

SC&RA's '4 Under 40'

Mike Chalmers reports on the reasons to believe in the industry's future.

SC&RA members represent some of the most innovative, driven, passionate people in the world. In this issue, we spotlight a group of future SC&RA leaders under 40 years of age who will continue moving the industry forward, and in fact, are already doing so.

Cameron Bragg

Bragg works in marketing/business development for Bragg Companies (www.braggcrane.com), a fourth-generation family business founded in 1946 that now represents one of the largest integrated service organizations in the construction industry.

"I was around it my entire life," he said. "I'd come in on Saturdays with my grandfather and pick up tire wire, screws and pull weeds."

As soon as he could get his hands on a work permit, Bragg started working in the rigging loft, doing tool delivery, repairing welding, air hoses – learning as much as he could.

"I started from the bottom. I always knew I wanted to work in the family business."

As his role evolved within the company, Bragg acquired a unique rule of thumb.

"I always say yes – mostly because everything I get asked to do is a learning opportunity. It's not wise in this industry

“I started from the bottom. I always knew I wanted to work in the family business.**”**



CAMERON BRAGG, Bragg Companies



THE AUTHOR

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“You have to believe in what you are selling in this industry.**”**

JAMIE HARTHOORN, Terex Cranes

to be narrow or shortsighted in your mindset. There's always something to learn."

Bragg is honored to play his part in the future of the industry, and is inspired by the next generation of potential leaders. "I think young people are starting to realize there's value in a range of professions – it shouldn't just be tech or finance. Having said that, there are so many really smart young people who love construction, and are positioning themselves for greatness in this industry."

Jamie Harthoorn

Harthoorn is the associate marketing manager at Terex (www.terex.com) – an industry-leading lifting and material handling solutions company with roots dating back to 1933.

"In a way, I fell into the industry," she explained. "My dad is an engineering manager at Vermeer, so when an opportunity to intern there came up, I applied. That was my first taste of heavy equipment manufacturing. When I saw an internship opening for Terex, I jumped on it."

Harthoorn's role at Terex progressed more than she expected it would as an intern, and she soon discovered a career.

"I owe a lot to the management at Terex. I discovered a passion for cranes as well as the challenge I was looking for in a career."

She feels passion is a key driver of success. "You have to believe in what you are selling in this industry."

Harthoorn also knows that an open mind doesn't hurt either, especially in an increasingly global construction marketplace.

"I work in a global crane environment, so beyond the typical communication style differences, I'm also dealing with different cultures. It's given me a broader world view."



She believes that her generation brings a fresh spin to the industry.

"We tend to adapt quicker and see the opportunities for the use of technology as solutions. The hope is that it brings efficiencies to the jobsite while increasing safe work practices."

Zachary L. Parnell

Parnell is president at Industrial Training International, a world leader of educational and technical services for the industry.

"I guess I didn't have a clue what I wanted to do after college," he admitted. "Of course, I grew up in the shop, painting and welding and sandblasting and grinding. I wish every kid on earth had parents that owned a business where the

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ZACHARY L. PARNELL, Industrial Training International

Shining the spotlight on a group of future SC&RA leaders under 40-years-old who will continue moving the industry forward. Pictured is Terex Cranes' Jamie Harthoorn, who enjoys the perspective from a tower crane.



kid could grow up working in it. It's such a blessing."

Parnell loved being exposed to a variety of field maintenance-type work at a young age, but also discovered that he wanted to get into business as a career, as opposed to going into a craft.

"So, I got a degree in marketing and international business, and went into insurance," he said. "My dad came to visit me at one point and said he needed some help with some website and e-learning components at ITI. I offered to help, and that's sort of how it began."

He's now transitioning into an ownership role.

"What my dad and I are reflecting on now is what has to happen when you're passing on a company. There has to be trust. We both trust each other, and I attribute a lot of our success to that."

He's also grown to truly enjoy helping construction and heavy equipment companies be their best.

"This industry is solving 'real' problems, doing real things that change the world. It's an honor to be a part of that."

Parnell knows that the key to his generation's success in this industry is simple.

"Alan Barnhart said in a speech a couple years ago: 'Hard work is good.' I love that. And it's so true. Every person we train – every person we hire – we're looking for folks who believe in that statement. It's what has made this industry great, and it doesn't matter what role you take – craft or white collar. Success is earned in this

Lift & Move Houston – an undeniable success



Organized by SC&RA, KHL Group and the National Commission for the Certification of Crane Operators (NCCCO), the second Lift & Move USA was a huge success in Houston, TX, on February 10. The event attracted more than 750 attendees – including more than 720 high school and college students, as well as military veterans.

Hosted by TNT in Houston, the one-day event boasted five times the attendance of the debut event in Chicago last June.

According to SC&RA Executive Vice President Joel Dandrea, "The event demonstrated that there is real interest in the lifelong career opportunities offered by our industry."

Two additional Lift & Move USA events are planned in 2016. Buckner Companies will host at its facilities in Graham, NC, on May 17, and Bragg Crane will host at its facilities in Long Beach, CA, on November 2.

■ For more information, visit www.liftandmoveusa.com.



industry – and the next generation of leaders will put in their time and succeed every day through hard work, passion, and an appreciation for one another."

Braedon Berard

Berard is the chief operating officer at Berard (www.berardtrans.com) – a family owned heavy objects transportation company founded in 1945.

"I worked for the business all my life," he said. "I got my bachelor's degree in civil engineering, and what I saw was that I could take our company and bring it to a competitive level with everyone in the industry while moving the most challenging cargo in the world. That was my goal."

Berard joined the company in 2002 at 23 years old, and has seen it grow to 65 employees, bidding on projects in all 48 continental U.S. states.

"Before you can ever run a company properly, you have to know how to do every job in that company," he underlined. "I still go into the field and get dirty. As owners, we still take all the training."

He also feels that the next generation

of industry leaders will need to come to terms with true work ethic and real-world knowledge.

"I feel pretty good about my peers, but the generation behind us seems to lack a desire to get dirty and put in the time to learn what this industry is about. A lot of these young people are coming out of college with nice degrees, and little else. They'll need to learn that success comes from rolling up your sleeves and learning the job." ■

“ Before you can ever run a company properly, you have to know how to do every job in that company. ”



BRAEDON BERARD, Berard Transport