



Oh Jacksonville

Attendees take to Florida's River City

They came. They networked. They played. They networked some more.

Such was the itinerary for the 10th Annual Commercial Construction & Renovation Summit, held at The Lexington Hotel in Jacksonville, Florida.

Along with its typical array of networking and business meetings, the Summit included a number of experiences destined for that industry scrapbook. Things like racing go-karts, axe throwing, virtual reality rooms and professional football stadium tours.

The event, sponsored by *Commercial Construction & Renovation* magazine, continues to be one of the industry's premiere networking events. In attendance were some of the industry's leading executives and thought leaders.

On the following pages are snapshots of this year's Summit.



Taste testing 3.0

You might not be able to find any better way to set the networking mood than taking a little trip to a local craft spirit hotspot known for its rabid fanbase. After getting their check-in responsibilities under wraps, attendees of the 2020 Commercial Construction & Renovation Summit headed over to Manifest Distillery for some good old-fashioned taste testing. Founded in 2016, Manifest is the toast of Jacksonville, offering an array of craft spirits for every person's tastes. Attendees received a tour of the facility and some complimentary craft flavors.



Stop by and say hello

One of the toasts of any Commercial Construction & Renovation Summit is the first-night table top dinner and scavenger hunt, where attendees can mix and mingle, eat and drink, and share war stories. This year, the host digs, Jacksonville's Lexington Hotel, provided the backdrop for the networking activities. After working over a buffet and bar, winners of the scavenger hunt drawings were able to donate money to their favorite charities.



- Dan O'Neill, NewTropic; Parkinson Foundation
- Mike Welsh, Museum of Science + Industry Chicago; Susan G. Komen Breast Cancer
- Jeff Bent, CVS; VFW
- Nicole Walters, Dickey's Barbecue Pit; Boots & Badges
- John Underwood, JLL; Kidney Foundation
- Emily Brown, V's Barbershop; Mancos Elementary PTA
- Christina Pickett, GFG Management; Children's Hospital Los Angeles
- Taylor Bidinost, Bubbakoo's Burritos; ASPCA
- Tony Poma, Poma Retail Development; Children's Hospital of CA

The Mayberry Method

Increasing productivity by nipping distractions in the bud : By Rik Roberts

If you are familiar with the Andy Griffith Show, Ernest T. Bass was the simple mountain man who came to Mayberry and chucked rocks through windows. He distracted Andy, Barney and everyone in his path from what they were doing. We all have an “Ernest T. Bass” in our workday.

Distractions keep us from doing the job we love. What was once our passion becomes buried under an endless cascade of emails, texts and phone calls. The average employee is interrupted every 12 minutes in America. It takes the average worker five minutes to get back into the workflow after an interruption. Do the math. We are losing the battle with distractions.

The economic impact of being distracted is enormous. Recent estimates believe that we miss out on 650 billion dollars in workplace every year.

The worst part? Most if it is self-imposed. From Facebook to Twitter, YouTube and Instagram, our days are filled with the “scroll, eye-roll, scroll” affect. What are we looking for? What are we running from? What did we do with our day? The typical worker spends an hour and 12 minutes a day browsing social media



Rik Roberts



while on the job. Millennials touch their phone screens an average of 2,145 times each day. We have to get things under control.

The “Mayberry Method” explores ways to get back to work using good old common sense. Setting boundaries while at work is paramount to getting things done. And the more effectively we tackle those tasks, the better we serve our clients, co-workers and customers. We need to be intentional with our time. We need to “Nip Distractions in the Bud.”

The economic impact of being distracted is enormous. Recent estimates believe that we miss out on \$650 billion in workplace every year. And that is just in the United States alone. Eliminating distractions is the first step in earning those dollars back.

If you need a productivity tune up, I would love to help. My program is a mix of comedy and content. It is upbeat with tactics that are easy to relate to and remember. You do not have to be a Mayberry fan to play along—but it does make it extra fun.

In addition to using examples from “The Andy Griffith Show,” I relate various points through a combination of current events, historical examples, teachable moments and humor. We all know that laughter tied to a fact or story makes an impact and improves a message’s retention. I strive to make every message as fun as it is informative.

The exercise can be customized for your group. Speech ranges from 30 minutes to 120 minutes, depending upon your needs. The “Mayberry Method” is a very fun motivational session designed to teach specific ways to increase your productivity. I use examples from “The Andy Griffith Show” to help drive points home. **CCR**

Rik Roberts is a Nashville, Tennessee-based comedian and speaker who focuses on providing 100% clean comedy and creative keynotes to groups who need a fun and engaging program. He also is a member of the National Speakers Association and is the past President of the Christian Comedy Association. For more information, visit www.rikroberts.com.

Soaring to new heights

How drone technology is helping change the construction game : By Robert Biggs

“A drone photo is worth a thousand words and potentially a million dollars.”

That is the message I want people to walk away with. I built mine piece by piece, eventually fine-tuning a process that is helping commercial construction companies find new ways to approach site management.



Even though the military has been utilizing drones since 1917, the Federal Aviation Administration (FAA) did not issue the first commercial drone permit until 2006. These permits helped lift some of the limitations placed on consumer drones flown for recreational purposes. In doing so, it opened up new possibilities for companies or professionals wanting to use drones in assorted business ventures, such as real estate. The beauty of using a drone is that it can be a strategic investment for companies of any size.

Today, I work with my clients on construction surveys, which is one of the many uses drones offer. These surveys, which include progress photos, as well as measurements and placement of structures and stockpiles, provide a broader “birds-eye view” of the entire construction project from beginning to end. It also saves time for unforeseen obstructions, which can be avoided once the photos are overlaid to the actual plans of the project. There are also a number of apps, such as Drone Deploy, which can help simplify the drone pilot’s planning schedule.

For example, by utilizing the Drone Deploy App, a pilot can simply select the area he needs to photograph, and the app will calculate the flight pattern for the drone automatically. The app then generates the map, which completes the last step for the drone to be deployed.

There are others, too. Take Litchi App, which enables you to pre-program a drone to fly a specific flight path and takes photos or videos at predetermined locations so your client receives the exact photo or video every time the drone is deployed.

The beauty of using a drone is that it can be a strategic investment for companies of any size.

Why is this important? It saves the drone pilot a ton of time by allowing the drone to fly autonomously week after week. It is a win-win for everyone.

And here’s the beauty—drones practically fly themselves. So while the history of drones may be more than 100 years old, technology advancements are helping take the process to new heights by changing the game in communication and offering unprecedented amounts of data on every aspect of a job. **CCR**

Robert Biggs is owner of Phoenix Drone Pros (phoenixdronepros.com). A drone pilot, photographer and videographer, Biggs helps provide the total package through aerial videography and drone photography. His extensive portfolio includes residential and commercial real estate, construction site mapping, special events, and more.

Experiential Design Success

Why you need to enhance your branded environments : By Adam Halverson

Brands that make experiential design and signage central to their branded environments—“win” more. But successfully implementing your brand into the built environment while maintaining the design intent and brand integrity has many complex challenges. Partnering early with an experienced sign and visual graphics solutions expert is your best bet for successfully navigating these challenges and capitalizing on opportunities to enhance your visual identity in any environment.

I have compartmentalized these challenges into three categories: Viewing Challenges, Environment Challenges and Material Challenges.

Viewing Challenges

There are literally thousands of viewing challenges that we must consider when allowing signage and graphics to communicate our brand. I explored and explained some of these, ranging from viewing distance, contrast, kerning, fonts, stroke, resolution, kelvin, brightness, travel speed, viewing angles, sight lines, accessibility, ADA, obstructions, sunlight/shadows, ordinance, historic districts and landlord restrictions. Each of these challenges are uniquely affected by the environments in which they exist.

Environment Challenges

There are millions of different indoor or outdoor environment challenges that exist in our physical world. Deep knowledge of the architectural processes, construction documents, specifications, architectural plans, the construction process and construction schedules are all fundamental prerequisites to successfully implementing branded signage and visual graphic solutions in any of these environments.

Material Challenges

The success of how your brand concurs the viewing challenges and thrives in any environment challenge is dependent on masterfully navigating all material challenges



Adam Halverson

The single most important ingredient to the success of your branded signage and graphics is achieved through the creation and development of a complete Signage Standards Manual, aka, signage guidelines.

and incorporating the right materials for the right reasons. From acrylic, wood, metal, glass, composites, paint, ink and vinyl, to LEDs, LCDs and projection image mapping;

Each have unique pros, cons, parameters and limitations that will affect how your branded signage will look and perform.

Each of these challenges and their counterparts are uniquely connected to the next and must be considered holistically so the brand is represented correctly while complimenting and enhancing the environment, and so it affects the user experience in the manner intended.

Unfortunately, successful branded environments and their signage comrades are not achieved by using some magical written formula. The single most important ingredient to the success of your branded signage and graphics is achieved through the creation and development of a complete Signage Standards Manual, aka, signage guidelines.

This manual must be the next chapter of your brand standards manual and is the rule book for your brand's signage and graphics. This will contain the written formulas you have solved for any environment challenges you will encounter. It is how your brand's signage and graphics will successfully and consistently overcome all viewing challenges. And it will contain the correct combinations and specifications for each material challenges.

Your Signage Standards Manual can only be started after you have completed your Brand Standards Manual. However, you must have your signage partner onboard before you finalize your Brand Standards Manual.

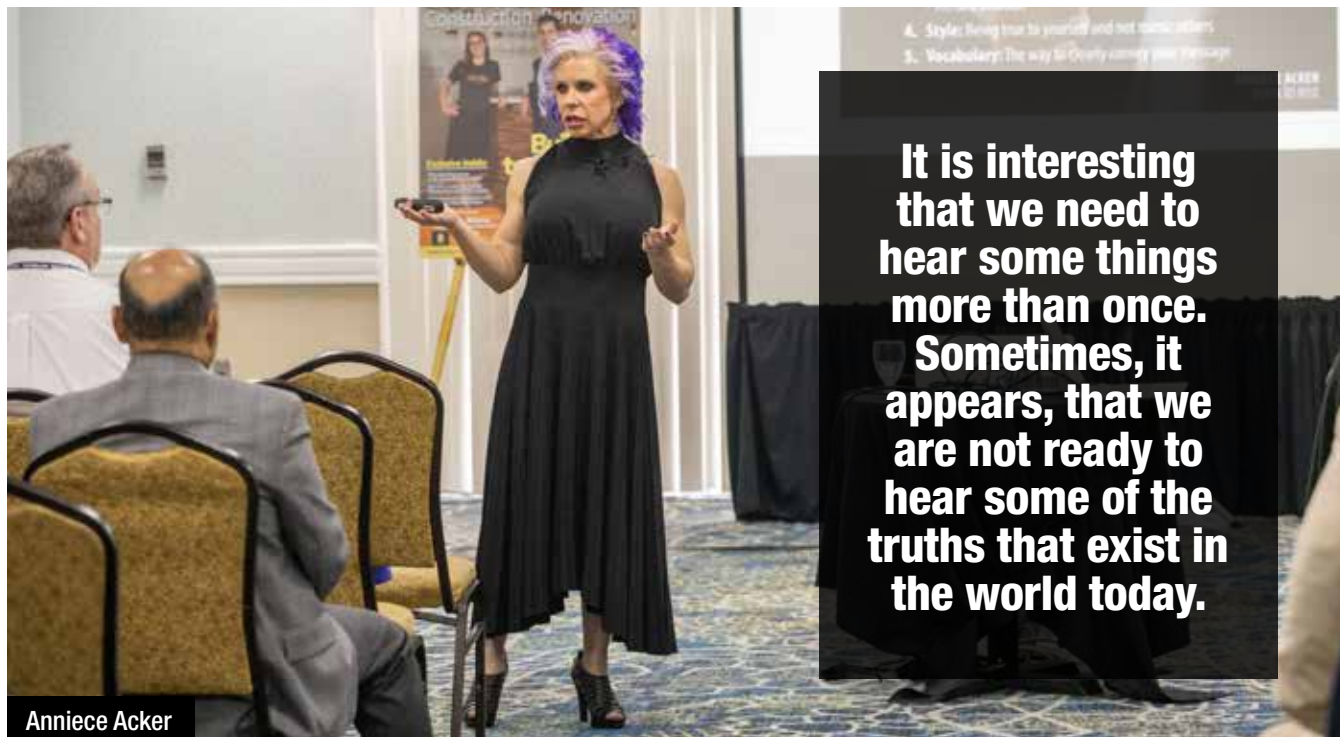
When you bridge your brand to the environment to the right materials, while understanding all viewing challenges and create your Signage Standards Manual, you will elevate experience and win more.

I would like to hear about your successes or challenging projects, or if you would like to learn more or present me a current challenge, email me at adamh@serigraphicssign.com. **CCR**

Adam Halverson is the President of Serigraphics Sign, an end-to-end signage and graphics company, experts in interior and exterior signage for branded environments and brand implementation—Serigraphics—Built to Brand

Talk to me

How men and women can (and should) communicate effectively : By Anniece Acker



It is interesting that we need to hear some things more than once. Sometimes, it appears, that we are not ready to hear some of the truths that exist in the world today.

Anniece Acker

Commercial Construction & Renovation is not really a magazine or company, it is a family—one that am happy adopted me. Unlike most industry meetings and conferences, the Commercial Construction & Renovation group is a community of extended family. It does not take long to realize that either.

I really did not know what to expect, but from the first day I met with everyone, we seemed like long lost friends. Each person was so approachable and easy going. As someone who has attended hundreds of events over the course of my career, the lack of egos was quite refreshing. You could walk up to anyone and just start talking.

While I am not new to speaking, I did take on an entirely different topic, one that dealt with the unique communication styles of men and women. Before we can understand any of this, we have to realize how people

listen and learn are quite different. What we say and how we say it is paramount to a profitable business. As someone who has built seven figure teams, bought and has sold seven figure assets, the art of communicating correctly with clarity is an absolute must.

What impressed me most was that for a room full of professionals, we were able to get personal. As I shared my story and experiences, there were tears that humbled me to my core. I was honored that I could be vulnerable and not just share my successes, but also my failures.

Many of you those who attended thanked me, as did I. There were speakers there like Jeff Steinberg, who taught me so much, even though I had heard him speak before. It is interesting that we need to hear some things more than once. Sometimes, it appears, that we are not ready to hear some of the truths that exist in the world today.

My greatest purpose is to help people not only find their voices, but to showcase them. I would love to help you develop your core stories and attract the people you would love to serve. This can be done through speaking on stages, publishing books, being featured in the media, and so much more.

It is important to talk about where you and your business are, and where you want to go in the near future. I would love to be able to help you. **CCR**

Anniece Acker is CEO of Talent Support Services and Speaker House Publishing, a columnist for *Top Talent Magazine* and an author of the upcoming book "Born to Rise: The Path to Positive Transformation." For more information, visit HireTSS.com.

Filling the well

Why our industry's labor shortage and training initiatives must change : By Eric Handley

Today's labor shortage is causing construction costs to increase, schedules to be delayed and is impacting the overall growth of the economy. It is hard to believe that 10 years ago there was not enough construction projects to keep all of the available skilled trades working. Today, there are an estimated 300,000 unfilled construction jobs.

This problem has become so serious that it has the attention of the government, educational institutions and major corporations, which are working together to find long-term solutions.

Where did all the skilled trades go? There seems to be several causes, but three main reasons seem to rise to the top of the list. After the great recession, many skilled trades left the industry altogether due to the lengthy time they remained off work. They needed to find a steady income.

The younger work force entering the market is being steered toward four-year degrees by their parents and high schools, and are more likely to gravitate toward careers that do not involve construction—which many perceive as dirty, dangerous and difficult. Lastly, immigration reform—or lack of it—has resulted in fewer skilled trades entering the workforce from other countries.

Based on current projections, the construction industry workforce is only expected to rise 0.5% over the next 10 years, while construction industry forecasts expect overall construction spending to increase, at least for the foreseeable future. This trend would make the current construction labor shortage estimate of 300,000 plus unfilled jobs increase to more than 750,000 unfilled jobs in years to come.

While the impact of a skilled trade labor shortage is widespread, a few of the most significant impacts include:

1. Increased wages and benefits to attract new workers and retain existing



Eric Handley

Based on current projections, the construction industry workforce is only expected to rise 0.5% over the next 10 years.

2. Longer project schedules that result from fewer workers spread out over more projects.
3. Decreased quality that results from improper training and inexperienced workers being put on projects out of desperation.

4. Construction companies turning away work or developers putting projects on hold due to cost or schedule pressure.

All of these impacts are bad for the overall economy and for development in the future.

What are firms doing to combat this increasing risk to their businesses? The list, which is already long and growing rapidly, includes measures such as increasing pay, offering more benefits, recruiting new employees through high schools, trade schools and the military, working more hours and paying overtime, utilizing modular construction and pre-assembly, software and hardware technology that increases efficiency and, as a last resort, taking less work.

Many forward-thinking owners are creating strategic partnerships with trusted contractors and subcontractors, which enables them to secure valuable resources through master contract agreements and negotiated long-term contracts, providing a level of security for both parties.

If a government infrastructure program is implemented and immigration reform is not addressed soon, the problem could continue to get worse. Future solutions being implemented or tested now include government intervention (JOBS ACT), military and manufacturer partnerships with trade schools that include internships and mentoring programs, expanded robotics and modular based construction along with the further refinement and integration of machine learning, and workflow management.

Construction firms will have to take an "all of the above" approach to recruiting, developing and retaining their workforce and retailers/developers will need to focus on strategic partnerships to secure the resources needed to fuel their construction initiatives in the future. **CCR**

Eric Handley is VP at William A. Randolph Inc. (warandolph.com/), where he handles business development, pre-construction services, and estimating and operations management. Over the years, he has been involved in retail, hospitality, industrial and institutional buildings, mass transit systems, wastewater treatment facilities, underground utilities, heavy concrete construction, and extensive renovations of existing facilities.

Masterpiece in Progress

Jeff Steinberg and his inspiring message of hope : By Jeff Steinberg

To say I was excited and honored to be the keynote inspirational/motivational speaker for the 2020 Commercial Construction & Renovation Summit is an understatement. It was a joy. The challenge was to motivate some of the industry's leading construction and renovation professionals.

"I can do that," I told myself. And yet, I was reminded of a truth shared with me by my best friend and songwriter Jeffrey L. Rudloff, "I can't motivate anyone. I can provide information and inspiration, but he motivates himself."

I kicked off my presentation with "This Land," bringing all the energy and hopefulness that a handicapped man holding a mic in an aluminum hook attached to a "bionic" prostheses can offer. Then there is humor. I shared the story of the five year old boy who asked me why I have no hands. I told him I used to bite my fingernails and that I went too far one day. I was in trauma therapy, but I still have great looking hands.



Never settle for anything less. Remember: Less should never be good enough.

My message is the same I share with everyone. It is about providing a clear vision of ourselves, and seizing the opportunities ahead, and finding the ways to rise above.

1. All that I can be... I Can Be!!

We all have a story to tell. Mine was to quit focusing on the handicap and start appreciating the gift. If you do not like who you are,

no one else will want what you are selling. So sell yourself first.

I was born Aug. 18, 1951 with no arms and severely deformed legs. Nobody expected I would survive. I spent my early years in hospitals, including Shriners' Hospital for Crippled Children in Philadelphia, where I learned to walk with my first leg brace and was fitted with my first prosthetic arm.

At age 9, I was placed into The Good Shepherd Home for the Physically Handicapped in Allentown, Pennsylvania, where I lived and attended public school until I was 19. Most people do not like their stories, many of which are littered with excuses: I am too tall or short. I grew up on the wrong side of the tracks. I have too many handicaps, etc.

As a young boy, I learned the truth that would become the foundation of my life: "I am made to be awesome and wonderful (Psalm 139:14)." I learned to see my disabilities as assets, not liabilities. My father used to tell me, "The difficult we do right away, the impossible takes a little longer."

Being handicapped is a choice. While I cannot do anything to change my circumstances, I can choose not to allow myself to be handicapped by others. A real handicap is anything that keeps me from being or becoming all that I was created to be.

2. All that I can be... I Must Be!!

Never settle for anything less. Remember: Less should never be good enough.

3. All that I can be... I Choose to be!!

You have to want it bad enough not to care about what others think. My parents said I could never drive a car. To date, I have driven more than 4.5 million miles across the country and Canada.

4. All that I can be... I Shall Be!!

That moment when we get up to make it happen and forge ahead toward the goal is life-changing. As the old saying goes, "If it is to be, it is up to me. My action determines destiny, success or failure and more important my impact on the world in which I serve."

Make your journey a blessing. **CCR**

Jeff Steinberg is a Good Shepherd Hall of Fame for Persons with Disabilities inductee as well as a four-time nominee for the "Artist Music Guild Heritage Award" for "Male Vocalist of the Year," "Comedian of the Year" and "Crossover Artist of the Year." He is also a recent recipient of the prestigious Christian Music Presenters Artist Endorsement for Musical Excellence, Ministry Readiness and Spiritual Integrity.

Show me the product (service)

Ask any attendee of the Commercial Construction & Renovation Summit the most productive part of the event and the one-on-one meetings quickly jump to the forefront. The casual and always business-oriented meetings give vendors and end users the perfect opportunity to talk shop.



Keep on rolling...

The go karting. The axe throwing. The virtual reality battles. The barbecue. Yes, each of these were on full display at the Autobahn Indoor Speedway, the ultimate wind-down experience for Summit attendees. Whether they were racing around the track, throwing axes or chasing each other in virtual rooms, attendees were able to stay busy—and connected. It was the perfect way to cap the working part of the Summit.





Where the players play...

If you love football, and let's be honest, who doesn't, right, you can never go wrong with a tour of the place where the magic happens. On the way out of town, Summit attendees received a first-hand look at TIAA Bank Field, the home of the Jacksonville Jaguars. Along with a walking tour of the stadium and its amenities, the group was even able to sit inside owner Shahid Khan's private suite.

