



Chamber honors Custom Building Systems

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Jeff Howe Jr. feels both a sense of pride and of determination as he drives around Gaston County and sees the numerous facilities constructed by Custom Building Systems over the past five decades.

The pride comes from the quality work and from the many satisfied customers the construction firm has served over the years.

The determination is to follow in the footsteps of his grandfather, Robert S. Howe, and his father, Jeff Howe Sr., in providing customers with a quality product and in also giving back to the community via volunteer labor and discounted materials.

In recognition of that track record, Custom Building Systems will be honored as the Champion Small Business of the Year at the Gaston Regional Chamber of Commerce's annual Salute to Small Business Gala on May 21.

The nominating letter for the award, which is sponsored by Carolina Trust Bank, notes that Custom Building's leadership team is involved in a host of community organizations and it encourages and provides paid time off for its employees to participate in local volunteer efforts.

In recent years the business has donated time, money, or materials to the Gastonia Rotary Club, Habitat for Humanity, Gaston Dance Theater, Gaston School of the Arts, the Warlick Family YMCA, and local schools and sports organizations.

"We profit from the work we do in this community," Howe explained. "It's important that we give back, both monetarily and with our time."

Howe notes that he takes particular satisfaction in working on projects at the Warlick YMCA, such as the camp shelter now being constructed, “because I know that my grandchildren will be playing at that Y.”

Of the company’s overall business philosophy, Howe said, “We make a conscious effort to hire local trade partners who live and raise their families in Gaston County. We want our employees, customers, vendors, and suppliers to have the same vested interest in Gaston County that we do.”

Howe also emphasized that he views the chamber award as a company honor and not a personal recognition.

“It is a team award that recognizes everyone here” he said. “We are very honored and this is very special to us all.”

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