

**TOP 40
OVER 40**

GIANLUCA PASCALE leads GTA-based Centrecon Inc. with hands-on small-town initiative

STAFF WRITER

– The Ontario Construction Report Special Feature

Gianluca Pascale grew up in the construction industry. At 43, he is now president and CEO of Centrecon Inc., a full-service company with experience in general contracting, project management, construction management and property maintenance. He established the company in 2006.

Pascale says his father owned and operated businesses in the industry before he retired, including residential general contracting, masonry and ready mix enterprises in Sturgeon Falls, Ontario. “I spent most of my adolescent years – and even before – on construction sites. I have been very fortunate to have worked, been taught and mentored by some very skilled and dedicated people in the past.”

He says many of these people helped him become who he is today.

After college, Pascale worked for the family business, eventually spearheading the commercial construction division and picking up key repeat clients for the company. “We did work for the Catholic and public school boards, MacMillan Bloedel and Weyerhaeuser. We also worked regularly with numerous architects and consultants within the area.”

Eventually he decided to relocate to Toronto, looking for better opportunities. “We got word that that the local pulp and paper mill in Sturgeon Falls was closing for good and that meant a foreseeable influx of new general contractors springing up from people who would be losing work there.”

Pascale worked for a few years for others, building his name and reputation in the GTA, and then Centrecon was formed. “Although the inception of Centrecon has been mine from the get go, my father has always been an instrumental key figure in the background.”

Pascale says the biggest challenge in growing his career has been getting exposure in certain fields of construction which require you to have experience. “Owning a



fact, we love it. We have a team of seasoned professionals that I am confident can team up to deliver any project we would tackle.”

Many of these seasoned professionals he says have gained their expertise and experience within the company.

Pascale credits his Northern Ontario roots with some of his success, noting that his small-town mentality and beliefs creates a different level of customer commitment. “Making it all about the customer, and their customer for that matter, is what differentiates us from the crowd. We go above and beyond in ensuring we keep that focus and keep our clients happy.”

He says he has also learned not to take no for an answer because he is a true believer that there is always a solution to every problem.

This tenacity may be part of the reason for one of Pascale’s greatest achievements—achieving bonding (project surety) capability within the first two years of inception. Pascale says this is an achievement not often seen in the industry and has been achieved by hard work, commitment and a successful track record.

“Since then, we have grown our bonding capabilities, both aggregate volume and single project costs, which help us with our accreditation within the industry. Successful risk management is something that got us to where we are today.”

construction company is not much different than managing your construction career,” he said. “You work hard at getting the experience required and the rest is up to opportunity and chance.”

He says any opportunity to try a new project or a bigger renovation is an opportunity to acquire experience and prove ability. “We have no issue with taking on the onus of delivering on a new challenge. In

His advice to others looking to make a career in the industry is to “stick to your guns.” He says it is important not to modify what you think is best for your client. “You are sometimes faced with a request that may benefit the client financially and also come from them as a request. But if it doesn’t work or you know it will hinder things afterwards, sit them down and explain to them the reasons why you feel a different approach is better.”

He also believes there needs to be a balance between old school and new school. “I see a lot of text book construction going on, but not as much of people rolling up their sleeves and getting their hands dirty in order to keep the flow going.”

He says it is important that young people understand they need to earn their stripes, be accountable and stand up and take responsibility when they’ve made a mistake. “You’ll be a better person for it and you’ll also yield better results by doing so.”

Pascale says working towards new goals and challenges is important at any stage in your career. At Centrecon’s helm, he says he still has many plans and aspirations.

About Centrecon Inc.

Formed in 2006, Centrecon Inc. provides a range of services across Canada in-

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Gianluca Pascale

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cluding general contracting, project and construction management as well as property maintenance.

President and CEO Gianluca Pascale says from the beginning customer service has been key to the company's success. "Whatever they need, we get it done."

He says that commitment applies from the smallest project to the largest.

He says growing and establishing the company initially required a lot of hard work and commitment. "I remember being on the tools myself at the beginning, self-performing a lot of the work; being the president in title but not being afraid of rolling up my sleeves."

Pascale says one niche his company has developed exceptional skill at is occupied space construction and renovation work. Though these kinds of projects require a lot of co-ordination and sensitivity to the people occupying the space, he says Centrecon's proactive nature keeps the business ahead of the game and its customer commitment lends for this kind of complexity.

He says that level of commitment also applies to the participating trades. Here Centrecon shows appreciation and commitment by ensuring bills are paid promptly so trades know they are valued. "This is all part of our construction management process which we are very proud of."

Pascale says Centrecon is always willing to take on new challenges to gain new



experience and expertise. The company recently completed its first base building addition, which involved adding 50,000 sq. ft. to an existing manufacturing facility.

"The work took us through one of the worst winters (2013/14) on record. Our construction team of consultants and trades performed extremely well during adverse weather conditions and we were still able to turn over the project to our client's total satisfaction, not to mention their tenant's satisfaction as well."

The company is currently performing a number of interior occupied renovations for a Mississauga hospital Pascale has worked with before. Centrecon is also involved with a project at a fully operational distribution centre in which the company works very closely with its client to ensure smooth operation on both sides.

"We've completed numerous renovations for a large retailer across Canada largely through the use of local trades. We found this to be the best approach because it helps the local economy and helps the client as well."

He says clients are always pleased to hear local trades are being used and is in keeping with his father's belief that projects should be kept local as much as possible.

Pascale attributes Centrecon's success to the company commitment of everyone from himself to trade subcontractors, the project manager and site superintendent.

For more information, visit www.centreconinc.com.



Centrecon Inc. is a leader in providing value-added construction services to our customers by creating a successful partnership with them throughout the construction process. Our pledge is to establish lasting relationships with our clients by exceeding their expectations and gaining their trust through exceptional performance.



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