



J.L. WALLACE, INC.  
General Contractors  
Construction Managers  
STABILITY • INNOVATION

July/August/  
September  
2008



# DUAL IMPACT

## THIS ISSUE:

JLW Happenings	1
President's Message	2
RCH Reflections	3
HR Corner	4

## Projects At or Near Completion

- Stroemer Building
- River Strand Clubhouse
- SunTrust Bank at Gulf Coast Town Center
- Park Center (pictured below)
- Heritage Bay Maintenance Building
- Fort Myers Christian Center



## JLW Teams with SunTrust Bank

by Harold Morgan, Sr. Project Manager

A new building partnership has emerged between SunTrust Bank and J.L. Wallace, Inc. SunTrust has contracted with JLW to build two new bank buildings in Lee County. The first is the recently completed SunTrust at Gulf Coast Town Center. The second building, SunTrust at the Forum, is currently under construction.

Completed in less than 90 days, SunTrust at Gulf Coast Town Center is a 4,279 sq. ft. building with three drive-thru teller lanes. The building is a concrete masonry structure and includes exterior cultured stone, structural steel, and concrete tile roof. Other features include extensive interior cabinetry,

of the first new prototypes for SunTrust on Florida's West Coast. The 3,773 sq. ft. structure will feature three drive-thru teller lanes, an elevated entry, extensive glass work, clay tile roof, foam moldings, pre-cast medallions, cultured stone accents, and widespread landscaping. The interior will include detailed cabinetry, carpeting, and ceramic tile flooring. The new prototype building designed for SunTrust is a more cost effective structure and makes more efficient use of the work space than the previous version. Construction is scheduled to



SunTrust Bank at Gulf Coast Town Center

be completed by mid-December.

The JLW project team for both buildings includes Senior Project Manager Harold Morgan and Superintendent Jim Ruby. Robbyn Spears was Project Manager Assistant for the Gulf Coast Town Center branch and Brad Kaaber is the Project Manager Assistant for the Forum.



Rendering—SunTrust Bank at the Forum

carpeting and ceramic tile flooring, vast exterior glass work with a clerestory at the main entrance, and vault area with safe deposit boxes.

The new building under construction at the Forum Center will be one

Architectural services for both buildings were provided by Richard Fleming of Robert Reid Wedding Architects & Planners, Inc.



## Navigating With Constructive Discontent

by Jerry Wallace, President

Successful companies, as well as individuals, share an inner drive that foreshadows commitment to daring growth instead of slow stagnation, to responsibility instead of resignation, and to building new capabilities instead of waiting for an economy to come back. In its strongest forms, this inner constructive discontent is not an easy feeling to live with. Some might call it anxiety and others even terror. Companies, as well as people, generally learn to choose comfort over such feelings. Yet when you learn to welcome discontent and even prize it instead of shutting it down, big things can start to happen.

Recent research on innovation confirms the power of constructive discontent, showing that in working relationships “productive friction” accelerates breakthroughs and possibilities.

Avoiding this discontent may explain why so many once promising companies get left in the dust by the competition. It usually turns out when a business botches strategy, or misses out on the industry’s next big thing, executive leadership probably fell victim to one or two common human afflictions. Researchers at MIT Sloan Business School call these two management traps “myopia” and “inertia.” Myopia, or short-sightedness, refers to the company’s inability to see the forest for the trees. Myopic executives tend to focus more on fighting fires and tackling projects close to home and forget to watch for new possibilities, opportunities, and even changes reshaping their industry. Similarly, executives suffering from inertia fail to take advantage of new opportunities, choosing instead to stand pat in familiar markets, finding comfort in doing business the way they have always done business.

So how is a business to navigate the choppy discontented waters that periodically exist, especially when a business desires to grow when the economy says no? It is similar to navigating that half-million-square mile area of the Atlantic Ocean known as the Bermuda Triangle. That region first made headlines in the 1950’s after several airplanes and ships mysteriously vanished there, which fueled rumors of alien abductions, compass-defeating magnetic waves, and even deep ocean

earthquakes. The “Business Bermuda Triangle” has nothing to do with aliens but helps explain why companies fall off the map, so to speak, while on their way to greater destinations.

To unravel this mystery, research has shown if a company fails to adapt and build on its advantages when it is small, it is likely to lose its way enroute to future breakthrough performance.

Again research showed as companies grow to a certain size, they are forced to rethink how they compete. When executives from smaller companies (revenues of \$50 million or less) were asked what made them successful, invariably the same

*We cannot direct the wind,  
but we can adjust the sails.*

**Bertha Calloway**

things were heard; what became known as the Business Bermuda Triangle: 1) we are better at giving the customers what they want; 2) we are able to respond more quickly; and 3) we operate with lower overhead so we can compete on costs.

But as a company grows larger, adding overhead and management layers, how does it continue all three items? A company must navigate the Business Bermuda Triangle and, to stay on course, it must continue to increase their mastery of all three factors while balancing the magnetic pull of each. The key to navigating is to transform small company advantages into sustaining advantages. Identifying and working toward these sustaining advantages is what constructive discontentment provides.

Despite all the mystery that surrounds the Atlantic Ocean version of the Bermuda Triangle, the truth is, it is one of the most heavily traveled sections on the planet. Research by the Coast Guard reveals that most of the disappearances were actually the product of human error – such as instances when a ship captain or airplane pilot was simply too stubborn to steer around a coming storm system, despite ample warnings. Ultimately, in the Business Bermuda Triangle, it is up to the captains and pilots of growing companies to plot the course in order to safely reach their destination.

This commitment, despite the uncontrollable storms of business and the economy, is fueled by constructive discontentment. As such, it provides a navigational aid to stay on course and reach our objectives.

# RCH Reflections

## RCH Contracted to Build 8 Homes in Verandah by Patti Lacy, Project Coordinator

Since January 2008, Royal Corinthian Homes has been a leader in new custom homes sales in the Verandah, a Bonita Bay Group community, located on Palm Beach Blvd. east of I-75. Eight new signed contracts attests to the quality that goes into every RCH home. The versatility and customization that makes an RCH home unique is what draws new homeowners to our doors.

Currently there are two RCH models open in Verandah but they are just a starting point for new home buyers. We can take any plan, or just your dreams, and create a custom design to fit your lifestyle and family needs.

Scattered throughout four different neighborhoods, each of the homes, although unique in design, will have a study and a pool. The floor plans range from 2,774 sq. ft. to more than 4,450 sq. ft. of living area. The Seagrape remains the most popular model featuring "Olde Florida" design, a Great Room, dining room, study, breakfast area, four bedrooms, three baths, and a three-car garage.

The Mediterranean style of the Grand Magnolia model is also popular among the home buyers. This spectacular home offers formal living and dining rooms, study, leisure room, breakfast area, three bedrooms, three and a half baths, outdoor fireplace, and two-car garage.

Buyers who truly want to pamper themselves are opting for amenities such as, impact resistant glass, summer kitchens, fireplaces, natural stone, surround sound, vacuum systems, smoke detectors linked to intrusion alarm systems, and built-in entertainment centers. The added value of building in the Verandah community is that it al-

lows new home buyers to include natural gas options when selecting the kitchen cooktop, clothes dryer, water heater, and pool heater. They can also have the fireplace and summer kitchen grill directly connected into a natural gas line.

RCH enjoys an excellent working relationship with Bonita Bay Group and the Verandah community. In spite of a difficult economic climate, potential clients continue to visit Verandah and the sale of home sites remains stable. With more than 25 years as a prominent developer in Southwest Florida, Bonita Bay Group has established itself by being committed to integrity, environmental stewardship, and doing the right thing. The company remains committed to these values as they continue to move forward.

RCH values the trust placed in us by the new homeowners who have chosen us to create their dream home. Unsurpassed attention to detail and excellent value for every dollar spent on construction are hallmarks of an RCH-built home. We take pride in providing excellent quality, personal attention, and outstanding results that will meet or exceed the expectations of the client.



Grand Magnolia Model Home at Verandah



Seagrape IV Model Home at Verandah

J.L. Wallace, Inc.  
Royal Corinthian Homes, Inc.  
9111 West College Pointe Drive  
Fort Myers, FL 33919

[www.jlwallaceinc.com](http://www.jlwallaceinc.com)  
[www.royalcorinthianhomes.com](http://www.royalcorinthianhomes.com)

**Office Numbers:**

**JLW**            **239-437-1111**  
**Fax**            **239-437-1324**

**RCH**            **239-437-1625**  
**Fax**            **239-437-4015**



**Reminder -**  
**Set your clocks back one hour at 2:00 a.m. on**  
**Sunday, November 2nd**



**HR Corner** by Jeanne Beach

We have experienced a few changes to our staff over the past several months. **Tere Varela**, Assistant Controller, has accepted a position with another company. We wish Tere all the best as she pursues her new career. **Fran Ferri**, Project Manager Assistant, has left JLW to spend more time with her family. We will all miss Fran's positive attitude. **Ray Johnson**, Director of Business Development, has opted to explore other opportunities. We wish him luck in his future endeavors.

Joining the JLW/RCH family are **Jennifer Jackson**, **Nancy Finn**, **Brad Kaaber**, and **Joy Ready**. Jennifer will be fulfilling the responsibilities of Director of Business Development, Nancy is the new Assistant Controller for JLW and RCH, and Brad and Joy have accepted the challenges of Project Manager Assistant positions.



**Happy Birthday**

*Jeanne Beach—July 9*  
*Patti Lacy—July 16*  
*Dick Risner—July 21*  
*Harold Morgan—August 8*  
*DeWayne Banks—August 15*  
*Steve Lentz—September 4*  
*Fred Barry—September 6*

**Happy Anniversary**

*DeWayne Banks—9 years*  
*Ron Robinson—9 years*  
*Mary Gaskins—6 years*  
*Michael Seifert—5 years*  
*Harold Morgan—4 years*  
*Robbyn Spears—4 years*  
*Jeanne Beach—4 years*

