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Quality Fruit & Vegetable Company Breaks Ground on New Warehouse



Hats and shovels stand ready for a small groundbreaking ceremony for Quality Fruit & Vegetable Company's new Albuquerque warehouse.

Members of the Quality Fruit & Vegetable Company construction team gathered in April to break ground on the development of a new produce distribution facility in the Meridian Business Park on Albuquerque's west side. Although this is usually the kind of event we enjoy celebrating with the community, due to COVID-19, we were forced to hold a very small ceremony to kick off the project.

Quality Fruit & Veg. Co. is owned by

Nick Delgado, who started his produce distribution business 35 years ago in El Paso, Texas. In 2014, Delgado expanded the operation by opening a facility in Albuquerque. Now, Delgado has decided to develop a property at 541 Silver Creek Road NW specifically designed to maximize efficiency. Locally, Quality employs 14 people to perform the scheduling, handling, and distribution functions of the operation, which includes running a fleet of 12 refrigerated trucks for deliveries.

The facility will function as an 18,700-square-foot office and warehouse and is expected to be completed by November 2021. Quality will occupy the southerly 9,200 square feet that will include a refrigerated dock area, complete with cooler and freezer boxes, and appropriate office improvements. The remainder of the facility, measuring approximately 9,500 square feet, will be available for lease through Johnson Commercial Real Estate.

AGC Women In Construction Committee Hosts Topgolf Mixer



WIC committee, pictured left to right: Marni Goodrich, Dena Crain, Margaret Karler, Julie Gibson, Janet Jordan, and Katrina Soto.

After a long year without events, we were thrilled to hear that the Associated General Contractors' of New Mexico (AGC NM) Women In Construction committee would be hosting an event at Albuquerque's new Topgolf! The facility had just been completed when the pandemic began, so many residents had not gotten a chance to see it yet. It was a perfect place to host a mixer in late April, being outside with each bay safely spaced. Those attending enjoyed appetizers and drinks, swag bags, and a chance to hit some golf balls!

R&R's Contract Administrator Janet Jordan was one of the original members of the WIC committee. Janet had a brief hiatus from the committee to focus on her education, but is now back helping plan events. The WIC initiative is part of AGC NM's continued investment in diversity and inclusion. Congratulations to Janet and the committee! This was an outstanding event!



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A Missing Cow

A big city lawyer was called in on a case between a farmer and a large railroad company. The farmer's prize cow had gone missing from his field through which the railroad passed. He filed suit against the railroad company for the value of the cow.

The railroad's attorney went to the farmer and tried to settle out of court. The lawyer was very persuasive, and the farmer finally agreed to take half of what he was asking to settle the case.

After the farmer signed the release and took the check, the young lawyer felt a little bad. He said to the farmer, "You know, I hate to tell you this, but I couldn't have won the case. The engineer was asleep and the fireman was in the caboose when the train went through your farm that morning. I didn't have one witness to put on the stand."

The old farmer nodded. "Well, I'll tell you, young fellow, I was a little worried about winning that case myself, because that darned cow came home this morning."

SPEED BUMP

Dave Coverly



Get Off To The Right Start With Your New Remote Job

These days, your new job may very well be a remote position. Even as workplaces open up, many employers are seeing the benefits of a work-from-home staff. How can you make your mark, though, when you don't have regular personal contact with your boss or your co-workers? The *Make It* website tells you how:

- **Set up your space.** Take a look around the room where you do your work. What does it say about you? People who see you in virtual meetings will notice the pictures on your wall, the books on your shelves, the clutter on your desk, and more. Clean up your work area to ensure you make a neat, professional first impression.
- **Communicate with your manager.** Make a point of communicating with your manager often. Don't bug him or her, but talk in depth about your role, your manager's expectations, how you'll be evaluated, and other crucial elements of doing your job well. Learn his or her priorities and get a solid idea of the organization's big-picture goals.
- **Learn how to communicate with everyone.** You can't peek over a cubicle or stroll down the hall to talk with a co-worker or manager, so you have to know how best to contact them. Does your boss prefer phone calls or emails? Are team meetings held via Zoom? How quickly do people expect responses to emails or texts? Figure out the best way to communicate with each person on your team to avoid misunderstandings.
- **Get to know people.** Your boss probably won't take you to lunch with the team so you can all get to know each other, so you've got to take a different approach. Reach out to team members one by one to introduce yourself and find out what makes them tick.
- **Understand the pandemic's impact on your organization.** Chances are your employer has been through some big changes in the past year—layoffs, new products, shifting priorities, adjusting to remote work, and many other issues. As you talk to people, find out what's changed and what has stayed intact. This will give you a good idea of the organization's values and priorities.

"Don't give up trying to do what you really want to do. Where there is love and inspiration, I don't think you can go wrong."

—Ella Fitzgerald

Jump Start Your Mind In The Morning

Whether you're working from home or you're back in the office, you have to be mentally sharp to do your job well. The *Ladders* website offers this advice for helping you do your best work every day:

- **Activate your brain.** Drink a glass of water for hydration. Go for a walk or do some light exercise to get your blood pumping through your body and into your brain. Read something engaging and inspirational, or listen to a podcast. Try to eat a healthy breakfast.
- **Avoid tedium.** Don't start your day with a mindless routine. Instead of going on social media or answering emails that could be saved for later, start on a challenging project right away. Your mind will get going faster, and you'll accomplish more.
- **Review your priorities.** Don't obsess over your daily to-do list. Develop a short list of your top priorities—customers, employees, vendors, etc.—and plan your day around tasks that support those objectives. Be disciplined about sticking to them. Say no to requests that don't address them. You'll have to be flexible, but a firm focus will help you accomplish what you need to that day.

Get To The Root Of Your Problem

When you can't solve a seemingly impossible problem, do you just throw your hands high in frustration and walk away? Most of the time that's not an option. Try reframing the problem with these suggestions from Tina Seeling, author of *Inside Out: Get Ideas Out of Your Head and Into the World* (HarperOne):

- **Revise your question.** Turn the problem around by re-examining your real goal. Instead of "What new product will make lots of money?" ask, "What do our customers buy and what do they avoid?" or "How can we offer more of what already works?"
- **Look for bad ideas.** You can unleash your creativity by flipping the process. Try to identify what doesn't work, what's failed in the past, or what would completely capsize any solution. You may be able to adapt a seemingly impractical solution or eliminate a factor that's holding you back.
- **Question your assumptions.** Many of us fall into the trap of assuming that the answer we're seeking will look like solutions that have always worked. Take a close look at the problem, your organization, or your industry and identify practices that have never been questioned. Ask, "Why are we doing it this way?" You'll often find a new approach by going against the conventional wisdom.

"Money can buy you a fine dog, but only love can make him wag his tail."

—Kinky Friedman

Don't Forget Age In Your Company's Diversity Strategy

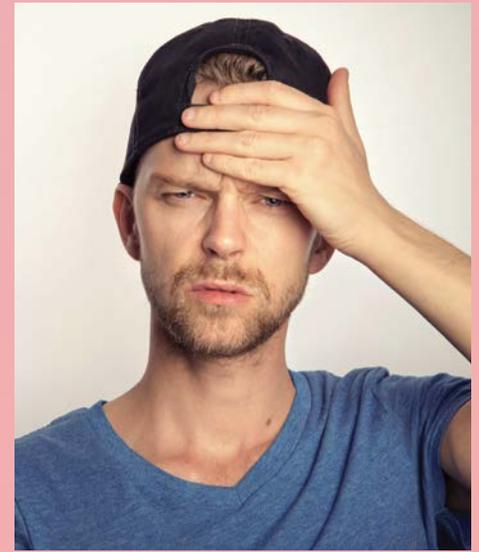
Diversity is about more than race and gender. It also includes ageism—you don't want to exclude people based on how old they are. AARP offers this advice on making sure age is part of your diversity and inclusion efforts:

- **Target age as part of D&I.** Make sure to specifically mention age in your official statements on diversity. Review your hiring and management policies to ensure they address language and issues related to ageism.
- **Include ageism in anti-bias training.** If your organization educates employees on bias, include age issues in the training. Remove labels like "boomer" or "millennial" that may reinforce stereotypes. Acknowledge that people can be discriminated against whether they're too old or too young. Address myths, like the belief that older people can't learn new technology.
- **Review your hiring process.** Check job descriptions for coded language, like "high-energy individual" or "digital native," that could screen out older candidates. Use your employer branding to reflect a mix of ages on careers pages, employee profiles, and the like. Don't require birthdates or college graduation dates of candidates unless you have a clear business need for them.
- **Help employees collaborate.** Create teams with a mix of younger and older employees. Encourage mentorship in both directions so all generations have the opportunity to learn from each other.

Music...For Houseplants?

How much do you love your houseplants? Enough to play music for them? A British survey reported by *The Herald* found that almost 50% of plant owners play music for their leafy friends in a variety of genres, from folk to rock to classical and everything in between.

The most popular artist choice? Scottish pop singer Lewis Capaldi was shared by 62% of the survey's 1,150 respondents. The Korean pop band BTS came in second, with 55%, followed by America's Taylor Swift, at 51%. Elton John, David Bowie, and Fleetwood Mac also ranked in the Top 10.



Riddle Me This

1. You bought me for dinner but never eat me. What am I?
2. What kind of room has no windows or doors?
3. I'm tall when I'm young, and I'm short when I'm old. What am I?
4. Which month of the year has 28 days?
5. What has to be broken before you can use it?
6. I have branches but no fruit, trunk, or leaves. What am I?
7. What has many keys but can never open a lock?
8. What can you hold in your left hand but not in your right?
9. It belongs to you but others use it more than you do. What is it?
10. If two's a company and three's a crowd, what are four and five?
11. You see me once in June, twice in November, and not at all in May. What am I?
12. I have hands but I can't clap. What am I?

1. Silverware. 2. A mushroom. 3. A candle. 4. All of them. 5. An egg. 6. A bank. 7. A piano. 8. Your right elbow. 9. Your name. 10. Nine. 11. The letter "e." 12. A clock.

—Thought Catalog

Meet Donna Graf: The Voice of R&R



Donna Graf

If you are ever placed on hold at our main office, you'll hear upbeat music and a warm, friendly voice telling you what's new at Richardson & Richardson Construction. Like our newsletter, our on-hold message is one of the most fun and personal parts of our brand. A few times a year, our message is crafted for us by a studio out of Florida called OMG National. We have used OMG National and Donna Graf as our voice over artist for many years now! We think that makes Donna the official voice of R&R, and we thought you'd enjoy hearing more about what she does as a voice over artist.

How did you get into voice over work?

People have always said I talk too much, so I decided to do it for a living! Armed with a B.A. in Communications, I started working in the radio industry after college and went on to co-host radio morning shows in Peoria (small market), San Diego (medium market), and then eventually Miami (large market). Over the years, I honed my skills voicing radio commercials, marketing videos, on-hold messages, and telephone prompts, which resulted in steady voicing work as a sideline. I officially went "full-time on-hold" when I joined OMG as their in-house voice talent. I also voice OMG-produced videos, bus and shuttle public address programs, and more.

What is unusual or challenging about doing voice overs?

Stepping out of your comfort zone. Casual and business deliveries are my forte, but I will never forget having to voice a rush on-hold program for the New York City Bureau of Tourism just days after 9/11. It was difficult to acknowledge the impact this

continued below



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tragedy was having on the country and we were all under stress. To maintain a soothing delivery while outlining security measures and temporary closures was not easy, to say the least.

What does a typical day look like for you?

I fire up the computer, check my assignments, drink some hot tea and honey, then get to work! I typically voice five (and sometimes up to 10) programs a day, and write marketing copy for on-hold, videos, blogs, and brochures in my dual role as a senior copywriter.

Did COVID-19 change anything about the business you do at OMG National?

When COVID-19 became a concern, OMG got to work fast to ensure everyone on the team had what they needed to work remotely from home. With their assistance, I built a home studio

with a professional microphone and computer software at a rapid pace. This was key since many of our clients were urgently in need of COVID-specific messaging. I am proud to say that we were able to help our clients quickly update their health guidelines and policy changes, and we continue to tweak their messages as time progresses.

What sorts of things do you do for fun?

I have always loved interior design and have now turned that hobby into my off-hours job, as my husband and I build a house in the Blue Ridge Mountains of Tennessee. Poring over blueprints, preparing exterior and interior décor (not to mention a vegetable garden) are my passions right now. I also enjoy cooking, and as a result, working out is also one of my hobbies.



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