

## New Look.....Same Company

Over the last month or so, we have been working on a new branding initiative for Gilchrist Construction Company. Our objective was to create a new brand that would compliment and support our new company mission and vision, as well as our core purpose. Today we are excited to unveil it to you!

Our new brand is a reflection of our new vision, which is **“Leading the Way in Safety, Quality, Innovation, and Efficiency”** and our new mission, which is **“By 2011, we will be the contractor of choice in every market we serve”**. We are where we are today because of the commitment of our dedicated employees. As we grow and improve, we will continue to look to you to achieve our goals.

We will have our corporate signage, vehicle decals and project site signage in place soon. Over the next few months, we will be introducing our new logo to the public. Just remember when you drive by a billboard, see us in the newspaper or on TV, know that while we may have a new look, we are still the same company with the same great people working together to improve ourselves, our industry and our communities.

Please take a moment to give our new website a glance. Visit us at [www.GilchristConst.com](http://www.GilchristConst.com). If you have any questions about the new branding initiative, feel free to contact me at 318.448.3565 or [vaymond@gilchristconst.com](mailto:vaymond@gilchristconst.com).

Thanks,  
Valerie Aymond

New look. Same company.

For nearly 30 years, we have been building roads and bridges and have emerged as one of Louisiana's top highway contractors. While we may have a new look, our employees continue **leading the way in safety, quality, innovation and efficiency**. To learn more about Gilchrist Construction Company, please visit us at [www.gilchristconst.com](http://www.gilchristconst.com).

**BUILDING  
OUR FUTURE**

5709 New York Avenue Alexandria, LA 71302 [318] 448-3565

**GILCHRIST  
CONSTRUCTION COMPANY**

**Leading the way in Safety, Quality, Innovation, and Efficiency**