

COASTAL STEEL CONSTRUCTION OF NJ, LLC:

COMMITTED TO PERFORMANCE, PRODUCTIVITY, QUALITY & SAFETY ON REBAR INSTALLATION PROJECTS



Hudson-Bergen Light Rail Project. Secacus road separation over Routes 1 and 9

With a faltering economy, the Y2K Millennium scare, and a state budget strained to the breaking point, 2000 was not a year when many new contractors appeared on New Jersey's construction landscape. But, undaunted by pessimistic forecasts, and filled with a belief in their ability to work well together, Marcie Shavel and Gerald Mahaffey went all in, hit the street running with a new enterprise they called Coastal Steel Construction of NJ, LLC, and have never looked back!

To appreciate the unique nature of the Coastal Steel management team's ten year partnership, you have to go back to the 1990's when Mrs. Shavel served as project manager on an impressive list of complex projects for Slattery/Skanska, a global construction firm. Mr. Mahaffey, an Ironworker by trade, provided skilled superintendent experience on major projects throughout the Mid-Atlantic region.

Mrs. Shavel's resume includes a Bachelor of Science degree in Building Science from Rennselaer Polytechnic Institute and course work for a Masters degree in Building Construction from the University of Florida. Mr. Mahaffey spent nearly 30 years "booming out" as a member of Ironworkers Camden Local #399. He currently serves on the executive committee of the National Association of Reinforcing Steel Contractors (NARSC).

Installation of pile cages, reinforcing beams and mat on the promenade of Pier C Park on the Hudson River Waterfront in Hoboken, NJ.

Marcie and Jerry first worked together on a New Jersey Turnpike widening project north of Exit 13A, and both knew right away that their skills and strong work ethic could provide a solid base for running their own company, if and when the opportunity presented itself.

Opportunity did present itself in 2000, with the retirement of a reinforcing steel sub-contractor, and the pair jumped at the chance to replace this firm in the marketplace. After creating Coastal Steel Construction of NJ, LLC, the new owners secured the certifications needed to bid transportation work as a disadvantaged and woman-

owned small business in the states of New Jersey, Pennsylvania and Delaware, and with the Port Authority of New York and New Jersey. After also registering with the New Jersey Commerce and

Economic Development Commission, President Shavel and Vice President Mahaffey began bidding public works projects as a rebar installation subcontractor.

The Princeton-based Coastal Steel won its first project as a sub with Union Paving & Construction on a

Installation of 100 ft. long caisson cages on the Route 9/Bass River Project in New Gretna, NJ.



Reconstruction of the Bayonne Bridge NJ abutment

major reconstruction of Route 21 in Essex County. Other large-scale projects quickly followed, including work at Newark International Airport, the Secaucus Rail Transfer Project in Bergen County, and several challenging Driscoll Bridge jobs in Middlesex County.

For example, working with Conti Construction on one, 29-span, Driscoll Bridge decking project required Coastal Steel to adhere to an extremely tight schedule, beginning in September and completing the job before the onset of winter. To pull it off, Coastal had to unload the steel in the evenings, then install it with three shifts of workers, all the while keeping ahead of the Conti crews who were pouring concrete every other day!

On another Driscoll Bridge project, Coastal had the arduous task of building and raising a series of 60-foot, 28-ton reinforced concrete columns from barges and splicing them in the air in a process that required three complex lifts.

Other notable projects that Coastal has worked on include the Greenbrook Flood Control Program; Port Newark's Corbin Street berths # 8 and # 10; the Atlantic City Revel Hotel-Casino Project, and the Bayonne Bridge abutment reconstruction.

The coming construction season will see Coastal Steel working on the first contract awarded for the Trans Hudson ARC Tunnel project, involving construction of the Tonnelle Avenue Underpass in North Bergen. Looking to the future, the sub-contractor is considering potential power plant jobs, emerging wind energy projects and additional work on the Trans Hudson Tunnel.

Under the steady leadership of its two managing partners – Marcie handles the in-house operations while Jerry is the "field guy" on projects – Coastal Steel is constantly expanding



its role as a valued subcontractor and building upon its solid reputation for providing skilled Ironworker employees and expert job-site management capabilities on projects ranging from the commonplace to the most complex.

As might be expected, co-owners Shavel and Mahaffey



Construction of bridges for the intermodal rail support facility at Port Newark and Port Elizabeth.

are also strong proponents of IMPACT's mission. They share IMPACT's strong emphasis on safety controls, and Coastal Steel has been the recipient of both AGC of NJ and UTCA safety awards.

The Ironworkers seven-point Standards of Excellence program is also prominently displayed at the firm's Princeton headquarters as a reminder of the shared productivity and safety goals of employer and employees alike.

Making an IMPACT lauds Coastal Steel

Construction for the entrepreneurial spirit of its leadership team and the productive partnerships it has consistently nurtured between management and labor. It's the type of cooperation and common purpose needed to grow and prosper even in these difficult economic times.

More information about Coastal Steel Construction can be found at www.coastalsteelnj.com.

Washington Street Bridge Project at the Jersey City Reservoir in Boonton, NJ.