

## SGH, Inc.

### Putting the Best Face on Iconic Architecture

Throughout the Midwest, landmark buildings such as the Holland Performing Arts Center, Strategic Air Command Center, First National Tower Winter Garden, and Henry Doorly Zoo owe many of their iconic design features to customized exterior building products provided by SGH, Inc. A part of the Omaha-based Redglaze Group, SGH has been vitalizing communities with its quality exterior skins and translucent daylighting products for commercial buildings since 1974.

"Being a part of changing the landscape of a city makes you feel really proud when you drive around," explained company CEO Dean Jessick. "You look at where downtown Omaha was in 1990 compared to where it is today, it's completely different. Projects like the First National Tower, Landmark Center, and Union Pacific have really transformed the downtown community."



Far from a simple engineering calculation, the Toyota portal design had to meet standards for hurricane resistance, as well as seismic and thermal challenges.

Photos courtesy of Mike Markoff

Named for early owners Ken Swanson, Gregor Gentleman and Richard Hart, the company's product portfolio contains more than 20 customized exterior and interior building products distributed through a network of offices in Iowa, Minnesota, North and South Dakota, Kansas, Missouri, Colorado, and Montana. The privately held company also provides consultative and installation services to national projects such as the Toyota Image USA II Branding Upgrade initiative.

"The Toyota project involves the design and installation of an illuminated portal on the front of its dealerships across the nation," Jessick explained. "We've installed more than \$100 million in construction portals for nearly 1,000 dealerships scattered across the country, making it the single biggest project we've ever done."

It was during his work with Toyota that Jessick developed internal quality management systems that enabled the company to reduce the installation time for each portal from three weeks to four days or less. "Toyota is all about continuous improvement," Jessick observed. "Working with Toyota has made us a better company by holding us accountable. Now we're implementing our quality systems for all of our other projects."

Since its initial work on the portals, the group has managed other programs for Toyota, including all the metal wall claddings and glazing systems. "To date, we've helped manage more than \$300 million worth of construction for Toyota," Jessick estimated.

All of the products in the company's portfolio are engineered for aesthetics, sustainability, and energy efficiency. Among the energy-efficient products on display in the company's flagship office at 742 N. 109th



Dean Jessick's relationship with First National Bank started in 1992 with former companies Husker Glass & Iowa Contract Glazing. As his business portfolio and staffing grew, First National Bank was there to support his growth into the Redglaze Group, providing financial services for companies as varied as Trisec Computer Services, Riverside Technologies, HGI Resources, MGS Distributing, Tri-Jack Design Products and Alt Studios. RGI Image, Design Logistics, and Onyx Properties round out his national business portfolio. Today, the Redglaze resource team has 175 full-time employees in 17 states.

Court, is a complete wall system engineered and patented by SGH - the Genwall Single Pass™ Enhanced Substrate System™.

"Genwall is probably going to be our flagship product moving forward," according to Jessick. "The fully tested wall system is gaining major traction with close to one million square feet of product already contracted to be installed. We're currently promoting it in our regional markets and are setting up a nationwide distribution network."

Jessick credits the company's success in recent years to its 45-member staff, as well as nearly 60 subcontractors from the various territories served by SGH. "We have the most dedicated, loyal employees in the world," he

acknowledged. "I cannot say enough about the people who are in our organization."

Jessick also appreciates the mentoring he received from former owners Gregor Gentleman, Richard Hart, and Theodore Hazer, and the financial services provided by First National Bank since 1992.

Gregor Gentleman and Richard Hart lined up our opportunity to purchase SGH in 1999 and First National Bank made it happen," Jessick shared. "When we were exercising our purchase options, we needed a very strong bank behind us because SGH was highly leveraged. First National Bank stuck with us and since then they've done everything to help us grow."



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