

CONSTRUCTION CONTRACTOR MAGAZINE

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TURTLE : BUILDING ON A CENTURY OF
INDUSTRIAL PARTNERSHIP

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TURTLE :

BUILDING ON A CENTURY OF INDUSTRIAL PARTNERSHIP

By: Bari Faye Dean

Wendy Buchholz – Vice President of Sales

For more than 100 years, Turtle has been a steady partner to contractors through every wave of industrial transformation. Since its founding in 1923 with a single truck in Lower Manhattan, the company has guided customers from the era of early electrification to today's age of energy modernization and intelligent infrastructure. Turtle now serves customers throughout the United States and Puerto Rico.

What hasn't changed is Turtle's core commitment to being a consistent, reliable partner who listens to contractors' needs and designs solutions tailored to real-world challenges.

In fact, this customer-first approach has been the foundation of Turtle's success for over a century, and it continues to shape the company's growth in Central and Western New York.

'CUSTOMER-OBSSESSED' VISION FUELS ENTREPRENEURIAL GROWTH IN CENTRAL, WESTERN NY

When Turtle entered the Syracuse market, it started with a clean slate. Since 2021, under the leadership of Wendy Buchholz, Vice President, Sales, the office quickly grew into a thriving regional hub. Buchholz brought decades of experience in manufacturing, infrastructure, and energy solutions, and, perhaps even more importantly, deep local relationships.

"I had the advantage of coming from a manufacturing background, so I understood both sides of the relationship," Buchholz said. "When I joined Turtle, I went back to people who had trusted me for years. This business has always been about relationships, and I knew we could build something special by listening first and selling second."

Her philosophy of prioritizing relationships over resumes has defined her leadership style. "As we continue to build our team, I will always choose someone with the ability to build strong relationships over someone with years of electrical background. You can teach technical knowledge, but you can't teach the ability to listen, connect, and earn trust," she said. "At Turtle, we are customer-obsessed. Our focus is always on meeting the client's needs. We are growing by making sure all of our team members believe in our mission."

That emphasis on trust and accountability has resonated throughout the Turtle team. "Wendy's leadership style and experience has had a significant impact on how the sales team approaches contractor partnerships," said Marco Arguinzoni, Inside Sales. "She leads with a balance of accountability and support, making sure the team has both the structure and the confidence to succeed. This has helped us build stronger, trust-based relationships with contractors by focusing on consistency, clear communication, and solutions rather than just transactions."

END-TO-END SUPPORT FOR CONTRACTORS

Turtle's value extends well beyond procurement. The company engages across the full project lifecycle, from early design and value engineering through layout planning, prefab, kitting, staging, and on-time delivery. These services give contractors greater schedule reliability, reduce jobsite handling, and maximize labor efficiency.

Make no mistake about it, these are critical advantages in a market where skilled labor is scarce. "Contractors today don't need cookie-cutter solutions," Buchholz said. "Every job is unique, and our role is to adapt to whatever the customer requires. We take the time to understand what our customer really needs and customize a plan that helps them finish faster with less stress on their crews."

That adaptability is matched by a deep service mindset, explained John Sica, Manager of Inside Sales. "What I believe customers value most from Turtle is our service. We've been a service-driven, customer-first company for 102+ years. Salespeople have the autonomy to make decisions in real time that allow us to provide more immediate service. On top of that, our specialty departments, including Switchgear, Lighting, EV Charging, Panel Shop, and Energy set us apart from the competition. When a company works with Turtle, they're getting a solutions partner with years of knowledge and experience."



(L-R) Matt Palmiero - Warehouse Manager, Gary Taylor - Lighting Project Specialist, Joe D'Eredita - Outside Sales Associate, Wendy Buchholz - Vice President of Sales, Jaime Purish - Inside Sales Associate, Charlie Shaw - Inside Sales Associate, Marco Arguinzoni - Inside Sales Associate



Matt Palmiero - Warehouse Manager



Inside Sales Team: Charlie Shaw - Inside Sales Associate, Gary Taylor - Lighting Project Specialist, Jaime Purish - Inside Sales Associate, Marco Arquinzoni - Inside Sales Associate

EMBRACING TECHNOLOGY AND DIGITAL TOOLS

Turtle's evolution has always meant adapting to the latest technology. Recent investments include a newly designed website at Turtle.com, Shop Turtle, an upgraded eCommerce platform, and Turtle Express, an on-demand delivery service with SMS updates. The company has also adopted an AI powered quoting tool, Canals, that dramatically accelerates bid turnaround.

Buchholz said this is a key factor that fuels Turtle's ability to remain nimble, ahead of the curve, and always putting customers first. For example, quotes that used to take hours are now turned around in minutes. "We have come to realize these tools aren't replacing relationships; they're strengthening them. They give us more time to focus on what matters most: helping our customers succeed."

Inside Sales Associate Jaime Purish-Conrad experienced that firsthand. "Turtle's AI tool for inside sales allows us to quickly identify options that will best suit our customers' needs. Things are moving at a faster pace these days and Canals is a real game-changer for us," Purish-Conrad said. "Embracing AI is already helping Turtle stand out from its competition."

CERTIFIED PARTNERSHIP WITH ADDED VALUE

As a certified Woman-Owned Business Enterprise (WBE), Turtle also helps contractors



John Sica - Inside Sales Manager



Jessica Pucci - Inside Sales

meet compliance requirements and strengthen bids for public and private projects. Beyond the designation, the certification reflects Turtle's broader commitment to inclusion and opportunity, values that resonate across the construction industry.

"Diversity isn't a checkbox for us, it's a core value" Buchholz said. "Our WBE certification is important because it opens doors for our contractor partners. But at the heart of it, it's about making sure opportunity is shared, and that we bring new perspectives into every project."

POWERING THE FUTURE OF NEW YORK

With New York leading the transition to cleaner, smarter energy, Turtle is playing a pivotal role in projects ranging from EV charging infrastructure to energy-efficient power distribution systems. The company's expertise spans commercial, industrial, and residential markets, ensuring contractors are well-positioned to meet evolving codes and grid demands.

"The opportunities in Central and Western New York are enormous," said Buchholz. "From semiconductors to food production to the expansion of EV infrastructure, contractors in this region are at the center of it all. Turtle is here to make sure they have the tools, materials, and support they need to lead that growth."

INVESTING IN PEOPLE, TECHNOLOGY, AND THE REGION

Turtle is fully invested in Central and Western New York, making ongoing commitments in talent, tools, and technology. The company is aligning with growth in industries such as semiconductors, food production, and large-scale construction, ensuring contractors have a reliable partner for both today's opportunities and tomorrow's challenges.

"Turtle hasn't become the company we are today, with over 1,000 employees and growing, through an acquisition. We built this operation organically," Buchholz said. "That means we're 100 percent vested in this marketplace. Every investment we make, whether in people, technology or infrastructure, is with the long-term success of Central and Western New York in mind."

A RELIABLE PARTNER FOR WHAT'S NEXT

Turtle recently launched a new website and the main message on the homepage says it all: "Powering What's Next..."

Ultimately, Turtle's evolution reflects its core belief: success comes from being customer-centric, adaptable, and future-focused, Buchholz maintained. For contractors in Central and Western New York, Turtle is more than a distributor, "we are a trusted partner helping our customers deliver projects with precision, efficiency, and confidence."

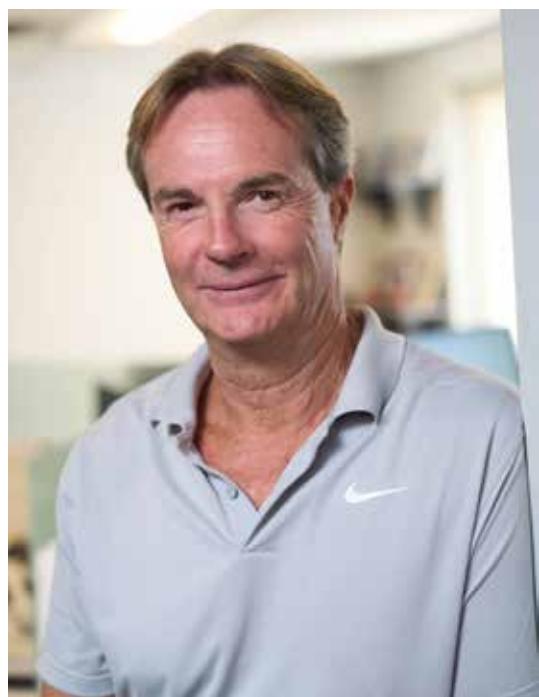
At the end of the day, contractors are looking for more than materials. Buchholz concludes: "They want a partner who shows up, listens, and solves problems with them. That's who Turtle has been for more than 100 years. And, that's who we'll continue to be as this industry continues to evolve."

For more information about Turtle, visit Turtle.com.

TURTLE
Rethinking Energy. Advancing Tomorrow.



Wendy Buchholz – Vice President of Sales



Joe D'Eredita – Outside Sales Associate

**"WE ARE A TRUSTED PARTNER
HELPING OUR CUSTOMERS
DELIVER PROJECTS WITH
PRECISION, EFFICIENCY,
AND CONFIDENCE."**