



Message from the President, Doug Caplan

Well, here we are, fast approaching year 2011. Things have certainly changed in the last several months. Although work volumes have not quite returned to pre-recession levels, they are certainly better than they were in the spring of 2010. Government stimulus has helped to some degree, but private sector investment seems to be on the rise - at least for now. As the Canadian economy modestly picks up steam, more commercial & industrial project investments will likely move forward. But until excess capacity is dissipated, its still going to be a very competitive environment.

Traditionally, as we approach the New Year, construction in general tends to slow down for a few months - but things may be different this year as pent-up demand and competition among investors might spur some urgency into the mix. The US economy appears to be struggling, but the longer it will take to get that ship turned around, the faster it will have to travel to make up for lost time. The US population is 310 million and grows by one person every 12 seconds [2.6 million people each year] - without infrastructure growth and development its only a matter of time before accelerated investment will be needed to meet that demand.



At DECCON, we've stayed positive and focused on the future. As many of our competitors have struggled, we've been fortunate enough to expand our operations and look forward to a continuously evolving market. Competitive pricing only works if you can actually compete. Our goal has always been to provide steel detailing services done by experienced and local steel detailing staff at both sensible & competitive prices. If the shop drawings are both accurate and easy to read [less shop hours] , the erection drawings provide clear installation instructions [happy erection crew and no back-charges] and the whole thing fits [*your* reputation] , then you'll get both profit and a repeat customer. Looking at the bigger picture, cheap detailing is often a sign of desperation and a willingness, on the detailer's part, to compromise the job - nothing to lose from their point of view. Its ok to save dollars, but only if it makes sense.

Despite the end-of-the-world predictions splattered all over the news, things are on the mend and time will prove that. Good luck to all and DECCON would like to wish everyone a very Merry Christmas and a safe and Happy New Year.

Doug Caplan, President

DECCON Steel Detailing Services Ltd



