



W. David Bernacki

Owner/ Design Manager
Capital District Contractors and Decks Inc.

Success Magazine: What does success mean to you?

David Bernacki: I look at the word success and I feel it is based upon several components- trust, happiness, the ability to look at every situation in a positive manner, and satisfying as many clients as possible.

SM: How did you become interested in contracting?

DB: In my teens, I started working with my older brother Mike and my brother-in-law Don. They were very experienced in all phases of the trade and they had the patience and the knowledge to teach me about the general contracting business. I realized that I enjoyed working hands on. I was ambitious, had a lot of energy, and I liked the challenge of the business. I focused on learning and becoming a good reputable contractor. I was determined to provide excellent service to those I worked with as a full service contractor.

SM: Where did you work prior to starting Capital District Contractors and Decks? How did this experience prepare you for success as an entrepreneur?

DB: I worked for Quality Builders, and Dan Estep was the owner. Mr. Estep mentored me in the aspects of owning my own business. His commitment to customer satisfaction was inspiring and helped prepare me for the role of a GC.

SM: Why did you decide to start your own business?

DB: I felt I had the expertise and drive to provide a quality service to the homeowners of the Capital District. As a business owner, I knew that through hard work and a lasting product, my ability to exceed expectations would allow me to become the premier contractor in the area, fulfilling my career goals.

SM: What was the most difficult aspect of your initial start up?

DB: Learning the intricacies of owning a business, and growing into the role of an independent contractor has taken several years to truly accomplish. My greatest initial challenge was gaining the knowledge it takes to understand and meet the needs of my clients, through positive interaction.

SM: How did you advertise, or promote yourself throughout the community?

DB: Local newspapers, with the Pennysaver having the largest impact, as well as other

media such as radio and television ads. I believe in supporting local athletic associations, promoting teamwork through sponsoring groups and clubs close to where I live and work. We recently launched our new website (www.wdbbuilders.com) in an effort to provide customers the opportunity to do research on my company, see some of my completed projects, and understand my business policies.

SM: What types of services do you provide?

DB: We provide general contracting work in the residential market, from building your dream deck on your home to increasing the size of your home by creating an addition that leaves you and your neighbors speechless.

SM: With much of your work being additions and remodeling, what is the most challenging aspect of working in a home where a family is living? How do you work around those challenges?

DB: The most challenging aspect is accommodating the needs of the family by keeping a living environment that does not interfere with the daily activities of the homeowner. I provide a safe and clean environment, with a staff that understands and respects the homeowner and my standards. I believe working around these challenges can be rewarding for all involved, through communication and feedback.

SM: What sets you apart from other contractors in the area?

DB: The breadth and scope of Capital District Contractors and Decks sets us apart. We have the knowledge base to provide a wide array of services to homeowners -which starts with my vision of a project and is followed by my expertise of overseeing and completing over 100 projects per year for the past 10 years. This has put CDC in a position to make a homeowner feel confident putting their project in our hands. C.D.C. has grown over the years through repeat customers and many referrals from our satisfied client base.

SM: Who has your role model been throughout your life, and how have they helped to contribute to your success?

DB: The most influential role model in my life, who has contributed to my career being where it is today, is a woman with much integrity who is a very caring, and close friend. Mary taught me not only about keeping commitments, staying organized, and always maintaining my integrity regardless of the consequences, but also to stay true to the beliefs that I have and not to waiver when challenged. She taught me how to maintain a well balanced business career, and I can't thank her enough. She is a very special person in my life who has left a special place not only in my business practice, but most importantly in my heart.

SM: You have a new found faith. How has this played into your business transactions?

DB: God has given me a gift. I have learned through trial and error that good things do not come easy. My faith guides me and gives me strength to accomplish tasks that I otherwise might not be able to achieve. God has left me with such great favors in my business that I can only praise Him for what He has given me and I am thankful for that every day. I feel God has provided well for me, and in turn I enjoy providing and helping others who are less fortunate.

SM: What were your goals when you started Capital District Contractors and Deck?

DB: My goals were simple. I wanted a career to provide for my family. My desire to provide a quality product for my customers has driven me to a level that I thought I would never be able to accomplish regardless of how many hours I put into my business. I always wanted to become a GC that people could look at and trust with their home remodeling and renovation plans and dreams. I have a goal of self fulfillment as well. I love to learn and I believe one should never stop building their knowledge through personal interaction and research.

SM: What goals do you have for the future?

DB: My future goals include being able to explore personal opportunities which would allow me to spend more time with my friends,



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my two children Sarah and David, along with other family members, especially my grandson, Jalen. He is my #1 worker and I love him very much. I also would like to expand possible business opportunities that would give me the freedom to explore new challenges. Making business fun is an ongoing goal which has been especially rewarding to me.

SM: What is the most important lesson that you have learned in the process of creating a successful business?

DB: Integrity. Commitment. Reliability. The lessons I have learned over the past several years have framed and built my business into what it is today. Through constructive criticism, and sometimes learning the hard way, I have grown into a well respected member of this industry.

SM: What accomplishment are you most proud of?

DB: My largest accomplishment has been growing my business into what I knew it could be, regardless of the skepticism that I encountered from some of my competitors. I

have always believed in myself and have felt that I could accomplish the goals that I have set forth for myself. Today, I am at a place in my life where I am proud of who I am as a businessman, father, and friend.

SM: Do you provide a warranty for you work?

DB: Yes! I feel that we provide more than just a warranty of our full scope of work. We are always willing to follow up on our services, regardless of the nature of the problem. This has given us the reputation that I have always wanted for my business, which is exemplified through our repeat customers. We are always very willing to go beyond the call of duty to satisfy our customers and meet their needs.

SM: What is the best piece of advice you have ever received?

DB: Always be honest and loyal to your customers. If you do quality work, you will never need to worry about not having a successful business. This advice was given to me by a successful local businesswoman who has owned her business for over 50 years. She added that even though hard times in the economy may affect your business, people will seek you out and support you.

SM: You are a member of the Saratoga County Chamber of Commerce. Why is this important to you?

DB: I am a member of the Better Business Bureau and the Saratoga County Chamber of Commerce. Being a member of these organizations shows my commitment to quality and the standards set by both agencies for good character, which I have shown over the years through my leadership of the business. My memberships provide support to our community by providing a quality choice for homeowners. It separates my business from others that may not follow the high standards that I have set for myself to earn these memberships. I personally am very proud of myself and my staff for giving CDC the opportunity to be a member of these prestigious agencies.

SM: What is the most rewarding aspect of your job?

DB: When a home owner provides positive feedback regarding a completed project that my staff and I worked very hard to exceed their expectations on. Providing this type of service to a homeowner is by far the most rewarding experience that I could ask for in my line of business. Over the years, I have met many awesome people who have not only been appreciative for the work I have done for them, but have welcomed me into their lives as their friend and family.

SM: If you had to describe yourself in one word what would it be?

DB: Generous.



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Capital District Contractors and Decks, Inc.

6 Garden Drive
Clifton Park, NY 12065
371-9950
wdbbuilders.com