



**Building Strong Relationships and Client Satisfaction for Over a Quarter Century**

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# CREATIVE

## ELECTRICAL CONTRACTORS, INC.

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In today's world of construction, the idea of forming strong relationships is not just a goal, but rather a necessity to any company that truly has a desire to be an industry leader. Yet so often that very idea is lost in a complex and competitive construction industry that makes it much easier to focus short term than big picture. Over 26 years ago, a young man with the vision of delivering quality electrical work on time and within budget, opened the doors of his company with the simple goals of understanding customer needs and expectations while guaranteeing strong results. Remaining steadfast and true to their mission, that very same company has become known as one of the elite electrical contractors in Virginia, providing value, integrity, quality workmanship and timely delivery to a diverse clientele. Today, Creative Electrical Contractors, Inc. (CEC), has become synonymous with client satisfaction and project success, namely by understanding the importance of a relationship and remaining focused on their customer's needs.

Founded in February of 1998 by company President, Mark Southall, Creative Electrical Contractors, Inc. was truly a one-man show at the very beginning. But only a week later, Mark hired the company's first employee, the position of office manager which she held until March 2024 when she retired. Within the first few weeks, CEC landed their first job, a Food Lion. "It was a GC I had

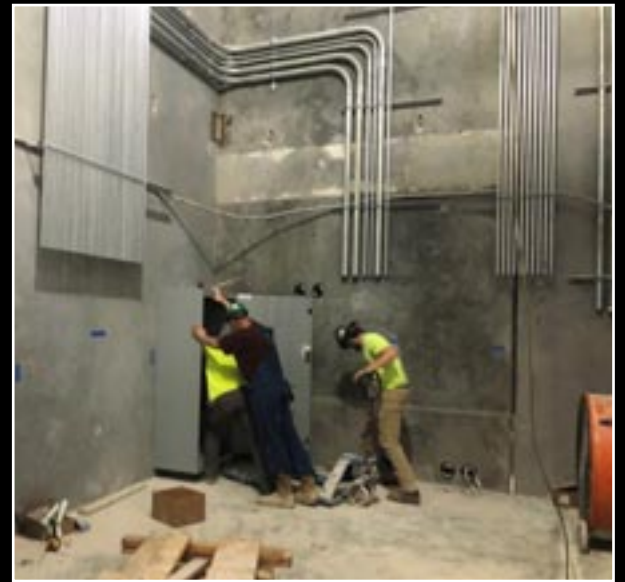
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# PROJECT PROFILE

## BJ's Retail Center

**Location:** Richmond, VA  
**General Contractor:** EDC General Contractors, Inc.  
**Electrical Cost:** \$1,750,000.00  
**Duration:** 6 months

**Scope:** Project was a 100,000 square foot tilt up concrete construction. The aggressive schedule and complexity of building this project with supply chain issues was challenging. There were parts of the building that we actually built backwards while waiting on parts to arrive. Even with all the challenges we faced, the project had a successful opening on time and within budget.



# PROJECT PROFILE

## Eastern Engineering Project

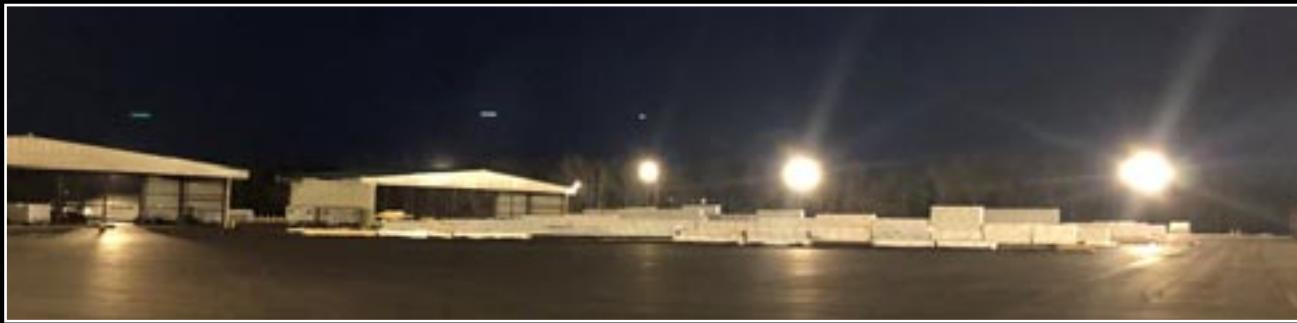
**Location:** Keysville, VA

**General Contractor:** Jamerson Lewis Construction

**Electrical Cost:** \$750,000.00

**Duration:** 9 months

**Scope:** Project covered over 40 acres comprised of area lighting and finished cutting buildings. The overall size of the project offered many challenges in wiring such a facility with one electrical service location.



## CREATIVE ELECTRICAL CONTRACTORS, INC.

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never worked for from Virginia Beach, and he asked me how many people I employed,” explains Mark. “I told him there were two of us, and he said ‘You only have two electricians?’ and I replied ‘no, only two people’. I guess the reputation I built that preceded the company made up his mind to give us a shot. We went on to build twenty-nine more Food Lions from North Carolina to Maryland. CEC was truly a leap of faith that I could not have done without the support of my loving wife who always believed in my dreams. I always knew that if I did not believe in myself, I would never get anyone else to either.” In those early years it was paramount for Mark to build strong relationships, and in doing so he kept CEC in steady, controlled growth. One of those companies, Ashland Construction from North Carolina, was key in helping that happen. “Without the support of and partnership with Ashland Construction, we would not be where we are today,” continues Mark. “We did many of those grocery stores with them, and they are a great part of our success story.” Another big partner in success over the years has been Kenbridge Construction. Together with them, CEC completed two large projects, VCRB and ICA (both detention facilities), with a combined electrical contract value of over \$8,000,000.

Today, CEC is a Commercial and Industrial Class A electrical contractor servicing Virginia and

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# PROJECT PROFILE

## Gateway Assisted Living and Senior Living Facility

**Location:** Fishersville, VA

**General Contractor:** Pinnacle Construction

**Electrical Cost:** \$2,600,000.00

**Duration:** 22 months

**Scope:** Project was a 2 story Assisted Living Facility and a 4 Story Senior Living Facility. The project was built in 2 phases with Assisted Living coming 1st and the Senior Living following behind. The project is a higher end facility with everything that is required to assist seniors.



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North Carolina, handling projects from \$100,000 to \$10,000,000. Offering full-service electrical design-build services, CEC focuses on Lower and Higher Learning Facilities, Office Buildings, High End Retail, Military, Industrial, Health Care, Multi-Family and Assisted Living projects. They also have the capability to perform large underground utility installation, sports lighting, and site lighting.

From the firm's inception, Mark has remained very dedicated to provide the highest quality service to every client, regardless of size or type. "From day one our mission statement has been simple – If it's not right, we will make it right," states Mark. "From our first acquaintance with a client's project to our last piece of correspondence, they will always be satisfied with our performance." This mission statement can be seen in effect across the entire company, and is exemplified in the level of projects that CEC takes on. "We do not choose every job out there, as it has to be a good fit between client and contractor, but we find ourselves at our best on projects that other contractors find too complex or thought to have unattainable schedules," continues Mark. "We excel when faced with challenges others are reluctant to accept. Some companies run away from the fire, but we run toward it."

While CEC has built a solid reputation their clientele has come to trust in and depend on, there is no doubt that the staff at Creative

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## ELECTRICAL CONTRACTORS, INC.

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Electrical Contractors is the backbone to that success. “Our people are what make us stand out,” says Mark. “Our team members bring a distinctive blend of talent and experience that gives CEC the diverse skillsets to face any challenge and problem with unique solutions. They take care of problems immediately and never let small things turn into big things.” In fact, Mark insists that they take the time to hire the right people to fit the company culture and mission. “We are not an electrical contractor that hires for a need,” adds Mark. “When we welcome someone into our company, we have full intentions for it to be for the long haul. It is very satisfying when you can take a young mind with the fire in their belly and watch them grow into a qualified tradesman.” It is no surprise that CEC has many employees that have been with the company throughout their entire journey, some as long as 25 years or more.

To further help their team use their abilities to the fullest, CEC utilizes cutting-edge technology, ensuring efficiency and accuracy on every project. These include Bluebeam (Design & Markup Software), AutoCAD (Design Software), AGI32 (Lighting Design Software), Revit (Design Software), Sage (Accounting Software), Procore (Construction Management Software), Trimble Accubid (Estimating Software), and Tool Watch (Tool Management Software).

Taking on a diverse portfolio of

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# PROJECT PROFILE

## Hampden Sydney College Brown Student Center

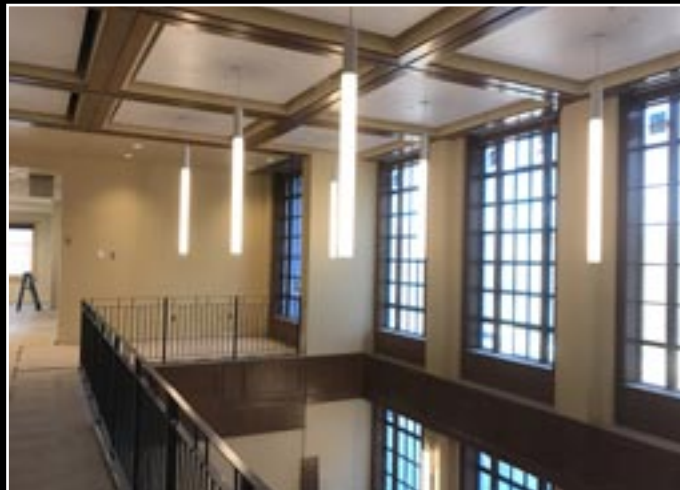
**Location:** Hampden Sydney College

**General Contractor:** W.M. Jordan

**Electrical Cost:** \$1,285,000.00

**Duration:** 14 months

**Scope:** The project was a 50,000 square foot 4 story Student Center. Building is mostly comprised of Offices, Student Learning Center, Post Office and Tiger Inn.



# PROJECT PROFILE

## Hampden Sydney College Brown Student Center

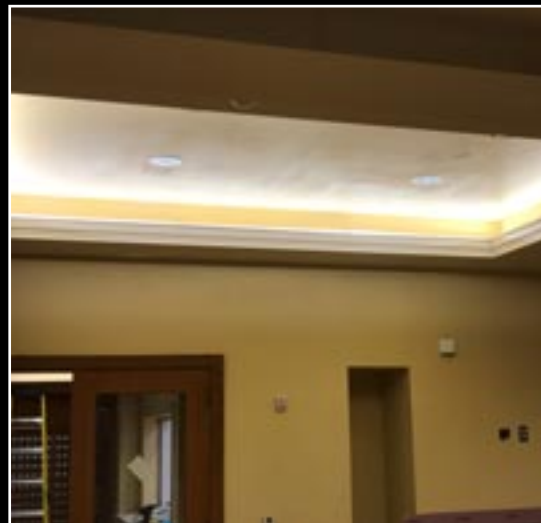
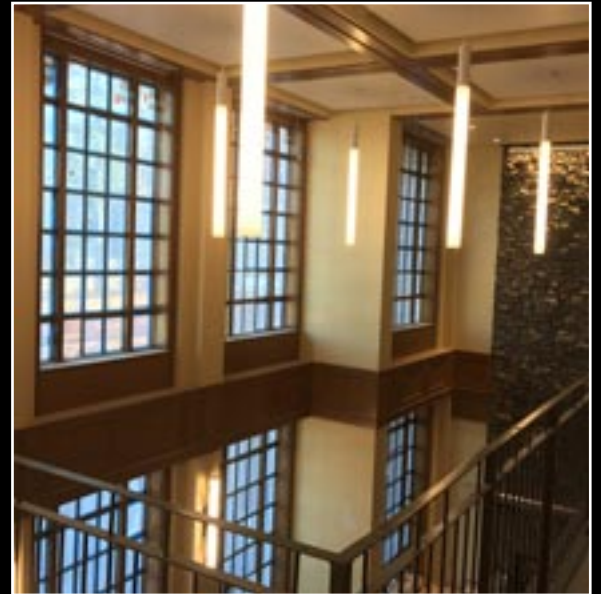
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**Duration:** 14 months

**Scope:** The project was a 50,000 square foot 4 story Student Center. Building is mostly comprised of Offices, Student Learning Center, Post Office and Tiger Inn.



# PROJECT PROFILE

## Hampden Sydney College Pauley Science Building

**Location:** Hampden Sydney College  
**General Contractor:** W.M Jordan General Contractors  
**Electrical Cost:** \$4,985,000.00  
**Duration:** 18 months

**Scope:** We started this project as a design/assist electrical contractor and moved into construction of the State-of-the-Art facility. The project consisted of 42,000 square feet and 4 stories. The building was comprised of science labs, computer labs, vivarium, classrooms, office space and a planetarium.



# CREATIVE

ELECTRICAL CONTRACTORS, INC.

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Hampden Sydney College Pauley Science Building

projects, Mark fully appreciates the need to bring the most effective and efficient assets to every client and project. “We approach every project from a team mentality,” says Mark. “The GC’s need to put together a quality team that all work toward the common goal. We feel like we have the power to pick the right subcontractors and suppliers to facilitate that. We know the importance of a team and our subcontractors and suppliers are a vital part of our success.” CEC also understands the importance in finding common ground so everyone can benefit from a relationship or project. “That does not mean that all of us will not experience a bad project along the way. We are not perfect and there are sometimes things that we have no control over,” continues Mark. “At the end of

the day, the most important thing is to act with integrity and find a resolution quickly. It may sting a little now, but if you stay on the path, you will be rewarded in the end.” Mark and his team also learned the lesson very early about how important it is to understand their own limitations. “We have come to believe in doing the jobs that best fit our strengths,” he adds. “Learning our limitations has served us well.”

Maintaining their can-do attitude throughout the entire project, CEC makes a strong effort to keep the project on schedule while remaining efficient and proficient. “We believe that quality and speed can go hand in hand. Our customers do not have to sacrifice quality to meet important deadlines. Our customers and clients have a choice who they partner

with and we want that partnership to be CEC,” states Mark. This remarkable balance between quality-control and timeliness has a direct correlation with the firm’s size and their ability to effectively communicate with their clientele while being hands-on. “We are large enough to handle our customer needs, yet small enough to stay engaged with them on a personal level,” adds Mark.

As engaged as CEC is with their clients and projects, they believe it is just as important to be engaged with supporting their community. Giving back has always been part of the company culture, and over the years CEC has donated time and resources to a large number of organizations and charities including local schools for prom, sports, PTA, fundraising, and more, as

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# CREATIVE ELECTRICAL CONTRACTORS, INC.

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well as local Fire Departments, Rescue Squads, and Youth Sports in multiple counties and departments. Other charities include Madeline's House, Steps, Town of Farmville, Farmville Jaycees, Southside YMCA, Patrick Henry Boys & Girls, Farmville Rotary Club, Southside Shriners, Farmville Lions Club, The Hope Center, Southside 4-H, Meals on Wheels, Ducks Unlimited, Habitat for Humanity, and Five County Fair. In all, CEC has given more than \$300,000 to charities, non-profits, schools, and youth athletics.

*While CEC promises to deliver the highest value to clients through a deep commitment to high-quality workmanship, cost-effectiveness, and on-time performance, they also understand it is really about the client's complete satisfaction on every project that is the true measure of success.*

*"Mark, along with his entire team, have been able to consistently meet deadlines and provide us with a quality product on a budget... Their experience on municipal buildings and complex detention projects has been a real asset to the overall construction team... We look forward to working with Creative for many years to come." – Brandon Spencer, Executive Vice President, Kenbridge Construction Company Inc.*

*"Creative's expertise in navigating complex mechanical, electrical, and laboratory systems proved invaluable. Their team's meticulous preplanning, attention to detail, and profound knowledge of their craft positioned them as driving forces behind various aspects of the project... Creative has solidified its role as the go-to trade partner for this Project Manager on every project, demonstrating a commitment to excellence and foresighted problem-solving." - Jim Benn, Senior Project Manager, Jamerson-Lewis General Contractors, Inc.*

*"We knew Creative Electrical was the right choice to handle the task. Their team was onsite from day one through opening and performed with exceptional professionalize and was truly instru-*

*mental to the success of the project. We look forward to working with them on many more in the future." - Bryan White, Vice President, EDC General Contractors*

*"We turned to Mark's team at Creative Electrical to bring them on in a design-assist role early in the historical restoration of Venable Hall at Hampden-Sydney College to help control budget and constructability. Creative Electricals' can-do attitude and problem-solving abilities when challenges arose on this complex project have been invaluable." - Alex Amos, Vice President, English Construction*

*"Creative Electric is very knowledgeable and dependable while*

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Hampden Sydney College Venable Hall



Hampden Sydney College Venable Hall

# PROJECT PROFILE

## Hampden Sydney College Venable Hall

**Location:** Hampden Sydney College

**General Contractor:** English Construction

**Electrical Cost:** \$2,685,000.00

**Duration:** 17 months

**Scope:** Full restoration and Addition to the Building that was originally built in 1825. Creative Electrical was part of a design/assist approach to tackling this gem. The building brought a lot of challenges/opportunities during construction. Careful attention was given to maintaining the period and integrity of the building. Fireplaces that had been covered up over the years were opened back up and repurposed in each of the student rooms. Heart Pine floors were brought back to life. Careful attention was given to the lighting and control in this building. Parents and Friends is a gathering area where the brass wall sconces and large brass 3 tier chandelier were refurbished back to their original condition.



# PROJECT PROFILE

## Longwood University Allen Hall

**Location:** Longwood University  
**General Contractor:** Jamerson Lewis Construction  
**Electrical Cost:** \$1,475,000.00  
**Duration:** 18 months

**Scope:** Project consists of a 4-story academic building with high end finishes throughout. Higher learning classrooms, computer labs and a vivarium. Project was erected in a busy University setting where controlling deliveries and logistics were paramount.



# CREATIVE

## ELECTRICAL CONTRACTORS, INC.

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*providing service with the highest integrity. They are a valued partner on any project and we highly recommend the firm.” – William Park, President, Pinnacle Construction & Development Corporation*

*“Creative Electrical Contractors (CEC) is our go to electrical partner on projects in central Virginia. In a nutshell, CEC is a company with great DNA... What sets them apart is their ability to plan their work while at the same time work with the other trade partners to reach a common goal... When you ask folks within our company what they think of CEC, you will hear everyone say that they are a group who simply does what they say they will do and they will do the right thing no matter what.” – Chad Blalock, Building Systems Manager, W.M. Jordan Company*



Longwood University Allen Hall

*“Farmville Wholesale Electric Supply Co., Inc. has enjoyed the good fortune of being a supplier to Creative Electrical Contractors, Inc. since their inception 26 years ago. From the beginning, Mark Southall has operated his company with a vision of quality and dependability which has earned the company a highly respected*

*standing among its peers in the commercial contracting arena. In addition, CEC has always been a good neighbor and generous supporter of the local community here in Farmville, VA. All of us at FWESCO enjoy and appreciate our relationship with the team at CEC.” – Gordon Smith, President, Farmville Wholesale Electric Supply Co., Inc.*

*and his team are a pleasure to work with.” – Chuck Green, Account Manager, Capital Electric*

Mark also points out that these past 25 years have seen some of the greatest challenges this country has ever experienced. “We have been resilient and forged ahead through Y2K, 9/11, a huge recession, and the pandemic,” he continues. “But I have always had the mindset that no one could tell me I could not do something, and I believe that if you go into business for the right reason, you remain a step ahead of the ones that are deemed to fail.” Indeed, because that reason was to first and foremost build relationships that last, Creative Electrical Contractors, Inc. has established a reputation as one of the most experienced and knowledgeable electrical firms in the entire state, and one that has the customers goals at the forefront of every project. “It is very important that we never forget where we came from or where we



Longwood University Allen Hall

*“CEC always seems to get the project done on schedule while providing innovative solutions to the difficulties and challenges that were presented... your firm will remain my electrical contractor of choice and my “go-to” guys in the Mid-Atlantic area!” – Sam E. Patton, P.E., EnviroDesign, Inc.*

*“Having worked with Mark Southall and Creative Electrical for many of their 26 years, I have experienced first-hand, their professional attitude and willingness to work to provide the owner with the best possible outcome. Mark*

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are headed,” adds Mark. “That means our goals will be to continue providing quality, on-time electrical services to our customers, a solid place of employment and proper training to keep our employees one step above our competitors, and to give back to our community and support our local non-profit organizations.” Since the earliest days of CEC, Mark has never been one to shy away from the challenges that owning an electrical contracting firm brings, and has even embraced the lessons those challenges inevitably provide. “I knew in the beginning that you had to

pick the right tree, climb it, walk out on the limb and maybe even touch the ground,” he says. “If your tree is strong enough and the sun shines bright enough the limb will reach back to the sky. Pick the right tree!” There is no question that Mark chose wisely, as today Creative Electrical Contractors, Inc. also has roots that run deep.

Over a quarter century ago, Mark Southall was a young man with a dream. It is often said that behind a good man is an even better woman, and in those early years as is today, Mark knew how blessed he was to have his supportive and loving wife and son by his side. “David will be instrumental in the future success of the company,” states Mark. “It will be up to our employees to take this dream and build on it so we can stay strong throughout the next century.”



Longwood University Allen Hall

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