



FOR IMMEDIATE RELEASE

**ELAN General Contracting Accepted
Into RCA (Retail Contractors Association)**

**RCA Membership Denotes Contractor Leadership
and Professionalism in Retail Construction Industry**

SAN DIEGO. January 19, 2011 –

ELAN General Contracting, Inc. today announced that its application for membership in the Retail Contractors Association (RCA) has been approved and officially accepted by the Board of Directors as of December 2010.

The Retail Contractors Association was formed 20-years ago by a group of contractors that shared a common vision to promote professionalism, integrity and excellence in retail construction. Its goal, both then and continuing today, is to bring together those elite contractors that blend experience, high standards, ethical practices and full industry compliance to share and exchange information and to educate retailers to the benefits of working with highly qualified firms.

Today, RCA maintains rigid guidelines for membership – that range from a dedication to excellence at every level of construction and full compliance for all required licensing and levels of insurance to a firm code of ethics and standards of professional conduct – and currently, only 68 of the industry's best contractors have been accepted. Equally important, the RCA completely re-qualifies these contractors every year to ensure on-going compliance and to maintain continued membership.

To underscore the value of such scrutiny, many major retailers today use RCA membership as one of the very first steps in qualifying the contractors from which they accept bids and/or choose to hire.

“We are pleased to have ELAN General Contracting join RCA,” states Matthew Schimenti, President of the Retail Contractors Association, “as it meets every qualification and exemplifies the level of professionalism that helps us educate retailers to the numerous benefits of only working with highly experienced, extremely dedicated and fully certified retail construction contractors.”

“We have been aware of RCA since its early beginnings,” notes ELAN General Contracting President, Adrian Johnson, “and we look forward to playing an active role in helping to educate retail construction decision-makers as to the potential risk of working with unlicensed, underinsured and non-qualified contractors... who may not even be around for completion or follow-up when needed.”

“Together, we can clearly demonstrate the value of hiring those who are truly qualified,” he adds, “versus the uncertainties of simply accepting the lowest bid.”

About ELAN General Contracting, Inc.

ELAN General Contracting, Inc. has nearly three decades of Commercial Design-Build experience with emphasis on Specialty Retail Remodels and Renovations for Retail Chains nationwide. Formed in 1981, ELAN has completed over 2,000 projects in 43 states – “from Maui to Manhattan” – as well as Puerto Rico. Recent projects include Historic Renovations, Shopping Mall Design/Build and Development, Entertainment-Nightclub Design/Build and countless Retail Interior Remodels. ELAN offers “Excellence Locally And Nationally” with a renowned dedication to meeting design needs, construction budgets and specific project deadlines – on time every time. For more information visit <http://www.elangc.com>.

About Retail Contractors Association

Formed in 1990, The Retail Contractors Association (RCA) is a national organization of high caliber retail contractors united to provide a solid foundation of ethics, quality and professionalism within the retail construction industry. Headquartered in Alexandria, Virginia, RCA’s mission is to promote professionalism and integrity in retail construction through industry leadership in education, information exchange and jobsite safety. For more information visit <http://www.retailcontractors.org> or call 1-800-847-5085.

RCA Logo JPEG:



Editors... RCA GIF and EPS Logos are also available:

<http://rca.timberlakepublishing.com/files/RCA%20Logo%202009.gif>

<http://rca.timberlakepublishing.com/files/RCA Logo 2009.eps>

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