

# Event Session

## Keynote When You See Me How to Build With and For Communities

Date: July 28, 2022

00:00:00 --> 00:00:04: When I feel like a curse of innocent and I  
 00:00:04 --> 00:00:07: fall down, you pick me up again.  
 00:00:10 --> 00:00:10: Find.  
 00:00:12 --> 00:00:13: Knowing that.  
 00:00:15 --> 00:00:18: Fall down, you beat me up again.  
 00:00:33 --> 00:00:34: Pick me up again.  
 00:00:36 --> 00:00:41: From rising sea to set and sun, we'll be together  
 00:00:42 --> 00:00:48: forever, young in the dead of night when Thunder Rose  
 00:00:48 --> 00:00:54: crawl undercovers and hold me, closing down, down.  
 00:00:55 --> 00:00:58: Found in your.  
 00:00:58 --> 00:01:03: Is there solid ground when I feel like the cause  
 00:01:03 --> 00:01:07: of innocence, that I'm falling down, you pick me up  
 00:01:07 --> 00:01:08: again?  
 00:01:09 --> 00:01:13: Can't find the answers in the window.  
 00:01:15 --> 00:01:18: Wake me up again, you'll pick me up again.  
 00:01:36 --> 00:01:37: Need.  
 00:01:39 --> 00:01:40: Against.  
 00:01:41 --> 00:01:43: Two feeding them.  
 00:01:47 --> 00:01:51: I know whenever I fall down, you pick me up  
 00:01:51 --> 00:01:52: again.  
 00:02:07 --> 00:02:08: Weather.  
 00:02:13 --> 00:02:14: You pick me up again.  
 00:02:17 --> 00:02:17: Fine.  
 00:02:19 --> 00:02:20: When? When?  
 00:02:22 --> 00:02:25: When I fall down, you pick me up again.  
 00:02:45 --> 00:02:46: I'm a beat.  
 00:02:51 --> 00:02:55: Ah, there we go. The music is off and just  
 00:02:55 --> 00:03:01: in time. So while you're having lunch, I'm going to  
 00:03:01 --> 00:03:02: introduce our.

00:03:04 --> 00:03:08: Presenting sponsor which is Pamela Ross. She is the VP  
00:03:08 --> 00:03:14: of Community Leadership and Equitable Initiatives with the  
Indianapolis Foundation,  
00:03:14 --> 00:03:18: which is an affiliate of CCF which really stands for  
00:03:18 --> 00:03:22: Central IN Community Foundation. So lots of acronyms that  
we  
00:03:23 --> 00:03:28: could throw out, but Pamela leads the foundations,  
community leadership  
00:03:28 --> 00:03:33: initiatives and grant making work. She's also responsible for  
leading  
00:03:33 --> 00:03:35: many other projects.  
00:03:35 --> 00:03:40: Community initiatives that support increased equity, inclusive  
economic growth and  
00:03:40 --> 00:03:43: anti racism in central IN and Pamela is going to  
00:03:43 --> 00:03:47: come up and she's going to then introduce our keynote  
00:03:47 --> 00:03:50: speaker that we can listen to while we continue lunch.  
00:03:50 --> 00:03:51: So thank you.  
00:04:02 --> 00:04:03: Good afternoon, everyone.  
00:04:05 --> 00:04:07: You haven't eaten that much yet, so.  
00:04:09 --> 00:04:12: I hope I've been hearing a lot of great things  
00:04:12 --> 00:04:16: about how the conference is going. So that's really awesome  
00:04:16 --> 00:04:19: to hear. We're really excited and thankful to be the  
00:04:19 --> 00:04:23: presenting sponsor for. I just realized that there's people here  
00:04:23 --> 00:04:26: from all over the Midwest, so some of you may  
00:04:26 --> 00:04:31: not know the Indianapolis Foundation, central IN Community  
Foundation in  
00:04:31 --> 00:04:35: 2018 changed our mission after being 100 year old  
Community  
00:04:35 --> 00:04:39: Foundation to be more defined about our commitment and.  
00:04:39 --> 00:04:42: Our voice, our work in the space of equity, wanting  
00:04:43 --> 00:04:47: to create more opportunities for everyone, no matter place,  
race  
00:04:47 --> 00:04:51: or identity, that at the fact that we were ahead  
00:04:51 --> 00:04:51: of.  
00:04:52 --> 00:04:56: The things that happened in 2020 between the pandemic as  
00:04:56 --> 00:04:58: well as the murder of George Floyd has put us  
00:04:58 --> 00:05:01: even more so in a position that in the climate  
00:05:01 --> 00:05:05: that we're in right now, we're really looking for opportunities  
00:05:05 --> 00:05:09: to really create solutions and results and get from having  
00:05:09 --> 00:05:12: conversations and analyzing data to actually get into a place  
00:05:12 --> 00:05:15: where what are we going to do about it. So  
00:05:15 --> 00:05:18: from what I've heard, you all are approaching that and  
00:05:18 --> 00:05:21: our hope is that you will continue to dig deeper  
00:05:21 --> 00:05:22: even after this.

00:05:22 --> 00:05:24: We are in a space of.

00:05:25 --> 00:05:27: Acquiring land.

00:05:28 --> 00:05:33: Partnering with development that is going on in neighborhoods where

00:05:33 --> 00:05:36: typically they just get overlooked and underappreciated.

00:05:37 --> 00:05:40: We want to be in a space where we understand

00:05:40 --> 00:05:43: that land also means wealth. And if we're looking at

00:05:43 --> 00:05:47: closing the racial wealth gap, we can't continue to do

00:05:47 --> 00:05:49: things the same way. We also look at it from

00:05:50 --> 00:05:53: the standpoint of who actually is in the development space.

00:05:53 --> 00:05:56: So how are we empowering more people of color, more

00:05:57 --> 00:06:00: developers of color, more people who are in that space

00:06:00 --> 00:06:03: to actually be in the decision making as we have

00:06:03 --> 00:06:06: with our keynote speaker today? So just want to also

00:06:06 --> 00:06:07: just plant.

00:06:07 --> 00:06:10: The fact that we're very committed to it, that's why

00:06:10 --> 00:06:13: we were committed to being a presented sponsor. We want

00:06:13 --> 00:06:15: to continue to be a leader and a partner in

00:06:15 --> 00:06:18: this Community around this specific work. And we want to

00:06:18 --> 00:06:21: also learn, especially from those who are in the neighborhoods

00:06:22 --> 00:06:25: already doing the work and are not given the opportunities

00:06:25 --> 00:06:27: to figure out how to scale it and how to

00:06:27 --> 00:06:30: do it better from the aspect of really knowing what

00:06:30 --> 00:06:33: needs to happen. Neighborhoods residents deserve to stay where they

00:06:33 --> 00:06:36: choose to stay, and we have an obligation to try

00:06:36 --> 00:06:37: to figure out how to make.

00:06:37 --> 00:06:38: That happened.

00:06:39 --> 00:06:42: So to our presenting, to our keynote.

00:06:43 --> 00:06:45: Who's just who I met in the bathroom for the

00:06:45 --> 00:06:46: second time.

00:06:48 --> 00:06:51: She let me know. No, we already met before, so

00:06:51 --> 00:06:54: I wanted to make sure I've met you, Aquila, before

00:06:54 --> 00:06:57: I do this. So Aquila W Garden is the program

00:06:57 --> 00:06:57: director.

00:06:58 --> 00:07:03: Of diversity and inclusion supplier diversity for Indiana University Health

00:07:03 --> 00:07:04: design and construction.

00:07:05 --> 00:07:07: I thought mine title was long, but that's pretty good

00:07:07 --> 00:07:07: killing.

00:07:08 --> 00:07:11: IU Health has a goal of almost \$1 billion in

00:07:12 --> 00:07:16: diverse spend on statewide projects within the next six years.

00:07:17 --> 00:07:22: She is creating an overseeing policy, standards of work strategies,

00:07:22 --> 00:07:26: training and resource management for all things around diversity and

00:07:26 --> 00:07:31: inclusion with design and construction. In 2020, Aquila founded the

00:07:31 --> 00:07:36: Darden Group LLC, an award-winning executive, construction management company assisting

00:07:36 --> 00:07:41: leadership teams and strategy, process and management of large complex

00:07:41 --> 00:07:46: commercial projects. With over 23 years of management experience, Aquila

00:07:46 --> 00:07:48: has managed nearly 2 billion.

00:07:48 --> 00:07:53: And commercial construction projects located in Washington, DC, Virginia, Maryland,

00:07:54 --> 00:07:56: Indiana, Washington and Arkansas.

00:07:56 --> 00:08:00: The Garden Group has received numerous awards and has been

00:08:00 --> 00:08:05: featured in over 110 news affiliates, including the American Reporter,

00:08:05 --> 00:08:09: MarketWatch, Fox News, NBC News and the Indianapolis Recorder.

00:08:09 --> 00:08:14: Yahoo Finance Finance just named Aquila one of the top

00:08:14 --> 00:08:17: 10 most powerful women of 20, 2020-2021.

00:08:18 --> 00:08:23: Chicago Journal named her top 20 entrepreneurs to watch in

00:08:23 --> 00:08:27: 2020, and US Insider named Aquila Top 20 entrepreneurs no

00:08:27 --> 00:08:31: and yes, hold up, and US Insider named Aquila Top

00:08:31 --> 00:08:34: 20 entrepreneurs to watch in 2021.

00:08:35 --> 00:08:36: So that happened twice.

00:08:37 --> 00:08:38: They tricked me.

00:08:40 --> 00:08:43: Aquila is a proud wife and mother of four children.

00:08:43 --> 00:08:47: The garden kids inspired her newly pre released book. My

00:08:47 --> 00:08:50: mom is a construction manager now on Amazon and on

00:08:50 --> 00:08:54: aquiladarden.com but also Aquila. She'll probably tell you this again,

00:08:54 --> 00:08:58: but also akila's wonderful husband came in today and he

00:08:58 --> 00:09:01: is helping to sell her books there in the corridor.

00:09:01 --> 00:09:05: So Aquila, you are so impressive, so looking forward to

00:09:05 --> 00:09:08: what you have to say today and thank you so

00:09:08 --> 00:09:09: much for being here.

00:09:25 --> 00:09:27: Come on, y'all. Come on, stand up.

00:09:28 --> 00:09:32: Everybody stand up. You're gonna eat later, all right? We're

00:09:32 --> 00:09:36: going to do one thing really, really quickly. We're going

00:09:36 --> 00:09:39: to learn how to dance today. Alright? Alright, so move

00:09:39 --> 00:09:40: with me, OK?

00:09:41 --> 00:09:44: Go this way. Go that way. Go this way when

00:09:44 --> 00:09:46: you think you have.

00:09:46 --> 00:09:51: Randolph, put your shoulders in it. Ohh, that's called.

00:09:51 --> 00:09:54: 2 steps. The two steps all right, y'all can have

00:09:55 --> 00:09:55: a seat.

00:09:59 --> 00:10:02: How y'all doing today?

00:10:04 --> 00:10:06: Y'all having a good time at the summit.

00:10:08 --> 00:10:11: Don't look at this book here, but I gotta stay

00:10:11 --> 00:10:13: on task because I'll just go on and on about

00:10:13 --> 00:10:19: community engagement and intentional conversations about equitable opportunities and outcomes.

00:10:19 --> 00:10:22: But I know for those that want credits that I

00:10:22 --> 00:10:25: gotta stay on task, right? As a course creator, I

00:10:25 --> 00:10:28: want to make sure you guys get your credits. So

00:10:28 --> 00:10:31: eat, but also have your pen and paper ready because

00:10:31 --> 00:10:34: we're going to leave here with some ideas, some to

00:10:34 --> 00:10:38: DOS and we're going to rock'n'roll, right? It's going to

00:10:38 --> 00:10:38: take.

00:10:38 --> 00:10:39: Hold less, right?

00:10:40 --> 00:10:40: So.

00:10:41 --> 00:10:45: I'm super excited to be here. I hope you guys

00:10:46 --> 00:10:46: are too.

00:10:48 --> 00:10:49: Again.

00:10:49 --> 00:10:53: There are many things I want you to take away

00:10:53 --> 00:10:53: from today.

00:10:54 --> 00:10:57: Many things. OK, so I'm not gonna be up here

00:10:57 --> 00:11:00: and like the Baptist preacher, get you all hyped and

00:11:00 --> 00:11:03: then you leave and somebody says, well, what did she

00:11:03 --> 00:11:05: say? I don't know, but she was good.

00:11:06 --> 00:11:10: We can't have that. OK. Shout out to Ashley because

00:11:10 --> 00:11:14: without Ashley, wave your hand. She's with you. NEC, the

00:11:15 --> 00:11:18: CDC for the Far East side 46218. You can look

00:11:18 --> 00:11:20: that up later. Thank you.

00:11:21 --> 00:11:23: One thing I want you to know is that get

00:11:23 --> 00:11:26: your squad people that will speak up for you in

00:11:26 --> 00:11:29: the rooms you are not in, OK? That's the first

00:11:29 --> 00:11:32: thing you can write down. Make sure you have people

00:11:32 --> 00:11:35: who are in the room that you're not in speaking

00:11:35 --> 00:11:39: positively on your behalf. And I'm here because of Ashley.

00:11:39 --> 00:11:42: She heard about me and gave me an opportunity at

00:11:42 --> 00:11:43: 30th and Sheridan.

00:11:45 --> 00:11:46: So.

00:11:47 --> 00:11:48: Two years ago.

00:11:49 --> 00:11:53: I left my 6 figure job as a general contractor.

00:11:53 --> 00:11:55: To start my own business.

00:11:57 --> 00:12:00: I hope my husband doesn't hear this, but I wanted

00:12:00 --> 00:12:02: to help people and follow my passion.

00:12:03 --> 00:12:07: That 2019 disparity study came out and it said that

00:12:07 --> 00:12:09: there was a disparity amongst.

00:12:10 --> 00:12:13: Diverse construction contractors.

00:12:14 --> 00:12:19: Being that I've been at Clark construction for eight years

00:12:19 --> 00:12:23: and Gilbane for seven, I knew that I had the

00:12:23 --> 00:12:27: tools to put in place so those diverse vendors can

00:12:27 --> 00:12:32: be successful, be more efficient and effective in construction.

00:12:32 --> 00:12:36: So

00:12:37 --> 00:12:37: before I get started, because I get really excited, I

00:12:39 --> 00:12:43: wanted.

00:12:43 --> 00:12:47: You guys will see this person talking construction wearing a

00:12:47 --> 00:12:49: pink dress. I know it said business attire and my

00:12:50 --> 00:12:52: dress is not business attire.

00:12:52 --> 00:12:55: And I did that for one reason.

00:12:55 --> 00:12:58: I want you guys to write down two things that

00:12:58 --> 00:13:00: you think I can add value to your organization by

00:13:01 --> 00:13:05: just looking at me.

00:13:06 --> 00:13:09: And we're going to tie that into equitable leadership.

00:13:10 --> 00:13:12: Cause perceptions reign supreme.

00:13:13 --> 00:13:15: So write down, don't just look at me.

00:13:15 --> 00:13:19: Off of the pink dress, she's a little loud and

00:13:19 --> 00:13:21: she says she's in construction. She doesn't look like it.

00:13:21 --> 00:13:22: I was going to wear my heels, but I know

00:13:25 --> 00:13:25: better than that.

00:13:27 --> 00:13:29: So.

00:13:29 --> 00:13:32: I need to know who's in the room.

00:13:32 --> 00:13:35: I want all of and I do this every time

00:13:36 --> 00:13:39: I talk. I want all the moms to stand.

00:13:40 --> 00:13:44: All the mothers, caregivers, aunts, uncles.

00:13:44 --> 00:13:44: Whomever takes care of those little things that we call

00:13:45 --> 00:13:47: humans.

00:13:47 --> 00:13:48: Now I want to give you all a round of

00:13:51 --> 00:13:55: applause.

00:13:56 --> 00:14:00: You all are the true MVP. Y'all look great, y'all

00:14:01 --> 00:14:05: look awake and y'all have matching shoes, yes?

00:14:01 --> 00:14:05: So I'm a mother of four. I'm a twin who

00:14:05 --> 00:14:09: had twins. My kids are 8810 and 12. Yeah, I'm

00:14:09 --> 00:14:15: crazy. I survive on Coffee, Mountain Dew and Jesus, and

00:14:15 --> 00:14:19: not in that order. So, so don't judge me.

00:14:20 --> 00:14:21: So.

00:14:22 --> 00:14:23: My name is Akhila Dardon.

00:14:24 --> 00:14:27: I'm the director of Diversity inclusion at IU Health.

00:14:28 --> 00:14:29: Design and construction.

00:14:30 --> 00:14:33: I am there because of the success of the darn

00:14:33 --> 00:14:34: group.

00:14:35 --> 00:14:38: Which is a construction management and training firm.

00:14:39 --> 00:14:42: It's because of the success of the darn group that

00:14:42 --> 00:14:45: I got an opportunity to create the job that I

00:14:45 --> 00:14:48: wanted to have for an employer that could make the

00:14:48 --> 00:14:51: biggest impact in the state of Indiana. But before I

00:14:52 --> 00:14:54: get started, I want you guys to see that.

00:14:55 --> 00:14:58: I was going, I was looking through clip art, I

00:14:58 --> 00:15:01: was looking through my construction photos, and I was

00:15:01 --> 00:15:03: gonna

00:15:03 --> 00:15:06: get you guys the hottest.

00:15:06 --> 00:15:07: Photo But then I realized.

00:15:07 --> 00:15:10: The more we see African American women or women or

00:15:10 --> 00:15:14: people of color with a hard hat on and some

00:15:14 --> 00:15:18: Red Wing shoes, if you're in construction, you'll understand

00:15:18 --> 00:15:20: that.

00:15:20 --> 00:15:21: This is me.

00:15:21 --> 00:15:23: Every single job site I'm on, I have pearls on.

00:15:23 --> 00:15:27: Every single one every day. And the only reason I

00:15:27 --> 00:15:28: don't have pearls on my neck I have on my

00:15:28 --> 00:15:30: wrist is because of the dress.

00:15:30 --> 00:15:32: I and T.

00:15:32 --> 00:15:33: I went to a historically black college and university, the

00:15:33 --> 00:15:35: largest HBCU that is the North Carolina Agricultural and

00:15:35 --> 00:15:37: Technical

00:15:37 --> 00:15:38: State University, where I earned a degree in architectural

00:15:38 --> 00:15:40: engineering.

00:15:40 --> 00:15:43: Yeah, and T's got it going on, so.

00:15:43 --> 00:15:48: Shout out to that.

00:15:48 --> 00:15:54: I need to know who's in the room because I

00:15:54 --> 00:15:55: want to make sure that what I say to you

00:15:55 --> 00:15:58: adds value and that you can take it back to

00:15:58 --> 00:16:00: your organization, your company, your home, what have you.

00:16:00 --> 00:16:03: So

00:16:03 --> 00:16:05: raise your hand if you are specifically in real estate.

00:16:05 --> 00:16:08:

00:16:08 --> 00:16:11:

00:16:11 --> 00:16:14:

00:16:14 --> 00:16:15: I know that's broad.

00:16:17 --> 00:16:22: Alright, where are my construction people? My superintendents, project managers,

00:16:22 --> 00:16:25: engineers, ohh love y'all construction folks and who are in

00:16:25 --> 00:16:29: marketing and finance and payroll and all that good stuff.

00:16:29 --> 00:16:32: Oh, by the way, we need y'all. Thank you for

00:16:32 --> 00:16:34: getting everybody paid. OK.

00:16:35 --> 00:16:40: So we're gonna dive deep so y'all can understand this.

00:16:40 --> 00:16:42: How am I gonna change slot? Ohh.

00:16:44 --> 00:16:46: Who said right there? You on it?

00:16:47 --> 00:16:48: OK.

00:16:50 --> 00:16:54: Wait, wait, wait. I'm not there yet, so we're gonna

00:16:54 --> 00:16:59: take a deep dive on being intentional about exploring communities.

00:16:59 --> 00:17:04: We're going to organize allies within the community like Ashley.

00:17:04 --> 00:17:09: Produce equitable outcomes. I didn't say equitable opportunities, I said

00:17:09 --> 00:17:12: outcomes. That means they get to the table, they do

00:17:12 --> 00:17:15: well, they end up with equitable opportunities after and they

00:17:15 --> 00:17:16: grow.

00:17:17 --> 00:17:21: Plan for future growth within the communities we impact. Use

00:17:22 --> 00:17:26: intentional you're gonna hear that word a lot. Techniques to

00:17:26 --> 00:17:31: create equitable outcomes for diverse populations, both at work and

00:17:31 --> 00:17:34: the community and industry.

00:17:34 --> 00:17:41: And lastly, I'll explain how equitable development starts with equitable

00:17:41 --> 00:17:42: behaviors.

00:17:46 --> 00:17:48: So as she mentioned today.

00:17:49 --> 00:17:52: Everybody wants to hear about this stuff. This is awesome.

00:17:52 --> 00:17:56: This is a mountain top experience. I wanted you guys

00:17:56 --> 00:17:58: to see this first so we can get over the

00:17:58 --> 00:18:01: mountaintop experience and go back to the process.

00:18:02 --> 00:18:06: These accolades came only because I help people and I

00:18:06 --> 00:18:08: help people help people.

00:18:09 --> 00:18:13: I'm honored that I'm getting recognized for doing what is

00:18:14 --> 00:18:15: right helping others.

00:18:17 --> 00:18:20: I started the Garden group in 2020 January.

00:18:21 --> 00:18:23: I know, right? Hmm.

00:18:25 --> 00:18:28: Six months after I started, I received the Center for

00:18:28 --> 00:18:32: Leadership Development Business of Industry award. The person who was



00:18:32 --> 00:18:36: nominating me was nominating me for the general contracting general

00:18:36 --> 00:18:39: contractor that I work for. I told her I jumped

00:18:39 --> 00:18:42: ship and she said great, I'll just change the name.

00:18:42 --> 00:18:45: I said woo. So now I'm award-winning after six months

00:18:45 --> 00:18:46: and that awesome. So.

00:18:47 --> 00:18:49: Tech Point mirror awards.

00:18:50 --> 00:18:55: I was the first construction firm to be nominated for

00:18:55 --> 00:18:58: not only one, but two Mirror awards.

00:18:59 --> 00:19:02: The first one was rising entrepreneur. The second one was

00:19:02 --> 00:19:07: for community impact by an individual. Actually it was community

00:19:07 --> 00:19:11: impact. So there was companies and organizations that were going

00:19:11 --> 00:19:12: after that nomination.

00:19:13 --> 00:19:18: Surprisingly, I walked away with the community impact for an

00:19:18 --> 00:19:23: individual based on the technology that we implemented to get

00:19:23 --> 00:19:24: over barriers.

00:19:25 --> 00:19:30: 2021 women of influence. That's because of what we did

00:19:30 --> 00:19:34: at 38th and Sheridan and last week. I don't know

00:19:34 --> 00:19:35: if you guys know.

00:19:36 --> 00:19:39: Indiana 250 came out. Raise your hand if you saw

00:19:39 --> 00:19:40: that.

00:19:40 --> 00:19:45: Weren't those people awesome? I was like, yo, that's cool.

00:19:45 --> 00:19:48: So I, BJ, put together 250 people in Indiana who

00:19:48 --> 00:19:54: were influential and impactful. These accolades are not because Aquila.

00:19:54 --> 00:19:57: It's because of the people that I help and people

00:19:57 --> 00:20:01: speaking up for Aquila. Darn the darn group in rooms

00:20:01 --> 00:20:02: I'm not in.

00:20:05 --> 00:20:10: So this right here, I call this one success through

00:20:10 --> 00:20:11: adversity.

00:20:12 --> 00:20:16: Since y'all didn't believe me I was in construction, I

00:20:16 --> 00:20:19: wanted to show you all that top picture to the

00:20:19 --> 00:20:20: left is a warehouse.

00:20:21 --> 00:20:24: When I went into the office they said, hey, we

00:20:24 --> 00:20:27: know you're 24 and all, we wanna promote you to

00:20:28 --> 00:20:29: project manager.

00:20:29 --> 00:20:33: You're gonna go to 10th and half in Washington, DC?

00:20:33 --> 00:20:40: Here's a set of 300 drawings, architectural, structural, all the

00:20:40 --> 00:20:47: construction docs specifications, and you have 18 months. That's all.

00:20:47 --> 00:20:47: OK cool.

00:20:48 --> 00:20:49: So.

00:20:50 --> 00:20:55: After 18 months, the bottom picture in the middle is

00:20:55 --> 00:21:00: an 11 story office building in downtown DC 10th and

00:21:00 --> 00:21:03: F there's five stories below grade.

00:21:04 --> 00:21:07: So like the street level, you go down 80 feet

00:21:07 --> 00:21:09: and that's when we got started.

00:21:10 --> 00:21:13: This project is 5 blocks away from the White House.

00:21:13 --> 00:21:17: It is the tallest office building closest to the White

00:21:17 --> 00:21:17: House.

00:21:19 --> 00:21:22: For all those construction people, is 10 feet away from

00:21:22 --> 00:21:26: the oldest Catholic Church in DC Ohh, it gets better.

00:21:26 --> 00:21:30: Not to mention that the stained glass windows are 115

00:21:30 --> 00:21:34: years old. You can't replace them. It housed the Monsignor

00:21:34 --> 00:21:37: and the Monsignor had two jobs. He was a Monsignor

00:21:37 --> 00:21:41: for the church and the chaplain for the DC Police

00:21:41 --> 00:21:41: Department.

00:21:44 --> 00:21:47: If that wasn't enough, bring it on. I was building

00:21:47 --> 00:21:51: across the street from the World Bank attorneys. Have you

00:21:51 --> 00:21:53: all heard about the World Bank?

00:21:53 --> 00:21:56: That's the world. Like, not just US.

00:21:57 --> 00:22:01: Bank they house the most powerful and the highest paid

00:22:01 --> 00:22:03: attorneys in the world.

00:22:04 --> 00:22:08: So just imagine swinging I beams across the windows of

00:22:08 --> 00:22:10: some high-powered attorneys.

00:22:11 --> 00:22:11: Right.

00:22:13 --> 00:22:13: No problem.

00:22:14 --> 00:22:17: So my job was not only to manage the cruise,

00:22:17 --> 00:22:20: keep the toys from my Superintendent to play with before

00:22:20 --> 00:22:23: he needed them. I had to communicate with the media.

00:22:24 --> 00:22:27: I had to communicate with Homeland Security for those

00:22:27 --> 00:22:30: people

00:22:30 --> 00:22:33: that forgot something on the roof at 8:00 o'clock and

00:22:33 --> 00:22:36: thought they could go get it and then end up

00:22:36 --> 00:22:39: with dots on their shirt. Yeah, all of that.

00:22:39 --> 00:22:42: That that was what we did in the middle is

00:22:42 --> 00:22:44: a billion dollar hospital at Fort Belvoir, Virginia. I'm telling

00:22:44 --> 00:22:48: you this stuff because I know.

00:22:48 --> 00:22:50: You cannot understand inclusion if you've never been

00:22:50 --> 00:22:53: excluded. This

00:22:53 --> 00:22:55: was rough for y'all. I mean, the pictures are all

00:22:55 --> 00:22:57: fine and good, but there's some skeletons and all those

00:22:53 --> 00:22:56: pictures, right? Not to mention, all of these projects were  
00:22:56 --> 00:22:56: built.  
00:22:57 --> 00:22:58: With four kids.  
00:23:00 --> 00:23:02: My kids, my twins were just born and one of  
00:23:02 --> 00:23:06: those pictures I can't even remember. Haven't had enough  
coffee.  
00:23:08 --> 00:23:12: 16 hour days, six days a week for 15 to  
00:23:12 --> 00:23:13: 20 years.  
00:23:16 --> 00:23:17: So.  
00:23:19 --> 00:23:21: You would think that my life is all glorious and  
00:23:21 --> 00:23:24: that we're throwing balloons in the air.  
00:23:24 --> 00:23:26: This is my.  
00:23:26 --> 00:23:29: Pride and joy. It's my why. This is my family.  
00:23:29 --> 00:23:32: I won't tell you that it took 20 pictures to  
00:23:32 --> 00:23:34: get to that one, but it's all good.  
00:23:35 --> 00:23:37: I also want to show you that, you know, when  
00:23:37 --> 00:23:40: you see family photos and they're all cute and everybody  
00:23:40 --> 00:23:42: showing them online. I was like, oh, I got that.  
00:23:43 --> 00:23:45: So I'm gonna do it too. Yeah, this is what  
00:23:45 --> 00:23:45: I got.  
00:23:46 --> 00:23:49: And we tried and tried. I said forget it. Now  
00:23:49 --> 00:23:51: I use this picture more than the cute ones where  
00:23:51 --> 00:23:54: I'm tying them down. Just smile and take the picture.  
00:23:54 --> 00:23:55: Yeah.  
00:23:55 --> 00:23:58: So that is my why. So whoever mentioned the why  
00:23:58 --> 00:24:00: this morning, it's that's the why.  
00:24:01 --> 00:24:04: OK, let's get into the the juice of everything. See,  
00:24:04 --> 00:24:07: I'm supposed to be staying on my notes, but I  
00:24:07 --> 00:24:07: didn't.  
00:24:09 --> 00:24:13: People are the key to success. It's not the large  
00:24:13 --> 00:24:17: building that you're doing. It's not the LVT tile. It's  
00:24:17 --> 00:24:20: not the experience of E play live.  
00:24:21 --> 00:24:22: It's the people.  
00:24:25 --> 00:24:27: Y'all, hear me write that down.  
00:24:28 --> 00:24:31: People are the key to success. I forgot to mention  
00:24:31 --> 00:24:34: hashtag WL I summit. Make sure you get my good  
00:24:34 --> 00:24:37: side and I want you to hashtag see me so  
00:24:37 --> 00:24:40: people can ask you what that is. OK.  
00:24:43 --> 00:24:47: Ooh, this ticker is over here, making me nervous. This  
00:24:47 --> 00:24:49: feels like I'm doing the SAT so.  
00:24:50 --> 00:24:54: People are the keys to success. With that being said,  
00:24:54 --> 00:24:58: guess who those people are? Yeah, y'all, it includes you

00:24:58 --> 00:24:58: all.

00:24:59 --> 00:25:02: Know who you are. The success of the darn group

00:25:03 --> 00:25:05: is because I knew who I was and I knew

00:25:05 --> 00:25:10: I could positively impact construction. Cause guess what? That's why

00:25:10 --> 00:25:14: you just saw? I've built \$2 billion in construction all

00:25:14 --> 00:25:18: on time and within budget with a couple of projects

00:25:18 --> 00:25:22: finishing early because the mayor said, you know what? This

00:25:22 --> 00:25:25: is the end date. I appreciate it. And it didn't

00:25:25 --> 00:25:29: prep him for the real date. It was supposed to

00:25:29 --> 00:25:30: be September.

00:25:30 --> 00:25:32: And he got up there and said May or June

00:25:32 --> 00:25:34: and I was like, ohh, so the Subs are calling

00:25:34 --> 00:25:36: me. I was like, I got you, I got you.

00:25:36 --> 00:25:39: Let's see what we can do. And then a couple

00:25:39 --> 00:25:41: of them, I gave back money to the owner so

00:25:41 --> 00:25:43: they could get back to the community.

00:25:44 --> 00:25:46: And I'm gonna stay on task because I have some

00:25:46 --> 00:25:47: Nuggets, OK?

00:25:48 --> 00:25:53: So know yourself first. Before you can sell anything, know

00:25:53 --> 00:25:57: yourself. I know people have mentioned this or heard me

00:25:57 --> 00:26:00: say it and I will keep saying it until we

00:26:00 --> 00:26:03: do it. You're 5B's the first one is be ready.

00:26:04 --> 00:26:07: Ready game one. Prepare and know what you are selling

00:26:07 --> 00:26:10: and to whom. Know the problem they want to solve.

00:26:10 --> 00:26:13: Cause people, especially me at IU Health. I hear people

00:26:13 --> 00:26:16: all day long and I'm like, that was a great

00:26:16 --> 00:26:19: presentation. I love the Prezi. I love prezis.

00:26:20 --> 00:26:22: But what do you sell again?

00:26:22 --> 00:26:23: I lost that.

00:26:24 --> 00:26:27: And know why. So know how you're the best person

00:26:27 --> 00:26:29: to solve that problem and why.

00:26:30 --> 00:26:33: Second, write this down. Be on time.

00:26:33 --> 00:26:36: I don't know about you guys, but you're on time

00:26:36 --> 00:26:39: when you're 15 minutes early and you're late when you're

00:26:39 --> 00:26:39: on time.

00:26:40 --> 00:26:43: When you are early, that gives you the upper hand.

00:26:43 --> 00:26:46: It allows you to work the room, get to know

00:26:46 --> 00:26:48: who is there. So if I hear finance, I'm like,

00:26:48 --> 00:26:52: OK, I'm gonna talk some Performa statements, some

00:26:52 --> 00:26:55: balance sheets.

00:26:52 --> 00:26:55: If it's marketing, I'm going to talk about social media

00:26:56 --> 00:26:56: and branding.

00:26:58 --> 00:27:01: Also, know why they're in the room. Why did this

00:27:01 --> 00:27:04: person get to be in this room at this time?

00:27:04 --> 00:27:06: Hear me talk about my business.

00:27:06 --> 00:27:10: Thirdly and most importantly, be bold. I mean, who wants

00:27:10 --> 00:27:13: to sell to somebody that's like, well, you know, I

00:27:13 --> 00:27:16: kind of have this thing sort of like it might

00:27:16 --> 00:27:19: work. I mean, y'all can be like, OK, let me

00:27:19 --> 00:27:21: PayPal you right now. Be bold.

00:27:22 --> 00:27:26: You're the best. You present you and what it is

00:27:26 --> 00:27:30: you're selling and be confident. Even if it's a underwater

00:27:30 --> 00:27:33: basket weaving situation, be the best.

00:27:35 --> 00:27:39: 4th Ohh Jesus, if I can't say this enough time,

00:27:39 --> 00:27:40: be brief.

00:27:42 --> 00:27:45: I hear people make presentations and they go on and

00:27:45 --> 00:27:47: on and on and mind you, if you have a

00:27:47 --> 00:27:50: story at the beginning of your presentation, tie it in

00:27:50 --> 00:27:54: somewhere like somewhere this. This guy talked about his

00:27:54 --> 00:27:56: wife

00:27:54 --> 00:27:56: and how they met, and he met the parents and

00:27:56 --> 00:27:58: I don't know, but it was 15 minutes.

00:27:59 --> 00:28:02: And I was like, what are you selling? He was

00:28:02 --> 00:28:05: selling bonds and it never tied in. But talk about

00:28:05 --> 00:28:07: what you wanna say.

00:28:07 --> 00:28:10: I'm here. I do this. This is how I can

00:28:10 --> 00:28:13: solve your problem. I'm the best person for the business

00:28:13 --> 00:28:17: to be gone. When you start talking and rambling, we

00:28:17 --> 00:28:20: wanna ask you a question. But you're talking again and

00:28:20 --> 00:28:24: we forgot. So basically we just write it off and

00:28:24 --> 00:28:27: and we're like, oh, thank you for your time. Yeah,

00:28:27 --> 00:28:28: e-mail us.

00:28:29 --> 00:28:33: Remember, give them the meat on the bones. Give them

00:28:33 --> 00:28:34: the awesomeness.

00:28:36 --> 00:28:39: Hit the highlights, throwing a few experiences like I did

00:28:39 --> 00:28:42: in the beginning, gained the trust cause in the meeting.

00:28:42 --> 00:28:45: They're going to kind of trust you, but they're gonna

00:28:45 --> 00:28:49: go verify, website, your company, the people, all that good

00:28:49 --> 00:28:49: stuff.

00:28:50 --> 00:28:53: Know your clients so much that when you walk into

00:28:53 --> 00:28:56: the space, you're answering all their questions.

00:28:57 --> 00:29:01: You don't want them to forget what they wanted to

00:29:01 --> 00:29:01: ask you.

00:29:02 --> 00:29:06: Remember short and sweet, then be gone out.  
 00:29:06 --> 00:29:10: Drop the mic and be out right. Give them opportunities  
 00:29:10 --> 00:29:14: to ask the questions. When they ask questions, it's tangible  
 00:29:14 --> 00:29:17: to what they're buying. And that's when you can have  
 00:29:17 --> 00:29:20: all of the sun charts and the swim lanes and  
 00:29:20 --> 00:29:25: Excel spreadsheets and all that quantitative and qualitative  
 data. Not  
 00:29:25 --> 00:29:29: in your presentation. Wait for it, because you know they're  
 00:29:29 --> 00:29:31: hungry for it. God, I'm OK.  
 00:29:34 --> 00:29:35: Don't forget what you're selling.  
 00:29:36 --> 00:29:39: OK, who wrote the five bees down?  
 00:29:40 --> 00:29:42: OK, OK. OK, we'll see if you put them into  
 00:29:42 --> 00:29:43: action.  
 00:29:48 --> 00:29:51: Did I say that again in my repeating myself? OK,  
 00:29:51 --> 00:29:54: so now I know what I am. I know what  
 00:29:54 --> 00:29:57: I can do for you, and now I'm going to  
 00:29:57 --> 00:29:59: sell you on that thing I cannot forget.  
 00:30:00 --> 00:30:02: Know what you are selling.  
 00:30:05 --> 00:30:09: And that being said, because I like these little chachkies,  
 00:30:09 --> 00:30:12: so you had the five bees and now let's have  
 00:30:12 --> 00:30:15: the leaning technique. This is what I use for the  
 00:30:15 --> 00:30:19: darn group. Mind you, I'm an African American female that's  
 00:30:19 --> 00:30:22: built \$2 billion in the DC metro area, and I  
 00:30:22 --> 00:30:25: want you to hire me. Yeah, yeah. Right. So it  
 00:30:25 --> 00:30:29: was storytelling. It was getting where people were, which was  
 00:30:29 --> 00:30:33: online. Let's get on LinkedIn and Facebook and Instagram. I  
 00:30:33 --> 00:30:36: even have a tik T.O.K. Don't judge me unless.  
 00:30:36 --> 00:30:40: People see me on the construction site at the bottom  
 00:30:40 --> 00:30:43: of the 80 foot hole making it happen.  
 00:30:45 --> 00:30:47: Lean in five words.  
 00:30:48 --> 00:30:51: So I want you all while I'm talking, but you  
 00:30:51 --> 00:30:54: have to pay attention. Write 5 words that explains what  
 00:30:54 --> 00:30:54: you do.  
 00:30:55 --> 00:30:58: It could be what you sell, it could be what  
 00:30:58 --> 00:31:02: you're passionate about. But I need 5 words, not six.  
 00:31:02 --> 00:31:04: You gotta count the end 5 words.  
 00:31:05 --> 00:31:08: So when I was on a zoom or in business  
 00:31:08 --> 00:31:11: development, people asked me So what do you do?  
 00:31:12 --> 00:31:16: I tell them I build visions and exceed expectations.  
 00:31:17 --> 00:31:20: Bill, you see, I slid that in. Build visions is  
 00:31:20 --> 00:31:24: basically you have an architectural 1D drawing, and I'm  
 gonna

00:31:24 --> 00:31:28: build it for you. Building visions, exceeding expectations. That means

00:31:28 --> 00:31:31: you have a problem, I solve it, you have a

00:31:31 --> 00:31:33: goal. I'm a meet and exceed it.

00:31:34 --> 00:31:37: But of course people didn't get construction out of that.

00:31:38 --> 00:31:41: So we get to the second thing, my 10 seconds.

00:31:41 --> 00:31:47: We are a construction, management and training firm specializing in

00:31:47 --> 00:31:50: large, complex commercial projects.

00:31:51 --> 00:31:53: Did y'all get the meat in that one?

00:31:55 --> 00:31:55: Who got the meat?

00:31:56 --> 00:31:58: OK, OK, so what's the meat?

00:32:01 --> 00:32:04: The meat is construction.

00:32:05 --> 00:32:07: Management. So I'm gonna take it off, give it to

00:32:07 --> 00:32:10: me. Give me the specs, the drawings, the community, the

00:32:11 --> 00:32:14: instigators, the person who runs everything in the community. I'll

00:32:14 --> 00:32:15: take it. All of it.

00:32:17 --> 00:32:18: Complex.

00:32:19 --> 00:32:20: Give it to me.

00:32:21 --> 00:32:24: Give me that 46218 project.

00:32:26 --> 00:32:28: Give me the worst zip code in the state, according

00:32:28 --> 00:32:31: to whom we'll get I'll digress. I could talk an

00:32:31 --> 00:32:32: hour about that.

00:32:33 --> 00:32:38: Not only do I want you to have 100 percent,

00:32:38 --> 00:32:41: 100% minority Subs.

00:32:42 --> 00:32:45: So Nelson Mandela said it's always impossible till it's done.

00:32:45 --> 00:32:48: So I am half crazy, 100% of diverse vendors.

00:32:49 --> 00:32:54: Ohh, and we want the project built by the demographics.

00:32:55 --> 00:32:57: Of the area.

00:32:57 --> 00:33:00: OK, no problem, no biggie.

00:33:01 --> 00:33:03: That was the thing.

00:33:05 --> 00:33:09: We had actually they said 100% MBE, so that's 100%

00:33:09 --> 00:33:13: minority businesses. That's not the WNV.

00:33:14 --> 00:33:17: Because of those projects you saw, because of the fact

00:33:18 --> 00:33:20: that I know drawings and I like to talk to

00:33:20 --> 00:33:21: people.

00:33:22 --> 00:33:24: I was like I told the owner, I said you

00:33:24 --> 00:33:28: have two people competing for this work, but you have

00:33:28 --> 00:33:31: a structure will still building. I said one thing you

00:33:31 --> 00:33:34: can do. If you want 100% MBE participation, why don't

00:33:34 --> 00:33:38: you get the largest minority contractor that owns a structural

00:33:38 --> 00:33:41: steel company wasn't even on the table. See that adversity

00:33:41 --> 00:33:44: and that structural steel that you saw up there? Oh,

00:33:44 --> 00:33:47: I didn't show you. It was holding up the second

00:33:47 --> 00:33:50: and third floors of two townhome structures and I had

00:33:50 --> 00:33:52: to build an office building up to.

00:33:52 --> 00:33:56: Those two stories of a townhome structure that had 18

00:33:56 --> 00:34:00: inches, so I'm holding up 18 inches, two stories brick,

00:34:01 --> 00:34:04: 100 year old townhome structure that I have to keep

00:34:04 --> 00:34:06: the sidewalks open.

00:34:07 --> 00:34:10: Anyway, so we brought Harmon in to compete, but not

00:34:10 --> 00:34:14: only that, I wanted other people to compete even though

00:34:14 --> 00:34:17: I knew they might not have met the criteria per

00:34:17 --> 00:34:20: se, but you need to get your books in order.

00:34:21 --> 00:34:24: So I had a smaller contractor still go after the

00:34:24 --> 00:34:27: same project. I mean, 16 million, you had to get

00:34:27 --> 00:34:31: your finances, you had to answer the RFQ, you had

00:34:31 --> 00:34:34: to get your paperwork prepared to bid. So we had

00:34:34 --> 00:34:37: five MBE's come to the table to bid on the

00:34:37 --> 00:34:37: 16th.

00:34:38 --> 00:34:41: On the \$16 million manufacturing facility, I'm gonna get to

00:34:41 --> 00:34:42: those in a second.

00:34:42 --> 00:34:43: So.

00:34:44 --> 00:34:45: Harmon won the job.

00:34:46 --> 00:34:49: You know I harming when the job they listened.

00:34:50 --> 00:34:54: Cook Medical gave me the opportunity to say you are

00:34:54 --> 00:35:00: not qualified other vendors because you don't have 100% participation.

00:35:01 --> 00:35:04: Not only that, I was like, ohh, if we wanna

00:35:04 --> 00:35:07: do this, we're gonna go to the community where we're

00:35:07 --> 00:35:11: building in the grass and we're gonna find our participation.

00:35:11 --> 00:35:13: So they won because they were 100%.

00:35:14 --> 00:35:17: Then the game was on how we gonna get people

00:35:17 --> 00:35:17: to work, right?

00:35:19 --> 00:35:21: Three things I did well. We did a lot of

00:35:22 --> 00:35:25: stuff. Instagram live. What you see is what you'll be.

00:35:26 --> 00:35:29: Let's get out there. Let's show diversity. Let's show women.

00:35:29 --> 00:35:33: Let's show Spanish speaking Masons. Let's get out there and

00:35:33 --> 00:35:34: show them what they can be.

00:35:35 --> 00:35:38: We did a hiring event that doesn't work. People aren't

00:35:38 --> 00:35:40: going to come to you so you could throw that

00:35:40 --> 00:35:44: out. We hire people through Instagram live. We hire people

00:35:44 --> 00:35:46: who came to the job site trailer, who didn't have

00:35:46 --> 00:35:49: Internet access, who didn't have a phone. We figured it



00:35:49 --> 00:35:51: out. We had the papers. What do you want to  
00:35:52 --> 00:35:54: do? What are you passionate about? And I'm going to  
00:35:54 --> 00:35:57: get you to the contractor and oh by the way,  
00:35:57 --> 00:35:59: subcontractor. You have to hire them.  
00:35:59 --> 00:36:03: They're not trained skilled. Ohh, they're not trained and  
skilled.  
00:36:03 --> 00:36:06: Guess what? I know some people over here who can  
00:36:06 --> 00:36:10: train them and get them a construction certification for gratis  
00:36:10 --> 00:36:14: for free. Ohh, but they don't know safety. They're gonna  
00:36:14 --> 00:36:17: be at risk. Ohh, that same organization provides free OSHA  
00:36:17 --> 00:36:19: 10 safety training.  
00:36:19 --> 00:36:22: That's huge jaw cause not to me. People have OSHA  
00:36:23 --> 00:36:26: training, so 10 hours or 10 hours of OSHA training,  
00:36:26 --> 00:36:29: they walk into the job with a free 2 certifications.  
00:36:30 --> 00:36:33: Removing barriers. So back to the 30 seconds. So you  
00:36:33 --> 00:36:36: have the 55 words, the 10 seconds, and then you  
00:36:36 --> 00:36:39: get to the 30 seconds. When you get to the  
00:36:39 --> 00:36:42: two minutes, that's a pitch. So when you see grants  
00:36:42 --> 00:36:45: and they ask you for a video, it's always 2  
00:36:45 --> 00:36:48: minutes, right? So you have your 5 words, tell them  
00:36:48 --> 00:36:51: a little cute story at the beginning about how you  
00:36:51 --> 00:36:55: exceeded expectations on all your projects or something, and  
then  
00:36:55 --> 00:36:58: you get into the meat and potatoes and what problem  
00:36:58 --> 00:37:00: you're solving. And my problem was?  
00:37:00 --> 00:37:04: Removing barriers and creating access and equitable  
outcomes.  
00:37:05 --> 00:37:08: You should have the job after the two minutes. You  
00:37:08 --> 00:37:11: should have the grant. You should have the funding. If  
00:37:11 --> 00:37:14: you don't, you get an opportunity for someone to be  
00:37:14 --> 00:37:16: in the room who buys what you sell, because the  
00:37:16 --> 00:37:19: people who pitch are not necessarily the people who buy  
00:37:19 --> 00:37:20: your product.  
00:37:21 --> 00:37:23: You're writing some stuff down.  
00:37:23 --> 00:37:25: OK, the two-minute.  
00:37:26 --> 00:37:30: That's a pitch. Try to memorize it, but still care  
00:37:30 --> 00:37:33: so you're not up here like a robot, like we  
00:37:33 --> 00:37:35: do this that in the third.  
00:37:37 --> 00:37:40: Make sure with your pitch it's not just about what  
00:37:40 --> 00:37:44: you're selling the real estate, but you're the experience and  
00:37:44 --> 00:37:47: throwing some people. We gotta care about the people we  
00:37:47 --> 00:37:50: have to build with and for the community, as Ashley  
00:37:51 --> 00:37:53: always says, and not two. If you go into a

00:37:53 --> 00:37:57: community and you don't talk to anybody, you're building 2  
00:37:57 --> 00:38:01: from the jump. Economic development starts with the  
community you  
00:38:01 --> 00:38:02: are interested in.  
00:38:03 --> 00:38:04: Point blank.  
00:38:05 --> 00:38:07: Not the ZIP code, not the feasibility study, not the  
00:38:07 --> 00:38:10: ohh, we got enough land to build this that in  
00:38:10 --> 00:38:10: the third.  
00:38:11 --> 00:38:14: Economic development starts with the people. If you know  
where  
00:38:14 --> 00:38:16: you're going, talk to the people, find out what they  
00:38:16 --> 00:38:19: want, and figure out how to incorporate their interest into  
00:38:19 --> 00:38:20: what you're trying to build.  
00:38:22 --> 00:38:25: So again, as I mentioned, these are the pillars that  
00:38:25 --> 00:38:27: we're going to talk about. Write those down so that  
00:38:27 --> 00:38:30: you guys can get your credits, because I wanna make  
00:38:30 --> 00:38:31: sure y'all get your credits.  
00:38:32 --> 00:38:36: But the first one is how to intentionally explore the  
00:38:36 --> 00:38:41: community, not using the community as the encyclopedia to get  
the information that you need to build what you want  
00:38:41 --> 00:38:45: with none of their interests in mind.  
00:38:45 --> 00:38:48: Ask questions.  
00:38:49 --> 00:38:51: Pete Yonkman, president and CEO of Cook Medical, will tell  
00:38:51 --> 00:38:55: you he has a CEO challenge. Get out your car  
00:38:55 --> 00:38:58: if you're trying to sell a house.  
00:38:58 --> 00:39:00: Get out. Take pictures of the house.  
00:39:01 --> 00:39:04: Get on Instagram live and show the experience of the  
00:39:06 --> 00:39:09: house that you're trying to sell. But either way, get  
00:39:09 --> 00:39:13: out of the car.  
00:39:13 --> 00:39:14: Learn the business and the community. Go to those  
00:39:16 --> 00:39:20: businesses  
00:39:20 --> 00:39:23: and ask them who do I need to know? Who  
00:39:23 --> 00:39:27: buys your services? What are the needs? Give me some  
00:39:27 --> 00:39:29: history about the area.  
00:39:30 --> 00:39:32: Who was here? What is the history behind this area?  
00:39:33 --> 00:39:36: Where does the community hang out? Go hang out grocery  
00:39:36 --> 00:39:38: store. I wanna say the club, but yeah, you learned  
00:39:39 --> 00:39:41: the two steps, so you can do that as well.  
00:39:41 --> 00:39:44: But go find out where the people are hanging out.  
00:39:45 --> 00:39:48: Find out who speaks the loudest when it has to  
00:39:48 --> 00:39:51: do with the community. Actually, when we first met, she  
00:39:51 --> 00:39:53: said. Ohh, by the way, you need to let these

00:39:53 --> 00:39:56: three people know what you're doing at all times. They  
00:39:56 --> 00:39:59: stayed informed, made sure they had what they needed. I  
00:39:59 --> 00:40:02: had actually were on point because she knew who it  
00:40:02 --> 00:40:06: was, right? That's that partnership, right? Being intentional.  
It's her  
00:40:06 --> 00:40:09: community. I'm coming in, she's the host, I'm a guest.  
00:40:09 --> 00:40:11: We're going to make it happen.  
00:40:12 --> 00:40:15: Find the people. Ask the questions.  
00:40:17 --> 00:40:20: Ask them if you could do one thing to change  
00:40:20 --> 00:40:23: this community, what would it be?  
00:40:23 --> 00:40:29: Seek to understand. I mean seek to understand and that's  
00:40:29 --> 00:40:33: it. Listen, no commentary, whatever it is.  
00:40:34 --> 00:40:37: Take it back to the team that's designing and development  
00:40:37 --> 00:40:40: developing and find a way to incorporate that.  
00:40:40 --> 00:40:43: Ask them another question. You can write this one down.  
00:40:44 --> 00:40:44: It's important.  
00:40:45 --> 00:40:48: What keeps you up at night?  
00:40:50 --> 00:40:52: What keeps you up at night?  
00:40:53 --> 00:40:57: Right there. That answer will help you with what you  
00:40:57 --> 00:40:58: build, what the risk is.  
00:40:59 --> 00:41:02: I won't say how much insurance, we're not gonna say  
00:41:02 --> 00:41:04: that, but find out what keeps them up at night.  
00:41:07 --> 00:41:10: Ask them what would you like to see developed in  
00:41:11 --> 00:41:12: this neighborhood?  
00:41:13 --> 00:41:14: And if you're going to build.  
00:41:15 --> 00:41:16: Mixed-use.  
00:41:17 --> 00:41:21: Make sure it has mixed socioeconomics.  
00:41:22 --> 00:41:25: What they see is what they'll be. Not just affordable  
00:41:25 --> 00:41:30: housing, but have different social economics, different  
income levels. I'm  
00:41:30 --> 00:41:33: here, but I don't have to stay here. I see  
00:41:33 --> 00:41:36: them over there and I see them over there, and  
00:41:36 --> 00:41:41: they're within my community, right? I love the affordable  
housing  
00:41:41 --> 00:41:43: situation. It's affordable to whom?  
00:41:45 --> 00:41:46: Ohh, cause you asked the people, right?  
00:41:47 --> 00:41:50: You didn't just go off of the feasibility study and  
00:41:50 --> 00:41:53: that whole study that shows the economics within the area?  
00:41:54 --> 00:41:56: Yeah, who are those people?  
00:41:57 --> 00:42:00: Ohh, but you asked the question right about where you  
00:42:00 --> 00:42:02: work and what you do. Hmm. OK, so remember that.  
00:42:03 --> 00:42:06: Economic development starts with the community you are  
interested in,

00:42:06 --> 00:42:08: not the other way around.

00:42:11 --> 00:42:13: OK, am I moving too fast? OK.

00:42:14 --> 00:42:16: OK, y'all work with me.

00:42:19 --> 00:42:22: OK. We talked about community engagement, getting out there, asking

00:42:23 --> 00:42:25: the questions. I love the fact that people talk about

00:42:25 --> 00:42:28: community engagement. What is that? Get out your car and

00:42:28 --> 00:42:30: ask some questions. You don't have to go to that.

00:42:30 --> 00:42:31: Nice.

00:42:31 --> 00:42:34: Building for corporations. Go to the chicken joint, go to

00:42:34 --> 00:42:37: the pizza place. They'll give you all the data you

00:42:37 --> 00:42:38: need to know.

00:42:39 --> 00:42:42: Again, what the community wants, what does they need? What

00:42:42 --> 00:42:45: do they need in the barriers? I'm gonna go back

00:42:45 --> 00:42:49: to barriers. Shoot. The barriers are not what you think

00:42:49 --> 00:42:50: they are. Ask them.

00:42:51 --> 00:42:53: 30th of Sharon and we want jobs.

00:42:54 --> 00:42:56: We want jobs in our neighborhood where we can walk

00:42:56 --> 00:42:58: to because everyone doesn't have a car.

00:43:00 --> 00:43:03: Everyone doesn't have access to the things that you take

00:43:03 --> 00:43:03: for granted.

00:43:04 --> 00:43:08: We're building construction, so guess what? I got construction jobs.

00:43:08 --> 00:43:11: You don't want construction. They're building a grocery store.

00:43:12 --> 00:43:15: We'll get you that job. We're building a manufacturing facility.

00:43:15 --> 00:43:16: We'll get you that job.

00:43:17 --> 00:43:20: Ohh you just reentry. I got you.

00:43:21 --> 00:43:24: The best people that were on the job site were

00:43:24 --> 00:43:27: those that had ankle bracelets. You know why? Because you

00:43:27 --> 00:43:30: knew where they were and they had somewhere to be.

00:43:32 --> 00:43:32: Right.

00:43:34 --> 00:43:37: Your past does not dictate your future.

00:43:38 --> 00:43:39: For 38th and Sheridan.

00:43:40 --> 00:43:44: We built that project in one year, 12 months. We

00:43:44 --> 00:43:48: hired 67 people new to construction. OK, if I can

00:43:48 --> 00:43:52: do it, y'all can do it, right? I'm bossy, so

00:43:52 --> 00:43:56: I manage. But they still learn the trade. Not only

00:43:56 --> 00:44:01: that, 46 of them were diverse. Y'all had 6746. Yeah,

00:44:01 --> 00:44:01: diverse.

00:44:02 --> 00:44:04: They all have jobs now.

00:44:04 --> 00:44:07: Some are even in management. They didn't know how good

00:44:07 --> 00:44:10: they were because no one ever gave them the opportunity.

00:44:11 --> 00:44:14: The perception of wearing a pink dress, talking about construction.

00:44:15 --> 00:44:18: I'm listening, right? I wore the pretty dress you could

00:44:19 --> 00:44:21: so you could hear me. Like she can't possibly be

00:44:21 --> 00:44:24: in construction and running Cruise and talking to Foreman and

00:44:25 --> 00:44:26: superintendents. Yes.

00:44:27 --> 00:44:29: I will go down into the trenches and talk about

00:44:29 --> 00:44:31: the rakers, the Whalers, the tiebacks.

00:44:33 --> 00:44:36: The retention walls by the way, there's a whole lot

00:44:36 --> 00:44:39: of 16th and capital and we're building a hospital there,

00:44:39 --> 00:44:42: a billion dollar hospital. So when you see those woods,

00:44:42 --> 00:44:45: the pieces of wood, the two by four that's retaining

00:44:45 --> 00:44:48: the wall so we can build we, the concrete that

00:44:48 --> 00:44:50: you see is the mud mat. We're about to put

00:44:50 --> 00:44:53: in some cranes. Those cranes will be able to swing

00:44:53 --> 00:44:57: the project around, get materials to where they're going to

00:44:57 --> 00:44:59: be so that we can pour the foundation slab, we

00:44:59 --> 00:45:02: can put the elevators in so when y'all go through

00:45:02 --> 00:45:03: 16th capital.

00:45:03 --> 00:45:05: Say I know what that is. OK, you see those

00:45:05 --> 00:45:08: tie backs? Those are the squares. Just say tie backs

00:45:08 --> 00:45:10: and people will think you're awesome.

00:45:13 --> 00:45:17: Organize allies within the community. Where is the city of

00:45:17 --> 00:45:20: Indianapolis, OWBDI think I saw Ava.

00:45:21 --> 00:45:23: There she is. Let me tell you, use the city.

00:45:23 --> 00:45:27: Use the people who certify minority businesses. I mean, I

00:45:27 --> 00:45:28: know that's genius.

00:45:29 --> 00:45:32: But hey, come on out. We're gonna stand in this

00:45:32 --> 00:45:37: grass. We're gonna talk about 100% participation. Those

00:45:37 --> 00:45:40: minority businesses

00:45:37 --> 00:45:40: who are not certified here they are. Ava was there,

00:45:40 --> 00:45:42: Joe was there, Fahad was there.

00:45:43 --> 00:45:45: The people who make decisions.

00:45:46 --> 00:45:48: And they brought the paperwork. We're not just talking about

00:45:48 --> 00:45:49: it. We're gonna be about it.

00:45:51 --> 00:45:53: You hear me? We we not just gonna talk about,

00:45:54 --> 00:45:57: we're gonna be about it. We were certifying businesses so

00:45:57 --> 00:45:59: that they could be part of the project, so they

00:45:59 --> 00:46:02: could be part of the influence and that they can

00:46:02 --> 00:46:05: grow because our expectation was that we were going to

00:46:05 --> 00:46:07: have diverse vendors on this project.

00:46:07 --> 00:46:09: And if you're not certified, you can't get in the

00:46:09 --> 00:46:10: game.

00:46:11 --> 00:46:15: Mention Ashley again. She's a community CDC. She does all

00:46:15 --> 00:46:19: the community engagement. She finds jobs, she finds workforce. She

00:46:19 --> 00:46:23: finds everything within her zip code. And if she can't

00:46:23 --> 00:46:26: find it, we have cafe, her girlfriend across the street.

00:46:28 --> 00:46:31: Oh by the way, I need some certifications. I need

00:46:31 --> 00:46:34: a building. Actually was like come through so we went

00:46:34 --> 00:46:38: to the why right there in the neighborhood. Free construction

00:46:38 --> 00:46:41: certifications at the Y. Now that free certification is going

00:46:41 --> 00:46:42: to all the Y's.

00:46:43 --> 00:46:46: When I talked to the organization about the free certifications,

00:46:46 --> 00:46:49: they were like I was trying to get into the

00:46:49 --> 00:46:49: why?

00:46:50 --> 00:46:53: Look at God. So now they have free certifications and

00:46:53 --> 00:46:57: three YMCA's y'all. We're starting a movement here, organize allies

00:46:57 --> 00:47:00: within the community. I hope you guys are writing stuff

00:47:00 --> 00:47:03: down, because I don't want you guys to say she

00:47:03 --> 00:47:05: was good, but I don't know what she said, OK?

00:47:07 --> 00:47:10: Produce equitable y'all know what equity is, right?

00:47:12 --> 00:47:17: Equitable outcomes with equitable development for existing communities.

00:47:17 --> 00:47:20: If you're going to go build this situation right, guess

00:47:20 --> 00:47:21: what goes up?

00:47:25 --> 00:47:25: What goes up?

00:47:26 --> 00:47:29: Property values taxes.

00:47:30 --> 00:47:32: And guess what? Did you talk to the community to

00:47:33 --> 00:47:36: see how they were doing with their social economics? So

00:47:36 --> 00:47:39: what are you gonna do to upscale the community so

00:47:39 --> 00:47:40: they don't get moved?

00:47:41 --> 00:47:44: Or, as we say, gentrification.

00:47:45 --> 00:47:47: What are you doing? How long is your project?

00:47:48 --> 00:47:50: The project's 12 months, 18 months, 24 months. We have

00:47:50 --> 00:47:54: 24 months to upskill the individuals around this community so

00:47:54 --> 00:47:57: that we don't move them because we're talking about equitable

00:47:57 --> 00:48:00: outcomes. It's not just the players in the game, it's

00:48:00 --> 00:48:02: the community too. So what do you need?

00:48:03 --> 00:48:07: Maybe you don't talk about balance sheets and performance statements

00:48:07 --> 00:48:10: and all that good stuff. P&L, let's talk about receipts

00:48:10 --> 00:48:14: to payment applications. Let's talk about every time you go  
00:48:14 --> 00:48:17: to Home Depot, that's gas, that's a receipt.  
00:48:18 --> 00:48:21: If you're buying materials for the job site, it needs  
00:48:21 --> 00:48:24: to be put into your payment application. I don't care  
00:48:24 --> 00:48:27: for your billing \$30, you are billing every 30 days.  
00:48:27 --> 00:48:28: To the owner.  
00:48:29 --> 00:48:32: That's what successful contractors do, regardless of size.  
00:48:34 --> 00:48:39: Again, what does a community need? Finances? Access?  
00:48:40 --> 00:48:42: You need food and a food desert.  
00:48:42 --> 00:48:44: Pete heard them.  
00:48:44 --> 00:48:48: Indie Fresh Market coming out mid next year, 38th and  
00:48:48 --> 00:48:51: 38th and share and check it out.  
00:48:52 --> 00:48:53: Precast is coming on Monday.  
00:48:55 --> 00:48:58: We have a manufacturing facility that's run by 5 black  
00:48:58 --> 00:49:03: women. That's the Cook medical manufacturing facility. Y'all  
38th and  
00:49:03 --> 00:49:07: Sheridan y'all. Watch out two years. I want y'all Google  
00:49:07 --> 00:49:09: 46218. Alright. OK.  
00:49:10 --> 00:49:14: Plan for the future growth in the communities we impact.  
00:49:14 --> 00:49:16: It's not E play live. Ohh we put a park  
00:49:16 --> 00:49:17: in, we're out.  
00:49:20 --> 00:49:21: What are you doing when you leave?  
00:49:22 --> 00:49:27: What seeds are you planting? What community development  
have you  
00:49:27 --> 00:49:29: done? Did you paint a wall? Did you go into  
00:49:30 --> 00:49:30: a school?  
00:49:31 --> 00:49:34: If you are selling real estate, especially in residential, and  
00:49:35 --> 00:49:36: you are showing someone a home.  
00:49:37 --> 00:49:39: Tell them about the principle that you met. Cause remember  
00:49:39 --> 00:49:41: you got out of the car and you talked to  
00:49:41 --> 00:49:42: the community.  
00:49:43 --> 00:49:45: I moved from the DC metro area.  
00:49:47 --> 00:49:49: Here I didn't know anyone.  
00:49:50 --> 00:49:53: Anyone in the Midwest, let alone Indiana. It would have  
00:49:54 --> 00:49:57: been nice if my realtor told me that, hey, you're  
00:49:57 --> 00:49:58: gonna be at Nora.  
00:50:00 --> 00:50:01: The principle is amazing.  
00:50:02 --> 00:50:06: Nora Elementary has 52 different languages being spoken. I  
didn't  
00:50:06 --> 00:50:08: get any of that. What does that have to do  
00:50:08 --> 00:50:12: with the House? Everything. Cause if you learn who I  
00:50:12 --> 00:50:13: am, I had two one year olds.  
00:50:14 --> 00:50:16: I had a 3 year old and a 5 year

00:50:16 --> 00:50:16: old.

00:50:17 --> 00:50:19: Know who you're selling to.

00:50:20 --> 00:50:23: Plan for the future intentional techniques.

00:50:24 --> 00:50:25: With equitable outcomes.

00:50:26 --> 00:50:28: Both at work. So this is not a one off

00:50:28 --> 00:50:31: thing. It's not a on and off. It's like, oh,

00:50:31 --> 00:50:33: I do that at work but not at home. Trust

00:50:33 --> 00:50:35: me, the value add of what you do and how

00:50:36 --> 00:50:39: you volunteer in the community are the stories that you

00:50:39 --> 00:50:42: tell when you're presenting to get those tax write offs,

00:50:42 --> 00:50:45: to get the tax incentives they want to hear, what

00:50:45 --> 00:50:48: do you know about the community you're building and how

00:50:48 --> 00:50:51: you're going to impact and that you're intentional.

00:50:53 --> 00:50:55: But the main thing is that I want to talk

00:50:55 --> 00:50:57: about is equitable behaviors.

00:50:59 --> 00:51:00: Behaviors.

00:51:02 --> 00:51:06: If you want diversity, equity, inclusion. If you want equitable

00:51:06 --> 00:51:07: leadership.

00:51:09 --> 00:51:10: You gotta have people in the room.

00:51:12 --> 00:51:16: To make decisions on behalf of those DI people.

00:51:18 --> 00:51:21: How do you understand inclusion if you've never been

00:51:24 --> 00:51:26: excluded?

00:51:27 --> 00:51:27: If you don't have leadership, looking like the people you're

00:51:29 --> 00:51:31: trying to impact.

00:51:32 --> 00:51:34: It's not hard.

00:51:34 --> 00:51:37: It's not just boost to the ground. We can do

00:51:37 --> 00:51:40: the grassroots situation, but we need to know the behaviors.

00:51:40 --> 00:51:42: How are you buying the project? Did you talk to

00:51:42 --> 00:51:43: the community or were the decisions made before you got

00:51:44 --> 00:51:46: me on board?

00:51:47 --> 00:51:50: To Shuck and jive with the community.

00:51:50 --> 00:51:53: Ashley was at the table with CEO Pete Yonkman at

00:51:53 --> 00:51:57: Cook Medical. She was at the table to talk to

00:51:57 --> 00:52:00: CIF. She was at the table talking about we're gonna

00:52:00 --> 00:52:03: build with and for this community and not two, and

00:52:03 --> 00:52:06: you're gonna learn today. She had the power because she

00:52:06 --> 00:52:08: had people who told her she was going to be

00:52:12 --> 00:52:16: there throughout the entire process.

00:52:16 --> 00:52:17: Write this down, people are the key to your success.

00:52:19 --> 00:52:22: Success.

00:52:22 --> 00:52:24: Don't chase the titles. Don't chase the awards. Half of

00:52:22 --> 00:52:24: those awards didn't exist.



00:52:24 --> 00:52:26: When I started my business.

00:52:26 --> 00:52:29: Those awards didn't exist to me because I started as

00:52:29 --> 00:52:30: a solopreneur.

00:52:31 --> 00:52:33: I shouldn't say a wing and a prayer, but my

00:52:33 --> 00:52:34: husband's out there faith.

00:52:37 --> 00:52:40: It's the people. If you're intentional about the people, you'll

00:52:40 --> 00:52:44: get opportunities to speak to Buckingham companies because I met

00:52:44 --> 00:52:47: Becca and we were talking about things that had nothing

00:52:48 --> 00:52:50: to do with her corporation and because of that.

00:52:51 --> 00:52:53: We gained a relationship. That's my girl.

00:52:56 --> 00:53:04: Take a picture, hashtag it with WLI summit hashtag see

00:53:04 --> 00:53:04: me.

00:53:06 --> 00:53:10: You can have everything, whatever it is that you want

00:53:10 --> 00:53:10: in life.

00:53:12 --> 00:53:14: You can have everything in life you want.

00:53:14 --> 00:53:16: If you just help.

00:53:17 --> 00:53:17: Help?

00:53:18 --> 00:53:20: That means you gotta get out of the car and

00:53:20 --> 00:53:21: talk to some folks.

00:53:22 --> 00:53:23: Enough.

00:53:24 --> 00:53:27: That's more than one. More than 10. Help enough other

00:53:27 --> 00:53:31: people so not your family and your friends get what

00:53:31 --> 00:53:32: they want.

00:53:33 --> 00:53:33: Zig zigar.

00:53:35 --> 00:53:37: Thank you guys so much for your time.

00:53:50 --> 00:53:54: Yes, so time for questions.

00:53:54 --> 00:53:56: We have it. We're a little bit ahead. We've got

00:53:56 --> 00:53:59: a couple minutes here. So if there are some questions,

00:54:00 --> 00:54:02: I I have one question. Whoever that was that sent

00:54:02 --> 00:54:05: you to Washington, DC, do you still speak with him?

00:54:05 --> 00:54:08: Because, man, did they give you some challenges?

00:54:08 --> 00:54:13: I do, I do. So I was working at Gilbane.

00:54:13 --> 00:54:16: Before I decided to move to Indy and I was

00:54:16 --> 00:54:20: working with the 5th generation Gilbane PC three. He didn't

00:54:20 --> 00:54:22: talk to me for three weeks.

00:54:23 --> 00:54:25: And he was like, you're leaving DC to go to

00:54:25 --> 00:54:26: the Midwest?

00:54:27 --> 00:54:30: So I came, added value and now they're like, hey,

00:54:30 --> 00:54:32: how'd you do that?

00:54:32 --> 00:54:35: So let me tell you about the DC, Maryland, Virginia.

00:54:35 --> 00:54:38: I kept cracking that ceiling y'all I was making hundreds

00:54:38 --> 00:54:40: of \$1,000,000 for the organization.

00:54:41 --> 00:54:46: Couldn't break the ceiling. Couldn't get into the executive suite

00:54:46 --> 00:54:49: but keep her out in the field. Matter of fact,

00:54:49 --> 00:54:49: in.

00:54:50 --> 00:54:54: 12 years. I did 20 projects. I started out doing

00:54:54 --> 00:54:57: start to finish with this one. Then I was a

00:54:57 --> 00:55:01: problem solver. I went to NIH pregnant with twins Ebola

00:55:01 --> 00:55:05: patient on the 5th floor. They were \$20 million in

00:55:05 --> 00:55:09: the hole with 250 change orders that need to be

00:55:09 --> 00:55:09: resolved.

00:55:11 --> 00:55:14: It didn't matter. Ohh, and by the way, you're gonna

00:55:14 --> 00:55:16: run our RG and all this other stuff.

00:55:18 --> 00:55:20: Still couldn't even break the ceiling. So now all of

00:55:21 --> 00:55:23: a sudden they're like, hey, how did you do this?

00:55:23 --> 00:55:26: Then a third and we want to take your construction

00:55:26 --> 00:55:27: management course.

00:55:28 --> 00:55:31: Mind you, courses dot Darn Group LLC com which is

00:55:31 --> 00:55:34: on the next slide. I guess I didn't show it.

00:55:34 --> 00:55:37: If you want to be more efficient and effective and

00:55:37 --> 00:55:40: construction, and this is what they're contacting me about, we

00:55:40 --> 00:55:43: teach project management scheduling.

00:55:44 --> 00:55:48: We teach time management. Get to the job site early.

00:55:48 --> 00:55:54: We teach commissioning, material tracking, communication, cost management. It's 2

00:55:54 --> 00:55:58: 1/2 hours. It's certified by the Construction Management Association of

00:55:59 --> 00:55:59: America.

00:56:00 --> 00:56:04: I had to create what I could understand in construction

00:56:04 --> 00:56:08: so that I can be efficient, effective and complete the

00:56:08 --> 00:56:11: job no matter how many obstacles and change orders on

00:56:11 --> 00:56:14: time. And because of that, I'm able to share in

00:56:15 --> 00:56:18: a course. So that's the information here. And yes, they

00:56:18 --> 00:56:21: still call me. Now all of a sudden, you know,

00:56:21 --> 00:56:22: I am somebody.

00:56:23 --> 00:56:24: When they see me.

00:56:26 --> 00:56:31: Alright, well thank you again. What a fabulous story. You

00:56:31 --> 00:56:34: were like walking the walk we we so I mean

00:56:34 --> 00:56:37: wait, I did I'm in awe because we, we we

00:56:37 --> 00:56:41: our company just completed like a Panera and a Chick-fil-A,

00:56:41 --> 00:56:45: OK. It's it's like this big, it's it's this big.

00:56:45 --> 00:56:48: You the the art of that is amazing what you

00:56:48 --> 00:56:49: have done just.

00:56:50 --> 00:56:51: I'm at all.

00:56:51 --> 00:56:52: Thank you.

00:56:53 --> 00:56:55: Somebody has a question, let me help you out.

00:56:58 --> 00:56:58: I know you.

00:57:03 --> 00:57:05: Ohh, you look like you're giving me a hard one.

00:57:05 --> 00:57:08: It's gonna be really hard. First off, I want to

00:57:08 --> 00:57:12: acknowledge the intentionality around the black community, our specifically black

00:57:12 --> 00:57:15: women in this space, and it's just awesome to be

00:57:15 --> 00:57:16: in this space.

00:57:17 --> 00:57:20: But as we talk about community, what are the?

00:57:21 --> 00:57:23: What are they like? The five to 7 components that

00:57:23 --> 00:57:26: make up a community? So when we think about developing

00:57:26 --> 00:57:29: communities, what are those things that?

00:57:29 --> 00:57:30: Are.

00:57:31 --> 00:57:33: Just like necessary for community.

00:57:34 --> 00:57:36: That make up the community as far as getting engaged

00:57:36 --> 00:57:37: with the community.

00:57:37 --> 00:57:41: Getting engaged, community growth, like what are those things that

00:57:41 --> 00:57:45: are necessary components for our community? So when I think

00:57:45 --> 00:57:48: about like, I live in the Riverside neighborhood, it's a.

00:57:49 --> 00:57:52: We don't have a grocery store that is within a

00:57:52 --> 00:57:54: certain amount of area. We don't have a bank in

00:57:54 --> 00:57:57: our Community things, things of that nature. What are those

00:57:58 --> 00:57:59: key components for community?

00:57:59 --> 00:58:02: So I'm glad you said that Ashley has a road

00:58:02 --> 00:58:06: map raise your hand again. But I'm going to tell

00:58:06 --> 00:58:09: you CIF has money CIF you said black community, that's

00:58:09 --> 00:58:13: what they're doing. They have grants out grants means you

00:58:13 --> 00:58:16: don't have to pay back CIF. I can't say that

00:58:16 --> 00:58:17: enough Lisk.

00:58:18 --> 00:58:20: So when you say the five components, you got to

00:58:20 --> 00:58:22: go with the people that have the money and the

00:58:22 --> 00:58:25: people that are talking about it right now. Everybody's talking

00:58:25 --> 00:58:28: about social justice, social this, that and the third, let's

00:58:28 --> 00:58:31: help the black community go challenge them. They have the

00:58:31 --> 00:58:33: money, they have the grants, whoop the people.

00:58:34 --> 00:58:38: The people. The people who own real estate.

00:58:39 --> 00:58:41: Find out what they need, because one thing you don't

00:58:41 --> 00:58:43: want to do is get them out of their home

00:58:43 --> 00:58:45: because they'll talk about you badly and it's not a  
00:58:45 --> 00:58:46: good situation, right?  
00:58:48 --> 00:58:49: The businesses.  
00:58:49 --> 00:58:54: They're thriving or surviving. Find out what it is.  
00:58:55 --> 00:58:58: What they've dealt with, and I'm talking about mom and  
00:58:58 --> 00:59:01: pops, not the high rises, right? But I would talk  
00:59:01 --> 00:59:03: to the high rises to say, hey, we want to  
00:59:03 --> 00:59:05: do this, but we want to have an impact.  
00:59:06 --> 00:59:09: You might need some help, so let's work together.  
Remember,  
00:59:09 --> 00:59:13: they said together and not just individual and I would  
00:59:13 --> 00:59:16: say CDC's neighborhood associations. Trust me, you go in  
there  
00:59:16 --> 00:59:19: and you just sit and they'll give you the business.  
00:59:20 --> 00:59:23: They will give you the business and from there you  
00:59:23 --> 00:59:26: can find avenues and Ways and Means to be positive.  
00:59:26 --> 00:59:27: Is that 5?  
00:59:27 --> 00:59:28: Church.  
00:59:30 --> 00:59:31: Church.  
00:59:32 --> 00:59:34: One thing I've noticed in our communities is that we  
00:59:34 --> 00:59:37: are centered around church. If we have problems, we go  
00:59:37 --> 00:59:38: to church.  
00:59:39 --> 00:59:42: Church has workforce development. They have services. If  
not, they  
00:59:42 --> 00:59:45: have people that are giving grants and donations. They're  
creating.  
00:59:45 --> 00:59:47: They're creating community centers, all that stuff.  
00:59:48 --> 00:59:51: I would say those are the components. Get those people  
00:59:51 --> 00:59:54: together and they'll bring the people that will help you  
00:59:54 --> 00:59:56: to solve the problem in the community.  
00:59:56 --> 01:00:01: Like Michael and Marcus, who are two African American  
gentlemen.  
01:00:01 --> 01:00:04: In their mid 30s they owned a convenience store. Pete  
01:00:04 --> 01:00:08: Yonkman pulled them from their convenience store, gave  
them a  
01:00:08 --> 01:00:12: year and a half of training. They're in training right  
01:00:12 --> 01:00:15: now with a national grocery store management guy. They are  
01:00:15 --> 01:00:19: going to operate the Indy Fresh Market and their community  
01:00:19 --> 01:00:20: to ownership.  
01:00:21 --> 01:00:23: They're not just going to drop them with this thing's  
01:00:24 --> 01:00:27: grocery store with fresh fruits and vegetables when that's not  
01:00:27 --> 01:00:29: what they had. It was the grocery store with all  
01:00:29 --> 01:00:30: that sugary stuff.

01:00:31 --> 01:00:35: They have a mentorship program throughout and they will be

01:00:35 --> 01:00:39: owning that grocery store in five years in addition to

01:00:39 --> 01:00:44: it's not magical cook medicals working with Martin University on

01:00:44 --> 01:00:46: a grocery store management degree.

01:00:47 --> 01:00:50: So that someone else can get the tools to be

01:00:50 --> 01:00:53: successful and go to their food desert and build a

01:00:53 --> 01:00:53: grocery store.

01:00:54 --> 01:00:57: That was long winded. That was an excellent question.

01:00:58 --> 01:01:02: Alright, we're gonna take a break. Thank you again, Aquila.

01:01:02 --> 01:01:04: OK. Ohh, I'm sorry. I'm sorry. We do have another

01:01:05 --> 01:01:05: question.

01:01:05 --> 01:01:07: Yeah, I just it's a personal question. Ohh.

01:01:07 --> 01:01:10: I I didn't look each direction, I'm sorry.

01:01:11 --> 01:01:11: Go ahead.

01:01:13 --> 01:01:16: Aquila, thank you for being here. Really enjoyed your presentation.

01:01:16 --> 01:01:19: You spoke about how when new development comes into a

01:01:19 --> 01:01:23: Community, obviously that increases rents, property taxes and things of

01:01:23 --> 01:01:26: that nature. So then folks start to get pushed out.

01:01:26 --> 01:01:29: Being a Far East Side resident, I'm working at CAFE

01:01:29 --> 01:01:32: Community lines to the Far East side. We're starting to

01:01:32 --> 01:01:35: see a lot of that development happen with the purple

01:01:35 --> 01:01:37: line. Oak Tree has been demoed and my fear is

01:01:37 --> 01:01:40: that residents are going to get pushed out pretty soon

01:01:40 --> 01:01:43: because rents are already increasing. You just spoke.

01:01:43 --> 01:01:46: To it a little bit with the Cook medical example,

01:01:46 --> 01:01:48: but give us some more examples or ways that we

01:01:48 --> 01:01:51: can scale up and leverage the residents and the community

01:01:51 --> 01:01:54: with their talents and assets so they can enjoy when

01:01:54 --> 01:01:56: the quality of life changes in their community.

01:01:57 --> 01:02:00: I would definitely go talk to the people who are

01:02:00 --> 01:02:05: building things in your community because they owe you something,

01:02:05 --> 01:02:05: right?

01:02:07 --> 01:02:10: When things are happening, the boats are already gone. But

01:02:10 --> 01:02:13: what you can do is say you're here, how? Here's

01:02:13 --> 01:02:17: the things that we need and they will, because you

01:02:17 --> 01:02:20: ask, help you with what you're trying to do. So

01:02:20 --> 01:02:23: if there are barriers and you're trying to get things

01:02:23 --> 01:02:26: built or tax increases, go back to them because guess

01:02:26 --> 01:02:30: what? They got tax incentives and tax cuts. Notice who

01:02:30 --> 01:02:33: gets the tax cuts and who does not and have  
 01:02:33 --> 01:02:36: that conversation. I would definitely go meet with CIF and  
 01:02:36 --> 01:02:37: talk.  
 01:02:37 --> 01:02:40: About that education piece, what are we going to do?  
 01:02:40 --> 01:02:44: You promised us this. Our rent, our mortgage is going  
 01:02:44 --> 01:02:47: up here. We're not going to relocate. Take them back  
 01:02:47 --> 01:02:51: to the start. Like with any contract, there was some  
 01:02:51 --> 01:02:56: expectations. There were very nice PowerPoint  
 presentations. Now follow up  
 01:02:56 --> 01:02:59: with your ASK and I will keep doing that over  
 01:02:59 --> 01:03:02: and over again. I would also Pam contact her. I'm  
 01:03:02 --> 01:03:05: going to put her on the spot because she left.  
 01:03:05 --> 01:03:07: She's got money to put into those.  
 01:03:08 --> 01:03:11: Communities to get them on the right track. I'm not  
 01:03:11 --> 01:03:14: talking to one off to one mortgage. I'm talking about  
 01:03:14 --> 01:03:18: year, two years. Because again, everybody signed that billion  
 dollar  
 01:03:18 --> 01:03:22: challenge about black communities. We gotta go to those  
 people  
 01:03:22 --> 01:03:24: who promised us stuff and get it.  
 01:03:24 --> 01:03:25: Now.  
 01:03:26 --> 01:03:29: And I'll help you with that and Ashley will help  
 01:03:29 --> 01:03:31: you with that too. Especially on the Far East side  
 01:03:31 --> 01:03:34: 46218. That's my zone. And let's talk after cause I  
 01:03:34 --> 01:03:37: wanna talk more. We're gonna make it happen. Thank you  
 01:03:37 --> 01:03:39: for your time. Thank you. Ashley, I put you on  
 01:03:39 --> 01:03:41: the spot. We got her.  
 01:03:42 --> 01:03:43: Could you talk to?  
 01:03:45 --> 01:03:47: Lives you live being a mom.  
 01:03:48 --> 01:03:50: Pouring into your kids, but also.  
 01:03:51 --> 01:03:52: Others?  
 01:03:52 --> 01:03:55: But that what sacrifices you had to make in order  
 01:03:55 --> 01:03:56: to make.  
 01:03:57 --> 01:04:00: The two if you do have found the harmony, let  
 01:04:00 --> 01:04:02: us know so that we know how to help others,  
 01:04:02 --> 01:04:06: but also be there for the birthday parties and the  
 01:04:06 --> 01:04:09: first steps and all those things that I think moms  
 01:04:09 --> 01:04:12: tend to have to sacrifice if they want to. Also,  
 01:04:12 --> 01:04:16: not even careers, not about the career, right? It's about  
 01:04:16 --> 01:04:18: helping, helping our communities.  
 01:04:18 --> 01:04:21: Yeah. Where's my husband? Hope he's not listening. So  
 there's  
 01:04:21 --> 01:04:24: no balance, but there's 24 hours in a day and

01:04:24 --> 01:04:27: there's calendars, so we have a family calendar.

01:04:27 --> 01:04:30: And everything goes in it when I hear like for

01:04:30 --> 01:04:33: instance, we have to pick up computers for our kids

01:04:33 --> 01:04:35: for school and that ends at seven, we have it

01:04:35 --> 01:04:39: in the calendar. So first and foremost, family, that's it.

01:04:39 --> 01:04:42: I'm able to have some leverage on construction sites or

01:04:42 --> 01:04:44: whatever job I have is because I'm excellent.

01:04:46 --> 01:04:49: I make mistakes, but I'm excellent and what you will

01:04:49 --> 01:04:51: find out is I have 8 hours and then I

01:04:51 --> 01:04:55: gotta go pick up my kids after school. Dance, basketball,

01:04:55 --> 01:04:58: football, you name it. That is first, but I'm gonna

01:04:58 --> 01:05:00: handle it between 8 hours so I would say the

01:05:00 --> 01:05:01: calendar is key.

01:05:02 --> 01:05:05: I was also a PTO president. That was important to

01:05:05 --> 01:05:07: me because you know what? I am in construction. I

01:05:07 --> 01:05:10: might not hear my cell phone, and I need the

01:05:10 --> 01:05:12: teachers to know who I am. So I put that

01:05:12 --> 01:05:15: in the schedule. I ran and became PTO president. And

01:05:15 --> 01:05:18: then I found out about the education gap. So then

01:05:18 --> 01:05:21: I got on the Advancement Center board that's in the

01:05:21 --> 01:05:23: calendar. So I balance it because I put in the

01:05:23 --> 01:05:27: calendar. I might have 15 meetings, but they're all intentional

01:05:27 --> 01:05:30: and I don't waste time. We're going to hit and

01:05:30 --> 01:05:32: quit it, and we're not going to have the meaning

01:05:32 --> 01:05:34: for the meaning for the meaning.

01:05:34 --> 01:05:37: We're going to have one meeting and we're going to

01:05:37 --> 01:05:39: leave here with tangible stuff and we're going to meet

01:05:39 --> 01:05:42: again in a week and we're going to handle it.

01:05:42 --> 01:05:45: All that, you know, shucking and jiving, water cooler stuff

01:05:45 --> 01:05:47: I don't really have time for, but I will say.

01:05:48 --> 01:05:51: PMI, but I breastfed all my kids, so I breastfed

01:05:51 --> 01:05:54: my twins while commuting 2 hours. One way to go

01:05:54 --> 01:05:57: to NIH to do the job site. That was important

01:05:57 --> 01:06:00: to me. I wasn't going to take my male dominated

01:06:00 --> 01:06:04: situation and take the femininity and motherhood out of it.

01:06:04 --> 01:06:07: I put it in and so when people saw me,

01:06:07 --> 01:06:10: they were like, here's your coffee. Not because I asked

01:06:10 --> 01:06:14: for it, it's because they knew I was churning it

01:06:14 --> 01:06:17: out. So there's no balance, but there is Coffee Mountain

01:06:17 --> 01:06:18: Dew in Jesus.

01:06:19 --> 01:06:21: And I play loud music in the car. I'm all

01:06:21 --> 01:06:24: about the music, but I'm my family first cause my

01:06:24 --> 01:06:27: family's falling. What do I really have and who am  
01:06:27 --> 01:06:30: I doing it for? So am I. Why? I really  
01:06:30 --> 01:06:33: understood that. That's the five words. Get your Y kids.  
01:06:33 --> 01:06:36: It's in the calendar. I got to be out.  
01:06:36 --> 01:06:39: And then I'm going to take this much on. And  
01:06:39 --> 01:06:41: if I can take something else, if I take on  
01:06:41 --> 01:06:44: this IU Health situation, I'm also going to take on  
01:06:44 --> 01:06:47: a board position that's gonna enhance what I'm trying to  
01:06:47 --> 01:06:50: do at IU Health. And I'm also going to help  
01:06:50 --> 01:06:50: women in STEM.  
01:06:51 --> 01:06:54: And then what my kids see creates a book because  
01:06:55 --> 01:06:58: I heard them talking about what I do. Incorporate it  
01:06:58 --> 01:06:59: all.  
01:06:59 --> 01:07:02: The kids are involved too. They're at the construction site.  
01:07:02 --> 01:07:04: They're like, that's not right. And I said, OK, OK.  
01:07:06 --> 01:07:09: So there is no balance. Don't even try to figure  
01:07:09 --> 01:07:13: that out. Just schedule everything. And lastly, treat yourself  
well.  
01:07:13 --> 01:07:17: Put on. Good morning, gorgeous by Mary J Blige and  
01:07:17 --> 01:07:20: know that you are enough and even if it didn't  
01:07:20 --> 01:07:23: work out, you're still the bomb. Thank you. You're welcome.  
01:07:27 --> 01:07:33: OK, great segue into scheduling. We have about 8 minutes  
01:07:33 --> 01:07:34: for a break.  
01:07:35 --> 01:07:38: Val saying maybe 10. So let's be back by 1:05  
01:07:38 --> 01:07:42: at the latest and we can introduce our next speaker.  
01:07:42 --> 01:07:42: Thank you.  
01:07:48 --> 01:07:49: Ohh.  
01:07:58 --> 01:08:01: She was walking in the street, looked up and noticed  
01:08:01 --> 01:08:04: he was nameless. He was homeless. She asked him his  
01:08:04 --> 01:08:05: name and.

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