



At last, someone has finally put together a prescription for award winning successful strategies. As an adherent to the intelligent, well thought out logical approach to plat forming corporate experience and the accumulation of knowledge for a successful presentation, Gerry Visca should be lionized for being the first to put a coherent step by step process together that can be followed.

Major corporations in the construction industry follow some but not all of these principles in the acquisition of work, but now, unhappily for my company, the competition is informed, so it will be tougher on us but better for the industry.

I would like to build on a couple of points made by Gerry. In the interview and the written responses process, do not make promises that cannot be fulfilled and do not make statements that are not true. Never criticize the process and do not slam your competition. You are showing poor judgment in all these cases. Also, I like to emphasize ethical business practices. In today's world people want integrity in business.

Gerry Visca is an articulate communicator and successful at understanding the levels that people use in decision making.

I would commend organizations to carefully follow Gerry's principles.



**Keith Gillam**

CEO & Chairman, Vanbots Construction Corporation

