

Greater Rockford edition

# BusinessProfile®

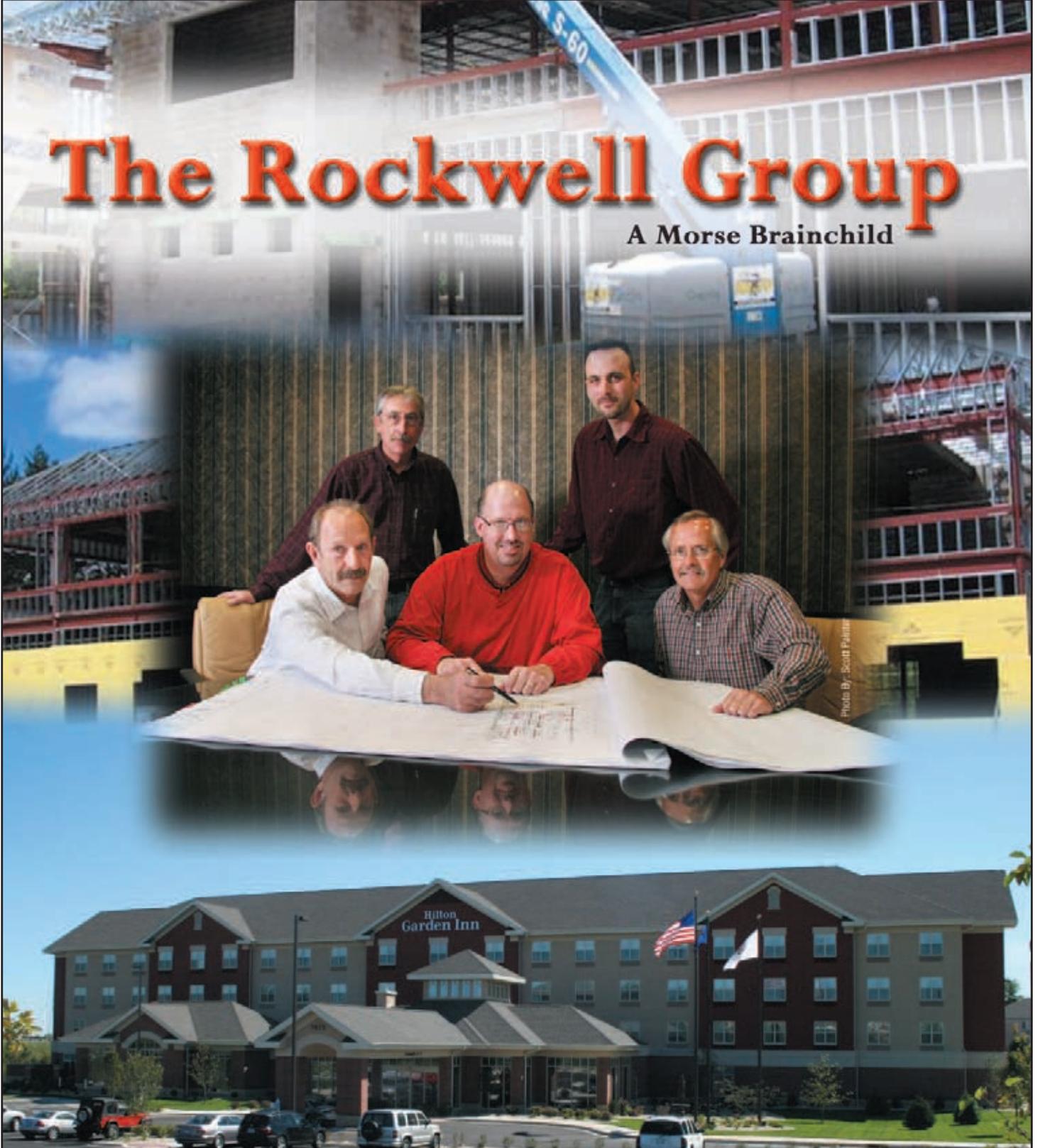
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## The Rockwell Group

A Morse Brainchild



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## COMPANY PROFILE

# The Rockwell Group

## A Morse Brainchild

By Betty Waits



Photo By: Scott Painter

WORKING IN PARTNERSHIP with their customers, The Rockwell Group provides cost effective solutions in drywall, painting, wall papering, acoustical ceilings and steel stud framing. Founded in January of 2003, Don and David Morse saw a need in the region for these specific services. The pair applied their existing Morse model to the new business to create a top notch company specialized in steel stud framing, drywall installation and finishing, acoustical ceilings, plaster and painting, known for their professional and quality workmanship.

seeking these types of services have often realized that quality is the only option after they have been left with a less than perfect conclusion.

The Rockwell Group is a division of Morse Electric, Inc. Morse Electric has been an established electrical contractor for the Freeport/Rockford region since 1944. The successful principals and ethics that Morse applied in their beginnings have been used to establish The Rockwell Group. This model has proven, again, that attention to customer needs is the best formula for success. Based on the application of those

and the use of daily site management and quality control, The Rockwell Group can ensure all projects are up to customer's expectations, said Brian Scott, President.

As a major asset to customers, The Rockwell Group can offer a one stop shop approach for all your miscellaneous carpentry needs from initial frame up build to finish hardware install and paint/wallpaper, before the grand opening. Through the one stop shop approach, we are able to save the customers time and money, stated Scott. These savings are achieved by

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There is so much more to these seemingly separate disciplines than is assumed. For example, those that have tried their hand at drywall will tell you that it is almost an art. As well, painting and acoustical ceiling contracting is a detail oriented type of pursuit. Those

methods and lots of hard work, The Rockwell Group has grown 17 times in revenue since the beginning in 2003.

“The extensive amount of experience within the company is also a strong point for Rockwell Group. With an average of 25 years of experience

less coordination of subcontractors and greater buying power.

A great testament to the quality of work done by The Rockwell Group came recently when the general contractor for the Hilton Hospitality Inc sent a letter of commendation to the firm.

## COMPANY PROFILE



“Hilton hotels have very high standards and base everything on a scoring system. The Rockwell Group contracted on the Hilton Garden Inn in Rockford on several aspects including the drywall, painting and decorating. The complete project scored a 95 on the first inspection, which is very close to perfect. We are extremely honored to have been a part of this commendation,” said Scott.

Rockwell Group will continue to receive high regards such as this with their attitude and persistence toward improving the industries they work in. The Rockwell Group holds training of their staff in a priority position.

“We work well with all of the labor organizations that are within our disciplines. We also belong to several of the organizations that work toward constant betterment of the industry or trades. Education is a key to retaining high quality labor force. We foster our employees by supporting them in all aspects from providing quality tools to making sure their materials are on site on time. They also have the support of the office and management whenever

they need it. They know my door is always open for discussions or new ideas.” Scott said.

Again, The Rockwell Group has seen expansion into further parts of the region. The southern and central parts of Wisconsin are major hubs with Rockford in the contracting industry. Beloit, Milwaukee, Madison and Chicago are areas that The Rockwell Group has initiated.

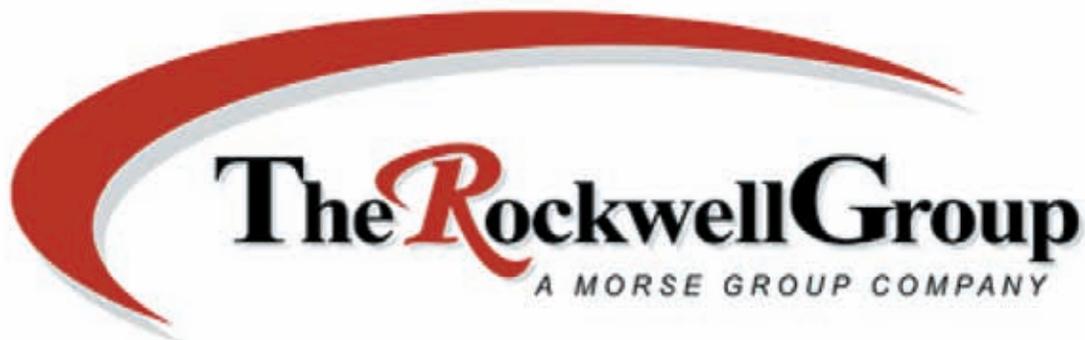
“With each market, brings a new set of challenges. Our goal is to get our name out there in these markets as well as continue our growth in our quality workforce. We want to convey the facts about The Rockwell Group as being the company that employs a quality workforce and can provide dependability and a high quality finished project,” added Scott.

As important to The Rockwell Group as their own business is enhancing the communities that they are established in. The firm is a member of the Rockford Chamber of Commerce and supports chamber activities. Mr. Scott is also a member of the “Rebuilding Together Greater

Freeport” board. This group is similar to Habitat for Humanity in the Freeport area.

“The Rebuilding Together Greater Freeport board works to refurbish existing homes to better the entire community. These types of contributions to the communities that we serve are important to everyone’s business and lifestyle,” said Scott.

While The Rockwell Group has seen softness in the Rockford region construction market, it is hard to say if that will continue. Not all companies have the experience and business model to deal with any declines in their industry and economy. The Rockwell Group has the resources, experience and business model that will pull them through these types of shifts in the industry. While all industries can experience ebbs and flows in workload, The Rockwell Group has created a diverse and expanding project base to assure their stability into the future for the communities they serve. BP  
For more information on the Rockwell Group, or to contact them, see their website at [www.rockwellcontractors.com](http://www.rockwellcontractors.com).



### **Corporate Headquarters**

**500 W. South St.  
Freeport, IL USA  
61032-6042**

**T: 815.266.4200  
F: 815.266.8919**

### **Wisconsin Office**

**1390 Gateway Blvd.  
Beloit, WI USA  
53511**

**T: 608.299.0170  
F: 608.299.0175**

### **Chicago Suburbs Office**

**2511 Technology Dr., Suite 110 & 111  
Elgin, IL USA  
60123**

**T: 815.266.4201  
F: 815.266.8900**

### **Rockford, IL Office**

**4582 Shepherd Trail  
Rockford, IL USA  
61103-1238**

**T: 815.282.8090  
F: 815.877.2284**

***www.ROCKWELLCONTRACTORS.com***

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