



MINUTES
Kingdom Builders Construction Industry Forum
16 March 2022



ATTACHMENTS

- 1) Briefing Charts
- 2) Devotion Message (enclosed below)
- 3) Meeting Video at:
https://us02web.zoom.us/rec/share/L6ZTxUgs5fHL7bbSpSpu4gGmjAHmreluaB_hMo1M30VIESKXm_ECaDV6PlwqVYS.wm6ZmgoBfBMTpxlq Passcode: ?@+6ttr!

MEETING CHAIR Bob Beggs

ATTENDANCE 26

WELCOME & PRAYER

Bob welcomed everyone and shared that the Kingdom Builders' distribution list is 350 people. We are trying a new format with an Executive Panel as opposed to open forum for today's meeting.

DEVOTION "Good Idea or God Idea?" Proverbs 3:5-6 (See Attachment 2 enclosed)

Trust in the Lord with all your heart; and lean not on your own understanding. In all your ways acknowledge Him, and He will direct your paths.

- How do you determine the difference between a good idea or a God idea?
- Important to be led by the Holy Spirit.
- If an initiative contradicts what God says in His Word, it is not a God idea.
- Glorifying God must come before profitability.

MEMBER PROFILE #1 Lindon Group, Inc @ Mindy Penney

- Rhode Island's premiere stocking distributors of pipe and drainage materials in the construction industry. Recently opened a fabrication division; state-of-the-art pipe and sheet metal fabrication plant.
- Married 30 years, 2 sons and 2 daughters.
- Founded Lindon Group Inc, in 1999. Currently, 26,000 sq. ft. facility w/ 14 employees.
- Vision: "To keep the gift of God's water flowing around the world on stick of pipe at a time."
- Ministry Highlights: President of Harmony Women's Center. 80-100 babies saved per year.

MEMBER PROFILE #2 Gregory Construction @ Aaron Gregory

- Serving south-central US; our company performs civil work, infrastructure improvements, and concrete scope for public entities and private clients.
- Concrete Results. Civil Solutions.
- Founded in 2007



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- Mission: To improve the quality of life in the communities we serve while we build the future.
- Vision: To establish Gregory Construction as the leading concrete and civil contractor in the southeastern United States.
- 120 FTE in 2 offices.

EXECUTIVE PANEL

- Moderated by Aaron Gregory
- Dan Dilworth @ Dilworth's Custom Design
 - From Southeast PA
 - Kitchen and bathroom remodels for 30 years.
 - Complete project, design to finish, with no subcontractors
 - **Pertinent Experience:** Six years ago, brought all countertop production in-house, specializing in granite countertops.
- Todd Hyneman @ Total Comfort Solutions
 - From SC, NC & GA
 - Existing buildings; maintenance and upgrades.
 - Started in 1976.
 - **Pertinent Experience:** A couple years or so ago, started looking at how to improve value proposition with existing customers. Building performance is measuring building data and create a plan to proactively improve the building assets of their customers.
- Bob Brown @ American Asphalt
 - Contractor to do industrial & commercial driveways and parking lots.
 - **Pertinent Experience:** Typically sub-contracted parking lot striping and maintenance because it was "outside of scope" or "beneath us". Realized they were losing customers to the subs. Brought seal-coating and striping in house, taking care of customers and creating a "farm system" of labor.
- Richard Perko @ Lee Company
 - Based in Nashville, TN in 1943
 - Company owner is the Governor of TN.
 - 1800 FTE
 - Mechanical Electrical contracting in commercial and industrial. Design/build/fabrication.
 - Commercial services group, smart buildings, etc.
 - Facility management group for industrial/commercial
 - Residential services group
 - **Pertinent Experience:** Relying on the company Mission Statement to assess viability of new business ventures.



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PANEL TOPIC: How can construction companies identify and capture new revenue sources?

- **Q1:** “What is the path that led you to diversification of your revenue stream?”
 - Todd: client retention. When Total Comfort did their job well, problems were reduced and they weren’t needed anymore. Wanted to stay “sticky” with their existing clients.
 - Bob: Added additional location to extend reach.
 - Dan: We were spending a lot of money for their subs and already doing some of the work. Basically cut out the middle man. Reviewing the required investment vs. a known and consistent revenue stream. Being able to control schedule.
 - Richard: A focus on honoring God and caring for employees led to a review of the construction/project based work and seemed like growth into service
- **Q2:** “How do you look at justification of capital before doing diversification?”
 - Richard: Dedicate resources in your plan, money and people, to make it go. Don’t do acquisitions, just make reinvestment a part of the strategic goal and plan.
 - Dan: Off the hip idea, but did the math, research and identified the key components. Risk/reward was clear. Access to capital is part of backing up the justification.
 - Bob: Has to start at the strategic planning stage. Review opportunities and be smart; point in a strategic direction rather than spraying around 7 ideas and jumping at them all. Analyze capital and see where we could best direct it.
 - Todd: The investments for us are people. Is recurring revenue stepping up so we can add the overhead for people? What is the next key person; when we have revenue to bring them in, we do.
- **Q3:** “How do you get your blue collar, trade-based people to get on board with something new?”
 - Dan: Quick profit from the investment and the extra work was put right back into the pockets of their people, through raises, bonuses, etc.
 - Todd: This was one of the more difficult aspects of this project. We rebranded and trademarked the new idea. Kind of leaving what we were with the established name and creating a new brand for this something new. We are right now selling to our team first, before selling to our customers.
 - Bob: communication is a huge first step. Communication with your people. Stop using “they” and begin using “we”. So there is ownership of the new thing. Point out the good things. The highlights. Say it over and over.



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- Richard: Marketing matters, both internally and externally. There is a lot of pride in the trades, always has been. WIIFM (What's In It For Me?). Some stayed focused, some were willing to take the additional training for an increase in pay. They do more diverse work well, there is a path for them to earn more. A strong culture is crucial to bringing in new things.
- **Q4:** for Richard, from Chad in Chat: "Does your facilities maintenance group generate additional business and how do you present it to prospects?"
 - Yes. And give the customer something extra, like an extra warranty, if they can do the project and maintenance.
- **Q5:** "How do you get your team in the headspace for thinking creatively in strategic planning?"
 - Richard: 10 year BHAG includes revenue, tithe and ministry components. Visit it once every 10 years. They also do a 5 year, a 3 year and a 1 year plan. Bring everybody on board with the 1 year plan. Bring an idea to the table.
 - Bob: SPOTS (Strategic Plan On The Top Shelf). Random ideas all over the place aren't helpful. Give some direction to the visions/ideas before collecting them. Communicate. Get a facilitator to help the strategic planning happen well.
 - Todd: creating a vision and putting it in front of everybody about what the 10 year picture will look like. We also had to introduce new people. New blood. Diverse backgrounds.
- **Q6:** "How do you ensure that you are hearing from God, that it's a God idea not only a good idea?"
 - Dan: lean on people. Be leaning on God all the time, not just when you have a "great idea". Pray, look for answers to prayer, talk about it.
 - Bob: Iron sharpening iron. Through C12, vendors, mentors, slow down the process and give room for asking questions.
 - Todd: This is a tough one because I'm usually the change guy. Buck Jacobs call for the most important hour of the day, prayer and meditation. It has to involve that. Be open to reviewing the decision as you walk the journey.
 - Richard: How do we want to be? Are we convinced about who we want to be and do the things we want to do line up with that? We are often asked, "Why grow?" Glorifying God through growth.

WRAP UP

- Review website, share info & Prayer Requests, opt into the prayer team
- Next Meeting in June; Wednesday, 06/15/22 @ 11:00 ET:
 - We need two (2) Member Profiles and topic ideas for our June Forum.
 - *I keep asking that the God of our Lord Jesus Christ, the glorious Father, may give you the Spirit of wisdom and revelation, so that you may know him better.*

Ephesians 1:17

CLOSING PRAYER by Arlan @ 12:31



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Attachment 2 Devotion – Good Idea or God Idea?

Trust in the LORD with all your heart; And lean not on your own understanding. In all your ways acknowledge him, And He will direct your paths. Proverbs 3:5-6

Entrepreneurs and business owners are rarely short on ideas, but not every idea is one that should be pursued. How do you determine the difference between a good idea and a God idea?

- As a C12 member, you are a Kingdom entrepreneur. When navigating the business world, you're often faced with decisions to either do what seems to be working for everyone else (because after all, it's a proven model) or to be continuously led by the Holy Spirit in your strategic decision making. It's easy to get so busy and driven to greater achievements and profits in your business that you lean to your own understanding and the understanding of experts in your industry...and sometimes may fail to check in with the Master of it all.
- Following someone else's course is not a guarantee to success in what God has called for you to do. You are not graced for someone else's path. You are graced for your own path. Additionally, pursuing good ideas that pop into your own mind can create distractions that keep you away from identifying and pursuing God ideas.
- This is why it's so important to be led by the Holy Spirit. God loves to show up and show out. He wants to open doors for His children that would otherwise be shut. He wants to do exceeding abundantly above all that you could ask or even imagine, but He also wants you to rely on Him. Often times God ideas will be aligned with your passions, interests, experience, and skills, but they will often also be ideas that force you to rely on Him and work with others to do things that you simply cannot do on your own.
- You may find this one to be obvious, but it is important to not leave this out. If an idea for your business -- a strategy, a partnership, product or service idea, or plan of any sorts -- contradicts what God says in His Word, it's not a God idea. God is not an author of confusion, and there are a variety of ways to ensure that you're in alignment with His word if there's any doubt in your mind or heart.
- The main objective of your business should glorify God, which means that glorifying God comes before profitability. If an idea or a tactic to grow your profits requires you to manipulate people, it's not a God idea. If it requires you to cheat or break the laws of the land, it's not a God idea. If it requires you to disregard or dishonor your spouse, it's not a God idea. If the thought of implementing it makes you feel miserable, it's likely not a God idea because if you're delighting in Him, He's giving



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you the desires and secret petitions of your heart. When you're unsure, ask the Holy Spirit to help you as you search and study the scriptures and seek godly counsel from trusted peers or advisers.

- God ideas can be revealed through prayer, silence, and even in worship. The most important thing you can do is spend time developing a closer relationship with God. He gives you wisdom generously when you ask for it and if you trust and submit to Him, He will direct your path.
- God doesn't always do things the way we anticipate. Even when you're not thinking about your business, He'll drop an idea, strategy, or solution to a problem in your spirit. Invite Him into all matters of life and all decisions that you're faced with for the day. Thank Him in advance for going ahead and making provision for you. Ask Him to speak to you expressly through the Holy Spirit during the day.