

SOLDIERS' CREED INFORMS SOLID BUSINESS PRACTICES

US Vet General Contracting serves its customers with loyalty and integrity

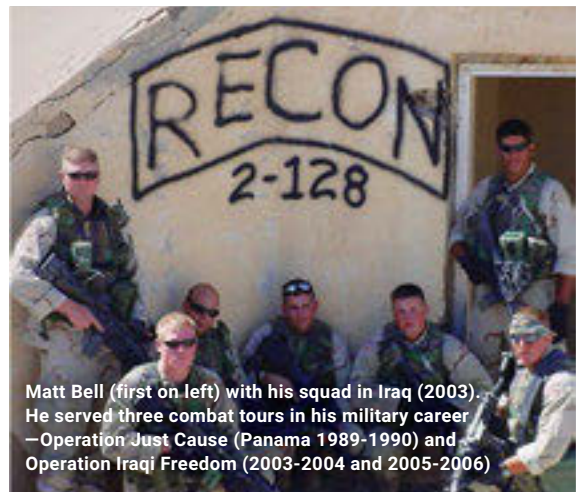
by Robyn M. Feller

US Vet General Contracting LLC, based in McFarland, Wisconsin, is a full-service, Service Disabled Veteran Owned (SDVO) company providing general construction, subcontracting and construction management services for government and commercial projects. Owned and operated by veterans, with veterans making up 40 percent of their staff, the company infuses into their culture the traits and values learned while serving their country: "Loyalty, Duty, Respect, Selfless Service, Honor, Integrity and Personal Courage."

Under the leadership of the company's President and Owner Matthew Bell, LEED AP, US Army (Retired), US Vet's management and field staff has, on average, 20+ years of experience in construction management, estimating, field operations, and quality control. Raised in a military family, Bell spent his early years as a "Navy brat," living in the United States and overseas. The teachings of military life are well ingrained—his grandfathers, father, uncle, stepfather, brothers and sister all served in various branches of the military.

Bell, who attended Madison College for Architectural Technology, founded the company in 2010 after serving 20

years in the US Army. His Army duties included Scout/Sniper, Team Leader, Squad Leader, Weapons Squad Leader and Platoon Sergeant, giving him the real-life leadership skills required to run a successful business. Bell saw an opportunity to bring his military experience to the construction industry, where he had worked since 1995 on both the contractor and owner side as a project manager.



Matt Bell (first on left) with his squad in Iraq (2003). He served three combat tours in his military career—Operation Just Cause (Panama 1989-1990) and Operation Iraqi Freedom (2003-2004 and 2005-2006)

In addition to running the day-to-day operations of US Vet, one of Bell's primary responsibilities is to oversee all phases of the construction process, including preliminary pre-construction budgets for negotiated work, hard bidding for public work, contract negotiations, scheduling, cost management, and a timely project close-out. Bell, in fact, works closely with all clients—government and private alike—to meet their expectations and needs.

BRINGING MILITARY VALUES TO BUSINESS IDEOLOGY

Bell makes it clear that he is not running a military operation but a commercial business. He explains, "All I did was take the learned values and attributes and applied them to business. Each mission performed in the Army (training or combat) required a great deal of planning—from the higher command down to the individual soldier—using Standard Operating Procedures (SOPs), specifically 'Troop Leading Procedures.' Through modifying and tweaking these practices, I discovered I could apply them to the business world—as well as anything I do in life."

Bell adds that he has applied other attributes learned in the military to his business model, most notably the sentiments expressed in the "Non-commissioned Officer Creed." For Bell, the NCO Creed is near and dear to his heart. In fact, he still keeps the flashcard in his wallet. Bell explains the significance, noting that Infantry Non-Commissioned Officers (NCOs) are held to very high standards regarding mission and treatment of their soldiers. He says, "The NCO Creed

PROJECT SPOTLIGHT:
Clement J. Zablocki VA Medical Center, Milwaukee, WI



Project Name: 111 Renovate South Entrance
Project Location: Clement J. Zablocki VA Medical Center, Milwaukee, WI
Project Magnitude: \$4.2 million
Project Description: This four-phase project involves the construction of a 5,000-sq-ft (approx.) hospital lobby addition with a basement to the south side of Building 111, connected to the C-wing. The project includes construction of a new covered drive-up canopy for patient drop off.
Scheduled Completion: Fall 2016

governs these standards and guides me with respect to US Vet's employees. It's all about mutual respect. Our employees are my biggest asset and I value each and every one of them."

"I will earn their respect and confidence...I will be loyal to those with whom I serve... I will exercise initiative by taking appropriate action in the absence of orders. I will not compromise my integrity, nor my moral courage. I will not forget, nor will I allow my comrades to forget that we are professionals...leaders!"

— From NCO Creed

LOYALTY FOSTERS SUCCESS

Through leading by example and treating employees and clients alike with respect and deep loyalty, Bell has successfully shepherded his team and created a prosperous business, nearly doubling US Vet's sales revenue over the past six years. With an eye to increasing the number of private projects they take on, the future for US Vet is as solid as their creed.


GENERAL CONTRACTING
Contractors Who Serve
608.807.4761 / 888.248.7683
www.usvetllc.com