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Headlines

BJAC Releases Podcast On Optimizing Firm Profit

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RALEIGH, N.C. – Lou Jurkowski, chief executive officer of BJAC pa (<http://www.bjac.com>), an architectural firm offering professional services for specialized, complex institutional projects, has announced the release of a podcast on optimizing firm profit during a down market. Jenna Geigerman, chief operations officer at BJAC, discusses how the firm has benefitted from strong client relationships and continued quality work during the economic slowdown. She speaks about strategically reducing overhead, utilizing upgraded marketing materials and project design and information sharing technologies, and moving into the future with a clear and consistent brand. Geigerman believes strongly that winning new business for BJAC requires improved client satisfaction and exceptionally designed and constructed projects, without sacrificing operational profitability. This podcast can be found at <http://www.bjac.com/podcasts>.

QUOTES:

"BJAC continually improves client service and project quality by matching client resources and needs to our capabilities, which ultimately helps to track financial data and project process controls," said Geigerman. "We feel fortunate to have maintained steady progress on initiatives to improve overall operations and client service during the economic downturn and look forward to continued success."

NEW MEDIA CONTENT:

BJAC's Photostream at:
http://www.flickr.com/photos/bjac_pa

This podcast can be downloaded at:
<http://www.mmipublicrelations.com/podcasts/entry/optimizing-firm-profit1/>

DETAILS:

- Jenna Geigerman has been at BJAC for almost two years. She runs day-to-day operations and is responsible for business development and recruiting. Geigerman also supplies the firm's employees with necessary tools to complete projects and better serve clients.

ABOUT BJAC:

Architectural firm BJAC, pa, offers professional services for specialized, complex institutional projects. The firm provides design expertise to healthcare, K-20 education, research, museum and municipal clients, along with a broad range of in-depth services, including architectural design, pre-design, programming, design, master planning, interior design, construction management, contract administration and design build. Established in 1994 by CEO and Managing Principal Lou Jurkowski, BJAC is one of the largest woman-owned architectural design firms in the Southeast, with offices in Raleigh and Charlotte. For more information, please call BJAC at (919) 833-8818 or visit <http://www.bjac.com>.

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On My Honor, I Will



Aug. 29, 2010 - (By: Gary Tomlinson) "Learning from the school of hard knocks can be very informing, but often the tuition is too high! We should learn from other people's experiences." The purpose of this column is to share great business wisdom from the experiences of authors like Jim Collins, Michael Gerber, Gary Harpst, Michael LeBoeuf, Ron Willingham, Randy Pennington and others. Because when you combine great business education with your own business experiences the outcome you'll receive is far greater than the sum of its parts.

The wisdom of Randy Pennington's new book; "On My Honor, I Will; The Journey to Integrity-Driven Leadership" has been chosen to share with you this week. The seed for this book began with five words: "He's a **REAL BOY SCOUT**." Those words were spoken to Randy Pennington by his client who used them to describe his boss. They were not meant as a compliment. His client's contention that honor and integrity are not consistent with long-term success concerned Randy then and continues to do so today. It was the catalyst that caused him to write this book.

Unfortunately his client's belief is shared by many others today. [More »](#)

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