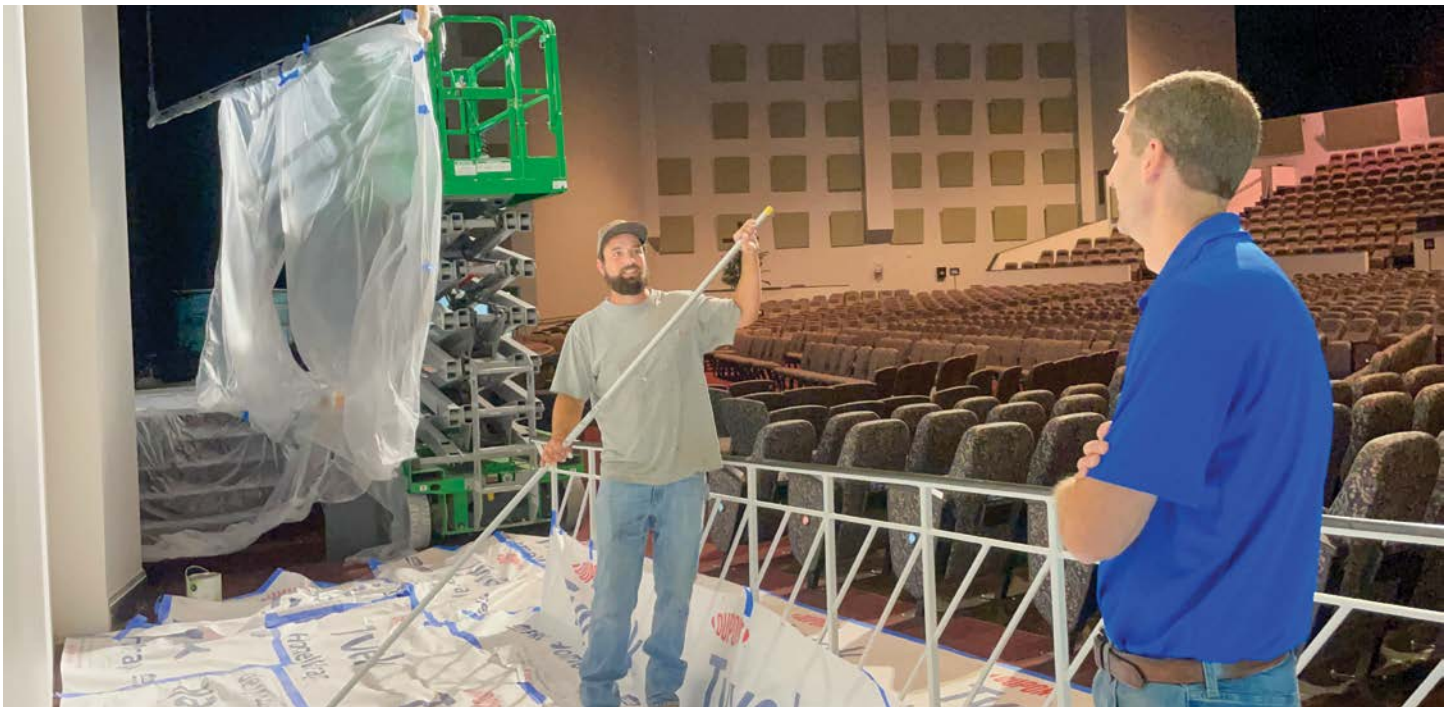


The Dow Smithsonian

A newsletter for clients, colleagues, and friends of Dow Smith Company, Inc.

Winter 2023

SMW Division Makes Small Jobs A Big Priority



DSC Superintendent Nathan Pfeifer, left, works on a project at LifePoint Church while talking with SMW Division Project Manager Ryan Sanford.

Not all of our clients need a brand new facility or a tenant buildout. Sometimes they simply need a minor renovation or some drywall repaired or even just a hard-to-reach light bulb replaced.

That's where our Service, Maintenance and Warranty Division comes in.

After more than 30 years in business, we've designed and built a lot of buildings in Rutherford County. But our commitment to our clients doesn't end when they're issued a Certificate of Occupancy. We're still here for anything they need long after they move in.

"The SMW Division really was birthed out of our purpose, which is to serve," says Ryan Sanford, the Project Manager over our SMW Division. "With us wanting to continue to serve our clients beyond just

the build of the building, we decided to launch a division that is based on those small projects."

The SMW Division was created after considering the calls of clients who were telling us they needed small projects done and they couldn't get anyone to show up and make that work a priority.

But when we show up, we're not just a handyman with a hammer.

"What the SMW division does is it gives our clients the full arsenal of Dow Smith Contracting," Sanford says. "We have superintendents. We have 30 years of experience. We have a full array of subcontractors that can do anything from fixing some drywall and doing some painting projects all the way to building a 100,000-square-foot facility. So we can do

anything and then we have a price point that is affordable."

Dow Smith Company is here to handle all sorts of small jobs that help our clients maintain a safe and efficient work environment. Our services include:

- drywall repair
- gutter cleaning
- pressure washing
- door repair and adjustments
- door hardware and locks
- concrete patching and repair
- towel and toilet paper dispenser replacement
- storage room racks and shelving
- conferencing/video room modifications
- and any other small construction project or maintenance item.

Jaymes Academy Offers Educational Adventures



Walking into the new Jaymes Academy location is like stepping inside a box of crayons. The 10,000-square-foot pre-school and daycare at 13189 Old Nashville Highway is filled with vibrant colors that match the excitement and passion that owner Angie Phay has for teaching and caring for children.

Jaymes Academy provides early learning adventures for infants, toddlers, pre-school and pre-kindergarten. With locations in Nashville, La Vergne, and Murfreesboro, this new facility in Smyrna is the academy's fifth location. It includes classrooms for infants through pre-school, a cafeteria, and both outdoor and indoor playgrounds.

There are also large, bright murals that cover the walls and include adventurous

animals while featuring words that describe Jaymes Academy's values: love, kindness, education, service, inclusion, and fun.

"We want to create an experience and serve families. We have a servant's heart," Angie says. "Your child's educational adventure begins here."

After being introduced to Angie by commercial real estate broker John Blankenship, Dow Smith Company guided Angie through the design-build process all the way from the conception of her idea through the construction of the building. Aaron Fisher served as the project manager/estimator and Nathan Pfeifer was the project's superintendent. This project is unique in that DSC owners (Dow Smith, Joey Rhyne, Shauna McConnell, and Trey

King) are in a joint partnership with Angie.

"The design is really cool," Aaron says. "Everyone really loves it. We've gotten lots of compliments on it from everyone from city officials to people who have driven by and called our office and commented on it. We used one of our favorite architects, Kevin Goins, and he designed a beautiful craftsman style building. It really catches your attention when you drive by it."

The idea for the building came to Angie more than a dozen years ago, Angie says.

"And here we are now with a building that started with a vision on a piece of paper," she says. "I've been so proud and impressed with Dow Smith and Aaron and Nathan and Joey. I just appreciate them so much."

Merry Christmas! What A Year We've Had At DSC!



As I reflect on 2022, one of the first things that came to my mind was our 30 year anniversary event of hosting a construction carnival at Smyrna Elementary. What an incredible night that was for all of us. Holley Potts and Ryan Sanford did such a wonderful job of planning that event. And I am even more excited about building them a new outdoor classroom which has already begun.

We added eight new awesome people to our team in 2022. That's right,

eight! That is a 38% growth in our employee family. Emily Beasley, AJ Blankenship, William Green, Taylor Loyal, Landon McDearmon (returned - welcome home Landon), Ryan Sanford, Mike Speirs, and Jason Tigg. The quality of people that we are able to attract is mind blowing to me. WOW!

Gary Grisham left his earthly body this year and is living his resurrected life with Christ.

I fired myself as Marketing Director and replaced myself with Taylor Loyal in that role. Since then, we can see incredible growth in our social media content and engagement, a monthly employee newsletter (with purpose and effectiveness), a market study, and plans to upgrade and update our CRM (Client Relationship Management) system, just to name a few. Taylor's love and wisdom is very contagious as well.

In addition to firing myself as Marketing Director, I took a 30-day sabbatical in June. What a wonderful time this was for me and my family. I learned a lot about myself and reaffirmed some priorities and goals personally and professionally. One lesson I learned is that the less I do, the more gets done at DSC.

Our Small Projects, Maintenance & Warranty (SMW) division is now very profitable.

In spite of this growth, our team unity is sky high! And I think that is directly related to our Wellness Program.

We have been so blessed to work with so many incredible clients and to continue to have the opportunity to serve the community we love.

Merry Christmas,

Building Out Your Commercial Space? Here's What You Should Look For



The Dow Smith Company team helps a client build out their commercial space at Seven Oaks Business Park in Smyrna, Tennessee.

Are you considering building out a space for your business? Whether it's your first time seeking a commercial space for your business or your company needs a new location to grow, here are five things you need to consider before you get started on your project.

1. Location, location, location. Having a location that is convenient for your customers and your staff is essential. If your business accepts or ships deliveries, proximity to major roads and interstates will also be a plus. You could have the most perfect building design with lots of amenities, but if your business is difficult to get to, your prospective clients and employees may never find you.

Another factor concerning location is the municipality within which you'll be working. Your construction company will need to have a firm understanding of the codes of the city or county where your business will be located. Having this knowledge—and local relationships—can fast-track the process of getting your plans approved and your build-out started.

2. Budget. Lots of us were taught as children that it was impolite to talk about money. But, the sooner you can have this conversation with your build team, the better. Our economy is facing supply chain issues and labor shortages, regardless of industry. So, it's best that clients are clear about what they want out of their space from the beginning. Getting on the same page regarding your budget from the start will ensure a smoother process throughout the build-out and fewer cost surprises at the end of the project.

3. Custom features and must-haves. In many commercial spaces, you may find you're starting with a blank canvas—an open space with a concrete floor and some windows. You'll have to select flooring, paint, walls, and appliances for your business,

just to name a few. For some companies, a few offices and a lobby will do the trick, but others are more complicated.

For example, we work with a lot of dentists and we have realized that those in the medical industry usually require custom solutions for plumbing, heating, and equipment. Because we understand those needs and have relationships with specialty equipment suppliers, we know how to budget and plan for those projects. Ensure your contractor has experience in your industry, especially if you need special accommodations for your space.

4. Realistic timeline. A typical build-out can take two to three months to complete. In a high-growth area, construction companies are busy, so they may not be able to get to your project immediately. With the current state of the economy, be aware of and plan accordingly for long lead times on both labor and construction materials.

5. The importance of experience. We complete 10 to 15 build-outs per year. When we become involved in the beginning, we can provide a budget to help you understand all the costs associated with your project. The earlier we are involved, the sooner we can get a handle on the needs of all the stakeholders, which can even help you to better negotiate lease terms with your landlord. Our construction process allows us to plan ahead and get started earlier than other contractors, which means you'll get into your new space faster and with fewer headaches.

If you're thinking about building out a space for your business, give us a call before you get very far down the road. We can help you find a location, work out a budget, determine which features are a must-have for your business to thrive, and establish a realistic timeline for how long it will be before you can have a ribbon-cutting ceremony at your new place of business.

Building Project Becomes Real-Life Math Lesson

Project Manager Ryan Sanford spoke with students at Smyrna Elementary School in November about the outdoor classroom Dow Smith Company is going to build at the school. He used the opportunity to teach a lesson on area, volume, and cubic feet.

"I do math every single day in my job," Ryan told them. "If you know Legos and you can read a blueprint, you can work in construction."

Right: PM Ryan Sanford speaks with students at Smyrna Elementary School.



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Work continues at City Church. Shout out to Project Manager Andrea Fall and Superintendent Joel Tellez for all their hard work on this project!

Works In Progress

- Redstone FCU - Murfreesboro
- North Boulevard Church - Murfreesboro
- AFAG Seven Oaks - Smyrna
- MMC Westlawn - Murfreesboro
- Packaging Fulfillment - LaVergne
- Marquee Dental - Lennox Village
- City Church - Murfreesboro
- Family Pet Health - Murfreesboro
- Burn Boot Camp - Smyrna

