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What's in a name? It includes employees, completed projects, years of experience and tight relationships

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What's in a name? Not just a face, or personality - more specifically, what's in a name of a company? Is it reputation? Company history? A long list of completed projects? Or perhaps the employees who have helped build that reputation, history, and long list of successful projects. I can assure you it is all of the above - and so much more. I am reminded of this each day on my drive to work through Storrs, where our company logo is proudly displayed atop a steel skeleton which will become a new Price Chopper. It will be our 5th new Price Chopper in Conn., a testament to our relationship with the grocery chain. The new store will be LEED accredited, 33,900 s/f and will feature Starbucks, a pharmacy, and a seating area for which to dine. It is scheduled to be completed in the spring of 2014.

Price Chopper has been one of our most valued partners and we're looking forward to continuing the relationship in Storrs. Each construction project that is undertaken presents its own unique set of challenges and this one is no different. This store is going up during a massive redevelopment of the Storrs area, and as such there are multiple concurrent projects all at different stages of construction in close proximity. This requires coordination from many different entities to ensure safe and timely completion. For example, the site and concrete work are being managed directly by the developer. We will take over from the foundation up. This may not sound complex to some, but those familiar with construction can understand the coordination necessary to ensure that the placement of anchor bolts and leveling plates are spot-on and ready to accept steel. Steel erection is nearly complete - and so far, so good.

We will shortly be starting an additional 5,000 s/f building on the same site. Careful site phasing plans will be developed and everything from the job trailers, storage containers, dumpsters, and even the porta-potties must be strategically placed.

Our family name has been represented in northeastern Conn. for over 100 years. Zlotnick Construction has existed for over 65 of those years. We have grown from humble beginnings in 1948, building small outbuildings and chicken coops to now managing multi-million dollar projects for some of the most reputable companies in the world.

In a sense, the Storrs Price Chopper project has been a fateful convergence of timing and ability. I feel it's fitting that Zlotnick Construction has been fortunate enough to grow and develop to handle such a project, and in our own backyard too - that doesn't happen often. It's a testament to what's behind our name. The employees, the list of successfully completed projects, years of experience, and the tight relationships that we've developed as a company. Seeing our name up in Storrs makes my commute a little bit sweeter.

Peter Zlotnick is vice president and corporate secretary of Zlotnick Construction, Mansfield Center, Conn.

