



# BBE Talks

**"Anything is Possible"**

Bay Breeze Enterprises, Inc.  
Winter Edition 2008

## And the winner is...

Since 1997, Bay Breeze Enterprises, Inc. has been an active member in the Tampa Bay area earning a solid reputation as a dependable contractor. The core Bay Breeze business model dictates above average service and quality. "Performing within industry standard is not good enough" according to Bob Phillips, President of the company. "To be remembered we have to be better than the other guy." Dedication to this principle was rewarded when the announcement was made at NARI's 2008 "Florida West Coast Remodeling Awards" where Bay Breeze Enterprises, Inc. won both First Place in the category of Commercial Interior and Judge's Choice of the entire show.

The project, a downtown St. Petersburg two-story building on historical Mirror Lake, also gave Bay Breeze the National Contractor of the Year honors beating out six other states.

The same project also received Honorable Mention at the 2008 City of St. Petersburg Historic Preservation awards.

For more information on NARI, visit [www.nari-tampabay.org](http://www.nari-tampabay.org) for more details.



2008 NARI Tampa Bay  
Commercial Interior  
"Judge's Choice"



2008 NARI Regional  
"Contractor of the Year-  
Commercial Interiors"

## BBE Goes GREEN



**CONGRATULATIONS** to Bob Phillips on passing the "Green Certified Professional" exam. Bob attended a ten week course taught by "green" professionals in their respective field of expertise from renewable energy to proper material selection. Phillips understands the need to stay abreast of the changing technology within the building industry. Up next for 2009 is LEED Certification. Bay Breeze Enterprises, Inc. is a proud member of the Florida Gulf Coast Chapter of the US Green Building Council and Tampa Bay Beaches Chamber Green Committee.

### Did you know...

- Bay Breeze is celebrating it's 12th year anniversary!
- Bay Breeze owner Bob Phillips is **President Elect of NARI** for 2009?
- Bay Breeze Production Manager MarySue Eads attained her **Certified Kitchen and Bath Designation**

## SUCCESS!!

## City of St. Petersburg Shines



President Wes Jenkins and First Vice-President Bob Phillips presenting Service Award to Rick Dunn, Building Official City of St. Petersburg at the City Council Meeting

For the past several years a select group of local contractors, architects and builder organizations have conducted regular meetings with the City of St. Petersburg building officials to discuss how contractors and the city can work together to make the permitting process more user friendly. The success of the exercise relied on the willingness of all parties to take responsibility and accept change in how they approach the relationship.

In recognition of the dramatic increase in customer service, the local NARI Chapter presented a Customer Service Award to Rick Dunn, City of St. Petersburg Building Official. The Award was presented to Rick at the City of St. Petersburg City Council meeting.



Phillips, a USF Alumni and Bulls season football ticket holder, introduced head football coach Jim Leavitt as keynote speaker to the National Association of the Remodeling Industry's membership drive. The coach gave the crowded room a thrilling ride filled with humor and motivation which was enjoyed by all. **Go Bulls!**



# PROJECT SPOTLIGHT

## Mission Aveda Salon & Spa



*When Mark Gerard-Fetzer and Kenneth Hay, visionaries of Mission Aveda Salon & Spa, chose Bay Breeze Enterprises, Inc. to make their ideas a reality, we knew it would be a lasting relationship and an amazing final product we would be proud to put our name on. Here is what Mark had to say about the experience...*

### ***New Direction For Owners Becomes Reality***

Kenneth and I recently moved from New York City after 22 years and decided to pursue different careers as a Cosmetologist and Massage Therapist. We discovered that the Aveda Institute in downtown St. Petersburg offered both educational programs and Aveda's mission intrigued us, so we decided to attend both programs and graduated with our licenses.

We had owned and operated three businesses while living in the Northeast. A private Electrolysis and Reflexology practice, a Home Furnishings store which featured new and restored antique furniture and accessories and Interior Design Consulting which focused mainly on commercial properties.

In February 2008 I had finished my education at the Institute and we realized that opening Mission Aveda Salon & Spa would be a dream fulfilled. With my BFA in Advertising and Fine Arts, and Kenneth's fast approaching graduation date, we began our journey with Aveda.

When choosing a contractor, we knew that it had to be someone who could achieve our vision to the best of their ability, while allowing us to work closely with them as well as their sub-contractors. Kenneth and I had some different ideas that we wanted to incorporate into the salon, i.e. floating ceilings, a rock wall installed vertically instead of horizontally, a concrete floor honed and polished, etc. We started with three pre-bids from three different contractors before the plans were even completed. We knew from the beginning that whomever we chose, would have to present the most comprehensive and accurate bid possible. Our budget was set and we needed to have confidence in our contractor, as well as someone who would look out for our best interests.

Bay Breeze Enterprises, Inc. met all of our expectations and much more. We wanted to build as Green as possible to stay in line with Aveda's mission of preserving the environment. Bay Breeze was able to achieve that. Bob, MarySue, Mike, Becki and all of the sub-contractors were as much enthused about our project as we were. Everyone was helpful, detail oriented and not once did I hear the answer "NO" to any of our requests. Everyone seemed to be accessible whenever we had requests or needed answers, and the entire project took 60 days from start to finish. We truly believe in Bay Breeze and their capabilities. As their card says..."Anything is Possible".

**"Our Mission is to create an environment that enriches your life and nourishes your spirit."**

**Mark and Kenneth  
Mission Aveda Salon & Spa**

### **Located at:**

**1506-66th St. North  
St. Petersburg, Fl  
33710**

**Ph. (727)343-6200**

**For more info visit**

**[www.aveda.com](http://www.aveda.com)**



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