



OUTLOOK

NEWS FROM THE WORLD OF SECO

Clemson Residences are Over“Halled”



INSIDE THIS ISSUE:

**COVER PROJECT FOCUS:
CLEMSON'S BYRNES HALL,
MANNING HALL AND LEVER HALL
RENOVATIONS**

PLUS LOTS OF SECO NEWS

Clemson Residence Towers – Halls of Fame

Back in 2018, one of the Directors of the University Housing Group at Clemson University attended an Association of College and University Housing Officers – International (ACUHO-I) convention at Towson University in Maryland. While there, she observed a high-rise dormitory being renovated both internally and externally.

This observation became the triggering event for Clemson to consider renovating some aging high-rise dormitories on the Clemson campus vs building new, replacement dormitories which had been the thinking beforehand.

The dormitories in question, three of them, are essentially duplicates of each other, even though they were not initially constructed at the same time.

Byrnes Hall, Manning Hall and Lever Hall, all eleven story towers, were primarily masonry clad buildings. Manning was built in '67 while Lever and Byrnes came along in '68 and '70 respectively. Of course, this means that these facilities were nearly five decades old when the University Housing group started considering replacement or renovation. Since the buildings were so outdated, all three were in need of major upgrades, mainly in terms of modernizing equipment and improving energy efficiency. However, there were many weather intrusion issues that the old dorms were experiencing that also needed to be addressed.

Once the University Housing group decided on renovation in lieu of replacement, two well-known and highly reputable architectural firms were commissioned as a joint venture to do the design and architecture work for all three dorm buildings. In February of '22, the joint venture of BOUDREAUX and Little Diversified Architectural Consulting began design work and it was not long before the architectural team had the conceptual renovation figured out and the concept definitely included a major change to the building exteriors!

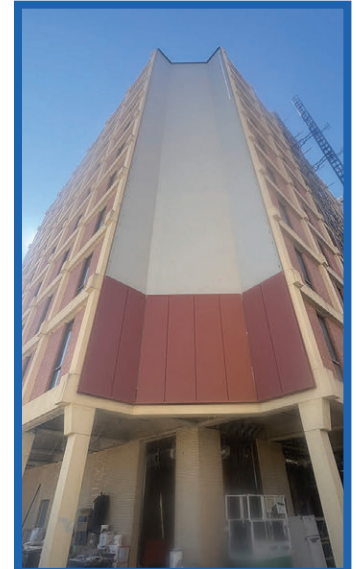


The Towers Before Renovation

Even though the three buildings were in close proximity to each other, the buildings did not “relate” to each other, since they were built at different times and because their location was at the outside perimeter of the campus at the time. The designers wanted the three buildings to “share” the overall space in and around the buildings to pull them all together visually. Hence, the design called for common public spaces, a common outdoor plaza, greenspace and having the chamfered building corners and stair towers triangulate with each other. The effect of these design changes creates harmony, and it now looks like the buildings are truly integrated and meant to be with one another.

In thinking about the design, Project Architect, Justin Abrams, (a Clemson grad!) said they opted for an insulated metal panel solution for the new opaque wall surfaces in lieu of an ACM solution. Brick and precast concrete options were also considered. Abrams, a company Vice President and Principal, and his team liked the modularity of the insulated panels along with the “one-step” installation capability they afforded. The design team selected Centria’s Dimension Series panel

The Towers Under Construction



(continued on page 3)

system for these insulated panels in both horizontal and vertical orientations. The panels are a Sienna color, similar to a terra cotta color that complements the existing masonry very nicely. The panel modules and lengths also work nicely with the window dimensions as well as the rail spacing of the adjacent curtain wall. Because alignment of these various materials was so critical to the ultimate appearance of the new façade, there was virtually no permissible tolerance between the framing, the location and placement of the glass systems and the layout and installation of the panel system! In essence, it all needed to be perfect, and it was! Major kudos go out to fellow trade partners, Mulkey Enterprises of Marietta, GA who did a fantastic job of framing the wall substrates, Graham-Hodge Associates who were masterful as the glass contractor and of course, SECO Architectural who handled the metal panel scope.

All of these great trade partners were hand selected by Juneau Construction Company out of Atlanta who assembled an exceptional team to accomplish the renovation scope.

The Juneau team, led by Project Director Evan Scheffer, was awarded the project in the Summer of '22 as the C.M. at Risk. Juneau worked closely with the owner and design team once they were on board honing in on final material selections, final budgeting and establishing a construction sequence and schedule. SECO and the other subs helped throughout the budgeting and costing process which helped avoid future cost overruns, unexpected change orders and project delays.

Other key members of Juneau's team included Tanner Schewe, Project Manager and Jay Sykes the Senior Superintendent. Both Abrams (the architect) and the Juneau folks were quite laudatory when speaking about the owner. Scheffer and Schewe mentioned that the owner was great to work with from the start to finish. They cited the sophistication and knowledge that the owner's team possessed and that they were clearly experienced and "knew what they were doing." Scheffer joked that he'd "die a happy man if all of my projects were Clemson Housing projects!"

When the Juneau folks were asked about some of the more memorable challenges they faced, they replied that the slab edges of the old structures were out of alignment a good bit making uniform alignment of the new cladding elements quite a challenge. The team overcame this issue by utilizing a deeper structural stud, allowing a slightly cantilevered frame which "swallowed" the mis-alignment of the slab edges. Problem solved!

After that, Schewe indicated that maintaining safety and security on an active college campus was challenging but once again, the owner's pro-active participation in planning and orchestrating made things go more smoothly than they would have otherwise and without incident!

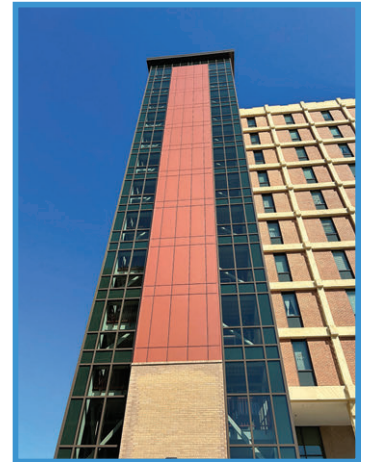
SECO's own work was handled very professionally by Josh Mathis – P.M. on both Byrnes Hall and Manning Hall and by Sam Mooney – P.M. on Lever Hall. Travis Belew oversaw the field activity which was expertly handled by Tony Strickland and his Pro-Strick team.

Tony's group was definitely up to the task of installing all of SECO's scope including some work at the penthouses and the cantilevered ACM fascia at the top of the new glass stair tower enclosures at each building.

Giving a shout out to the Juneau group, Tony said, "Jay and Hector (Assistant Super) and Tanner were outstanding to work with. They did a masterful job of sequencing trades and between them they choreographed an overall great project!"

Tony was quick to also cast praise upon his own team and their leader Benjamin Chavez stating, "I can't say enough about my guys' attention to detail, their professionalism and their safety awareness on the job! The exceptional end result of these buildings is a true reflection of our commitment to teamwork, craftsmanship and delivering exceptional value to the owner and our customer!"

All parties who took part in this wonderful success story have good reason to be proud. These three renovated buildings will stand as great examples of a well-designed, well-executed project in the center of Clemson's beautiful campus for decades to come!



The Completed Towers



Ribbon Cutting



ProFab Expansion



Group entering the building for a tour



ProFab Lobby

On June 15, a large group of SECO staff folks and their family members gathered at the company’s ProFab facility in Wellford, SC. The occasion? The company gathered to celebrate the “Grand Opening” of the beautiful new office building addition to the ProFab plant!

All in attendance received a tour of the new facility to see the spacious new office interior.

In addition to the new offices, the new facility features modern new restrooms, a kitchen area and a large conference room. There is even a second level, currently unfinished, which is all set-up and staged for future expansion.

The building is wired for “smart” controls and is clad with beautiful metallic finished aluminum plate panels and accented with ProFab’s corporate red at the top of the exterior walls. The exterior walls also boast the latest in rainscreen technology including state-of-the-art insulated composite back-up panels.

The folks attending enjoyed a nice catered meal with plenty of ice-cold beverages and capped the meal off with some tasty “Grand Opening” cake!

The highlight of the event was the ribbon cutting where Josh Mathis (ProFab General Manager) and Chris Stephens (ProFab Plant Manager), shared the honor of cutting the ceremonial ribbon!

As Joe said during the gathering, “This new addition to the plant was 25 years in the making and it is time to celebrate!”

Big “THANK YOUs” go out to Josh, Chris, Dianna Mitchell, Laura Riviere and Heidi Carroll who made all of the many, many arrangements necessary to have the building and grounds ready for this wonderful event!



Staff L to R - Steve Fudge, Paul Roberts and Doug McIntyre



Staff L to R - Sam Mooney, Mitchell Terry and Tony Osborne



Staff L to R - Travis Belew, Bobby Stanfill, Sam Brown, Bob Henry and Chris Bramlett

PROFAB APPRECIATION COOK-OUT

The folks who work at our ProFab plant up in Wellford, SC received a treat on June 24th, just nine days after the new ProFab office building opened up.

The ProFab staff put together an “Appreciation Cook-Out” for all of the plant machine operators, fabricators, assemblers, packagers and supervisors to enjoy.

Burgers, hot-dogs and chili were the main menu items, but there was also plenty of potato salad and chips. For dessert, there was fresh banana pudding and an assortment of cakes to choose from.

Mr. Alan Tinsley took a break from his usual plant duty as a fabricator and very capably manned the grill for the event. Thanks Alan!

No one went away hungry and all enjoyed sharing a meal and having a chance to socialize with each other!



Alan Tinsley— the Grillmaster at work!

A-“Certing” Ourselves

MCA, the Metal Construction Association is the premier professional advocacy group for the use of metal cladding in the construction industry. The MCA is made up of “who’s who” in the metal building product world including metal panel system fabricators and both panel and component manufacturers.

This excellent organization, in an effort to weed out less than capable firms, has a certification program for reputable and worthy MCM/ACM Fabricators. The MCA Certified Fabricator program entails a rigorous application process that not only takes into account fabrication capability and capacity, but also includes an assessment of experience, (years as a fabricator), the physical fabrication plant, the product offerings, the associated product testing, engineering capability, reputation, quality processes, machinery and even financial strength and wherewithal.

SECO is proud to say that our ProFab fabrication division is one of very few fabricators nationwide who have received this coveted certification!

This is why the ProFab Shield, shown here, is applied to each and every crate of finished panels before they are shipped to projects all over the country!



Many of our fellow employees at SECO have interesting hobbies, pastimes and various diversions that help define who they are and what is important to them.

Chris Henderson, NovaTech's Engineering Manager, is definitely a person with an interesting hobby! Highlighted in the previous issue of the SECO Outlook newsletter, Chris is the only SECO employee ever to take part in this particular unique exceptional hobby. Chris is an active member of the First Section “living history” organization. This group of men is fully dedicated to accurately portraying the common soldier in American Civil War reenactment events including battles, marches and movements, encampments and patrols.

Chris advises that there are three (3) types of reenactment events. The first type is Battle Reenactments. These events are the ones that most folks are familiar with. A second type would be non-public events known as Authentic Events. These are very heavily researched events as the participants are committed to keeping the authenticity at the highest level possible. These events usually occur on private land and are really intended for the participants rather than onlookers and tourists. Chris notes that Authentic Events are intended for the benefit and enjoyment of the members and not typically the general public. The third type of event is what's known as a Living History event. Unlike Authentic Events, the Living History type of event is definitely for the public to observe and to possibly interact with the members of the reenactment teams. These generally occur on public lands such as National Parks, National Battlefields and National Monuments.

Chris' hobby started early, (5 years old!!) as his dad, (Doyle) had been a participating member for a few years by then and wanted the family to get involved along with him. Chris recalls his first event was a reenactment of the Battle of Jonesboro. It wasn't long before Chris became an active regular participant as he became a drummer boy at the age of 8!

By the time Chris was 15, he was carrying a rifle and was a full-fledged member of the infantry ranks of the 44th GA Company K.

When Chris was 25, he started up his own reenactment unit known as the 56th GA Company D. About 12 years later, Chris' unit merged with another unit, and both became a part of the Armory Guards. In 2020 (during the height of the pandemic), Chris, a huge horse lover, became very interested in another group's equine activities. In short order Chris became a driver

on an artillery horse team with the artillery group called “First Section”.

The weapon of the artillery is a heavy cannon. The cannon is not mobile by itself, but when attached to a “limber,” it is able to be pulled by a team of horses. Along with the cannon there is another vehicle called



*Chris with good friend Mike Jones at Resaca—
A couple of true HORSE GUYS!*

the caisson that holds the gun's ammunition. Making them mobile, however, requires several horses to pull the combined vehicles, or “piece” as the manual of the period calls it. Each piece requires 8 to 12 horses, with each horse team requiring 2 or 3 drivers for the respective 4-6 horses per vehicle.

In 2017 “First Section” was officially formed and now has members all over the United States. First Section is very much in demand as there are very few horse groups in the world that drive horse drawn artillery. There are the American units out of Fort Sill in Oklahoma and the “Old Guard” out of Arlington, VA and, of course, Chris' First Section. Chris notes that the guys in his unit are referred to as “Gun Guys” or “Horse Guys.” Chris is quite at home as a “Horse Guy!”

Chris has been a participant in many Battle Reenactments as well as Authentic and Living History Events. Many of these are large-scale, such as Gettysburg, PA, Shiloh, TN, Atlanta, GA, Resaca, GA and Olustee, FL. These Battle events are usually scripted and are intended for the public to watch. He says the public experiences a lot of noise from the gunfire and cannon fire, plus they get to see the horses in action. The Resaca Battlefield Historic Site holds this type of event annually in the spring, with a complete battle reenactment for the public to see and hear.



Chris & the Troop at Castillo de San Marcos Fort, St Augustine, FL



Olustee Reenactment Event— Being fired upon

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As mentioned, the Living History Events are public events and Chris has attended many of these including a good number at historic National Parks and National Battlefields, such as Kennesaw's National Battlefield and Manassas National Battlefield among numerous others.

Chris says he particularly enjoys the Authentic Events which have involved long marches and patrols, Winter encampments and live artillery firing!

To say Chris loves his hobby is a major understatement! Not only does he derive great enjoyment from the activities themselves, but he notes there have been some great side benefits from partaking in his atypical hobby.

For example, he's learned how to sew and repair garments in a historically correct manner, he's learned a great deal about horsemanship and horse training, he's increased his leadership skills and also honed his cooking skills, especially over an open fire. Chris enjoys looking after and caring for his own horses on his north Georgia farm. One of the best benefits of participating in this select group of men is the lifelong friendships he has developed over the years. Chris has certainly come a long way since his drummer boy days!

Most of us just read about American history. Our own Chris Henderson gets to live it!



Resaca Reenactment Event—
Chris is kneeling in front of flag

Size Matters??

As noted in a previous *Outlook* issue, marketing or advertising the size of one's business has little effect on the prospective consumer who might consider doing business with them or procuring goods or services from them. It is an extremely well-documented fact that consumers (buyers), rarely make a buying decision based on the size of the product/service producing entity. Buyers make their purchase decisions based on age-old self-serving benefits, whether they are genuine or perceived.

Price is a factor in all buying decisions, of course, but it's not as big a factor as the perception on the part of the buyer that the product/services offered "answers" or "will answer" the need or desire of the buyer. If price was the primary factor, very few, if any, BMW's, Gucci handbags, Rolex watches or luxury yachts would be sold.

"Bigness" is not something most buyers consider when making a purchase decision. We all see the ever-present injury attorney ads promoting their "size" as a reason to hire them. If one is considering an attorney, the client is more likely considering their experience, their background, their expertise and projecting these qualities, to their chances of winning!

Many companies and organizations are totally caught up in "growth" objectives in an effort to increase their top-line revenues. The thinking, quite naturally, is that a bigger top-line will translate to a greater bottom-line. This seems reasonable, however, if a company is not geared up with the necessary resources to take on a greater top-line, then a bigger top-line might even lead to a lesser bottom-line in lieu of the desired larger one.

We find it perplexing that folks continue to emphasize "bigness" as a major part of their marketing efforts. Countless large companies fail to deliver timely, quality

products and services. Their size does not guarantee superior performance. In fact, their bigness itself might be the cause of poor performance. Inefficiencies, over-management, non-essential corporate protocol and blurred lines of communication are all more likely to be found in a "too big" company, vs a smaller, more nimble company.

All this is not to say that "Big" is never good and "Smaller" is always better, as there certainly are examples of very large customer-centric firms just like there are smaller firms that perform poorly.

Hopefully, by now, the point has been adequately made that a company's size should not be the leading point of the company's marketing plan or promotional efforts. Wouldn't it be better to market the company's structure as being specifically designed, organized and built to meet the needs of its clients and customers? Wouldn't it be better to market the company's unique capabilities that allow it to be better, faster, and perform at higher levels of quality than other companies with similar products and service options?

We believe that a company is therefore best put-together from the inside-out starting with addressing the needs and desires of the customers and then building "out" to assure that the company, is suited for matching the needs of the customer rather than building the company structure "inward" to meet the requirements of the top-line.

If a company pursues business in this inside-out way, growth is likely to occur organically as the reputation for performance grows. As the top-line grows with the right-sized company structure, then it follows that the bottom-line will mirror the inclining top-line.

Large vs small size should be emphasized less in favor of being right-sized!

SECO



We want to wish congratulations to David Cake's daughter, Skyler (far left along with fellow college graduate friends). Skyler graduated in June from Savannah's College of Art and Design, where she received her Bachelor of Fine Arts degree and graduated with the highest honor – Summa Cum Laude. Way to go Skyler!

Logan Belew
Travis Belew's son, Logan graduated from Campbell County High School with an outstanding 3.8 GPA. Logan still has several more years of study before receiving his Bachelor of Science in Civil Engineering from TN Tech. The SECO Family wishes Logan much success with his future studies and exciting career choice. Logan pictured with Charlotte McCoy Director of Schools



Chris Wilson with daughter Aubrey
Let's play ball!! (Softball that is!)



JJ Derman's wife Katie was awarded Outstanding Principal for Cobb County by PTA



David Cake with daughter Skyler & wife Connie—
Celebrating Skyler's graduation



Bramlett Family L to R Destiny, Chris, Nicki & Anzley - Ready to enjoy a night of country music at the Morgan Wallen concert in Clemson.



Jason Cooke's parents along with grandson John - John winning the 4-H Shotgun Team State Championship!



The Derman Family celebrating Mother's Day!

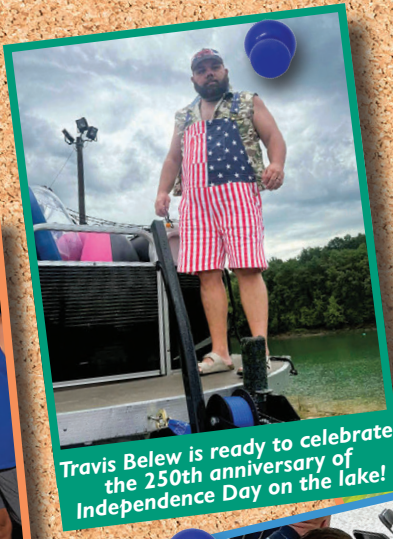


R to L: JJ Derman with Father Barry—
Won Low Gross at Marietta Father Son Tournament on Father's Day. Barry also turned 80 yrs old that day!

FACES



Chris Bramlett family members - L to R - Daughter Anzley, Niece Emma & Daughter Destiny enjoyed July 4th being on the lake tubing!



Travis Belew is ready to celebrate the 250th anniversary of Independence Day on the lake!



Angus MacMillan & JJ Derman at BEC Conference



Chris Wilson's Family and friends getting ready to enjoy the fireworks on the 4th of July!



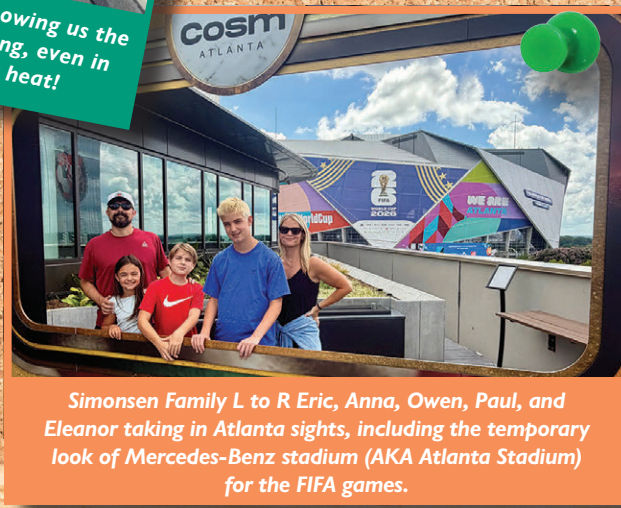
Eric Simonsen & Chris Wilson playing golf at the ATAS Customer Event



Bobby Stanfill showing us the BIG fish are biting, even in the summer heat!



Josh Mathis with wife Megan & daughters Olivia Kay (2) & Alvean Elaine (4) - Enjoying hamburgers



Simonsen Family L to R Eric, Anna, Owen, Paul, and Eleanor taking in Atlanta sights, including the temporary look of Mercedes-Benz stadium (AKA Atlanta Stadium) for the FIFA games.



Chris Wilson with wife Mary and longtime friends attending the USA/Belgium FIFA game. Go Belgium!? Mary's grandmother and father are from Belgium

THE LIGHTER SIDE

Q: Why did the young panel installer think he was qualified to offload the panels from the flatbed?

A: With all of the fork lifting he does during lunch and dinner he thought he had plenty of fork lift experience!

Since most safety glasses aren't really made with glass, shouldn't they be referred to as safety plastics?

Q: Why did the new installer feel that he needed to be a good counselor if he was to be hired?

A: The foreman had told him having experience with support systems would be helpful on the job.

Q: Why is it hard to keep ironworkers steadily employed?

A: They are always ready to bolt!

Q: How was it known the fasteners were not of good quality?

A: They were eventually "exposed."

Q: Why did the architect opt for flat panels in lieu of ribbed panels?

A: He didn't believe in profiling.



When asked why they were sleeping near the building where they were supposed to be working, the new guys replied that the GC advised the area was set aside as a lay-down area.

In an effort to increase honesty in the construction world, we suggest changing the traditional names of documents as follows:

- Schematic Drawings ⇨ "What We're Kinda Thinking Drawings"
- 80% Design Development Drawings ⇨ "Not Entirely Sure What We Want, But We're Getting Close Drawings"
- 100% Issued for Construction Drawings ⇨ "Now What? We're Over Budget Drawings"
- As-Built Drawings ⇨ "For the Most Part, Here's What We Think We Remember Drawings"

Q: Why did the glamorous fashion model think she could work in our Engineering group?

A: She had so much "modeling" experience.

Q: How do HVAC folks stay so organized?

A: They make sure their ducts are in a row!

Q: How about the GC who blamed the poorly executed project on too much AI?

A: Architectural Incompetence

Q: Why do masonry contractors always look embarrassed when on a jobsite?

A: They are easily "mortarified."

SECO's Team Member Milestones

10 YEARS OR LESS

0 to 5 Years

Travis Armour
Caleb Bixler
Chris Bramlett
Sam Brown
Heidi Carroll
Kelly Compton
Samir Contreras Cardenas
Justin Crawford
David Davis
Hermas De Leon Ramos

0 to 5 Years (continued)

Brian Earley
Steve Fudge
Chris Henderson
Garry Lee
Daniel Marrero Davila
Josh Mathis
Michael Miller
Carlos Montilla Adans
Jesus Mora Varela
Jon Nichols

0 to 5 Years (continued)

Michael Prather
Oscar Osorio Carmona
Miguel Prieto Alvarez
Ruben Prieto
Laura Riviere
Dallas Roberts
Paul Roberts
Eric Simonsen
Alberto Suarez Torrealba
Alan Tinsley

0 to 5 Years (continued)

Chris Wilson
Craig Wren
Tyquan Yeargin

6 to 10 Years

Paul Bott
David Cake
Tim Lemmons
Cory Norton
Justin Spires
Chris Ward

11 YEARS OR MORE

11 to 15 Years

David Brown
Deno Brown
JJ Derman
Bob Henry
Doug McIntyre
Larry Roach
Tony Wilson

16 to 25 Years

Travis Belew
Jason Cooke
Joe Creighton
Dianna Mitchell
Sam Mooney
Tom Siler

16 to 25 Years (continued)

Bobby Stanfill
Chris Stephens
Mitchell Terry

26 to 30+ Years

Bart King
Cecil Landress
Paul Osborne

SECO appreciates all of our hard-working employees!

Introducing Chris Wilson

We would like you to meet Chris Wilson, an important member of our NovaTech Wall Systems sales team. Chris, who's been part of the SECO team for about a year now, is one of those rare people living in the Atlanta area who's actually native to the Atlanta area!

Chris was raised in Decatur, GA, one of three children his mom and dad raised. The Wilson's were a big extended family with numerous aunts, uncles and many cousins living close by. The Wilsons were known as home builders and collectively, the Wilson patriarchy built hundreds of homes all around Dekalb County. It's worth noting that Chris' parents still live in the house that Chris and his siblings, older brother Josh and younger sister Katy, grew up in.

Chris says he had a fun childhood playing baseball, riding bikes, hanging out and playing ball with his large circle of neighborhood friends. Chris was also involved in various church activities and teams. He went onto play baseball in high school, where he played outfield for the Lakeside Vikings.

After high school, Chris attended the University of West Georgia in Carrollton, GA. Chris was an active member of the Chi Phi Fraternity and majored in Business Management which is also the degree he gained in 2005 when he graduated.

While in college, Chris played Men's Adult League Baseball and even played after college until family life eventually took over.

Something big happened to Chris while going to school at West Georgia. He met a sharp young lady, Mary, who captured his attention! Mary also graduated with a business degree a year after Chris and not long after that, the two were married!

Mary and Chris settled in the Smyrna/Vinings area, and it wasn't too long afterward that their family started to grow! In 2010 Caleb came along and Aubrey followed in 2012. Caleb, now 16, is a rising junior at Brookwood High School. Caleb loves tennis and is very active in FFA – Future Farmers of America. He's a junior officer and competes in fairs and other events. Aubrey is 13, plays travel softball and is also on her middle school softball team. She mainly plays outfield and is softball-focused but also finds time to compete with the G.A.C. Spartans year-round swimming club team.

On the professional side of things, Chris started out with Williams Brothers Lumber. He says that this was a wonderful first job to have as he learned about estimating, pricing, quoting and field measuring. He also learned to deal with customers, most of which were home builders (A tough lot!). Then came along the great housing collapse of 2008 and Chris' position was eliminated. This seemingly negative event resulted in his next professional opportunity. An individual on his men's league team at that time was part of the management team with a metal panel fabricator in Atlanta. He recruited Chris to come aboard with them as an estimator. Suddenly Chris found himself in the wonderful world of wall panel systems.

Chris was right at home with his new employment situation. As time went by, he gained more responsibility and before long he



*Chris Wilson Family
Chris, wife Mary, Caleb & Aubrey*

took on a hybrid position as a Sales/Estimator. Chris was with them for about 15 years.

Chris eventually made contact with JJ Derman, SECO's Sales Director, in early 2025 and the two began chatting about a possible career change. Over the next few months Chris decided to join the SECO team as a NovaTech Wall Systems Senior Sales Consultant, coming aboard in late Spring of 2025.

When it comes to non-work activities, Chris loves "family stuff" such as camping and hanging by the pool in the summertime. Chris remains a big sports fan and is very loyal to his teams, especially the Yellow Jackets of Georgia Tech. When Chris was just a kid at the Tech vs UGA game in 1991, Chris actually caught an extra point! He is a big fan of the other local teams as well, but especially the Atlanta Braves and Falcons.

Chris also enjoys reading, golfing, playing tennis and cooking. In fact, Chris does most of the cooking for the family meals! Part of the family, (but not being cooked for) are the two family-dogs, "Honey" an 8-year-old Labradoodle and "Teddy" a 1-1/2-year-old rescued Cockapoo.

Chris loves his family, of course, but he also loves his SECO family. In fact, when asked, "the family atmosphere and family feel" at SECO is what Chris says he likes best about his position. He further notes that he knows his experience and input are both highly valued and he can see that professional growth and commensurate advancement are readily available to him!

Thanks for being a part of our team Chris!

Introducing Heidi Carroll

We'd like to introduce you to Heidi Carroll, NovaTech Wall System's new Sales and Operations Administrator.

At the end of January Heidi came on board here at SECO, bringing an extensive array of administrative experience she had acquired over her varied career. Before coming to us, Heidi made several stops along the way, adding to her repertoire of skills with each opportunity.

Heidi was born in Arizona at the Williams Air Force Base. But at 6 months old they moved to Atlanta, GA for her dad's construction work. Her parents would continue to travel between Georgia and Florida for her dad's work. Along the way, giving birth to Heidi's siblings, in descending order, Heather in GA, Sharon in FL and Stephen in GA.

Not long after Stephen was born and Heidi had started middle school, the family moved to Florida for a few years. By late 1986 they would again return to Georgia and settle in the Norcross area. However, she didn't care for the local high school so Heidi decided to complete her remaining two years through a correspondence course. She is proud to say she graduated from the same high school program as the Osmond singers (Donny and Marie).

Heidi has fond childhood memories as they relocated and made lifelong friends along the way. She especially enjoyed their long road trips in the family van. At that time there was not a seatbelt law, and they could freely move around to play board games while singing along to "The Sound of Music" 8-track tape.

After Heidi graduated, she went to work at a small wholesale custom-made lamp and shade operation. Although she enjoyed the "hands-on" nature of the job, the owner ended up selling the business to a buyer that moved the operation to North Georgia.

By now Heidi could tell that if she was to advance professionally, she needed to learn computer skills. Thankfully, there was a technical school with an emphasis on computer sciences and software applications in Norcross. Heidi, always being a fast learner and enjoying new things, excelled in her classes. Not long after graduation she started her office career as a receptionist for The Alexander Group, a sales consulting firm.

In early fall of 1994 with Heidi's life focused on work and socializing primarily with just family members, her mom did something that caused Heidi's world to be changed forever. Because of mom, Heidi met Jeff. They dated, became engaged and married in April 1996. Both are grateful to her mom, because if not for her they never would have met. Feel free to ask Heidi what her mom did and she'll be happy to share the story. 😊

Still looking to expand her professional growth and seek more responsibilities, Heidi over the next several years would work at companies specializing in manufacturing, program development, accounting and most recently construction. During this time, she added an extensive array of administrative and management skills.

It was in early 2018 that Heidi's expanded skill set landed her the office manager position for the headquarters of Meridian Brick, a masonry manufacturer located in Alpharetta. This marked Heidi's entrance into the world of construction, different than the work done by her dad. Here she performed a wide variety of administrative functions from executive support to coordinating company-wide functions, purchasing, maintaining inventory, as well as handling customer service. Meridian proved to be an



Heidi Carroll with husband Jeff in Savannah, Georgia

attractive entity to another growing masonry company, General Shale, who acquired them by October 2021.

In late 2025, General Shale opted to consolidate and close several locations, including their Alpharetta office. This action allowed Heidi to come to know SECO. At about this same time SECO had a recruiting company seeking candidates for the Sales and Operations Administrator position with our NovaTech division. Not long after being introduced to each other, Heidi agreed to join the SECO team!

Heidi is a fan of country music but also likes listening to the rock classics her parents listened to from the 50's to the 80's. She enjoys cooking with Jeff, especially Italian and Mexican cuisine. They watch a variety of TV shows and movies, as well as go to live theater and concerts (when they can agree on the performers). Fortunately, both like classic, vintage Hollywood movies and someday hope to attend a Turner Classic Movie event.

In April, Heidi and Jeff celebrated 30 years of marriage. Not having any children, they always look forward to spending time with Heidi's family members that do have kids.

Heidi's parents are alive, doing well and retired. They now live in her dad's hometown of Steeleville, IL, enjoying the quiet smalltown life. Heidi's baby sister, Sharon, lives in the neighboring town, Chester, IL.

Heidi and Jeff visit them from time to time, whenever they want to take a 500-mile drive! They really love taking shorter road trips to North Georgia, Charleston, SC, Pigeon Forge, TN, St. Augustine, FL, and frequently go to Savannah, GA, their honeymoon spot.

They've also traveled by plane or cruise ship for their milestone anniversaries to the Caribbean, Las Vegas, Central America, Hawaii, as well as by car to Disney World. Other places they want to go are Ireland, Italy, Scotland and maybe Euro Disney, which require valid passports, that they plan to use frequently!

Heidi's favorite thing about SECO is the family "vibe" and we are happy to have her as a SECO family member!

Introducing Brian Earley

Meet Brian Earley, the newest member of the NovaTech Material-Only sales team. Brian has an interesting story as even though he is still a young man, he's been all over this world and has quite an experience log!

Brian was born and raised in a family farm environment in rural Pennsylvania in the small-town area of Scenery Hill, PA off of Rt 40. Brian and his younger brother, (Brody), worked with their parents and grandfather on the farm. Brian did not resent farm work, but rather, he loved the work! Whether he was tending the huge garden or looking after the livestock they raised, Brian loved it all. Brian is still very close to his family and has a very special bond with his grandpa, Harry. Brian relishes his return trips back home as his family's farm is still an ongoing concern. His favorite home activity and what he looks forward to most are the family bonfires where they sit, tell stories and simply enjoy one another's company.

Brian's folks, Brian Sr. and Tanya, were demanding of their boys, requiring commitment to school and work by giving 100% to any endeavor they were to undertake. No half-efforts permitted! Brian was a good student and also a good athlete. He starred in both wrestling and football. For the longest time, Brian because he loved history, thought he might go to college to play football and prepare for a career as a history teacher. However, due to the strong influence of a close family mentor who had both a military and a law enforcement background, Brian was encouraged to sign up for early enrollment into the Marine Corps during his junior year in high school. This involved training and drilling one day a week while he was still in school. When Brian graduated with honors, he moved on to the military chapter of his life.

Like all Marine recruits, his Marine experience started at Parris Island where he experienced Basic Training for 3 months. From there, Brian went on to Camp Lejeune where he underwent combat training. With more training ahead, he was then transferred to Fort Leonard Wood in Missouri where he received Military Police (MP) training for about a year. While this MP training was going on, Brian entered a competition to become a part of the MP team assigned to Air Force One duty. After a grueling competition and numerous interviews, he made it to the final two. He lost out at the very end, however, due to his honesty! Ask him and he'll share that story with you.

After finishing up his MP training, he was assigned to the Marine base in Okinawa where he spent the next 2 years. Brian has wonderful memories of his time in Japan. He loved Tokyo, the people, the culture, the food and the countryside. This was also the time when Brian was introduced to Mixed Martial Arts (MMA). He really got into Muay Thai (a form of kickboxing). He loved the training and the competitive environment. Brian mentions that he was in the best shape of his life during this period as he was working out hard, twice-a-day and co-trained with the SWAT guys (Special Reaction Team).

From Okinawa, Brian was transferred to Camp Pendleton in San Diego where he began prepping to leave the military and was mainly performing administrative duties. He also enrolled in the University of Maryland's online program in Management Studies.

After leaving the military, Brian commenced his "business life" by taking a job with Erie Metal Roofing. He started there as an estimator/salesperson and began to learn the ins and outs of the metal roofing world. Brian was with Erie for four plus years before they decided to move him to the Raleigh, NC area to open



*L to R: Brian Early with
brother Brody & stepdad Matt*

a Carolina branch. Well, it was only six months later, and the company decided they didn't want a Carolina office after all and shut it down! It was still pre-CoVid, about 2019 when Brian took a subsequent job with Azek selling custom railings and exterior specialties. Brian covered the mid-Atlantic territory for them, traveling a good bit, making a whole lot of business contacts and developing numerous relationships during his two years with Azek.

Brian was subsequently recruited by a company called Dimensional Metals out of Salisbury, NC. Again, he set-out making plenty of business contacts and developing more relationships in the building world. As with Azek, Brian was with Dimensional Metals for about two years.

Brian responded to an ad from SECO who was looking to add a regional sales rep for their NovaTech Wall Systems material-only group. It didn't take long, and the next thing you know, Brian joined SECO in February of this year and he's already off and running!

On the personal side, Brian is a huge fan of sports, but in particular, the Pittsburgh pro and college teams. Yep, he lives and dies with the Steelers, the Pirates, the Penguins and even the Pitt Panthers!

Brian enjoys cooking and has a special affinity for Caribbean food. He plays the drums, writes music and likes to add percussion to songs he writes.

Brian, a self-described fitness fanatic loves to "ruck" with friends, which is the idea of hiking and camping with weighted backpacks proving a solid body workout. His ruck group is more or less a private club of like-minded folks.

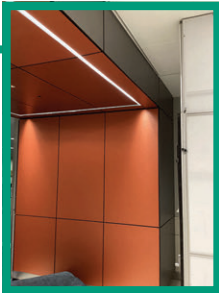
In wrapping things up, Brian mentioned how much he looks forward to his trips home where he can be with his peeps. In a similar way, we hope Brian calls SECO/NovaTech his professional home for a long time!

The contracting side of the house remains active as our customers continue to award SECO high-quality contracts! Here are some highlights from some of these very nice projects!

To begin with, these projects below, written up in our last Outlook Issue No. 47, are all either completed or nearly completed. Many, many thanks to these great customers!

- Lever Hall Renovation – Clemson University – Juneau Construction Company
- Dept. of Intellectual and Development Disabilities –Tusculum, TN – Messer Construction
- Flatrock Motor Club – Rockwood, TN – Christman Construction Company
- Shaws Creek Water Treatment – Aiken, SC – Harper General Contractors
- McGhee Tyson Airport Renovation – Alocia, TN – Messer Construction Company
- Tennessee Tech – Tucker Stadium – Cookeville, TN – Christman Construction Company

Below are projects we are currently working on:

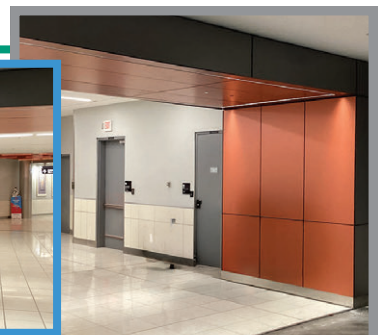


CONCOURSE E – ATLANTA AIRPORT

Chris Bramlett, Kelly Compton and Cory Norton are on this airport site installing about 1,800 square feet of Trespa's high-pressure laminate product and integral support system as ceiling and wall panels for our customer **New South/McCarthy**, joint venture.



ATLANTA, GA



CONA (CAROLINA ORTHO AND NEURO ASSOCIATES)

SPARTANBURG, SC

Deno Brown and **Sam Brown** along with **Hermas Ramos, Tony Osborne** and **Bart King** are working hard for our wonderful customer, **Harper General Contractors** on this nice M.O.B. project in Spartanburg, SC. There's a good mix of aluminum composite rainscreen panels and concealed fastener profiled panels. **Sam Mooney** is providing Harper with SECO's Project Management duties.



MALETA (MULTI-AGENCY LAW ENFORCEMENT TRAINING ACADEMY)

NASHVILLE, TN



Turner Construction's Nashville office selected SECO to perform the wall panel work for this important new government project. The new facility has three (3) distinct segments with each segment being substantially clad in state-of-the-art rainscreen ACM panels in 3 different colors, about 26,000 total sf! Of course, as with any rainscreen system, there is a whole lot of wall insulation and furring supports being installed with all of these panels. There is also a sizable quantity of Centria's profiled panels being installed at the rooftop screen walls. **Steve Fudge** is directing our Project Management activities while **Chris Coleman** and the Sovereign boys are doing a great job getting the materials "on the wall" as they say!



(Continued on page 15)

NEW SEQUOYAH HIGH SCHOOL AND MIDDLE SCHOOL

DORAVILLE, GA

Gilbane Construction Company's Atlanta office awarded SECO this massive school project, just off I-85 and inside the I-285 perimeter loop. This project is multi-phased and includes numerous buildings. The project calls for about 180,000 sf of finished ACM panels utilized as wall panels, column covers, decorative pilasters and soffits above building overhangs and connectors. **Caleb Bixler** is handling the complex Project Management duties for us, while **Travis Belew** and **Bob Henry** are overseeing the field installation activity. **Tony Strickland** and his Pro-Strick guys are quite capably handling the panel installation for us. Most of the panel areas on this project are part of rainscreen assemblies. Therefore, there are tens of thousands of square feet of insulation and literally miles of sub-furring supports being installed along with the panels. It's definitely not a project for the meek or mild, but once again, the Gilbane team knows they made the right choice when they selected SECO for the award!



TOYO – TIRE MIXER ADDITION

WHITE, GA

Our customer, **The KBD Group** out of Atlanta brought SECO on to handle the siding package on this large building addition at the huge Toyo Manufacturing plant in White, GA. Our guys, once again led by **Deno Brown** and **Sam Brown**, are installing about 40,000 sf of both interior and exterior ribbed metal insulated siding panels. It's a tough site and an aggressive schedule, but our team, orchestrated by P.M. **Sam Mooney** is more than up to the challenge, (as they always are!).



Upcoming SECO Contracting Projects

These new, upcoming projects will be highlighted in the near future:

PROJECT	LOCATION	CUSTOMER
Carolina Power	Greenville, SC	Brasfield & Gorrie
CDC Repair	Atlanta, GA	Turner Construction
Takeda	Social Circle, GA	Batson-Cook Construction
Southern First Bank	Greenville, SC	Harper General Contractors
J & J Ethicon Café	Cornelia, GA	Gibane Construction
Kipp Group	Fountain Inn, SC	Harper General Contractors
Knoxville Airport Hilton	Alcoa, TN	Messer Construction Company
AD3 Crescent Middle School	Iva, SC	Harper General Contractors
101 East Court St.	Greenville, SC	Harper General Contractors



Additionally, we want to give a quick shout-out to **Travis Belew** who does a great job managing the company's field activities. Not only does he make sure all of our projects are tracking schedule-wise, but he also works directly with our customers, oversees equipment needs and call-offs, and works closely with our foremen, lead men and our qualified erectors. He does all this while maintaining a nearly flawless safety record. Great work, Travis!

Lastly, a tip of the SECO hardhat to all of our crew members. You make us all proud that you represent SECO so professionally!

DOBBS JOHN DEERE FACILITY SPARTANBURG, SC



FLATROCK MOTOR CLUB WESTEL, TN



TENNESSEE TECH-TUCKER STADIUM COOKEVILLE, TN

