Marion County to be certified Earthwise.

What is biggest advantage of doing business in the Mid-Willamette Valley: There is no denying the quality of life aspect that we enjoy in the Willamette Valley, and a lot of great people. Also, every aspect of the supply chain that my business requires is here in the local area. We live and work in a beautiful part of the country and Advantage does everything we can to sustain that by using 95% recycled steel, recycling water used in processing, and stockpiling concrete to be crushed and reused rather than added to landfills.

Essential Business Philosophy: Always striving for excellence with a focus on finding solutions to customers needs and delivering it with a quick turnaround time. Our diverse inventory and capabilities allow us to build it, fix it, form it, or find it from another source if necessary.

Best Way to Stay Competitive: By constantly looking for new and innovative ways to minimize costs, improve quality, streamline processes, and enhance employee training and opportunities. A close watch on market trends and looking for ways to bring products to market that are currently missing – meeting needs with innovation.

What is most Challenging in Work: Ensuring that you always have a clear understanding of the customers needs and are using the same nomenclature. This often means drawing diagrams or sharing pictures to clarify the words and terms being used.

Best Business Decision: Networking by joining various exchanges and organizations and getting involved in the community. Reaching out to plan holders and new customers and looking for “non-traditional” uses for our existing product lines.

Toughest Business Decision: Consolidating the business. Economic conditions have forced many business owners to make similar decisions, but those decisions are made while trying to maintain business relationships and looking for creative ways to hang onto talented people.

What trends do you see Happening in your Industry: With residential housing down we are all looking for new opportunities and new markets. Everybody is hungry and knocking on doors. Companies that remain are renovating their operations and looking for new markets.

Company Affiliations: American Public Works Association, National Utility Contractors, Precast Associations both Northwest and National, Salem Area, Medford and Lebanon Chambers of Commerce, Contractors Exchange in Clackamas, Salem, Medford and Kalamath Falls, SEDCOR and the SEDCOR Construction Alliance. We are also active in many community boards and organizations.

For additional information contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.