



# Re4orm Architecture

James T. Pollard - Owner



**Success Magazine:** James, Re4orm Architecture was originally established as JD Smith Associates in 1976, by James D. Smith. How did you come to own the company?

James Pollard: After working for Jim Smith for eleven years, I bought him out five years ago.

**SM:** When did the name change to Re4orm Architecture? Why Re4orm? What does it mean to the firm?

JP: I changed the name to Re4orm about three years ago, shortly after we moved into our new building. I chose the name Re4orm, because I think our profession has lost sight of the fact that architect, means master builder.

It's a thought process of how to work with the contractor and developers to give the end user the best possible product for their money.

**SM:** How has the firm evolved and changed over the past thirty-plus years?

JP: Historically, Jim Smith was involved in large bid-build jobs, nursing homes and schools mostly. When the state put a moratorium on nursing homes, I started to explore different avenues. It turned out that I felt more comfortable working up front with contractors /developers as a team, rather than battling them throughout the construction process.

**SM:** In what ways has the firm stayed the same?

JP: We're a family. Laura Koss was working for Jim when I was hired and she is an outstanding architect and person. Mike Gamache was hired by Jim a year after me—he's like a brother to me and is a huge asset to the firm. The three of us have been together for thirteen years. Sam is a young architect out of RPI and has been an excellent addition to the firm.

**SM:** What core values and principles remain at the forefront of your business?

JP: It's probably over used, but I would say honesty and integrity.

**SM:** Your firm has a great reputation within the community. To what do you attribute this positive reception?

JP: When we were working on the Bowtie Cinema, I noticed that everybody involved had a passion for Schenectady and its reconstruction. I was so impressed by this that I invested in the construction of a new office building and I moved the firm to Schenectady. Our passion to help redevelop Schenectady is genuine and I believe that the community perceives this.



**SM: How do you ensure continuity and quality control throughout a project?**

JP: As I said earlier, Laura, Mike, and I have worked together for thirteen years; when one of us starts on a job we see it through from conception to completion. We have remained small to ensure direct principal involvement on every job.

**SM: Re4orm Architecture has a strong background in construction. Why is this so important financially?**

JP: It is important to the client because we can help streamline the construction process, thus saving the client money, but it is also important because we understand what the contractor needs to construct the building; we don't waste time creating unnecessary documents.

**SM: What sets Re4orm apart in the industry? What makes your work unique?**

JP: We are a small firm that excels at very large projects. I think that every project is unique, because every project is a reflection of the client.

**SM: What is the mission of Re4orm Architecture?**

JP: Our goal is to create cost effective functional design. We pride ourselves in creating aesthetically pleasing imaginative architecture and client satisfaction. We are committed to developing long-term professional relationships with our clients based on quality design, hard work, and trust.



**SM: How do you strive to uphold and achieve that mission on a daily basis?**

JP: I have an unbelievable staff that is very talented and we focus on communication with the client.

**SM: Where can a potential client see some of your work?**

JP: Our website would be the easiest way, [www.re4ormarchitecture.com](http://www.re4ormarchitecture.com). We have projects all over the area, but most of our recent projects are in Schenectady—Center City, Re4orm Architecture, Bowtie Cinema, and Clinton's Ditch to name a few. We have also completed three Gold's Gyms and we are currently working on our fourth at 20 Mall.

**SM: Do you currently have any projects in the works?**

JP: We are currently working on Transfinder, Gold's Gym at 20 Mall, two projects in the Malta Tech Park, a development project in Schenectady, Schenectady Library expansion, and Clinton's Ditch expansion.



**SM: What achievement are you most proud of to date, and why?**

JP: My family first—my wife, Michelle, and four daughters, Hayden, Charley, Avery, and Sawyer., I think every small business owner will tell you that owning and operating a small business can be tough on your family, so I appreciate them so much for their support and understanding. Project wise I would have to say Center City. I call it the Rubik's Cube; throughout the project we were constantly uncovering surprises and reconfiguring the space to accommodate different potential tenants. It was extremely complex and challenging, but very rewarding.



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