

120 YEARS

October 2010



JACOBSON & COMPANY



"How Do You Define Quality?... Just Say JACOBSON!"

Five Generations...120 Years in Business



Thomas D. Jacobson
President/CEO
*Jacobson
& Company, Inc.*

I've lost count of the times when, upon introduction, a new customer learning of our 120 years in business replies, "You don't look that old!" I would offer a chuckle, then think to myself that being in business for over 120 years is really something special. How many 5th generation family-led businesses can you name that served the same market continuously for over 120 years? Jacobson & Company, a commercial carpentry contractor specializing in walls and ceilings, can stake that claim.

So, it is with sincere appreciation for those who have laid our Company's foundation before me that I thank my lucky stars and endeavor to carry on the successful tradition of commercial carpentry contracting started and passed along by my family. My father John, who has a great sense of our Company history, created our modern logo in 1988 from some of our most notable projects: The Pompeian Court at the Metropolitan Museum of Art, New York (1926), The Trylon and Perisphere of the 1939 Worlds Fair, Trump Tower (1983), and American Express Tower (1984). If I were to recreate it today, I could easily incorporate other world renowned projects we recently completed, such as: The New Yankee Stadium (2009), Top of the Rock—The Rockefeller Center Observation Deck (2005), The New York Times Headquarters Building (2008) and Alice Tully Hall at Lincoln Center (2009). The people responsible for awarding these projects would not have chosen Jacobson & Company if they did not feel that we were the best Company to build these prominent places—the tributes to their institutions.

We know we can't survive on building world famous projects alone. Under my watch, we've completed buildings of the following nature: interiors, core and shell, apartments and condominiums, theatres, hospitals, retail, institutional, transportation, stadiums and hotels. Our evolution led to our diversification. We don't try to dictate to the market. We follow the building trends and listen to our Clients specific needs, then configure the most innovative and efficient ways to build for them.

I know there will come a day when I will pass the business on to the next generation. It is too soon to know if my 14-year-old son will be interested in taking the rein. However, I am certain that our future leaders will reflect on the important projects they will participate in with the same sense of pride and achievement that I feel. And I promise you that when introduced to a new customer they will most definitely hear, "You've been around 200 years? Funny, you don't look that old!"

To all who came before me, and to all of my current co-workers who have made us so successful, I offer my sincere "Thanks for the opportunity, and thank you for making it happen every new day."

Tom Jacobson

A Short History of Jacobson & Company, Inc.

Gustave Jacobson, the founder of our Company, worked for his parents in their small picture framing business which he renamed **Jacobson & Company** on March 5, 1889. While this new Company first operated as a plain plastering contractor, it quickly ascended to ornamental and decorative plastering with over eighty shop craftsmen employed in its heyday. Our installations in that period included the Pompeian Court at the Metropolitan Museum of Art, the Cloisters in Upper Manhattan, the Presidential Palace in Cuba, and many large theaters around the world. The Hearst Castle in San Simeon, California, as well as the grand residences in Newport, R.I., are included in the list of homes in which the **Jacobson** plaster ornamentation was applied. The Company did work for many of the leading architects of that period, such as McKim, Meade and White, John Russel Pope, and James Gamble Rodgers.



John D. Jacobson



Neal Jacobson



Martin Brennan

Our Evolution and Hopes for the Future

So you graduate college and say to yourself, "Now what"? Mom and Dad answer that question rather succinctly. You take their not so subtle advice and go out and look for "a job". A month goes by and you interview with a company that has been around since 1889, but you really have no understanding or appreciation of this... doesn't matter, it's just "a job". You're hired (still amazed at that) and report the following week for "the job".

That was in 1983. Over the past 27 plus years the "job" has developed into life, family, passion, dreams, future, history, friends, mentors, joys, wins and losses, mistakes and celebrations. In 1983 you had no idea that the company you stumbled upon would influence your life in so many positive ways simply because of its passion for quality, service, and the basic principle: "always do the right thing."

Fortunate doesn't begin to describe my circumstance of being able to be a part of this organization. Jacobson's passion for quality and service, attention to the Client, treatment of the team that makes up the company, and philosophy of "always do the right thing", has been the driving force behind our approach. Those principles have allowed us to grow throughout the years. As our Client's needs dictated, we have developed into a company that can service all their requirements. From a simple patch job on Thanksgiving Day to The Top of the Rock ready for the holidays, we are here for our Clients. Tenant fitouts, hospitals, patch and matches, stadiums, closets, hotels, field offices, we are here for our Clients. Budgets and contract signings, samples and installations, mock ups and finished projects, we are here for our Clients.

The principle of "the job we do today leads to the ones we do tomorrow" is taken seriously by all our employees. You can see it every day in the backbone of the company, the men and women building the work. Our team's pride in their work results in positive, unsolicited comments from our Clients. It's truly what makes the "job" worth doing. Knowing that the work we do is appreciated, the effort is respected, and the result is valued is what we revel in.

What about the future and this "job"? One of my responsibilities is supervising estimating, so let me consult my crystal ball: Continued focus on Client satisfaction, top quality, on time projects that are service driven and a continued passion in the field for a job well done and performed the right way. Oh and definitely something a little more than "just a job".

I'd be remiss if I let this opportunity go by without a special public Thank You to Neal, John and Tom Jacobson. Thank You.

David Norgard



David Norgard
Senior Vice President
& Sales Manager
*Jacobson
& Company, Inc.*

During the first three decades of the 20th century, **Jacobson & Company** produced two hard cover catalogs from which ornamentation was ordered and shipped around the world. **Jacobson**-made ornamentation was exported to South America and Japan, where the Company was represented by W.R. Grace & Company and Matsui Company, respectively. The company continued applying ornamental and straight plastering up to 1940, when ornamental design went out of style. In 1932, Gustave's son, Victor Jacobson, anticipating the changing architectural styles, entered into and became a pioneer in the architectural acoustics field as a distributor for a leading manufacturer of acoustical ceiling materials. One of the last plastering jobs which the Company completed was on the interior and exterior surfaces of the Trylon and Perisphere, the symbol of the 1939 New York Worlds Fair. **Jacobson's** tradition for impeccable craftsmanship, nurtured during its ornamental period, has carried over into today's acoustical ceiling and drywall installations.



Victor Jacobson



Gustave Jacobson, Founder



The Jacobson/Tiffany Connection

On May 4, 1918, Jacobson & Company founder, Gustave Jacobson, applied for a USA passport, stating: "I'm going to Havana, Cuba to start work in the Presidential Palace in our line, for which we have the contract from Tiffany Studios." Louis Comfort Tiffany (1848-1933) was a painter and interior decorator before he began Tiffany Studios in 1878—famous for interior decoration and fine glass creation. "Our line" in those days was ornamental and plain plaster. It is no surprise that the two fine craftsman, Jacobson and Tiffany, collaborated on the Presidential Palace in Havana.

Jacobson & Company was the standard for highest quality craftsmanship in 1918 and remains to this day "The Go-to-Guy" among New York Metropolitan area contractors and owners on major high profile and complex projects. Today, the Company, run by fifth generation owner and president, Thomas Jacobson, specializes in the construction of drywall, acoustical ceilings, rough carpentry and OSHA protection.

*"How Do You Define Quality?...
Just Say JACOBSON!"*



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Jacobson & Company, Inc. has been an integral part of the New York and New Jersey area construction scene for over 120 years.

DRYWALL
ACOUSTICAL CEILINGS
ROUGH CARPENTRY
OSHA PROTECTION

visit us at www.Jacobsoncompany.com



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ON TOP OF THE WORLD



12 a.



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12 b.



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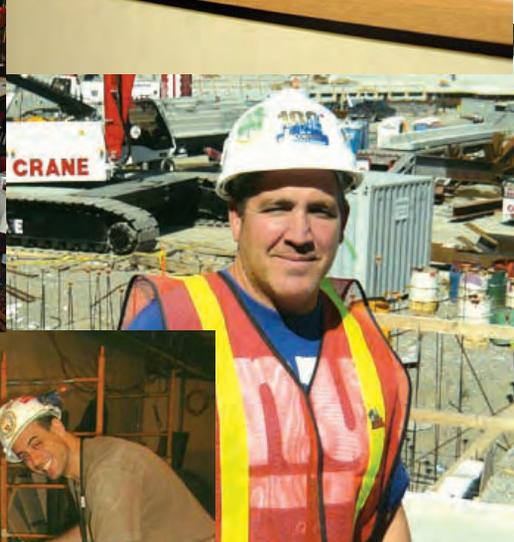
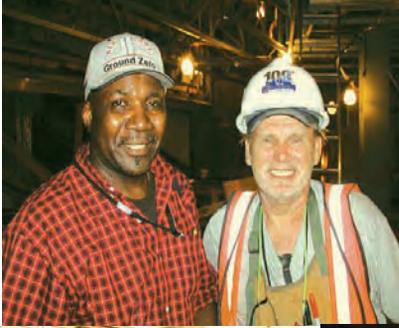


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|-----------------------------------|--|
| 1. Verizon | 11. Bridgewater Crossing |
| 2. Home Depot NYC | 12. Henry Miller's Theatre (a. & b.) |
| 3. Alice Tully Hall Lobby | 13. Exchange Place |
| 4. Nokia Theatre | 14. Temporary PATH Station at the World Trade Center |
| 5. Moody's | 15. Top of the Rock-Rockefeller Center Observatory |
| 6. New York Times Headquarters | 16. Trylon & Perisphere |
| 7. Christie's | 17. Brown Rudnick |
| 8. The New Yankee Stadium | 18. 5 Times Square |
| 9. American Stock Exchange | 19. Top of the Rock |
| 10. Perth Amboy Municipal Complex | |

A look back through our 120-year historical journey takes us "On Top of the World" at the 1939 New York World's Fair. Notably, it was here that we completed one of our last ornamental plastering jobs—due to the visionary shift by Gustave Jacobson's son, Victor, into the field of acoustical ceilings in 1932—on both interior and exterior surfaces of the Trylon and Perisphere. These two modernistic structures, together known as the "Theme Center", became icons of the '39 World's Fair. The word Trylon originated from the phrase "triangular pylon". The word Perisphere was coined using the Greek prefix "peri-" meaning "enclosing, encircling." The 700 ft. spire-shaped Trylon was connected to the Perisphere by the world's longest escalator of its time. The Perisphere, boasting a tremendous 180 ft. diameter, housed a model of a future utopian city named "Democracy", depicting the fair's theme "The World of Tomorrow". Guests could view "Democracy" from above on a moving sidewalk under movies displayed on the sides of the sphere. The Fair raised American spirits and helped boost the sagging NYC economy. After closing, the buildings were torn down and their materials recycled into WW II supplies.

Everyone at Jacobson & Company is proud to have thousands of projects over the past century associated with their name. We are frequently the first choice of architects and contractors who have come to rely on Jacobson to translate a complex design concept into a beautiful reality, including our most recent triumphs at the New York Times Headquarters, New Yankee Stadium, Top of the Rock and Lincoln Center's Alice Tully Hall.



World Trade Center

Church Street

To Sub
000



CHALLENGES...CELEBRATIONS...CHARITY The Jacobson Team



A View of Our Projects

Major Projects in Progress

Madison Square Garden Renovation
Grand Hyatt NY Guestroom Renovation
Fiterman Hall
Crown Heights Charter High School
Alexandria Center for Science ERSP

Major Projects Completed Last 8 Years

Julliard School/Alice Tully Hall
Yankee Stadium
Omnicom Media Group
New York Times Headquarters
Montefiore Medical Center- FHA V
Path World Trade Center
Queens Center Mall- Renovation
Nokia Theater
Office of Government Services
Rockefeller Center Observatory
Met Life Bridgewater
West Side Presbyterian Church
MTA Floors 17, 18, 19
Times Square Tower 21st Floor

Recent New Jersey Jobs

City of Perth Amboy Municipal Center
Fidelity Investments- Morristown NJ
Barr Pharmaceuticals- Montvale NJ
Morgan Stanley Data Center- Newark NJ
Sanofi Aventis Data Center-Bridgewater NJ
Bear Stearns-Powerhouse Add.- Whippany NJ
Standard Charter Bank- Newark NJ
Trinitas Hospital- Elizabeth NJ
Goldman Sachs- Victaulis Piping- Carteret NJ
Wiley Renovations- Hoboken NJ
Parsons Brinkerhoff
Thomas Reuters- Hoboken NJ
Elevator Lobby- Penthouse Floor- Hoboken NJ
Ernst and Young- 1st Floor- Secaucus NJ
Nordstrom- Short Hills NJ
Novartis-Oncology-Bldg.105-Florham Park NJ

Completed New York Jobs

90 Church Street
7 Times Square- Pre Builds
5 Times Square
Alexico/ The Laurel
Aon
Asphalt Green Murphy Center
Bloomberg LP
Bloomingdales
Bronx Zoo
Butler Library - Columbia
Christie's
Citicorp Center
Claremont
Credit Suisse/ First Boston
Deloitte & Touche
Deutsche Bank 27th & 28th
Federal Reserve - 33 Liberty St.
Four Seasons Hotel
Frances Schervier Nursing
Goldman Sachs Cafeteria
Hennes & Mauritz
Henry Miller Theater
Hospital for Special Surgery
Human Resources Administration
Kirkland & Ellis
LaGuardia Airport
LIRR Penn Station
McGraw Hill - 55 Water St.
Morgan Stanley
MSKCC
New York City Housing Authority
New York Public Library
Nomura Securities
O'Melveny & Myers
Ogilvy
Palace Hotel
Pfizer IPG
Random House
Swiss Re Capital Partnership
The Home Depot

DRYWALL

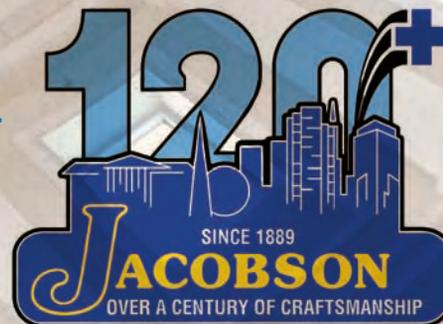
**ACOUSTICAL
CEILINGS**

**ROUGH
CARPENTRY**

**OSHA
PROTECTION**

Thank you to all of the Jacobson Team, our Friends, Family and our valued Customers who all helped us through our 120 years as an integral part of the New York and New Jersey construction scene. At the outset in 1889, Jacobson specialized in ornamental plaster ceilings, then moved on to acoustical ceilings and drywall construction as styles and systems changed.

Today, Jacobson & Company is known and admired for superb craftsmanship, old fashioned service, and a productive field force that is dedicated to meeting our customers' most demanding schedules.



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