

Just Ask the Expert

This general information is not intended to provide individual advice. Schedule an appointment with an expert to discuss your particular situation and needs. Questions sent to our experts may be answered in future "JUST ASK THE EXPERT" pages.

Commercial Real Estate Development

Q:

What's the developer/builder advantage to low impact development?



Grady C. Pridgen, III
CCIM, CPM, SIOR
President

Grady Pridgen, Inc.
9741 International Court North
St. Petersburg, FL 33716
David@gradypridgen.com
www.gradypridgen.com

A: Low-impact development (LID) incorporates building practices and products that protect the environment and conserve resources.

Unfortunately, there are misconceptions about LID. One is the belief that these materials and practices are more expensive than traditional building. The reality is that properly planned LID adds less than 1 percent cost. This is not necessarily a bottom line cost add-on. There are some incentives and grants for cost offset, but more importantly, many "green" techniques and technologies last longer and require less maintenance than traditional methods. The cost savings for owners over time is significant.

Better materials and insulation reduce the cost of energy. Low-flow devices and native plants reduce water use and improve water quality. Studies show that employees working in healthy buildings are more productive with fewer days lost due to illness. Homes and businesses designed to be green are healthier for the people who use them and take fewer public resources to operate. It's a win-win-win for the developer, the people who use them and the public.



Call Grady for a more detailed explanation, or for specific information on commercial real estate development.

Management & Leadership

Q:

At the end of each year we pull together each department's plan for the following year. However, this is a time consuming process and each department plans a little differently...how can my whole organization effectively plan?



Sean Burke
President

Six Disciplines
Leadership Center
8875 Hidden River Parkway, Suite 300
Tampa, FL 33637
813.975.7222
SBurke@SixDisciplines.com
www.SixDisciplines.com/
Tampa

A: You can help your whole organization effectively plan by focusing on stepping back, deciding what is important, and setting goals that lead.

Stepping Back - This is an annual process designed to help organizational leadership and individuals withdraw from everyday business in order to assess the factors inside and outside of your business that need to be examined before updating your strategy.

Deciding What Is Important - This helps the leadership team decide annually what the organization's long-term priorities are and are not. This includes reviewing, renewing, revising and recommitting to the mission, values, vision, and strategic position of your organization.

Setting Goals That Lead - This helps organizations formulate goals and initiatives that lead people to take action that's aligned with what is most important to your organization.



Call Sean for a more detailed explanation, or for specific information on management & leadership.

Employee Health Benefits

Q:

We are a small company and it seems as if our employees have more questions about their health care. Since we are small, it takes a toll on our human resource staff to answer these questions. What are carriers doing to provide members the information they need to make informed decisions and become more engaged in health care?



Tracy Carter
Senior Manager,
Florida

Great-West Healthcare
1511 N. Westshore Blvd.
Tower Place
Suite #700
Tampa, FL 33607
813.286.0116, ext. 122
tracy.carter@gwl.com

A: Great-West Healthcare has created and deployed a customer service model to help employees navigate the health care system. The new Member Connect program is a customer service model that is providing Great-West Healthcare members with the information they want, when they want it, through self-service, personalized support and member champion. Self-service is ideal for members who simply want quick and easy access to health care information. It is comprised of an interactive voice response (IVR) telephone system and member Web site. Personalized support employs a combination of a unique technology and dedicated coaching to help customer service representatives respond more effectively and personally to member calls. Member champion is the newest tier of the customer service model. Unique in the industry and currently being piloted, this is a standard benefit for employers. This tier is designed to provide specialized support for members who have complex clinical, situational or administrative circumstances.



For more information about customer service and employee benefits, please contact Tracy Carter at tracy.carter@gwl.com.

DVD CD CD-ROM Video

Q:

Our company needs DVD & CD discs duplicated ...and can you also put a video on our website?



Jay Gross
President

JGS Media Services
10781 75th Street
Largo, Florida 33777
727-546-7900
kathy@jgs mediaservices.com
www.jgstudio.com

A: In the business world, the highest demand is for sales, marketing and training projects, many with almost impossible deadlines. We have over 24-years of experience in the duplication of tapes, discs and related technologies.

JGS Media can turn around orders for up to 5,000 discs in a matter of hours as well as prepare video content for the internet. We can even provide high volume duplication services on site at trade shows and conferences.

This not only includes the duplication of the discs and tapes, but full color imprinting and packaging. CD mastering and DVD authoring services are also available, along with fulfillment and shipping options.

We can also prepare your video for the best possible playback quality on your website, as well as many other related production services.

If your corporate communication needs involve discs or tapes, in any format, effective visual communication is just a call or click away.



Call Jay Gross or Kathy Fishback for specific quotes or for advice on any upcoming DVD/CD or web based media projects.