



J.L. WALLACE, INC.  
General Contractors

STABILITY • INNOVATION

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# DUAL IMPACT

## Heritage Bay Amenity Package by David Grossman, PM

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### Projects At or Near Completion

- National Guard Armory
- Country Lakes Business Center
- Riverstrand Guardhouse
- Heritage Bay Fitness Center
- Heritage Bay Maintenance Building



J.L. Wallace, Inc. and Lennar Homes continue a long-standing building partnership of providing upscale homes and amenities in luxurious gated communities throughout Southwest Florida. The most recent community to benefit from this progressive partnership is Heritage Bay in Naples.

The first structures to be completed were the guardhouse, entry walls, and fountains. The guardhouse features a double portico drive-through.

The fitness center features 8,900 SF of exercise and fitness rooms to meet the needs of every resident. The workroom room is home to the latest Cybex weight machines and True cardio equipment. The aerobics room was designed to allow for greater comfort during high impact aerobics through the use of foam backed flooring. Salon and massage areas have also been incorporated into the fitness center. Completing the fitness center is a 1,998 SF pool and spa with three fountain water feature and surrounded by a paver deck.

Also overlooking the pool is the almost 2,000 SF chickee bar. This relaxing snack bar area offers light menu service to golfers and features an outdoor, covered seating area with large screen televisions for the relaxation and enjoyment of all residents.

The final completed piece of this complex amenity package is the tennis pro shop. Featuring over 1,200 SF of retail/office space the pro shop overlooks five Har Tru tennis courts. These unique courts are similar to clay courts but are irrigated from beneath the surface making maintenance easier and appearance

much more appealing.

Each amenity features a cultured stone and painted stucco finish with a random boosted roof tile to carry out the "Old World" feel used in the design of the entire community.

In early March, J.L. Wallace began construction of a 37,380 SF clubhouse, the last and largest building included in the comprehensive recreational facilities being included in the Heritage Bay community. When complete the clubhouse will feature a full service restaurant, golf pro shop, golf bag storage area, card room, men's and women's lounges, billiard room, saunas, and bar and grill area. The two-story struc-



ture will offer a gorgeous view from an expansive second floor balcony. The clubhouse will incorporate the "Old World" styling used throughout Heritage Bay.

Project Manager David Grossman is being supported by Michael Seifert and Brian Dragich, superintendents, and Robbyn Spears, senior project manager assistant, in overseeing the construction of the full range of amenities that are creating an elegant lifestyle for all the residents.



## Effective Results

by Jerry Wallace, President

Intelligence, imagination, and knowledge are essential resources in our competitive business environment, but only effectiveness converts them into results. By themselves these attributes only set limits to what can be attained. “To effect” and “to be attained” are near synonymous as for the job of the executive, manager, or supervisor.

High intelligence is common enough among executives and the like. Imagination is far from rare. The level of knowledge tends to be high. But there seems to be little correlation between a person’s effectiveness and his intelligence, his imagination, or his knowledge. Brilliant men are often strikingly ineffectual; they fail to realize that the brilliant insight is not by itself achievement. They never have learned that insights become effective only through hard systematic work. Conversely, in every organization there are some highly effective plodders. While others rush around in a frenzy and busyness which very bright people so often confuse with “creativity,” the plodder puts one foot in front of the other and gets there first, like the tortoise in the old fable.

Why then has so little attention been paid to effectiveness, in an age in which there are mountains of books and articles on every other aspect of business management. One reason for this neglect is that effectiveness is the specific technology of the knowledgeable worker within an organization. Formerly, the manual worker—whether machine operator or typist—predominated in all organizations. For manual work, we need only efficiency; the ability to do things right rather than the ability to get the right things done.

Today, however, the knowledge organization is the central reality. Modern society is a society of large organized institutions. In every one of them, the center of gravity has shifted to the knowledge worker, the man who puts to work what he has between his ears rather than the brawn of his muscles or the skill of his hands.

So how does the knowledge worker become more effective in producing results that really matter? I would suggest considering the Pareto Principle, also known as

the 80/20 Rule. This principle was created as a mathematical formula in 1906 by an Italian economist named Vilfredo Pareto to describe the unequal distribution of wealth in his country. He observed that 20% of the people owned 80% of the wealth. After Pareto’s observation, many others observed similar phenomena in their own areas of expertise. Quality management pioneer, Dr. Joseph Juran recognized the 80/20 rule as a universal principle. As a result, Dr. Juran’s observation that he called “vital few and trivial many” is the principle that 20% of something always are responsible for 80% of the results. In Juran’s initial work he identified 20% of the defects cause 80% of the problems. Project managers know that 20% of the work (the first 10% and the last 10%) consume 80% of your time and resources. 20% of your staff will cause 80% of your problems, but another 20% of your staff will provide 80% of your production. It works both ways.

The value of the 80/20 rule for a manager is that it reminds you to focus on the 20% that matters. Of the things you do during your day, only 20% really matters. Those 20% will produce 80% of your results. Don’t just “work smart,” work smart on the right things.

If you are like most people, you are overwhelmed with too much to do and too little time. Because of this, you will never be able to do everything unless you focus on the 20% that really matters.

Unfortunately, the 20% may include eating a frog! Mark Twain once said that if the first thing you do each morning is eat a live frog, you can go through the day with the satisfaction of knowing that it is the worst thing that is going to happen all day long. Your “frog” is your biggest, most important task (part of the 20%), the one you are most likely to procrastinate on if you don’t do something about it. It is also the one task that can have the greatest positive impact on your life and produce effective results.

Your success in life and work will be determined by setting priorities, overcoming procrastination, and getting on with the 20% of important tasks that will provide the 80% of effective results.

*“Give a man a fish and you feed him for a day; teach him how to fish and you feed him for a lifetime.”*

**Chinese Proverb**

## New Publication Schedule by Jeanne Beach

In an effort to streamline the publication of the JLW/RCH newsletter, *Dual Impact*, we will now be published on a quarterly basis. We will continue to provide updates on current projects for both companies

along with inspiring and thought-provoking columns by President Jerry Wallace.

Our new publication schedule will be the end of March, June, September, and December.

# RCH Reflections

## Walters Home Nearing Completion

by Patti Lacy Robinson

With dreams of being semi-retired and basking in the warm Florida sun, Bob and Mary Ann Walters purchased a condo in Verandah to use as a winter get-away. Shortly after arriving, however, Mary Ann fell in love with all the area has to offer and didn't want to return to Ohio. Bob soon found an opportunity to open a division of his wholesale distribution company in Fort Myers and the rest, as they say, is history.

Following their decision to live in Florida year-round, Mary Ann and Bob, along with Cleo, their very spoiled Pekinese, started looking for a home that would fit their new Florida life-style. Already comfortable in the Verandah community, they began by looking at homes offered by the various preferred builders located throughout the development. Their search ended after visiting Royal Corinthian Homes' Grand Magnolia model.

The spacious, open floor plan appealed to the relaxed way of life they were looking for when they moved to Florida. The graciousness of the home fit their sense of style and elegance. Together with many unique decorator touches that make the Grand Magnolia a spectacular showplace, the Walters found a

home that they knew would be a warm and inviting environment.

Drawing on the talents of the Royal Corinthian Homes design team, the Walters added a detached, third car garage, a small courtyard between the house and garage, and four feet to the width of the master suite. These few changes increased the size of the home to encompass 3,500 SF of living area and 5,823 SF total area. They also provided and installed all the windows, sliders, and exterior doors for the residence through their family-owned business, RWI Supply Company, Florida.

The main house has two bedrooms, 2½ baths, private study, formal living and dining rooms, leisure room, and kitchen with a dining nook. The home also offers a detached guest suite with a private bath and

dry bar. To complete the amenities featured inside the home, the Grand Magnolia features two separate outdoor living areas.

A summer kitchen spans the side of the home with direct access to the leisure room, guest cabana, and indoor kitchen. A built-in fountain enhances the tranquil setting of this private lanai.

The rear of the home features a large, custom-designed pool and spa, huge lanai, and stand-alone fireplace. Disappearing sliding glass doors from the leisure room open onto the covered loggia to invite the outdoors in and expand the spacious feel for both areas.

A large, covered front porch adds old style charm to the Spanish Colonial motif of the house. The "no-walls" design of the public areas of the home allow for a breath-taking view from the moment you step



through the massive, double door entry. You experience the openness of the home due to the direct access to the outdoor living areas from every room through either French doors or sliding glass doors.

The master suite is designed as a lavish, private haven in which the owner can unwind after a busy day. Designed for relaxation, the master bath offers His and Hers vanities, a walk-in shower and oversize whirlpool tub. His and Hers walk-in closets, and bay windows complete this perfect retreat.

Bob and Mary Ann have chosen the same paint, wallpaper, and flooring designs as displayed in the model. The calming color choices enhance the feeling of peace and serenity that are underlying in all the features of the home.

The Walters home is scheduled for completion in late May or early June.

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**HR Corner** by Jeanne Beach

On Saturday, December 22, 2007, **Jerry and Joanne Wallace** celebrated the marriage of their daughter, **Jennifer**, to **Kyle Jackson**. Jennifer spent summers working for JLW/RCH throughout high school and college. The couple currently resides in Cleveland, TN. Everyone at JLW/RCH extends our best wishes to Kyle and Jennifer as they begin their new life together.

**Ray Johnson** recently joined JLW as our new Director of Business Development. In this position Ray will be responsible for the promotion of JLW in an expanding marketplace. Also new to JLW are **James Faulkner** and **Kenneth Furtado**. James joins JLW as a new Superintendent working in Manatee County. Ken is assuming the responsibilities as Customer Care Technician from Richard Uhde who has chosen to explore other opportunities.

We welcome each of our new Purpose Partners to the JLW family.



**Happy Birthday**

*John Bennett—January 2*  
*David Grossman—January 19*  
*Fran Ferri—February 7*  
*Jeff Griffith—February 16*

**Happy Anniversary**

*Fred Barry—4 years*  
*Dennis Tyeryar—2 years*  
*Mike Card—2 years*  
*Jim Ruby—1 year*  
*David Grossman—1 year*  
*Fran Ferri—1 year*

**WELCOME**