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## **Marcantonio named new executive director of Rhode Island Builders Association**

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Whether the task is expanding membership and improving services, working with state and local governments, or showing homeowners why they should hire members, it's all about bringing people together to build a solution.

That's how John Marcantonio, the Rhode Island Builders Association's new executive director, sees his job.

"I think of myself as a 'bridge builder,'" Marcantonio explains. "In my experience, the best solutions come when people from different perspectives get together and come up with answers that work for everyone."

Marcantonio, who assumed his new post at RIBA with the retirement of executive director Roger Warren on July 11th, is excited about putting this experience to work for the association. And RIBA's board of directors believes that experience is uniquely suited for an executive director.

For RIBA's search committee, Marcantonio's 13 years in marketing and strategic planning, while director of marketing at Fall River-based Yomega Corp., was a major mark in his favor. But so were his origins: Marcantonio started his working life as a carpenter, construction site manager, estimator and code-compliance man for Marcantonio Design Builders, based in North Smithfield, a longtime RIBA member specializing in custom home building and remodeling.

Earning both undergraduate (1990) and graduate degrees (1996) in marketing at Bryant University, Marcantonio built a political resume as well, serving as vice chairman of the North Smithfield Budget Committee from 1993-1995 and as a member of the Town Council, of which he was vice president from 1995-1999 and again from 2001-2004.

"We feel that John has a unique combination of skills that will make him an outstanding executive director," commented RIBA president Robert Baldwin. "His experience in marketing, in government and in the construction industry itself is exactly what RIBA needs."

Marcantonio says his goals are clear.

"Our goals include reaching out in new ways for a larger and more involved membership, a better educated customer base, and state and local government awareness of how important development and new housing are to the economy of Rhode Island," he states.

"We need to get across to any public official who doesn't yet realize it that new construction provides any municipality with long-term, performing assets. Local blockades to new growth are policies that need to be changed."

Recruiting new members and offering more value to current members is another goal of Marcantonio's.

"Our membership committee is already reaching out to members old and new. They need to be part of this: What RIBA is about and what we do for the community and the economy."

Making RIBA the standard for contractors in Rhode Island is another crucial goal, he adds.

"We will continue to work toward getting the word out to the public that choosing a RIBA member is their best choice. People need to realize that it isn't just about price. It's about ethics, training, experience, know-how, proper insurance, registration, consumer protection and more. That's what RIBA members have. We're an organization of professionals that the public can rely on. The membership qualifications alone are a selling point."

Marcantonio said he is ready to get to work with the association's officers, directors, staff, committees and members.

"One person can't know it all in this industry; there's too much going on. As RIBA moves forward with our strategic plan, I hope to get as many people involved as possible.

"We all have the same goal," he declares. "As a matter of fact, I'm happy to meet with current and potential members wherever and whenever they like to help find ways to build their businesses."

He added: "I grew up with RIBA, and I've very happy to be coming home!"

For information about RIBA programs, events, resources and other benefits of membership, visit [www.ribuilders.org](http://www.ribuilders.org) or contact the RIBA office at (401) 438-7400.

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