

Firm fills a need in the construction industry



By Bill Bradshaw

ENTERPRISE — The high demand for construction work led one Enterprise-based company to create another: Viridian Construction.

Viridian Management, a full-service property management organization that specializes in multifamily affordable housing, needs construction workers to maintain and improve the properties it manages. Since many contractors are already busy with other projects, Viridian created its own construction company in July.

“We self-perform construction trade work minus electrical, plumbing and HVAC,” said Brad Emerson, president of Viridian Construction. “We self-perform projects on our properties, whether it be siding, roofing, window replacements, interior work, finish carpentry, flooring. We self-perform that work.”

Regional work

Although based in Enterprise, Viridian is licensed to work all over Oregon and Washington. But its primary focus is Eastern Oregon.

In addition to Wallowa County, Viridian does projects in Baker, Gilliam, Grant, Malheur, Morrow, Sherman, Umatilla, Union and Wasco counties.

“Right now, we’re doing a rehabilitation project over in Pendleton on the Indian



Bill Bradshaw/Wallowa County Chieftain
Brad Emerson, president of Viridian Construction, stands by an aerial lift, Monday, May 2, 2022, at the company's equipment storage yard in Enterprise. The company was formed to provide construction contractors for Viridian Management.

Hills apartments, a 48-unit apartment complex,” Emerson said. “We’re re-siding it, doing some concrete work, seal coat, striping and asphalt repair. We also have a new construction project we’re doing over there where we’re doing interior work, installing interior doors, interior painting. We have a dedicated paint team with a paint superintendent who oversees our paint operations.”

He said Viridian doesn’t do heating, ventilation and air conditioning work since they require special certification. But they may con-

sider adding such certifications in the future.

“It’s a possibility,” Emerson said. “You have to be a licensed electrician or a licensed plumber or a licensed HVAC technician to do those.”

The competition

While Viridian Construction operates under the umbrella of Viridian Management, it’s not automatic that the former will land the bid.

“We all receive the same (bidding) process,” Emerson said of Viridian Construction and its com-

petitors. “We all receive the same invitation to bid. We all go out and conduct proposals and what it comes down to is what’s in the proposal and what are the provided numbers and then the (Viridian) management team decides who’s going to be conducting the work.”

He emphasized that Viridian Construction has to come up with the best numbers and service. In that respect, they’re in direct fair competition with other contractors. Of course, Viridian Management is well acquainted

VIRIDIAN CONSTRUCTION

What: Construction company
Who: Brad Emerson, president
Where: 200 E. Main St., Enterprise
Phone: 541-263-1951
Email: info@viridian-construction.com

with the construction company’s quality of work.

Emerson said he doesn’t expect the company will branch out to projects unrelated to Viridian Management in the foreseeable future.

“Currently we have too many projects to do that,” he said.

The workers

Viridian employs 14 people on its Northeast Oregon jobs, and another three in Southern Oregon.

Viridian Management plans to work with the Wallowa County Education Service District to set up a dedicated training facility for both could come into play, too. The ESD and Viridian are considering entering into a public-private partnership to obtain a U.S. Department of Agriculture Rural Development Rural Innovation (for a) Stronger Economy grant.

The grant, which could be anywhere from \$500,000 to \$2 million, would be to purchase the former Chevrolet dealership building in Enterprise, into which the ESD would move. It now

shares a building with Viridian. If the grant comes through, both buildings could become training facilities for workers.

“Right now, we’re providing on-the-job training for some of our construction laborers or interior work run through our current facility that we have here,” Emerson said. “Once the big facility’s final, we will be running all our staff through it ... if it happens.”

Viridian’s leadership will take advantage of the training there, too, he said.

“We’ll run our construction staff through that same training program,” he said. “We have dedicated superintendents who part of their job is to train.”

The demand

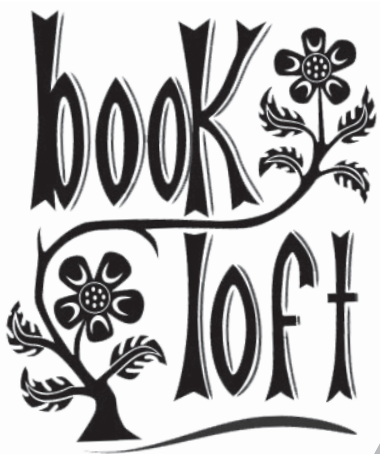
He said the construction industry is going through high demand these days.

“It’s in very high demand,” Emerson said. “(With) the lack of materials and supplies, you’re planning six months and more ahead of time.”

While some have attributed the difficulty in obtaining materials and the high cost to the COVID-19 pandemic, he said it’s simpler.

“It’s just the high demand of construction right now,” he said. “I’ve seen, in the past six months, some products go up in price 25%, some more.”

Bill Bradshaw is a reporter for the Wallowa County Chieftain. Have a business tip? Contact him at 541-398-5503 or bbradshaw@wallowa.com.



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CLUES ACROSS

1. Direction not used in U.S. state names
5. Wild guess
9. Mind the ___ (subway station warning)
12. Hieroglyphic snakes
13. Sparkly headwear
14. Pine branch hanger
15. Skin care product
17. “All finished”
18. Nay’s opposite
19. “Dancing Queen” group
20. Country side
22. “I’m open to questions!”
24. Spoke at greath length
25. The “O” of REO Speed Wagon
26. Skin care product
29. Super cool
31. Hole in the wall where you may pick up a check?
32. “Aw, shucks”
33. Regarding
34. Argument’s foundation
35. Comparison connector
36. Radar gun measure: Abbr.
37. Victors’ shout
38. London : Underground :: Paris : ___
39. Skin care product
41. Wood used for some decks
42. Float with the current
43. Improv-style word game
46. Compose music, say
48. Fingernail job, briefly
49. Do some darnin
50. Races, as an engine
51. Supermarket section where you won’t find this puzzle’s products
54. Kimono sashes
55. Super-
56. Facebook’s parent company
57. Chum
58. Feel bad for
59. Sound akin to a tap on the shoulder

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CLUES DOWN

1. Low-stress course
2. Fire remnants
3. “We were just talking about you!”
4. Airport screening org.
5. Remain passive
6. “Cheerio!”
7. “We ___ the Champions”
8. Caribbean island that became a republic in 2021
9. They’re given at bedtime
10. Gothic writer Rice
11. Fellow citizen
13. Big band instruments?
14. Largely obsolete storage format
16. Amusingly indecent
21. Dark gem
23. Voice above tenor
24. Bird associated with spring
26. ___ buddy (BFF)
27. Shakespearean king
28. Casino game with balls
29. First part of many email addresses
30. Road trip game
31. Seek attention from, as a pet might
34. Strengthened
35. Bluish hue on a certain duck
37. Judge’s issuance
38. News shows and such, with “the”
40. Indelicate
41. “That ‘70s Show” actress Roberts
43. “Will you ___ me?”
44. Pants supporters
45. React to heat, say
46. Something to harvest
47. McEntire of country
48. Catcher’s catcher
52. Boxer/poet Muhammad
53. One causing trouble



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