How it began….it’s all in the name

• Bring feminine principles to a masculine industry
• Balance/Female role models
• Become the best and most relevant General Contractor
• Making your passion(s) your work
  • Blending personal philosophies with your business plan
  • Being the expert
  • Finding others who share your vision and will help develop the culture
  • Remember who you are at the core
Creating the Vision

- Branding/Re-Branding the Firm
  - Defining the Vision
  - Research
  - Input from others
  - Key Ingredients
  - Dedication, Commitment (*Walk the Talk*)
Creating the Vision

• Plans and Goal Setting
  • Be specific
  • Be unique
  • Push the envelope

Breaking Ground Contracting Company’s Commitment to Sustainability

- Conduct our philanthropic activities through organizations that share our commitment to people, profit, and planet.
  - St. Johns Firehouse
  - American Lung Association
  - Child Guidance Center
- Raise awareness and provide educational opportunities for our employees, clients, partners, contractors and family.
  - Breaking Ground Education Services
  - LEED Lunch and Learn
- Implement practices that minimize our environmental impact and reduce our footprint.
  - Net Zero Energy Use by 2020
  - 80% reduction of waste to landfill by 2022
  - Paperless Office by 2021
- Stay informed and engaged.
  - State and Local Advocacy
  - Support of CUL and EHR Initiatives
  - USEPA Advocacy
- Purchase and use environmentally friendly and locally sourced products and services wherever possible.
  - Green Housekeeping/Procurement Programs
  - Green Pest Control Programs
  - LEED Gold Shop Supporters.

Breaking Ground Contracting Company’s passion for sustainability is what drives our team every day. From our company President to the managers, administrative assistants, superintendents, and foremen; sustainability is our focus. We believe it is the right thing to do and we want to see our clients and partners in the built environment succeed in all things green.

We are redefining construction every day and our commitment to sustainability is a fundamental part of that definition.

CONSTRUCTION. REDEFINED.
Growing the Vision

• Strategy
  • Short-term and Long-term Strategy
    • Identifying Opportunities/Consistent with vision
    • Diversification
    • Employee Buy-In
    • Innovation/Beyond Green Building
Growing the Vision
Vision in Motion

Parent and Teacher Activities Inside!

Me and Green

Mary Tappouni • Therese Tappouni • Catherine Burkee
“We have decreased our energy costs by 7% even though we have added buildings to the campus.”

“I went fishing with a friend on Sisters Creek… and I was just mystified by how gorgeous it was… That is what triggered the decision for a plan to buy more land for parks.”

- John Delaney, President
University of North Florida
Living the Vision

LEED for New Construction Registered, on track for Platinum Certification
Making a Difference

childguidancecenter
unlimited potential. endless possibilities.

ACE Mentor Program

Girl Scouts.
Girl Scouts of Gateway Council

Junior Achievement®

ST. JOHNS RIVERKEEPER®

AMERICAN LUNG ASSOCIATION IN FLORIDA

Habitat for Humanity
Jacksonville

Breaking Ground Contracting
Making a Difference