

MEMBER PROFILE

Second-Gen Strong, Berkowsky and Associates Strides into the Future

BY | LEIGH-ANN BRANNIGAN, MEMBERSHIP SERVICES DIRECTOR

In 1978, Mark Berkowsky, an established licensed architect, was hired by a construction company to create and develop a design division. Over years of consistent growth, commitment and dedication, Mark became President of the company. Purchasing the business was the next logical step and Berkowsky and Associates, Inc. (BAI) was incorporated in 1990. In the 34 years since, the company has become a second-generation run company, with Mark's daughter Siri Berkowsky Heinrichs as CEO/CFO, and son Eric Berkowsky as Executive Vice President. Under Siri's leadership, the firm is a WBENC (Women's Business Enterprise National Council) certified business. Eric and Siri work closely together managing the day-to-day activities of the business. Mark continues to contribute his extensive technical knowledge and architectural expertise to special projects, while also guiding the company on its phil-

Building Addition and Alterations

anthropic pursuits. "Our success is due to a lot of hard work and a little bit of luck," says Mark.

Now in its third decade, the full-service firm has the expertise to address all of a project's needs. "We rely on the strengths of our talented and dedicated Berkowsky team of employees and our reputation of quality service," notes Siri. "The Berkowsky approach includes more than just dedicated staff, but a strong management team that supports the projects we are hired to deliver."

Meeting Challenges with Strategic Goals

BAI handles projects of all sizes and scope, serving a spectrum of markets that includes pharmaceutical, industrial, research, manufacturing, warehouse, and educational facilities. By offering their clients architectural design and planning, construction management, construction direct labor and design/construct, BAI's customers have options



▲ Cardiac Research Facility

with which they can approach their projects. Whether it be individual or phased services, or the ease of single-source responsibility, Berkowsky's experienced project managers will ensure the job is done right every time.

The firm has attained notable, challenging and rewarding projects, while meeting and exceeding their goals of completing these projects on time and within budget. In a rich and diverse portfolio, recent projects include renovations of an animal research facility into a corporate headquarters building, built in a six-month period; a warehouse to cosmetics manufacturing facility completed in nine months; and older office buildings converted into state-of-the-art corporate offices.

"Almost every project we undertake has its unique challenges. Our clients often call on us when budgets are tight and schedules are critical, or when the uniqueness of a project creates challenges where we must think outside the box," explains Siri.

Capacity, capabilities and risk are key components BAI takes into consideration when pursuing work, ensuring the firm is on target with its vision and mission statement. This outlook guides the company's goals within a project and leads to great success at the end of each.





▲ Corporate Office

Growth from Commitment and Customer Loyalty

BAI maintains a highly reputable client portfolio, satisfying a variety of customers from small businesses to large corporations. Their continued growth is a byproduct of commitment and customer loyalty. “Our clients not only rely on our ability, but also trust in our integrity,” notes Eric.

On any given project, clients and project managers work closely with BAI’s in-house architects, and BAI’s staff demonstrates unsurpassed dedication to satisfying a client’s needs. These attributes create customer loyalty. BAI is fortunate to have forged relationships with clients spanning decades. Those relationships and the challenges that dedication sometimes brings have strengthened the company and fueled its growth.

It’s not just long-lasting client relationships that have aided in the company’s success. BAI is quick to credit the individuals that make up the company as a key factor of steady growth. Approximately 30 dedicated office-based employees, including its three principals, the Vice President of Construction and the Manager of Design, plus many craftworkers from the Carpenters and Building Laborers, all have embraced and cultivated the core values instilled by BAI’s founder.

A Team for the Community

BAI believes in giving back to the community through volunteerism and financial support. Following Mark’s lead, Berkowsky employees, family and friends all come together as “Team Berkowsky” to participate

in a variety of fundraisers and community outreach programs.

When possible, Berkowsky and Associates donates its design services for projects such as the Eden Autism Schalk’s Crossing, a day center for aging adults with autism. Other organizations BAI supports include Cranbury Housing Associates, Cranbury Historical and Preservation Society and Community Options, Inc.

“Being able to contribute to our community in a positive impactful manner is very important to us and sets an example for future generations,” affirms Eric.

Diversity and Adaptability in Business

As a certified WBE firm, BAI recognizes the change in climate for women-owned businesses and its effect within the industry. Established and newer organizations are dedicated to helping women grow in businesses specific to the construction industry.

“There are so many groups where women can get involved,” says Siri. “By joining, you’ll create partnerships and professional relationships bringing you closer to industry issues and knowledge. The personal and professional development gained is invaluable.”

Another consistent theme at BAI is adaptability. The company has always been open to embracing new technologies and advancements to help improve communication and productivity.

▼ Cosmetics Manufacturing Facility



“We have converted to cloud-based computing services for a variety of aspects of our business and adopted industry-leading software to support our jobsites,” explains Siri. “We’re open to learning new things and adapting to changes in technology to keep up with our clients and the industry as a whole.”



▲ Technology Research Center

Recognizing Change, Relying on Industry Partners

While the philosophy that drives BAI has remained consistent, there’s no doubt there have been changes along the way. “There is always a need for change and with our dedicated team we have a variety of solutions,” notes Siri.

Client demand for infrastructure improvements is ongoing, renewable energy is growing, and “hopefully more adaptive reuse and sustainable practices will pave the way forward,” Eric says.

BAI strives to be a reliable go-to A/E Design and Construction Management firm for clients and employees alike. The ongoing goal is to strengthen its business practices and expand its relationships with Fortune 500 corporations and smaller companies through repeat clients and referrals. Those guiding principles are the reason BAI cites referrals and repeat business as a main source of new projects.

As we know, the future of the construction industry is one that is ever-changing. As a mid-size firm in a competitive industry,

BAI relies on additional resources to assist with its daily functions and occasional business concerns.

“The ACCNJ represents our interests and helps unify the industry and its labor partners with shared objectives,” explains Siri. “In addition, ACCNJ provides a sense of community with its members showcasing a level of trust with our competition and subcontractors alike, knowing we are all on the same playing field, working in the same challenging industry.” BAI has supported the Association since its inception, with Eric Berkowsky currently serving as a Trustee on the ACCNJ Board.

As second-generation owners, BAI is proud of its continued success and quality product. The forging of trusted relationships is at the heart of how the company operates. BAI continues a tradition of hiring strong, talented personnel. Listening to their staff’s needs and requests helps keep employees engaged and excited to come to work.

“Our employees have always been valuable to us – working together and problem-solving for a common goal is something we are most proud of,” says Siri fondly. “Few other industries allow you to see the tangible re-

sults of hard work as we are able to see in the construction industry.” ■

Pictured from the left are Eric Berkowsky, Executive Vice President, Siri Berkowsky Heinrichs, CEO | CFO, Mark Berkowsky, President and William Stoebenau, Vice President of Construction

