



# BACK TO BASICS:

## Providing V.I.P. Customer Service

**A WOMAN IN BUSINESS IS NOT RARE,** but a woman who is heading up a general contracting and construction management firm is uncommon.



**M**ichele Medaglia is a phenomenon in her own regard. The sheer will of her passion for quality construction and limitless energy is what has ranked her one of top construction management firms in her field. The 36 year-old President of ACC Construction, [www.acc-construction.com](http://www.acc-construction.com), in New York, has a reputation for straight-forward communication and above board problem-solving ability.

"I am passionate in the fact that I want it done right the first time," said Medaglia. "My clients know that when they hire me to handle a project, I provide phenomenal customer service. When problems arise, I quickly fix them so my clients don't feel any bumps in the road. I minimize everything for my clients. They hire me because they know a problem will never affect them, and that I will be on top of it before it becomes a problem. I think that is what separates my company from other firms."

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### EXCEEDING EXPECTATIONS

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ACC Construction was founded in 1984, by Medaglia's father, Al Medaglia, who was known for his meticulous attention to detail. The firm specializes in corporate interiors, health care, retail, transportation and educational facilities. In 1995, after having grown up in the business, Medaglia took over the reins of the company and was appointed President. Since her arrival, the company's annual revenue has grown by 20 to 30 percent, and the firm has also seen substantial growth from an office interiors specialist to a full-service construction

company with a wide range of expertise in interior fit-outs to core-and-shell construction.

"Growth is always good to have, but my primary concern is retaining clients we have had for many, many years because they are repeat customers, and my staff does a phenomenal job of keeping our clients happy with our work," admits Medaglia, "we've learned that you have to beat the schedule, not just meet it, and I think that "wow" factor is what keeps them coming. We work really hard to exceed their expectations."

The construction business has gone through a great deal of change since the turn of the century, such as promoting high-energy efficiency building practices. Medaglia admits that there is a tremendous amount of construction activity in New York City, specifically in the corporate offices, retail, and hospitality sector.

"We do a lot of commercial businesses, but what I've learned in the time that I've been in the construction business is that it's best to keep things on the diverse side," said Medaglia. "We've been seeing a lot of new constructions for hotels, which is really booming right now. I think if you keep your clients diverse, you are prepared for those times when business lightens up in one area, and you have the choice to go in another direction. It's not only good for business, but it keeps us creative, and it is what keeps the energy up with my staff when we contract a new and different job. We love the challenge."

Medaglia added that the diversity that has helped her business grow over the past 5 years includes renovations

of residential condominiums, which has become a popular industry practice.

“For a while there we had 2 or 3 really hot projects involving condo conversions,” said Medaglia, “and those projects are always interesting because often you are dealing with older architecture, and it’s nice to add your own ideas about design to the project.”

Currently, ACC Construction is working on renovating the Tiffany & Co. White Plains, N.Y. store. ACC just completed the first phase of the renovation, and now they are working on Phase 2 of the project.

“What I love about the Tiffany & Co. project is that it’s logistically interesting,” said Medaglia. “The finishes are extremely high-end, and we have been working while the store was open, so it takes a lot of thought and planning on our part. We were happy to see that when we finished the first stage, the staff was clapping and happy with the result, and to me, that is definitely the pay off.”

### THE POWER OF REFERRALS

Medaglia credits customer referrals as one of the reasons she has been very successful in winning new projects, and the fact that she is a certified woman-owned company by the Women Business Enterprise National Council, (WBENC), and the only mid-sized company that has the prestigious certification.


“We have received some very big accounts because we are involved with the WBENC,” said Medaglia. “They have a very strict program, and it’s not easy to win the certification. Among other things the process involved auditing our books and visiting our office to see how things are being run. It’s a very lengthy and involved interview process and we are very proud to have it.”

Medaglia stated that in the next year she would like to have the exact same clients she has today, and would like to continue to see her loyal clients referring her to future clients, and even more uniquely diverse projects.

“I’m not volume-driven, I’m service-driven in many ways,” said Medaglia. “I think if we keep that into perspective than we will always reach our goals.”

Founded in 1984, ACC Construction is the New York Tri-State area’s preeminent Woman-Owned Business Enterprise (WBE), general contracting and construction management firm. Michele Medaglia, the president and CEO of ACC Construction, is a corporate sponsor of Professional Women in Construction (PWC), and has received the Business Achievement Award from Professional Women In Construction, the Galaxy Award from the New York Women’s Agenda, the Special Volunteer Award from Dress for Success New York, the 2005 Women of Power and Influence Award from the National Organization for Women(NOW), and

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in 2004, Medaglia was named Developer of the Year by Associated Builders and Owners (ABO). She likes to spend time with her 4-year-old twins, Zachary and Samantha. 



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### MODERN WOODCRAFTS

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Farmington Industrial Park • P.O. Box 464 • Farmington, CT 06034  
 P: 860.677.7371 • F: 860.676.8381  
[www.modernwoodcrafts.com](http://www.modernwoodcrafts.com)  
 Plants in Farmington, Connecticut and Lewiston, Maine