

# From Dream To Reality

*Galloway celebrates 25 years of design success.*

**W**hen it comes to the bricks and mortar side of building a business, nobody is more thorough than Galloway. In the 25 years since its founding, the Colorado-based architecture and engineering firm has forged a tradition of comprehensive service to the petroleum industry. An affiliate member of PEI, Galloway specializes in designing and developing gas stations and fueling centers for clients like Texaco, Conoco, Safeway and Kroger. The company is celebrating its silver anniversary with a fresh image, thanks to a re-branding campaign completed in May 2007, and its future looks equally promising.

Galloway has clients in many retail segments, but the firm has a long relationship with the petroleum industry that begins with its founder. A former Phillips 66 employee, Don Galloway started the company in 1982 with a focus on gas station and fueling depot design. His son Dave Galloway joined the business in 1985, along with Ralph Romero, a former Texaco employee. They called themselves Galloway, Romero and Associates, and for the first decade most of their projects were gas stations and fueling centers for large gas companies. When Don Galloway retired in 1993, Dave Galloway took his place as president, and in the mid-'90s the firm started working on fueling designs for grocery giants Kroger and Safeway. "We actually hold Kroger's fueling standards nationwide," says current President Dave Guetig, who took over when Dave Galloway retired in 2006. "We're involved in the majority of Kroger's fueling center installations."

After a quarter-century of success, Guetig and his partners wanted a new image to reflect the firm's

strength and sophistication. In the first half of 2007, the company received a face lift that included a new logo, a new Web site and a new name—Galloway, Romero & Associates became simply Galloway. "Our new image is a reflection of where our company is today," says Guetig.

## BRINGING BACK FULL SERVICE

Full service may be a thing of the past at the gas pump, but at Galloway, it's a solution that saves clients time and money. Using what they call the Galloway process, the firm's architects and engineers guide their clients through every phase of developing a new location, from site analysis to construction administration. "We pride ourselves on the fact that we're full service," Guetig says. "We see our job as helping our clients from identifying a site to opening a store."

Part of that process is getting permission to build in the first place. Galloway handles zoning and permitting issues for all of its development projects, a task that can be especially difficult when the project

is a gas station. "Nobody wants a gas station near their house, but they want it close enough to be convenient," Guetig explains. "It's a stigma issue."

Guetig says that part of a gas station's stigma is the perceived threat it poses to the environment, and Galloway is working to make the stations they design more environmentally friendly. Twenty-one of Galloway's 70 staff members are accredited in

Leadership in Energy and Environmental Design (LEED), an education program that stresses environmentally sustainable building practices. "It's about using renewable construction materials like concrete, so less material goes to the landfill," Guetig says. "We believe we're at the forefront of sustainable design."

To stay current with trends and products in the petroleum industry, Galloway relies on its relationship with PEI members. The firm's PEI liaison, principal partner Dave Jones, meets with distributors and manufacturers so Galloway can accurately represent ideas and products to its clients. "We're a bridge between PEI members and the end-user—that's how we fit into the PEI fraternity," Jones says. "Distributors and manufacturers are developing the products that ultimately are included in



our construction documents."

For the future, Galloway plans to continue providing architecture and engineering solutions for the petroleum industry with a focus on socially and environmentally responsible construction techniques. Says Guetig, "We're looking forward to the next 25 years of success and growth."

