

# The Dow Smithsonian

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

Spring 2021

## Introducing Our New Chaplain and Life Coach

Holley Potts is one of the few employees at Dow Smith Company who doesn't wear a hard hat. But she has lots of tools she plans to use to improve the lives and careers of everyone in the company.

Potts was recently hired as Dow Smith Company's new chaplain and life coach.

"I focus on how people are made and how they work together," Potts said. "I want to help people achieve career-oriented goals, but also life goals. I want to help envision the life they want and how to get there. I'll help Dow Smith Company can work together better as a whole."

President Dow Smith said he realizes it's rare for a design-build firm to have a chaplain on staff, but that role is one that has been critical to the company's culture. For five consecutive years, Dow Smith Company has been named a Certified Best Christian Workplace by the Best Christian Workplaces Institute.

"Our mission is to serve Christ in the marketplace," Smith said. "Whether we're designing and building a church or a dental office, we recognize there is a spiritual component to all of our work. Having a chaplain like Holley helps us stay rooted in our mission."

Potts replaces John Key, who held a similar position for 16 years before retiring



in 2020. Key will continue to be a spiritual leader for Dow Smith.

Potts started her career in education before going into ministry. She's been working with churches since 1995. She has a bachelor's degree in education from Martin Methodist College and a master's degree in divinity from The University of The South. She has a Life Coaching certification from New Life University, which is connected with Branches Counseling Center in Murfreesboro. Potts is also an accomplished artist. Dow Smith Company purchased many of her paintings several years ago. Her work hangs

throughout the company's office at 205 Sam Hager Street in Smyrna (see below).

"The best thing I can bring from my church background is understanding how groups can work well together," Potts said.

Potts plans to work with Dow Smith Company leadership to determine how she can help them reach goals and then expand to everyone else in the firm. She will lead group training, share messages of encouragement, work to connect with every member of the team and put together resources for growth.

Potts says she's excited that a position like hers exists, and she believes it speaks volumes about Dow Smith Company's dedication to its employees and clients.

"I was impressed that he even has a role like this," she said. "Who thinks that way? Who thinks forward to take care of his team's needs like that? The fact that he thinks that way is very impressive to me."

Dow Smith Company, a Middle Tennessee design-build firm, specializes in commercial, healthcare and church construction projects, ranging from ground-up construction to renovations and additions. Since the company was founded by Dow Smith in 1992, it has worked with hundreds of businesses and churches in Middle Tennessee.





# Speaking Our Language

Dogs understand words at the level of a 14-month-old child, a recent study has found. According to the *Science Focus* website, scientists in Budapest studied brain activity in dogs using electroencephalography, playing recordings of words the dogs knew, along with similar-sounding words and nonsense words that sounded completely different.

The brain readings showed that the dogs could distinguish between words they knew and the nonsense words, but their brains didn't differentiate between familiar words and similar-sounding words—"sit" and "sut," for example. Dogs, like very young humans, don't pay attention to all the sounds of a word. In children, this short attention span disappears as they learn to process different words and expand their vocabulary, at 14–20 months of age. Dogs, however, never progress beyond this point, and learn only about 165 words during their lifetimes.

SPEED BUMP

Dave Coverly



# Follow These Not-So-Secret Secrets For Success

A successful career takes hard work, but the secrets aren't very mysterious. You can reach your goals with focus and determination—and this advice from *The Seattle Times*:

- **Pick one positive quality to emphasize.** Assess your strengths and decide which one suits you best. Choose tasks and assignments that let you show off that aspect of yourself. People will associate you with your strongest ability and call on you when they need it.
- **Always have a Plan B.** Not all of your plans will succeed. Although you've got to make your best effort, don't assume everything will go right. Anticipate obstacles and have a fallback option. This will help you stay one step ahead of potential setbacks.
- **Be reliable.** Always finish what you commit to, without excuses. People want to depend on you, and when they know you're going to follow through, they'll call on you more often.
- **Act ethically.** When you're asked to do something unethical or dishonest, decline politely but firmly. Most people will back off in the face of a clear "no." If not, you may be in the wrong job or working with the wrong people.
- **Treat everyone with respect.** From the janitor to the CEO, show everyone the same degree of respect you expect for yourself. You never know whose assistance you'll need, and being nice to people is a good investment in your future.
- **Don't be afraid to ask questions.** If something is unclear, ask for clarification. You'll get in more trouble for making mistakes due to misunderstanding an instruction than by asking questions up front.

*"Don't let anyone rob you of your imagination, your creativity, or your curiosity. It's your place in the world; it's your life. Go on and do all you can with it, and make it the life you want to live."*

—Mae Jemison

# Keep Older Loved Ones Engaged During Difficult Times

We worry about our children during the pandemic, but that doesn't mean we should forget our older loved ones. Many are isolated and lonely, which can lead to depression and other health problems. Here's what *NPR* says to keep their spirits up:

- **Stay in touch.** Call them as often as possible. Talk about what you're doing, what makes you happy or sad, and what they're up to. Ask for their advice. This lets people know you're thinking about them.
- **Have a virtual dinner.** Schedule a shared meal via Zoom or another app. Cooking and eating together, even in different houses, can create a feeling of togetherness. Try watching TV shows together, too.
- **Connect to their interests.** Find out what they like to do and share it. If an older loved one likes books but has eyesight troubles that make reading difficult, offer to read a book to him or her, or set up a deal for audiobooks they can listen to.
- **Ask for help.** Just because people are older doesn't mean they're helpless. Often they have useful skills. Ask for recipes of family favorites. Encourage them to sew masks for the family.
- **Go for a walk or drive.** If they're able to go out, take a weekly walk together, or go out for a drive—with proper precautions like masks and social distancing, of course.



# Decrease Financial Stress For The New Year

As we begin the new year and the COVID-19 pandemic continues, most of us are worried about money. It's a stressful time, but you can take steps to ensure your financial survival. The *CNB Select* website has this advice:

- **Make minimum payments.** You don't have to pay off debts in whole while your situation is uncertain. Low-priority debts like credit card and student loan bills won't have an immediate impact on you or your family if not paid off right away. Just remember to make the minimum payment to stay current and keep your credit rating healthy.
- **Find new forms of comfort.** Get out of the habit of buying things to make yourself feel better. Find new routines that help you feel in control of your life—making the bed each morning, dressing as if you're going to work even if you're working from home, exercising, doing artwork, or chatting with friends via Zoom. You'll reduce stress while also cutting your outgoing expenses.
- **Enhance your financial savvy.** Use the pandemic as an opportunity to manage your money better. Take a look at what you're spending and find expenses you can eliminate, like that latté from Starbucks every morning or all those cable channels. Once you have a better handle on your spending, you'll make better decisions and be able to save money for your emergency fund.

*"You have to be odd to be number one."*

—Dr. Seuss

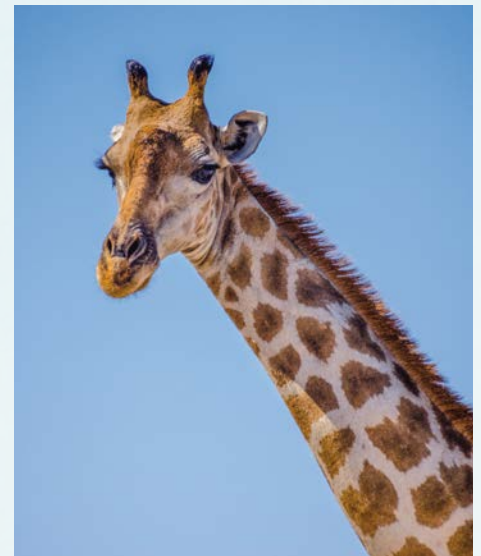
## Bringing Top Talent To The Table

Hiring the right people is essential to your organization's long-term success. You have to be picky. Here are the people to look for, according to *Forbes*:

- **Fierce negotiators.** Candidates who know what they're worth and are capable of making a case for themselves usually turn out to be powerful performers. Don't shy away from them. You want confident employees on your team.
- **Self-aware individuals.** Good employees know how they come across to other people and where they fit into the workplace and culture. Look for evidence of attention to others, empathy, and a willingness to encourage people.
- **Courageous people.** You want people who are comfortable taking risks, who choose courage over comfort. Ask about challenges they've confronted, obstacles they've overcome, and problems they've solved, as well as failures they've had to deal with. This should give you a good idea of their desire not to always play it safe.
- **People who add to your culture.** Go beyond looking for a "good fit." Seek out candidates who bring something different and new to the table. They may come from different backgrounds or have unconventional experience, but the best people will contribute to your organization in new and exciting ways.
- **Curiosity seekers.** Your organization needs creativity and innovation, so target candidates who ask lots of questions about your organization and industry and who don't blindly accept the status quo. The best questions include, "Why are we doing this?" and "Why don't we try that?"

*"Some failure in life is inevitable. It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all—in which case, you fail by default."*

—J.K. Rowling



## Brain Teasers

Q: According to Greek mythology, who was the first woman on Earth?

A: *Pandora*

Q: Which singer's real name is Stefani Joanne Angelina Germanotta?

A: *Lady Gaga*

Q: Where were the Declaration of Independence, the Constitution, and the Bill of Rights stored during World War II?

A: *Fort Knox*

Q: Which two U.S. states don't observe Daylight Savings Time?

A: *Arizona and Hawaii*

Q: Which mammal has no vocal cords?

A: *The giraffe*

Q: What was the first toy to be advertised on television?

A: *Mr. Potato Head*

Q: Which of William Shakespeare's plays is the longest?

A: *Hamlet*

Q: Before the Beatles were formed, John Lennon, Paul McCartney, and George Harrison were originally members of which group?

A: *The Quarrymen*

Q: What country won the very first FIFA World Cup in 1930?

A: *Uruguay*

Q: Which two countries share the longest international border?

A: *The United States and Canada*

Q: How many hearts does an octopus have?

A: *Three*

—Thought Catalog

# Who's On First?

In this issue of The Dow Smithsonian, we introduce you to Trey King, our Field Operations Manager.

In a lot of ways, the field operations manager is the voice from the field to the office and from the office to the field. Some companies don't have field operations managers, but at Dow Smith Company we believe they serve a key role.

On the jobsite, the field operations manager does all of the labor planning. He goes from job-to-job to find out who needs what. Because superintendents use a lot of the same subcontractors, the field operations manager coordinates them to make sure they're always working on the most critical parts of the job. He's responsible for quality. He works with vendors and



Trey King, Field Operations Manager, at the New Vision Baptist Church project.

orders materials—and then makes sure those materials are put in the proper place on the jobsite. He works with the safety coordinator.

"It can be tricky," Trey said. "The main thing is communicating with everyone. I have to think about the big picture of everything. I have to think weeks out and forecast."

But Trey said it's all worth it when he sees the finished product for our clients.

"We get caught in the trenches day-to-day and sometimes we don't think about how many people it will help.

Whether it's a church or a dentist office or a law office, the most rewarding thing is how we affect our clients and the people who are involved with them."

 **DowSmith**  
*We design. We build.*  
205 Sam Hager Street  
Smyrna, Tennessee 37167  
[www.dowsmith.com](http://www.dowsmith.com)

PRSRT STD  
US Postage  
PAID  
Merrimack, NH  
Permit No. 20

## Currently Under Construction

Despite the curve ball 2020 threw our way, the Dow Smith Team has been busier than we can remember. This year is shaping up to be one of our best, and we owe it all to our loyal clients, our hard-working employees and our construction partners who help us achieve our clients' goals. Projects currently under construction include:

- Greenhouse Ministries, Murfreesboro - 25,000-square-foot mixed use office and transitional housing facility
- Global Product Sources, Nashville - New 13,520-square-foot pre-engineered metal building
- MMC Weight Loss & Wellness, Murfreesboro - 700-square-foot interior remodel
- Moody Excavating, Murfreesboro - New 3,000-square-foot two-story office building
- Premier Land Title & Escrow, Smyrna - 3,000-square-foot tenant build-out
- Premier Martial Arts, Murfreesboro - Tenant build-out of a new martial arts studio
- Dr. Helton Aesthetics & Wellness, Murfreesboro - 2,800-square-foot tenant build-out
- Mulch & More, Murfreesboro - New 11,590-square-foot pre-engineered metal building to include office space and a maintenance facility.



Greenhouse Ministries, Murfreesboro



Global Product Sources, Nashville

