

# spaces

Photography • Industry News • People • Projects

Issue 14

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# Message From The President

## Building Trust Through Transparency

Building trust is important in every organization. One way to build trust is through transparency. How transparent is your leadership team?

Your space can help increase transparency in an organization. One way is to literally increase transparency; in other words, build spaces where leadership team members can be seen by others during the day. This can be accomplished by placing leader's workspaces among their team members or by separating them with glass barriers that are fully or semitransparent.

Another way to improve transparency is building spaces where company mission, values, goals, and progress can be displayed and reinforced to team members. This can be done through digital signage, analog signage, whiteboards, and other similar tools that can be placed throughout the space to communicate and reinforce what is happening in the organization.

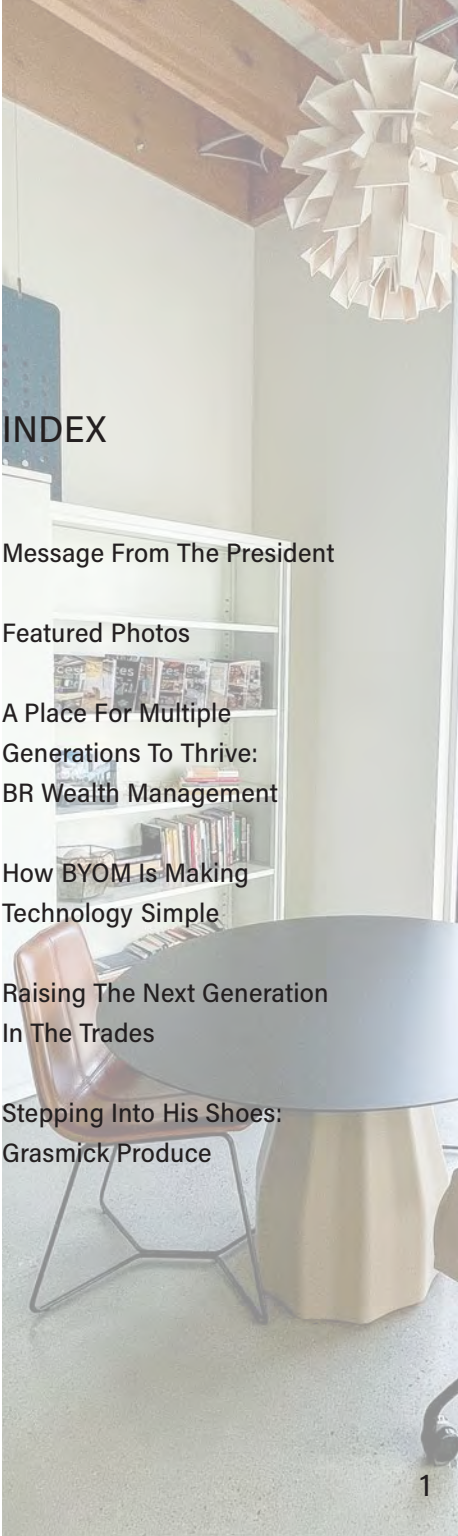
Start using your space to build transparency today! For more ideas on building transparency in your space, feel free to reach out to myself or my team anytime.

Sincerely,

Scott Galloway  
President

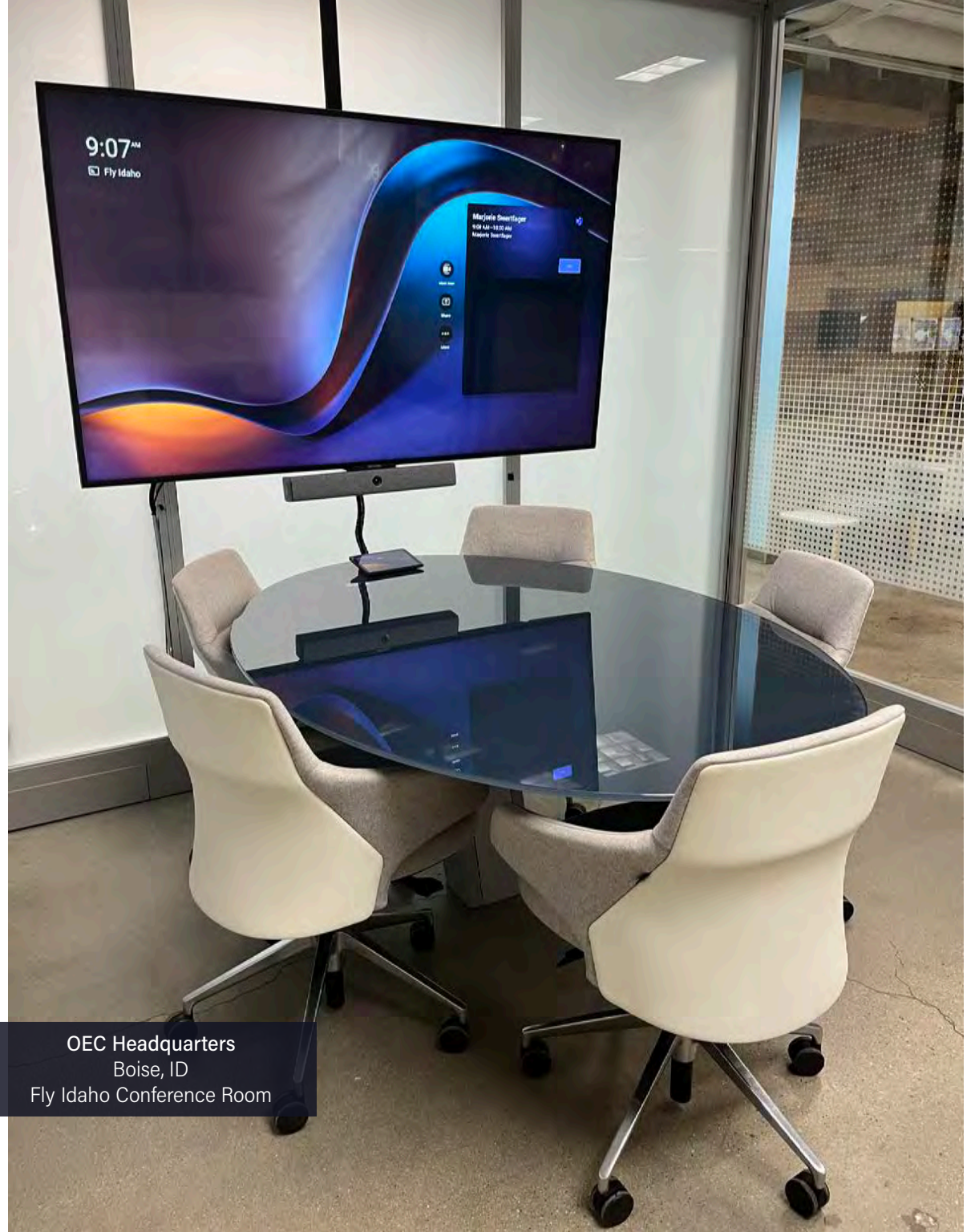
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OEC Headquarters  
Boise, ID  
Front Porch Lounge



OEC Headquarters  
Boise, ID  
Fly Idaho Conference Room



Executive Private Office



## WEALTH MANAGEMENT

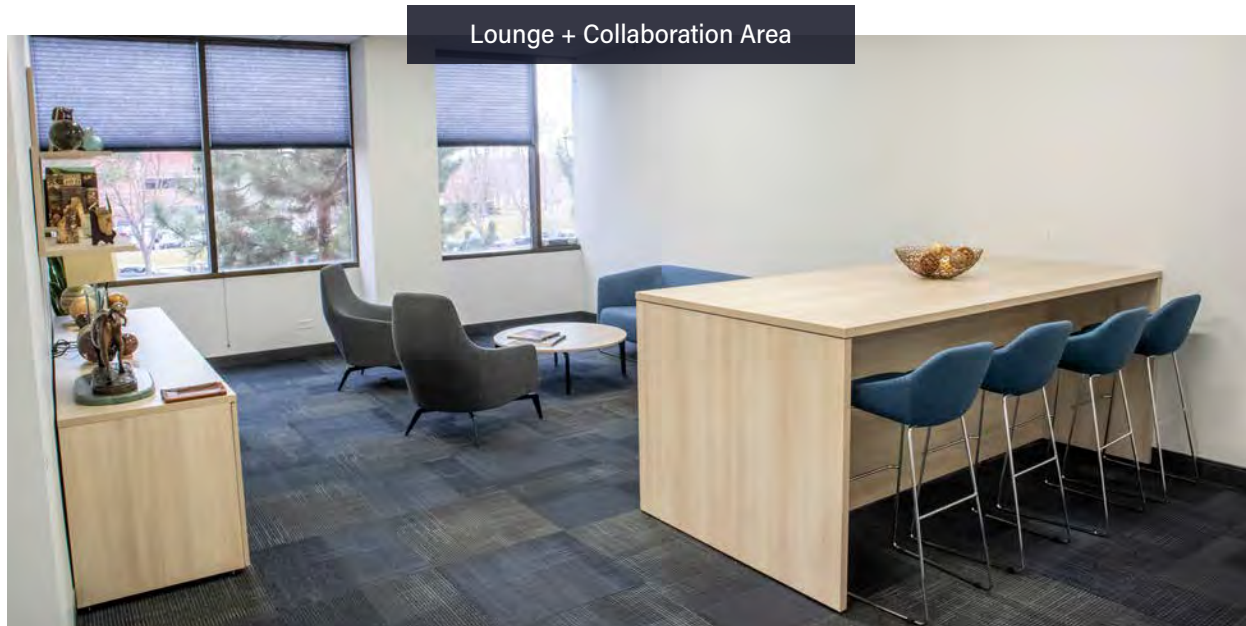
# A Place For Multiple Generations To Thrive

Most of the time, when wealth management is mentioned, the first thought that comes to mind is managing portfolios. That is not the case at BR Wealth Management. Managing Principal of BRWM Brian Randolph and Client Associate Hailey Duncan sat down with OEC to discuss how their exciting new office project is setting their business up for success.

### What Makes BR Wealth Management Unique

Unlike most financial advisory firms, BRWM focuses on blending investment management with financial planning. "We call the combination of those two pieces wealth management, and that combination gives our clients the best financial outcome," says Brian. For anyone walking in their door for the first time, BRWM has a solution that fits everyone's needs. However, they first ensure they are the right fit by learning about the client's goals, objectives, and concerns before developing a plan to help. The company is unique in its multi-generation aspect of wealth management. "Most of our clients are second or third-generation clients, and we hope to be a quasi-family office for them and their future generations."

Teamwork plays a critical role at BRWM. While each member of the six-person staff has a different specialty, they all work together to serve a family unit. This collaboration allows them to give their clients the best service possible and makes the staff feel like one big family.



Lounge + Collaboration Area

space, the lounge, is Hailey's personal favorite, while Brian loves the informal conference room.



Brian Randolph  
Managing  
Principle

"Fortunately for me, helping clients meet their financial goals is my passion, so this job doesn't feel like work. Being in this space is great because it's both welcoming to older generations and innovative and fun enough for younger ones."

**Ready For Growth**

Now that they are settling into their beautiful new office, BRWM is ready to dive into growth mode. "Our main focus for the next decade-plus is on growth and continuing to serve our multiple generations of clients," Brian shares. "Fortunately for me, helping clients meet their financial goals is my passion, so this job doesn't feel like work. Being in this space is great because it's both welcoming to older generations and innovative and fun enough for younger ones. It brings in the technology we need for conference calls and the comfort of having casual conversations and sometimes heated or difficult conversations about the decisions clients need to make over time. This is a great space, and we're looking forward to growing in it while we help our clients reach their goals."

**A Blessing In Disguise**

What BRWM did not expect recently was the sudden need to move that family to a new location. "Our lease was ending," says Hailey, "and we had to find a new location quickly. However, what started with a move based on necessity quickly became an opportunity to design a space that better fit our needs. It was a blessing in disguise." Fortunately, the new space offered BRWM a clean palate. "I wanted a welcoming space that felt like home but was still a great place to work. We wanted more open space, light, plants, comfortable seating, and individual spaces for people to work privately or collaborate in the open. Cailey [Workplace Consultant] and the OEC team helped us flush that out," says Brian.

The company was working under a tight timeline, but with Cailey's help, they met all their deadlines. Hailey shares, "Cailey covered the different types of furniture we needed and showed us all the possible

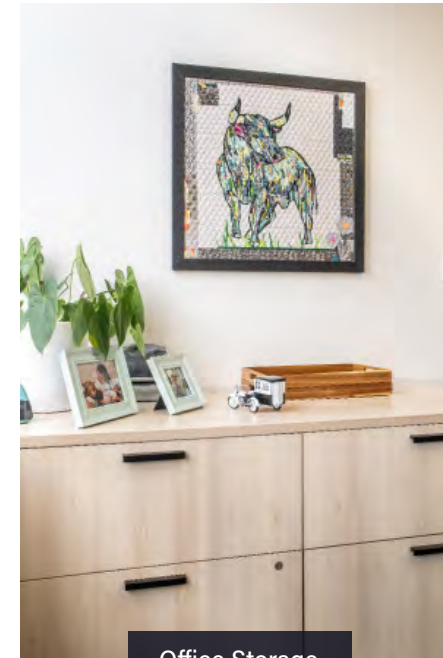


"What started as a potentially stressful experience was quickly fixed by Cailey and OEC."  
Hailey Duncan  
Client Associate

finishes. We landed on some light veneer for our desking and a lot of blue, soft seating that looks modern and reflects our branding."

**The Difference Between Offices**

The old space BRWM worked in was old, dated, and had the classic wealth management feel with dark colors and rich mahogany. While the offices are roughly the same size, the new layout gives staff privacy within their own offices as well as conference rooms and spaces for open collaboration. One such



Office Storage



Guest Seating



Lounge

# How BYOM Is Making Technology Simple

What should be an organization's goal when developing collaboration spaces? At OEC, we believe the most important part of installing new technology is ensuring employees understand and use it easily. If your room is too complicated, it won't get used, hurting your business.

## BYOM Offers Flexibility

With simplicity and ease of use being the goal, BYOM or "Bring Your Own Meeting" is essential in any organization. Why? BYOM simplifies complex control systems by running all the technology in a room with a single laptop. This allows employees to run any meeting from their device, regardless of the meeting type. This flexibility is important because employees are comfortable and in control when hosting a meeting using their devices. Employees in control are more effective and more inclined to collaborate in hybrid meeting environments.

## The Importance of Standardizing

While BYOM offers flexibility, standardizing on one operating system like Microsoft Teams or Zoom is still a good idea. The main benefits of standardization include ease of training staff to use a single system and IT management of that system. Training a team and managing licenses for a system is much easier if standardized. The primary drivers of standardization are current limitations on technology. While collaboration room technology is improving, it still lacks the ability to flip between platforms. While you

may like both Teams and Zoom, the camera bars on the market cannot support both simultaneously. To create the best experience, choosing system one is crucial.

## BYOM + Standardization

To circumvent this flip issue, standardization in conjunction with BYOM gives users the best of both worlds. If a company standardizes on Teams, they can reserve a room from their calendar, share a Teams meeting, and join that meeting with one touch. If they want to reserve the room without creating a Teams meeting, the room is still reserved, but they can manually connect their device to the camera and microphone bar while hosting, say, a Zoom call. Both options allow the user to access the full functionality of the technology while supporting their precise need.

## Choosing The Best Technology For You

When bringing new technology into your space, consider a few things. First, do you want to pick a platform or go BYOM for everything? This is a question about functionality and deciding what works best for your team. Second, there is a cost associated with every platform you choose, so consider how many rooms you will be supporting. Ultimately, the goal is understanding and ease of use for your teams, so choose the technology that will help you succeed.



# Raising The Next Generation In The Trades

In the summer of 2022, OEC had a problem. The summer was booked full of project installations, with too few installers to do the work. To find help fast, OEC turned to personal connections with high school students looking for a summer job. In no time, jobs were installing on time thanks to extra help from these short-term students.

## Connecting With Local Schools

To avoid falling into the same situation in 2023, OEC developed a free four-month training course, "OEC Academy," for high school students interested in the trades. Then team members from OEC construction and furniture connected with CTE instructors around the valley, inviting their students and visiting classrooms. By February, the program had students ready to learn and to vie for a paid summer internship.

## OEC Academy

OEC Academy happens one night a month, and

students from all over the West Ada School District gather at OEC's downtown Boise showroom. Here, the OEC construction and furniture teams join forces to teach students everything from basic measurement and hand tools to heavy equipment, safety, how to read blueprints, and even building. Group challenges and games earn students points, and at the end of the academy, at least one participant will be offered a paid summer internship.

While this program has been an excellent way to expose high school kids to different trade options, they need more depth of experience to excel in the workplace.

#### Working With West Ada To Create Internships

That is why OEC asked West Ada CTE teachers what they needed to help equip students after graduation. The teacher's answers were loud and clear, internships. There is a big, wide world full of trades, and students need to be exposed to all their options, and students need to be exposed to all their options to make their decisions easier after graduation. Internships are the perfect way for students to broaden their horizons and for businesses to find talented young workers. Through their CTE classes, many students are OSHA 30 certified, so they are already cleared to go on various job sites, making it even easier for businesses to work with them.

OEC asked West Ada CTE teachers what they needed to help equip students after graduation. The teacher's answers were loud and clear, **internships.**

#### Real-World Experience

Through the West Ada program, students interview with a company and are selected for an internship. Once selected, the students are given a set number of days they will be at a business. During those days, they go to the business for the time they would be in class. Their internship hours give them credit toward class; only that time is spent getting real-world experience. Thanks to these internships, students gain exposure to multiple career options, and some even have jobs lined up after graduation.



Moments from OEC Academy

#### Local Businesses Can Help

Not every child wants to go to college. Some love the hands-on problem-solving that working in the trades provides. As our community grows, we need skilled tradesmen and women to support us. Luckily, as we have learned at OEC, businesses can significantly impact raising the next generation in the trades. Whether it is creating a four-month training program or partnering with a local school district, we can all make a difference in our community's lives and economy.





## Stepping Into His Shoes

"Grandchildren are a grandparent's link to the future. Grandparents are the child's link to the past."

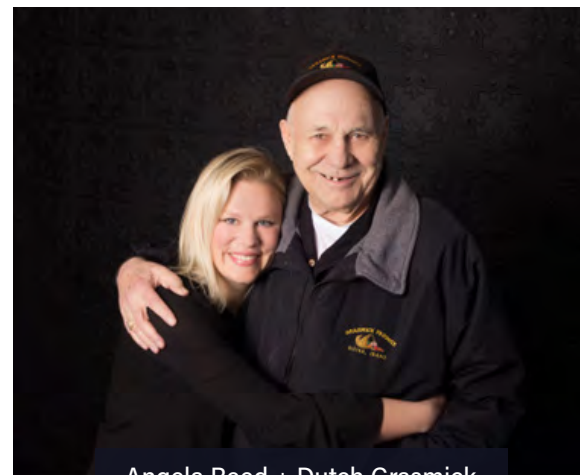
In the 1950s, Henry Grasmick and his son Dutch were potato farmers in Eastern Idaho. Together, they ran a successful farm and, on a trip to Boise, brought some potatoes with them for family. After realizing they brought too many, Dutch called Joe Albertson and offered to sell him some. Mr. Albertson accepted his offer, and an unexpected business relationship formed.

Dutch thereafter began transporting pickup loads of spuds to Boise regularly until he decided to move to Boise and start a produce distribution business. In

1955, the Grasmick family rented out the basement of a bar near downtown Boise and began building the business. Henry Grasmick and his wife, Lillian Grasmick, handled the finances, while Dutch and his wife, Karleen, handled packing, sales, and distribution. Every member of the Grasmick family was involved in learning and growing the business. After moving locations a few times, Grasmick finally settled in Garden City, where it stands today.

### The Fourth Generation

Angela Reed is Henry's great-granddaughter and the fourth-generation owner of Grasmick Produce. She wears many hats at the woman-owned company and oversees a massive operation distributing produce throughout Idaho and Montana, with some activity in Wyoming, Eastern Oregon, and Washington. While the primary facility is still in Garden City, Grasmick has additional facilities in Idaho Falls, Spokane, Twin Falls, and Bozeman. On any given day, Grasmick trucks will cover hundreds of miles supplying their partners. Their headquarters alone will process over 20 truckloads of produce a



Angela Reed + Dutch Grasmick

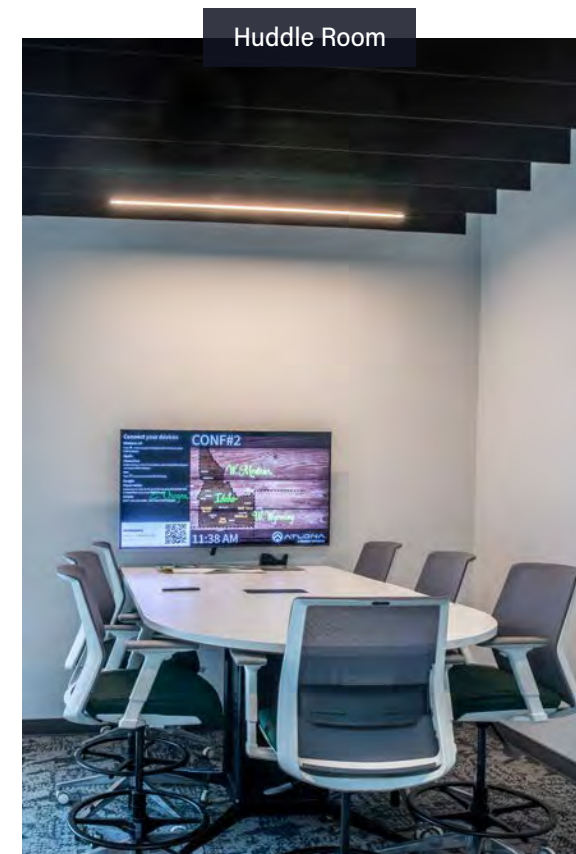
week before distributing it to their partners, primarily restaurants, schools, grocery stores, and state institutions.

### The Values of Grasmick Produce

While working in and out of Idaho, Grasmick is still unique in the Treasure Valley. They have been locally owned and part of the community for over 70 years. Angela quite literally grew up in the business; her playpen was where the conference room is today. She was raised not only by her mom but also by her grandparents. Angela spent time working in the warehouse after school and during the summer with



Workstations + Sound Clouds



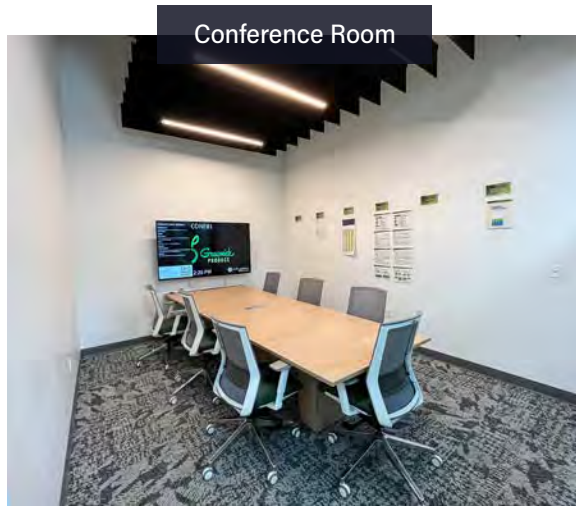
Huddle Room

her grandfather. She swept floors, cleaned out trucks, baled potatoes, and did any other needed job.

During that time, her grandfather taught her the importance of performing every job, no matter how small, so that her results exceeded expectations. By example and training, Dutch also taught Angela the importance of remembering people's names, looking them in the eye, and being truly present in a conversation.

Dutch also taught Angela the importance of a good handshake and standing by your promises.





Conference Room

These lessons have stuck with her ever since.

"My favorite part of my job is seeing employees grow over time and push themselves to become a better version of who they are."

- Angela Reed

#### Beginning Renovation

When Angela left her career as an attorney to become the CEO of Grasmick, she wanted to bring who she was to the business. That started with renovating the traditional 1980s office space full of wall paneling, low ceilings, and poor lighting. Coming from a partnership at a large law firm where she had a lovely office space, Angela wanted to bring that same feel to Grasmick. She delayed the decision for a few years while getting her feet under her, but she began renovating last year.

#### Transforming The Space

Today's space is open with high ceilings,

exposed HVAC and beams, sleek glass modular walls, branded workstations, conference rooms, and many sound clouds. Optimizing the space for the number of people was a unique challenge for Grasmick, so they ended up enclosing part of a dock to make room for their 16 office staff members. Next came space planning. "My mom and I took this project on ourselves and came to Wendy (designer) and Jill (sales consultant) at OEC with a sketch of what we wanted. We soon realized we were in way over our heads and worked with them and the GC to space plan. OEC was extremely patient with us, especially when I changed my mind more than I would like to admit. They were fabulous."

#### Building A Team And A Culture

With the renovation complete, the Grasmick team is loving their new space. The office staff is working well, and Angela is excited about the future. Her number one goal is to take care of her employees. She still carries her grandfather's values with her as she continually works to build a great team, culture, and environment for everyone.

"My favorite part of my job is seeing employees grow over time and push themselves to become a better version of who they are. Knowing I have done that is really rewarding." As Grasmick Produce grows in its existing service areas, reflecting on what a family can accomplish over four generations is heartwarming. And what can be more satisfying than watching a granddaughter step into her grandfather's shoes?



#### Burin By Viccarbe

Designed by Patricia Urquiola, Burin table's silhouette plays tribute to the traditional wood carving tools. With Burin table you can combine different finishes, heights and dimension for the base and tabletop, adapting to the aesthetic requirement of each space.



**Starfall  
by Mooi**

This upside-down chandelier brings perpetual star fall in your space. It not only resembles falling stars but also a starry night sky with dots of light at varying heights.

OEC Headquarters  
Boise, ID  
The Garden

Exceptional Spaces  
On time, on budget.



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