VOLUME 2 GRAINDA BUILDERS ISSUE 2

PARAGON

It's been Babyland for Grainda in so many ways lately, that we thought it would be fun to gather these related stories in this issue. We delivered a cutting-edge baby grocery store that was featured on NBC's Today Show; one of our employees welcomed her first baby and we finished a creative childcare facility with it's very own village play shops. It brings to focus that aside from doing the right thing in our business, we are collectively focused on doing our best for our children and teaching them the same values we were raised on. Values that now stand firmly behind our product.

SPOTLIGHT

Over the years, we've had the good fortune to have clients who are absolute visionaries. The entrepreneur behind The Baby Grocery Store is such a client. Darren Gann noticed a major retail disconnect after shopping at a holistic pet store, where the staff was well educated and the products were organic, non-toxic and eco-friendly. When he left, he said to his wife – almost as a joke – that he wished there was a similar store for their baby. Gann began to research the possibility of creating such a place to bridge the gap between the big box stores and the exclusive boutiques. After operating a mall kiosk for a year, Darren hired us to customize a 6,400 square foot building in south Charlotte. Darren knew that our combined experience

in home and commercial building would be ideal for his store, which needed a home-like aesthetic for young families.

The thrust of the project was to break the mold of a typical grocery store layout and introduce something entirely different. It would be a place where a new community of parents with infants and toddlers could meet, socialize and learn.

The GBI team toured several retail stores with Darren and he was particularly fascinated with *Anthropologie*. He explains, "I wanted the experience to be this organic, farmhouse vibe with lots of muted colors and a kind of recycled, reused, distressed air about it. With Grainda, I was able to achieve my vision exactly. I didn't have to sacrifice a thing in the process. The end product and finishes speak for themselves." VP, Jason Tanenbaum was uniquely qualified at the helm of this endeavor. As a father of a young family that is fully dedicated to the organic, non-toxic

lifestyle was a perfect marriage with what is at the heart of Baby Grocery Store. He and his wife, Jamie, had opportunities to make some intuitive recommendations that will no doubt lead to the store's success.

Jason recommended early on that if the store's focus is on community, then the community room should be located in the front section of the store to better establish the tone as customers entered. A revised layout was later implemented. In addition, GBI helped facilitate an improved floor plan layout, including how fixtures and doorways would be arranged.

Probably the most critical contribution was the custom millwork and cabinetry. Originally the plan was to involve a commercial millwork company, but Jason recommended the residential

craftsmanship of Rowan Custom Cabinetry. The end result became the "icing on the cake" as Darren puts it, "without them, the inspiration of The Baby Grocery Store couldn't have come together as it has." Ultimately, this recommendation from GBI led to authentic brand design integrity for the store that will not only help it establish its brand throughout the country, but also provide a more value-based solution as they expand.

THE A-TEAM

Architecture: Little Architecture
Cabinets: Rowan Custom Cabinetry
Flooring: Coleman Floor Company
Project Manager: Skip Richter

NEW BEGINNINGS

THE GRAINDA FAMILY IS GROWING

Q&A

Q How would you describe your role as Office Manager at GBI?

A Basically, I provide support to everyone within the company while managing accounting, HR, costing, project information and communications with various municipalities we work in.

Q How has your job evolved since you started at GBI over four years ago?

A My role was initially to manage all the inner workings of the office. Now my responsibilities have grown to include supporting the project managers in the field and overseeing the costing process.

Q What kind of experience and skills are most important in your position?

A My job definitely requires a heightened attention to detail, the ability to multi-task and the flexibility to do all this in a variety of disciplines throughout the day. It keeps me on my toes, for sure!

Q What kind of special qualifications do you have that sets you apart from your peers?

A I'm a spreadsheet software expert and have been able to apply this knowledge to various tools we now use for every project that comes through here.

Q What are you most proud of when you reflect on your contributions to GBI?

A Well, Jason likes to put it this way: I started with 30% of the playbook. Now I'm working with 100% of the playbook and wrote

Courtney Shaughnessy, Office Manager, holding Liam with husband Patrick

half of it. That is an extreme compliment and I guess he's right. I do feel that I represent the heartbeat of the company in the many ways I have streamlined critical pathway processes at GBI.

Q What do you enjoy most about working at GBI?

A The sense of family among the employees as well as with our clients. I get to work with people who are experts in their craft and strive to exceed our clients' expectations each day. I'm very proud of this company, what it stands for and the way we do business. Having worked for larger companies, I appreciate that GBI allows all of us to contribute in ways that can make a big impact. The secret is that each of us acts as an entrepreneur within our individual positions.

Q What is the most critical part of your job?

A Making sure deadlines are met and no single detail is overlooked. I need to request and follow up on inspections, research occupancy holds, order lumber and file monthly/quarterly taxes.

Q In what areas have you added value where you weren't really expected to?

A Well I'm probably the most computer literate in the company, so I've become the resident IT person troubleshooting this and that, including making recommendations for equipment and software purchases.

Q How much client contact do you have?

A I'm the money lady, so client contact is mostly reserved for coordinating bank draws and keeping track of payments throughout the lifecycle of all projects.

Q You wear a lot of hats at Grainda. What type of tasks are you doing now that you never thought would be part of your job?

A I never imagined that we'd grow so much that I would be managing a support role for my position. It's great to have help!

Q What sets Grainda Builders part as a builder and as an employer?

A We're like a little family regardless of our company size.

Q How has your job changed or been adjusted since giving birth to your first child, Liam?

A I have a lot more flexibility, which allows me to be home with my son more. This gives me the confidence to manage my job and still enjoy the experiences of being a new mother.

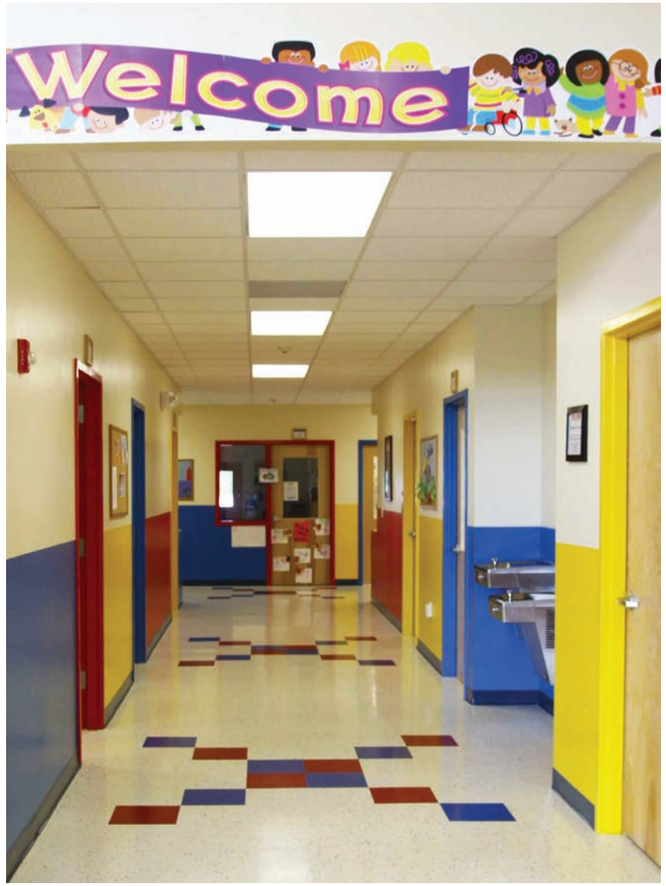
RESIDENTIAL EYE

GETTING AWAY FROM THE BLACK AND WHITE OF COMMERCIAL BUILDING

TRENDS

Our client, Andrew Drucker had built several *Tutor Time* childcare learning facilities, so he came to the table with a lot of knowledge and experience. This time around his approach would be different. He recognized that commercial contractors are there for the job described and may not volunteer new thinking to a commercial project. That is where GBI stood out to him. We had a "residential eye" that appealed to him.

However we knew we would bring a lot more than just that even. It is our instinct for working at a higher standard, whether it is asked of us or not. We know that this is directly related to our experience with discerning homeowners, their carefully



protected budgets and the unique job site issues that come up in residential sized lots. There's a lot more to construction than being on time and in budget. Tutor Time allowed us to flex this muscle in a big way.

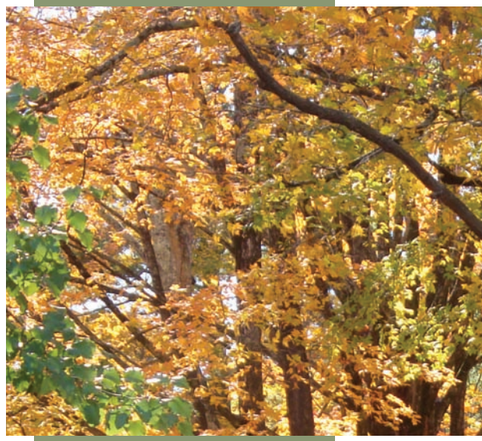
GBI held a value engineering meeting about the 14,000 sq. ft. construction project and quickly determined that about 60-75 loads of dirt could be eliminated by changing the setting of the building. A savings to the client of about $40,000 before the ground was broken!

We also were able to save the ongoing business unnecessary utility costs by introducing zone damping to a facility that has an occupancy that varies often.

So in the end, even though our client was experienced in orchestrating the construction projects of his childcare centers, we were still able to bring new insights to the table and most importantly help his bottomline. Having the residential eye certainly ensures that the finer design integrity details are addressed as a matter of course. Working with a team that eliminates waste in site planning and material procurement is like having the cherry on top of the sundae: Priceless.

THE A-TEAM

Architect: Adams & Associates
Cabinets: Kitchen Vision
Flooring: Bonitz Flooring Group
Project Manager: Skip Richter



JOE'S MAINTENANCE CHECK LIST FOR YOUR HOUSE

Replace furnace filters once a month during this season.

Aerate and re-seed yard with special attention to bare spots.

Clean gutters to prevent unnecessary roof leaks and resulting damage from potential winter ice build up.

Close crawlspace vents to help prevent a hard freeze from bursting pipes.

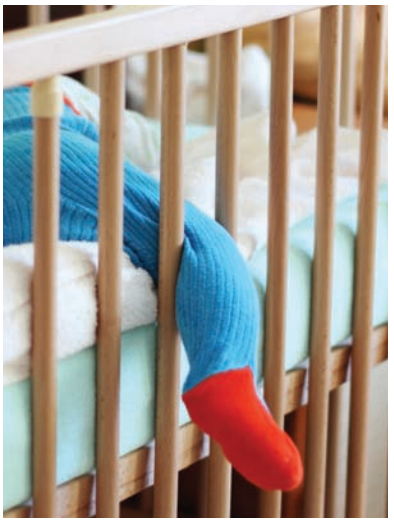
Check fireplace chimney for soot build-up and clean professionally if needed.

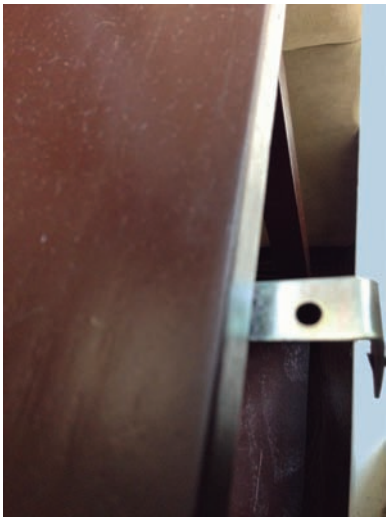
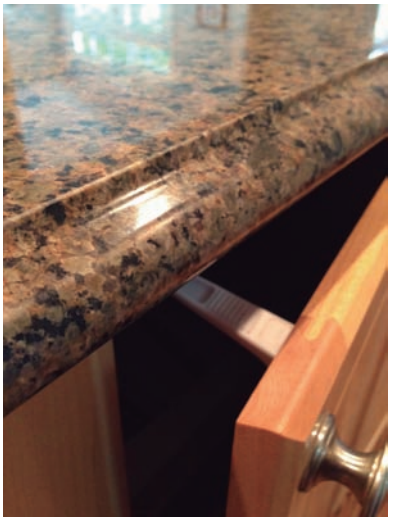
Schedule irrigation winterization before first freeze.

BABY PROOFING YOUR HOUSE

TRIED AND TRUE SAFEGUARDS FOR YOUR DENNIS THE MENACE

TIP



This issue's DIY Tipster: Jason Tanenbaum, VP Operations

The U.S. government unveiled new crib safety standards: no more *drop-side* cribs! Also, make sure your crib's slats are 2 3/8 inches or less apart. Overhanging mobiles should be removed as soon as the baby can stand in the crib. Small outlet covers can be choking hazards: Choose sliding covers instead.

Store toys in an open toy box so there's no lid to slam a baby's fingers. We are often asked to build toy boxes that match the decor of a client's home! A baby monitor is a must-have, but keep cords tightly wound and always away from the crib, or choose a cordless monitor. Got stairs? If so, a baby gate is a must.

Secure bookcases and other tall furniture to the wall with bolts or adjustable, locking furniture straps that attach to the wall. You'll be amazed by how far up, or over, little ones can reach!

GRAINDA

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