

## *W D Williams Construction, Inc. Opening the Door for a Masterpiece!*

"Trifles make perfection, and perfection is no trifle." This sentiment is attributed to Michelangelo, yet the same could be said for W.D. Williams Construction, Inc. when referring to their craftsmanship. Just as Michelangelo created art through paint, sculpture, architecture, and poetry, W.D. Williams Construction, Inc. creates art in custom cabinetry and home renovation. And while the work of Michelangelo is celebrated around the world, and W.D. Williams is becoming famous in the nearby surroundings of Lake George, to compare the two would be inappropriate. Rather, the quote, simply put applies to W.D. Williams in a timeless way—one that crosses all time barriers when the task at hand comes down to quality and care.

"Trifles," defined, in this case, as things of little value, substance or importance, are precisely what brings the cabinetry and carpentry work of W.D. Williams Construction, Inc. near "perfection." To others, trifles may be simply as defined. But to this construction firm, it is the details, which make all the difference.

Wayne and Michelle Williams are the owners of W.D. Williams Construction, Inc. in Cleverdale on the shores of Lake George. The Williams' are very proud of their cabinet shop, where Wayne coordinates and designs the jobs, and two highly skilled cabinetmakers and one meticulous painter create works of art for their million dollar renovations. Their special niche is custom cabinetry, home renovation, and remodeling.

And that, by the way, is no exaggeration. One recent project, referred to as a "plantation-style camp," was indeed, a million-dollar job. "The difficult part of this renovation project," says Wayne, "was that the owner loved the house as it was, but wanted a finished basement, attic, bedroom, bigger kitchen and living room. This meant gutting the whole house and installing a new foundation and roof system. The object was to provide all this yet keep the old feeling and look of the original house. Working closely with the architects of the project, all the cabinetry and trim was carefully designed and custom-built by our company to be an exact replica of the original house."

Because their cabinetry is custom-designed the exact specifications for often unusually sized spaces, and to create an artful statement in a room, these pieces of finely crafted art are not run-of-the-mill, nor are they inexpensive. But they are especially what the owners of large lake-shore homes are looking for—something unique which also says "this is classic." Wayne says of some of his customers, "money seems to be no object" when they are considering

major renovations. He cites an example of one such project where he saw very little of the homeowners, who resided in Florida, but a great deal of the architects, of New York City, who were on the job site about 50 percent of the time.

By paying particular attention to the customer, or those representing the customer, W. D. Williams Construction, Inc. has the ability and skill to build cabinets of any size or shape to fit any space. Wayne says painted cabinets seem to be very popular currently, in pine, poplar, and birch ply woods. Cherry is a favorite hardwood, along with mahogany. Many of Wayne's customers enjoy participating in the design of their cabinetry.

As it is with a job well done, the word spreads quickly when it comes to the Williams' reputation for outstanding creations. Wayne says he's often approached for repeat work or additional work by a former customer, attesting to the satisfaction level. The company's reputation also leads to recommendations, mostly by word of mouth.

Wayne's background in the industry has been unique, as well. He earned his associate's degree in electrical construction from HVCC in 1974 and, thereafter, worked for a builder doing wiring jobs and carpentry work. He subsequently found that he enjoyed the carpentry work more and more. Simultaneously, Wayne was pursuing a fire-fighting career with the City of Schenectady, retiring just several years ago after 20 years of service. Because of the 24 hours work schedule (24 hours on/3 days off), Wayne had time to turn his avocation into a vocation, and pursued his love of carpentry as a remodeler and renovator.

He developed a reputation for outstanding work. Michelle joined the business along the way and plays an active role in the office. Michelle says she "turned our house into a 'living office' when we were getting started." Fifteen years ago, the family, including their two boys, Eric and Jason, moved from Schenectady to Cleverdale to be closer to their extended family and nourish their love of boating.

Wayne's commute several times a week between Schenectady and Lake George was no difficulty for someone who was doing what he loved. However, the move was a challenge—Wayne had already established a customer base in the Schenectady area, and, as he says, "I had to start from the beginning." He was able to build a name for himself by working with other contractors, which allowed him to create his present business.

W.D. Williams Construction, Inc. then found its own special niche in Lake George—renovation, remodeling, and superior custom-crafted, built-in cabinetry. Wayne says that because so much of the Lake George shoreline is already developed, and rules and

regulations apply to the properties, renovation is the most popular route for new homeowners.

In addition to the custom cabinetry crafted in their shop, the Williams crew has also created exquisite entry doors and complementary benches suitable for placement near thresholds and in vestibules or foyers. Wayne says his crew is meticulous in the ways of "old craftsmanship," and the pride they take in their work is reflected in the finished product. "We do our own framing and painting because I feel we have more control, and it's easy to work in with the carpentry," says Wayne when speaking of the renovation portion of the business. "Our crew of eight to ten employees is very comfortable for us, and has allowed us to perfect our innovations and techniques. We try to do the work right the first time, and try to do it correctly while we're doing it to make sure it's done properly.

On average, W. D. Williams Construction, Inc. does about two completed renovations per year. And while no job is too small for the company, the majority of work runs between \$200,000 and \$400,000. Once the job is under way, they work closely with the customer or architect almost daily. "The lake presents some unique challenges," says Wayne. Most of the homes they renovate have private septic systems, some utilize synthetic materials, and many still use lake water for drinking water once it's run through a filtration system. "The biggest challenge of any renovation is that there is no set of parameters to follow, which can drive the cost of construction up," says Wayne. There are many hidden problems that can crop up during construction, and the more you can anticipate these problems, the better you will stay within the projected budget."

With thoughts of the future to sustain the company's growth, the Williams' are enjoying their present projects. Michelle says, "We want to remember our roots," and says of Wayne, "His real interest and desire is to make sure that things are always done right." That sounds like a dedicated artisan—and the result is a masterpiece!