# THE PSG REPORT

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# **PSG Offices**



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## The Partners of **PSG Construction**



Stephen Gidus, CGR Partner and 2004 President Home Builders Association of Metro Orlando

#### **On the Cover:**

A staircase was designed to lead from the family room to the new second story addition in this Lake Sue project. The staircase is detailed with decorative iron spindles, wood treads and a carved newel post. The complete story is on page 8.

## PAUL AND STEPHEN GIDUS CONSTRUCTION

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THE PSG REPORT

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# **PSG** is Selected as a Preferred Builder in New **Reunion Resort & Club of Orlando<sup>™</sup> Community**

community."



PSG Construction has been selected as one of eight preferred builders for the second phase of Reunion Resort & Club of Orlando<sup>SM</sup>. PSG is also currently building in the first phase which opened January 2004.

Located near Walt Disney World<sup>®</sup>, Reunion is a gated community offering custom homes, condominiums and guest accommodations. Reunion's newest community is located on the west side of I-4 and will feature Tradition, Jack Nicklaus' Signature Golf Course design (one of three golf courses in the community), its own Clubhouse, and an activity center with a basketball court, baseball field and soccer field. More than 800 home sites and 75 condominiums are planned.

"Custom home building is something we have always been involved in since our company was formed seventeen years ago," PSG co-owner Paul Gidus says. "The opportunity to be a preferred builder in Reunion enhances this portion of our building business."

Paul and Stephen believe the expertise gained over the years in the renovation sector of their business works as a benefit when building a custom home. "Residential renovations are much more complicated than building new homes," Paul explains. Existing construction circumstances have to be dealt with and can not always be controlled or anticipated in renovation projects, Paul says. Paul and Stephen feel the systems they have in place for handling these sensitive



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Paul Gidus, CGR Partner

The Big

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issues serve as a definite advantage when they build a new home. "Building in Reunion allows us to boost our custom home division in the direction of growth we desire," says PSG co-owner Stephen Gidus. "We are pleased to be part of this premiere

Reunion Resort & Club of Orlando<sup>sM</sup> is being created by The Ginn Company, a privately-held real estate and resort development and management firm based in Celebration, Florida. More information can be found at www.reunionresort.com.

#### Vice President of Custom Home **Construction Announced**

Bryan Shimeall has been appointed Vice President of Custom Home Construction by PSG Construction co-owners Paul and Stephen Gidus. Bryan brings to PSG ten years of experience helping Fortune 500 companies use data to make sound business decisions. He has generated more than \$20 million in new sales for former clients including Burger King, Nextel, Mitsubishi Consumer Electronics, and Cinergy.

"My background in turning data into useful information for Fortune 500 companies will be used to help PSG and our clients identify real estate most likely to appreciate in value," Bryan says. "I want clients to be assured if PSG is present then the research has been done for them and they can be confident their investment is one they will be satisfied with."

Bryan's responsibilities will include managing sales, production and operations.

"Bryan brings the kind of expertise and enthusiasm to the company necessary for successfully managing this division," Stephen says. **PSG** 



Above: Rendering of one of the PSG custom homes offered in Reunion.

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## **Cooking up a Change**

**Kitchen Renovation Leads to Two Story Addition** 



provides a commanding second story view of the backyard. Below the sunroom is the new screened porch, gracefully accented with columns and arched detailing.

Below: The rear elevation before.



Above: Windows surrounding three sides of the new sunroom provide an exceptional view of the professional landscaping and natural wooded area at the rear of the home. Details like the tongue-in-groove ceiling, maple floor and hand-crafted built-in bookcases lend charm to the space.



Above: The kitchen was lightened, brightened and opened up by painting the existing wood cabinets, adding new lighting, and removing an upper cabinet. A granite countertop replaces the old laminate countertop.

Right: The kitchen before.

The idea of taking on a renovation and two story addition started **L** when Jim DeSimone gave his wife Beth cooking lessons for her birthday. As an attorney, Beth found gourmet cooking a relaxing change of pace. "I had the best time in those

classes!" Beth recalls. "Cooking is an escape for me. After a busy week, I enjoy doing something different and working with my hands." The idea of a home renovation, that

ultimately resulted in a kitchen remake and a new addition, came after Beth started using a gas stove in her classes. "I wasn't satisfied with my existing kitchen," Beth says. "I had basic appliances that were ready for replacement, and I wanted to upgrade them so I could better use what I learned in my classes."

Beth and her husband, who is Vice President of Communications for Darden Restaurants, decided to not only renovate their Longwood home, but also capitalize on their backyard which had been underused."Our back

County," Beth says. "But we had an old wood deck that you couldn't use anyway because it would get so hot-or the mosquitoes would drive you indoors."

The classic French colonial also lacked enough windows in the back to fully enjoy the woods. "So we ignored the beautiful view," recalls Beth.

The DeSimones were intent on changing all of that. Using their design/build services, PSG Construction helped them update their existing kitchen, replace the deck with a screened porch, and add a fully enclosed sunroom above the porch.

To upgrade Beth's kitchen, PSG re-painted the wood cabinets, replaced the laminate countertop with granite, and added a new maple floor, new lighting, and stainless steel appliances. By removing an upper cabinet, the kitchen appears more spacious and is opened up to the adjacent dining area. With three walls of windows, the



new sunroom is bathed in light and provides the DeSimones with a view of the woods they had missed for so long. "We added this room with the idea of coming in here with our morning coffee and enjoying the outside," Beth says. "We wanted to bring the outdoors in. New landscaping also was added so you can see something special from every window."

The sunroom displays distinct character with a tongue-in-groove painted ceiling, maple floor and built-in bookcases. A grand piano is prominent in one corner of the room.



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"With the wood ceiling and wood floor, the acoustics are great," Beth says, who also is a violinist. "On New Years Eve, we had a gathering in the sunroom with a number of local string musicians. We all played and had a wonderful time!"

The sunroom, which added about 350 square feet to the home, is conveniently accessed from two sets of doors in the adjacent family room.

The screened porch below the sunroom was designed with graceful columns, arches, and an aged brick floor. "Now we are able to sit outside and enjoy the Florida air. We can enjoy meals on the porch without being bothered by bugs," Beth says.

PSG also solved a storm-water problem that caused the DeSimone's garage to flood during heavy downpours. By re-grading the front of the property, and adding new drains and a new driveway, PSG eliminated the water problem. A bonus was that the front of the home was distinctly enhanced. Brick pavers were inset in the driveway at the entrance and a new set of brick steps lead to the front door. The brick pattern is also repeated on the walk leading to the back of the house for a unified look.

Although Jim DeSimone had no idea his wife's birthday gift would unfold into a full-scale renovation project, the entire family is benefitingfrom Beth's inspiring cooking as well as an inspiring view. **PSG** 

#### SOURCES

Electrical - J.D. Electrical Contractors, Inc. Plumbing - Modern Plumbing Drywall - R.K. Edwards, Inc. Interior Trim & Doors - Residential Building Supply Appliances - Southeast Steel HVAC - Air Masters



# A Garage Only in Name

This Garage Addition Serves as an "Activity Hub" for a Half Dozen Kids





Top: The new garage addition was designed to appear as part of the original elevation.

Above: A 30 foot long covered porch, a courtyard and a breezeway connect the addition to the front entrance while providing attractive outdoor leisure space.

Right: The house before.



Tow do you coax a home built in the 70's into accommodating La very busy family of eight? Steve and Karen Berg found a solution that took some of the family's activities out of the house and into a new garage that's only a garage in name.

Six children provide Steve and Karen Berg with their share of busyness. Their existing home, located on a two-acre lakefront lot in Casselberry, lacked sufficient room for the activities of both kids and parents. Three of the six children participate in Irish step dancing competitions and have a wall full of medals and trophies to show for it. One son plays drums, and Steve is an amateur radio enthusiast. Making room for the family's activities as well as daily necessities was a challenge. The Bergs' existing laundry room was cramped and couldn't handle all the laundry that resulted from time spent at the lake and pool.

"We wanted a garage, but we never intended to use it as one," Steve explains.

PSG Construction came "highly recommended" from three of the Bergs' friends, so Steve and Karen approached PSG partners Paul and Stephen Gidus to discuss adding a garage the family could use as an activity "hub." Karen also wanted to update the façade of her brick ranch. Using their design/build services, PSG worked with the Bergs to add a 1,376 square foot fully finished two-car garage with a laundry room, kitchenette, full bath and hobby room.

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## **A Kitchen Straight From the South of France Native Home Provides Plenty of Sunny Inspiration**



sabelle Chauffeton knew just what she wanted her dream kitchen to Llook like. Armed with very specific photos, Isabelle called on PSG Construction to convert her nondescript 70's kitchen into a charming French-inspired gathering spot.

Isabelle was happy with the efficiency and configuration of the existing L-shaped 12 foot x 24 foot space, so she focused on creating a space that reminded her of home-her native France.

Isabelle chose the lavender-blue and yellow color scheme for very specific reasons. "It was important to me to bring a little of the atmosphere and tradition of the South of France into my home here in the United States," Isabelle explains. "The South of France-more specifically, the Provence area, near the Riviera-has a reputation among the French of always wine cooler.

being sunny and warm. The homes there always look warm and happy because of the colors that are traditionally used-yellow for the sun and a purpleblue for the fields of lavender."

Using their in-house design/build services, PSG Construction was able to create a design for the remodel as well as carry it out to completion. PSG gutted the kitchen of the Altamonte Springs ranch-leaving only the ceramic tile floor which was in good shape-and had the remodel completed in two months.



Above: Using the existing space, the remodeled kitchen now features authentic South of France colors and rustic niches, but is outfitted with contemporary amenities such as a

Lending immediate personality to the kitchen are the painted and fauxfinished wood cabinets in the unique blue shade specified by Isabelle. A checkerboard ceramic tile backsplash and faux border over the cook top



Above: The kitchen before renovation.

repeat the refreshing blue and yellowaccented cabinetry.

Details like painted murals, niches above the refrigerator and microwave, and a dish rack convey charm. To top off the French look, the walls are plastered with a heavy textured finish. continued on page 12



# Lake Sue Home is No Longer a "Misfit"

70's Ranch Gets an Update That Helps It Blend With the Neighborhood



this 70's ranch seemed out of place. The homeowners bought the home, however, because of the lot and the location. "This is one of the best neighborhoods you could be in," the wife points out. The couple knew the home, located on Lake Sue, had potential. "The economy induced us to finally act on our plans," the wife recalls.

The couple wanted to concentrate on bringing character and charm to the exterior of the house, so it wouldn't look out of place. "The house had a dated and unappealing façade," the wife says. "Fortunately,

urrounded by older homes

displaying far more character,



Top: The overall character of this Lake Sue home was dramatically enhanced by changing the roof line. The alteration provided bonus space that is now the family's game room.

Above left: Stacked stone used on the front of the house was repeated on the fireplace in the family room. New built-in bookcases and a fireplace surround are painted warm white and blend more effectively with the existing wood floor, tongue-in-groove vaulted ceiling and exposed beams.

Above right: A balcony off the new game room provides an inspiring view of Lake Sue, and is enhanced by a handsome iron railing.

Right: The front exterior before.



the home has a great floor plan with big bedrooms and big closets. We wanted to concentrate on the exterior."

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Working with Ross Design Group, PSG Construction gave attention to the exterior by first addressing the flat roof which had been leaking, had gone through multiple repairs, and needed more work. "The new pitched design allowed us to fit a room underneath," the wife explains. With two teenagers in the house, the space was planned for a game room.

The change in the roof line dramatically altered the exterior look of the home by creating a two story effect. What was unappealing and unnoticeable before now "looks like an entirely different house," the wife states. A new portico with rough sawn cedar beams and posts, new paint and updated stone helped build an entirely new and charming look.

Inside, the new second story addition is accessed by a staircase added in the family room and kitchen area. The 576 square foot game room has space for a sitting area, built-ins, a large screen TV and a pool table that has been in the family for 30 years. French doors lead to a balcony providing an admirable view of the pool and back yard. A generous number of windows brings in plenty of light and makes the game room a cheery spot for entertaining.

The renovation also created extra space in the kitchen area. A 252 square foot breakfast area was a welcomed bonus. By removing what was once an exterior wall, the kitchen is now open to the breakfast area. A curved wall of windows in the breakfast area brings in plenty of light and overlooks the lanai and pool area. French doors in the breakfast area connect the kitchen to the lanai and pool. "The breakfast room ties everything together," comments the wife.

The interior entry was also dramatically renovated by adding a new pair of wood doors and removing a closet that blocked the view of the family room. The family room now appears more spacious. continued on page 12

PAUL



elevation.

Right: The rear of the home before.



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Above: The new addition enhances the rear





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#### **PSG Partner is Named MCBC Builder of the Year**



Stephen Gidus, co-owner of the Winter Park-based PSG Construction, was named Master Custom Builder Council (MCBC) Builder of the Year for 2003. This award is presented by 35 of the top custom homebuilders in Central Florida who are members

of the prestigious Master Custom Builder Council.

"It is such a privilege to be chosen as MCBC Builder of the Year, because all the members of our organization have exhibited tremendous talents, integrity, and success in the home building industry, and I feel honored to be chosen as their builder of the year for 2003," said Stephen.

"The MCBC is extremely proud to have a builder and person of Stephen Gidus' caliber on our Council," said Dixie Goolsby, MCBC Executive Director. More information can be found at at www.psgconstruction.com. PSG

#### **Stephen Gidus is Elected President of Home Builders Association of Metro Orlando**



The Home Builders Association of Metro Orlando (HBA) has installed Stephen Gidus as its president for 2004. Partner and -co-owner of PSG Construction,

Stephen was installed and began his term on November 7, 2003. Stephen has been an active member of the HBA for the local, state and national associations.

"Being a member of the HBA of Metro Orlando has done a tremendous amount to enhance our company and its growth," Stephen reflects. "We pride ourselves on being a well-run building company and maintaining good relationships with our subcontractors and suppliers. Most importantly, we have been able to form great relationships with our clients and provide them with a positive building experience. We credit our partnership with the HBA of Metro Orlando with helping us reach these goals."

The Home Builders Association of Metro Orlando was established in 1953 and currently is the largest home builders association in Florida with more than 1,400 members. More information can be found at www.psgconstruction.com **PSG** 

#### **PSG Cited One of the Best Companies to Work For**

Professional Builder magazine, a leading residential construction industry publication, recognized PSG Construction as one of the "101 Best Companies To Work For" in its October 2003 issue.



PSG Construction was nominated by an employee for the recognition. "Knowing that one of our employees took the time to nominate us is extremely rewarding," says PSG partner and co-owner Stephen Gidus. "Providing a positive environment for our employees is part of our company's Core Values," adds co-owner Paul Gidus.

In an article discussing the significance of the recognition, Professional Builder points out that "businesses that excel in employee satisfaction issues increase customer satisfaction to an average of 95%."

"We know that if our employees are happy, they are definitely more inclined to make our clients happy," Stephen explains. More information is can be found at www.psgconstruction.com. PSG

#### A Garage Only in Name

continued from page 6

The addition is fully air-conditioned. A breezeway connects the addition with a new 10 foot x 30 foot wide front porch.

Where vehicles would normally be parked is an 8 foot x 16 foot portable wood dance floor. "This is where our three children practice their Irish step dancing," Steve explains. "It was important for us to give them a place to practice. Before we had the addition, I had to lay sheets of plywood down in our Florida room."

The 11 foot x 15 foot hobby room in the garage holds Steve's amateur radio equipment and has its own access from the breezeway. The laundry room can

as well as the breezeway. Equipped with a stationary tub, drop-down ironing board, and Karen's sewing machine, the new laundry room makes maintaining the clothing for the big family an easier task. "We find it's more convenient to have the laundry room in the garage because it's closer to where the kids play," Steve says.

be accessed from the main garage area

Sharing the space in the laundry room is a kitchenette with cabinets, a counter top and a refrigerator. The Bergs use the kitchenette to make the children's lunches.

To attractively connect the addition to the existing house, PSG Construction removed the small portico at the front entrance of the house. A sprawling 30

foot wide covered porch, a courtyard and a breezeway connect the addition to the front entrance. "This was an afterthought," Steve explains. "Karen always wanted a big porch." White columns and a low white railing around the porch give the brick ranch an attractive facelift and welcome change.

Only a garage in name, this new space helps keep the Berg family operating at optimum speed. **PSG** 

#### SOURCES

Pavers - Booth's Cobblestones Inc. Interior Trim & Doors - Residential Building Supply Electrical - J.D. Electrical Contractors, Inc. Plumbing - Modern Plumbing Drvwall - R.K. Edwards, Inc. HVAC - Air Masters



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#### A Kitchen Straight From the South of France continued from page 7

"Most of the homes in the South of France are finished in stucco painted a warm color," Isabelle points out. A storage cabinet and wine cooler replace an existing storage closet. Isabelle chose a laminate countertop in a natural finish but splurged on stainless steel appliances.

To balance the bright colors and bring in a bit of the stained wood often present in southern France homes, Isabelle chose a Shaker style table with a mix of benches and chairs that were custom made for the kitchen. "The table could easily pass for a French farm table," says Isabelle.

Yearning for an update, the former kitchen possessed a layout that definitely outshined its design. Authentic French inspiration, however, introduced a makeover with a decidedly sunny disposition–sunny France rather than sunny Florida. "It feels like the house has a soul now," Isabelle says. "It feels like it's my 'home away from home." <u>PSG</u>

SOURCES

Appliances - Southeast Steel Interior Trim & Doors - Residential Building Supply Drywall - R.K. Edwards, Inc. Plumbing - Modern Plumbing Electrical - J.D. Electrical Contractors, Inc.

#### Lake Sue Home is No Longer a "Misfit" continued from page 9

Adding new stone to the family room's existing fireplace makes the room warmer in appearance. New built-ins and a fireplace surround were added. Bay windows in the existing dining room were replaced with French doors leading to the lanai and pool area.

No longer the 'misfit' of the neighborhood, this home provides the charm the owners set out for, with some bonus space thrown in for good measure. <u>PSG</u>

#### SOURCES

Residential Designer - *Ross Design Group* Pavers and Masonry - *Booth's Cobblestones Inc.* Cabinetry - *Central Kitchen & Bath* Windows - Garner Window & Door Electrical - *J.D. Electrical Contractors, Inc.* Plumbing - *Modern Plumbing* Drywall - *R.K. Edwards, Inc.* Interior Trim & Doors - *Residential Building Supply* HVAC - *Air Masters* 

Right: The former living room was converted to a formal dining room. To enhance the view and allow the room to appear more spacious, the existing window was replaced with a bay window.







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