

BARON ISADORE WILSON

Founder and Chief Executive Officer

Norab LLC dba Wilson and Wilson Construction

BUILDING A LEGACY ONE BRICK AT A TIME

A Foundation Built Through the Skilled Trades

The history of Norab LLC, doing business as Wilson and Wilson Construction, begins long before the company was formally established. Its foundation was built through the working life, trade experience, determination, and entrepreneurial vision of founder Baron Isadore Wilson. Wilson's journey represents more than the creation of a construction company. It reflects decades devoted to learning a skilled trade, developing professional discipline, understanding construction from the ground up, and ultimately transforming hands-on experience into an independent St. Louis construction enterprise.

Before becoming a business owner, Wilson spent more than 20 years as a union-certified construction professional specializing in masonry. Those years supplied the practical foundation upon which Wilson and Wilson Construction would later be built. Masonry is a demanding trade requiring technical knowledge, precision, patience, physical endurance, and an understanding that the quality of a completed structure depends heavily on the quality of the work placed into its foundation. Wilson carried those principles from the jobsite into business ownership.

His years in the trades also provided firsthand knowledge of how projects move from plans and materials to completed structures. More importantly, they helped shape his philosophy of workmanship. Quality could not simply be discussed; it had to be visible in the completed work. Commitments to customers had to mean something, workers had to understand their responsibilities, and projects had to be approached with preparation, cooperation, and close attention to detail.

The Establishment of Norab LLC

After decades of developing his skills and knowledge in construction, Wilson took a major step in his professional journey. In 2015, he founded Norab LLC, operating under the name Wilson and Wilson Construction. The company's original history identifies teamwork, integrity, and commitment as its core values. From the beginning, the business was intended not only to provide valuable construction services, but also to build partnerships in the community and contribute important resources within the construction field.

Wilson's insistence on quality service, hard work, and responsiveness to client needs became part of the company's operating credo. The business developed experience ranging from traditional residential improvements to medium-sized building projects. As conditions and customer demands changed, Wilson and Wilson Construction sought to remain flexible enough to serve diverse markets and expand its services while preserving the standards upon which the company was built.

One principle captures this philosophy especially well: "A promise made is a promise delivered." For Wilson, a contractor's word and workmanship should carry equal weight. Construction clients place considerable trust in the people responsible for their homes, buildings, businesses, and investments. Completing the physical work is only part of that responsibility. Communication, responsiveness, careful planning, and honoring commitments are also central to a successful client relationship.

From Skilled Tradesman to Entrepreneur

Wilson's transition from union-certified tradesman to entrepreneur represented an important evolution. Working in construction had taught him how to perform the work; operating Wilson and Wilson Construction required him to apply that knowledge to the broader responsibilities of leading a business. As founder, Wilson became responsible for establishing direction, identifying opportunities, developing relationships, coordinating projects, responding to clients, and positioning the company for future growth.

The same discipline required to complete masonry work became essential in managing the business itself. Wilson's leadership philosophy recognizes that a successful project requires coordination among people, materials, schedules, equipment, planning, and customer expectations. Wilson and Wilson Construction therefore developed an approach emphasizing planning before problems occur, collaboration throughout a project, responsible use of resources, and consistent attention to client satisfaction.

The company has also recognized that construction continually changes. Contractors must respond to technology, competition, evolving building practices, workforce demands, and higher expectations for efficiency. Wilson's vision has been to preserve the values that established the company's identity while remaining willing to adopt improved methods. The company's history specifically emphasizes minimizing waste, maximizing the use of time, labor, and materials, and maintaining an uninterrupted workflow through planning and collaboration.

The Brick God and a Growing Identity

Over time, Wilson's identity as a career masonry professional has become associated with "The Brick God," a name that reflects his connection to brick masonry and the depth of experience developed through the trade. The title also symbolizes a larger journey. Wilson did not enter construction at the executive level. His career was developed through years in the field, learning materials, techniques, project expectations, and the everyday challenges faced by skilled tradespeople.

That background distinguishes his leadership because his understanding of construction comes from direct experience. The development of Wilson and Wilson Construction demonstrates how the skilled trades can become a pathway to entrepreneurship, business ownership, leadership, and community investment. Technical knowledge developed over decades can be passed to another generation, used to create employment opportunities, and transformed into an enterprise capable of contributing to neighborhood development.

Public business information also reflects Wilson's longstanding connection to the St. Louis masonry market. The Better Business Bureau profile for Wilson and Wilson Construction identifies Baron E. Wilson as owner and lists the business in masonry contracting, tuckpointing, and glass-block work. That profile reports an earlier business-start date than the 2015 formation date stated in the Norab LLC company history. For that reason, the two dates are best understood separately: the supplied company history establishes 2015 as the founding year of Norab LLC, while Wilson's professional and business activity in construction extends further back.

A Vision Beyond Individual Construction Projects

The next chapter in Wilson's professional history is represented by a vision larger than any single construction job. Wilson's continuing ambition is to build an organization with the capacity to strengthen operations, create partnerships, expand opportunities in the skilled trades, and maintain a meaningful presence in the St. Louis community.

A permanent company presence can represent much more than office space. It can become a center for organizing future growth, strengthening business operations, showcasing masonry craftsmanship, developing partnerships, and connecting experienced tradespeople with younger workers seeking a path into construction. For Wilson, this direction is a natural continuation of a career that began with mastering a trade and evolved into business ownership.

A construction company builds structures. A community-minded construction enterprise can also help build careers, businesses, neighborhoods, and future tradespeople. That distinction is central to understanding Baron Isadore Wilson's evolving legacy.

Preserving the Trade While Preparing for the Future

Construction remains an industry built around people who know how to create tangible things. Technology may change equipment, project management, communication, estimating, and building systems, but skilled

craftsmanship remains essential. Wilson's history places him in a position to connect traditional trade knowledge with a changing construction industry.

The future of Wilson and Wilson Construction therefore involves both preservation and innovation. What should be preserved are the principles that helped establish the company: teamwork, integrity, commitment, quality service, responsiveness, hard work, and keeping promises. What must continue evolving are the company's technology, processes, business systems, partnerships, certifications, workforce development efforts, and ability to compete for increasingly complex opportunities.

Wilson's personal history also provides an example for younger people considering the skilled trades. A person can begin by learning how to work with brick, mortar, tools, measurements, and plans and eventually develop the knowledge needed to manage projects, operate a company, employ others, mentor workers, and participate in community development. That progression is one of the most important parts of the Wilson story.

A St. Louis Construction Legacy Still Being Written

Baron Isadore Wilson's history is ultimately a story of progression: from skilled tradesman and union construction worker to entrepreneur, founder, chief executive, and community-minded business leader. More than two decades of union-certified construction and masonry experience preceded the establishment of Norab LLC in 2015. Those years gave Wilson something that could not be created through a business filing or company name: experience. He understood the work before assuming responsibility for the company performing it.

Wilson and Wilson Construction grew around the values Wilson carried from the trade. Through changing technology, markets, and customer expectations, the fundamental philosophy has remained consistent: do quality work, respect the customer, use resources responsibly, work together, and honor commitments.

The story of Baron Isadore Wilson and Wilson and Wilson Construction is therefore not simply a retrospective history. It remains a work in progress. Every project completed, every brick laid, every relationship developed, every worker given an opportunity, and every future investment adds another piece to that history. Wilson's journey demonstrates that construction is ultimately about more than buildings. It is about creating something strong enough to remain after the workers have left the jobsite.

For Baron Isadore Wilson, that lasting structure is becoming his legacy. Norab LLC dba Wilson and Wilson Construction stands as the product of decades of construction experience, entrepreneurship, perseverance, craftsmanship, and a continuing belief in what the future can become. The bricks tell part of the story. The business tells another. The legacy is still being built.

Source Note

This history was developed primarily from the supplied "History of Norab LLC dba Wilson and Wilson Construction" document, supplemented by publicly available business information. The supplied company history identifies Norab LLC as founded in 2015 after more than 20 years of Baron Wilson's union-certified masonry experience. Public BBB information identifies Baron E. Wilson as owner of Wilson and Wilson Construction and categorizes the business under masonry contractors, tuckpointing, and glass blocks.