



Personal touch buoys construction firm/contractor

By JENNIFER MARANGOS
Special for Lehigh Valley Business

There are quite a few people with the same last name getting paychecks from Nu-Cor Management Inc., but that's not the key element that identifies the 8-year-old Wind Gap-based construction management and consulting company as a successful family business.

Instead, it's the personal touch from the company's owners.

"My payroll probably has eight or nine Goffredos on it," said John Goffredo, who co-owns the business with his brother Robert. "It's a neat thing."

Nu-Cor was incorporated in 2007, but the construction industry experience of generations of Goffredos is being funneled into the operation, which traces its roots to a company founded by John and Robert's grandfather, called John Goffredo and Sons. John and Robert's father and uncles worked in that business.

When John and Robert's dad, Michael S. Goffredo, died in the early 1980s, John Goffredo and Sons became MSG Associates, a company bearing their dad's initials.

MSG Associates grew to nearly 100 employees, with John and Robert running a variety of construction projects in as many as six different states.

It was the reaction to the successful growth of MSG Associates that gave birth to Nu-Cor, according to John Goffredo.

"My brother and I reached a point where we wanted to scale down and run a more one-on-one type of business where me and my brother as owners would be in contact with our clients," he said.

Plus, there are a lot of good contractors in the Lehigh Valley, John Goffredo added, and this approach to doing business is one way that Nu-Cor distinguishes itself from its competition.

"We had to find a way to separate from all the quality guys out there," he said. "We keep it personal. There are a lot of pluses in a family business. People who are blood, they all have that pride in the name. It is their name. It gets passed down to them."

"That's why we try to make sure a Goffredo is always on that job, that a Goffredo is always there to answer that client's questions or concerns."

'ATTENTION TO DETAIL'

It was the Goffredo connection that led Ertle



PHOTO/BILL KLINE

In 2013, Nu-Cor Management completed renovations to Abeloff Buick in Stroud Township.

Subaru president Kathy Ertle to hire Nu-Cor for a recent dealership renovation, explained Ertle, who said she visited a number of dealerships before hiring Nu-Cor to work on her Stroudsburg-based facility.

"It was the quality of workmanship and attention to detail that drew me to them after visiting one group of dealerships and receiving a glowing recommendation that spoke to their budget-conscious design solutions and the care they took to ensure the day-to-day operations continued," she said. "But it was when I met John Goffredo in person that I knew I had found the one that I could trust and had the vision needed to make it happen."

"The time I've spent with them has been incredibly enriching from the initial creative design process to the energy and enthusiasm that they bring to their work. ... I have the highest respect for John Goffredo, his family and all those that worked on our project."

BEHIND THE NAME

Jason Motts, president of Abeloff Buick GMC Kia and Abeloff Nissan in the Stroudsburg area, who has worked with Nu-Cor on new construction and remodel projects, echoed Ertle's high praise for the firm.

"The experience was as good as I could have hoped for, given challenges that seem to always occur during a development or building project," Motts said.

"Their communication was fantastic, and they wanted to learn about how we operate our business and what would make the most sense with regards to the design and build of the buildings to help our operations."

WHAT'S IN A NAME?

The close connection that John Goffredo has with clients is even evident in the story behind the Nu-Cor name.

"As I was developing the plans for a new entity, one of the clients that we were going to start a job with asked me, 'What's the new corp. going to do?'" Goffredo said.

From that point on, Goffredo recalled, everyone just kept referring to the business as the new corp.

"We said, 'That's the name, New Corp.' We later modified it to Nu-Cor," he said.

SISTER COMPANY

With a mind to the next generation of Goffredos, which John Goffredo proudly noted is the fourth generation to establish itself in the

NU-COR MANAGEMENT INC.

- **What:** Construction managers, general contractors and general trades contractors.
- **Location:** Wind Gap.
- **No. of employees:** 16.
- **Website:** www.nucormanagement.com.



PHOTO/BILL KLINE

Nu-Cor Management restored the canopies at the J.C. Penney store at the Stroud Mall in Stroud Township.

family construction business, Nu-Cor began nurturing a sister division about 18 months ago known as Goffredo Carpentry.

It's where John's son and nephews are putting their skills to work in areas such as metal stud work and drywall.

"We wanted to take them in a direction where they could use their talents," John Goffredo said.

"It's a complement to our construction management because the finish carpentry work can be described as the icing on the cake. This way, we can control that and make sure it is where it needs to be."

CLOSE TO HOME

It is careful consideration of this fourth generation of Goffredos in the family business that has limited Nu-Cor's geographic footprint to the Lehigh Valley, Slate Belt and the Poconos.

"We were testing the waters and went to Connecticut as Nu-Cor," Goffredo said. "We decided we want to keep it within a day-trip; a two-hour drive is about as far as I want to go."

"We have young guys working for us. My brother and I have boys who all have young families. I don't want to put them into that. It's difficult to have guys travel like that. We'd rather have them be at home with their families."

"Robert and I traveled over the years, and that's behind us," he said.

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