

Sustainability Plan Development  
of  
Gin-Sue Enterprises, LLC

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**Construction Industry**

**I.COMPANY OVERVIEW**

The following outline is first presented with our company's stated value system and our principled Industry approach to how we envision business is to be conducted in the Construction Industry.

**“while loss spells failure, profits do not connote success. Success must be sought in business also in excellence of performance, and in business, Excellence of performance manifests itself, among other things, in the advancing of methods and processes, in the improvement of products; in more perfect organization, eliminating friction as well as waste; in bettering the conditions of the working men[women], developing their faculties and promoting their happiness and in the establishment of right relations with customers and with the community” .....**

Taken from Louis D. Brandeis  
Business AS A Profession

The strategic business plan for Gin-Sue Enterprises, LLC is the successive profit- based organization of the Georgia based company named G.S.M. Construction Corp. The work of these two businesses now span a brief 35 years from a start in Manhattan, NY from the guidance and growth development from Governor Mario Cuomo with his Executive Order number 6 which enabled my attendance to New York University, Bronx Community College and Iona College in New Rochelle, NY.

Our business plan as most business plans is a work in progress. Our plan has provided us with our course towards the next step that is now coming into fruition with our steps to begin the construction supply division through our Georgia based entity. We have a hallmark of “Timeliness” that has followed us through these years from New York City to Southern points in Georgia, USA and now here in Western, NY. We have specialized in property restoration and renovation gathering knowledge from work in Historical Preservation projects and utilizing research with value engineering of products.

We commit and strive towards addressing fundamental responsibilities in the areas of;

**Recycling** ;by embracing methods to restore rather than replace and eliminating the cost that both consumer and business struggle with in an ever demanding economy.

**Environment**; areas of concern are addressed with the need to protect our employees as well as the environment when working with lead based paints, silica materials and mold conditions.

**Economics**; the optimization of the use of energy and materials is being spearheaded with new products that allow builders to achieve the end result through innovative purchasing methods and altered use of man hours.

**Social /Cultural**; Our interest in investing in our communities has long range plans with a dedicated structure in place we have re-invent hour productivity by overlapping our work force during an 8 hour day.

## **II. Sustainability Journey**

As our mission statement speaks to the understanding of what it takes for longevity, our beginning was structured to achieve a lifelong goal. It is and has been important that the service we provide be structured to not only allow us to be profitable but to see the growth and development of the workforce we employ.

Without any excuse of naivety of the criminal elements and conditions that have been associated with this industry, it became an important feature to structure our operation with clients, contracts and proposals that provided structure for performance with definite steps for execution in a time frame. This concept was clearly defined through our understanding of what our goals were and the vision we have lived and worked from our start in New York City and neighboring counties to the rural south in Georgia.

A brief work period in the 90's with Habitat for Humanity International Headquarters exposed us to the conditions of housing that exists throughout this country. The mission of HFHI addressed the condition of the need for "Affordable" housing and brought it to the attention of the world that without decent affordable housing, this one aspect, continues to perpetuate poverty which clearly leads to crime and poor health, both mental and physical.

It has been the dedication of the many people over these years who embraced our understanding and intent to conduct ourselves as professionals. Our crews are trained in the manner we expect them to follow when performing our contracts. We formerly provided handbooks and now have our handbook available for any and everyone who works for us or with us through our website: [www.Gin-Sue.com](http://www.Gin-Sue.com)

### **III Elements of Sustainability Plan**

We commit and became a thriving and resilient business with the realization that we as participants in this Industry of Construction had to consider the future of home building from a variety of sources. One admittedly came in the mid 90's as I attended the various Model Code meetings around the country. The need to achieve more improved methods of construction became a mission that placed a demand on our firm to seek other methods to renovate, alter and build housing that meet energy standards and eliminated waste on our sites. We stopped stick building in the late 90's and do not build in that manner any longer. We have chosen to construct using energy efficient products going forward. For more information I refer the National Association of Home Builders (NAHB.org) and any manufacturer of Structural Insulated Panels (SIPs) for your review. The local chapters in Western NY are the Buffalo Home Builders Association (BHBA) and the Niagara County Builders Association (NCBA) which we still hold membership.

### **IV Goals/ Metrics (See Download )**

### **V Stakeholders and Promotion ( to be continued)**

#### **Western New York Sustainable Business Roundtable Pledge**

*We commit to become a thriving and resilient business by establishing and implementing a Sustainable Plan that:*

- *Reduces waste and pollution*
- *Protects our waterways*
- *Optimizes use of energy and materials*
- *Invests in our communities*

*In a transparent and measurable way that collectively, with the efforts of other WNY organizations, reduces the severity of global climate change.*

Membership in the WNY-SBR requires a signed pledge from the highest level of the Organization and the creation of a plan appropriate for the business within 12 months of signing this pledge of support. Businesses are encouraged to create a robust plan with meaningful metrics. To ensure transparency, all plans will be posted on the SBR website.

Originally signed: April 10<sup>th</sup>, 2015

///SPJ .....As a work in Progress: April 07, 2016