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SMACNA ANNUAL CONVENTION

Maui, Hawaii

OCTOBER 26-29



A vibrant tropical illustration. In the top left, there are green palm fronds and a white hibiscus flower. In the top right, there are more green palm fronds and a white hibiscus flower. In the bottom left, a brown volcano with a grey crater sits on a green grassy slope. In the bottom right, there are large, colorful hibiscus flowers in shades of orange, pink, and purple. The bottom center features blue and green waves crashing onto a sandy beach.

From Data Enhanced to Data Empowered

Building the Future-Ready Contractor

INTRODUCTIONS



Jeff Sample

Senior Industry Development - Trades
Bluebeam

Bluebeam, a **Nemetschek** company, empowers construction professionals with smart, collaborative solutions that drive efficiency and accountability throughout the project lifecycle. Purpose-built for the built environment, Bluebeam's markup, measurement, and communication tools keep teams aligned in the office and the field. Trusted by trade contractors, engineers, and builders worldwide, Bluebeam is redefining how the industry builds through digital transformation.

INTRODUCTIONS



Robert Atwell

Director of Operations

Ernest D. Menold, Inc.

Robert Atwell is the Director of Operations at **Ernest D. Menold, Inc.** Starting in the sheet metal trade as a Local 19 sheet metal apprentice, he has over 30 years' experience holding all the positions of Foreman, General foreman, Detailer, Estimator, Project Manager, Project Executive, and now Director of Operations.

INTRODUCTIONS



Joseph Lansdell

President
Poynter

As President of **Poynter**, Joseph Lansdell has harnessed the power of data to transform operations, scaling Poynter into a \$400 million operation. His strategic use of data not only fueled growth but also streamlined communication between managers and staff—creating a culture of transparency and accountability.

INTRODUCTIONS



Kevin Gill, Jr.

President
McCusker-Gill, Inc.

Kevin Gill, Jr. is President of **McCusker-Gill, Inc.**, a family-owned and operated, full-service HVAC Sheet Metal Contractor business located in Hingham, MA. In 2023, Kevin was the proud recipient of the SMACNA Contractor of the Year award – a current accolade he attributes to, and accepted on behalf of, the whole team at McCusker-Gill, Inc.

How many spreadsheets does the average contractor rely on daily?

- 10
- 25
- 50+
- Too many to count

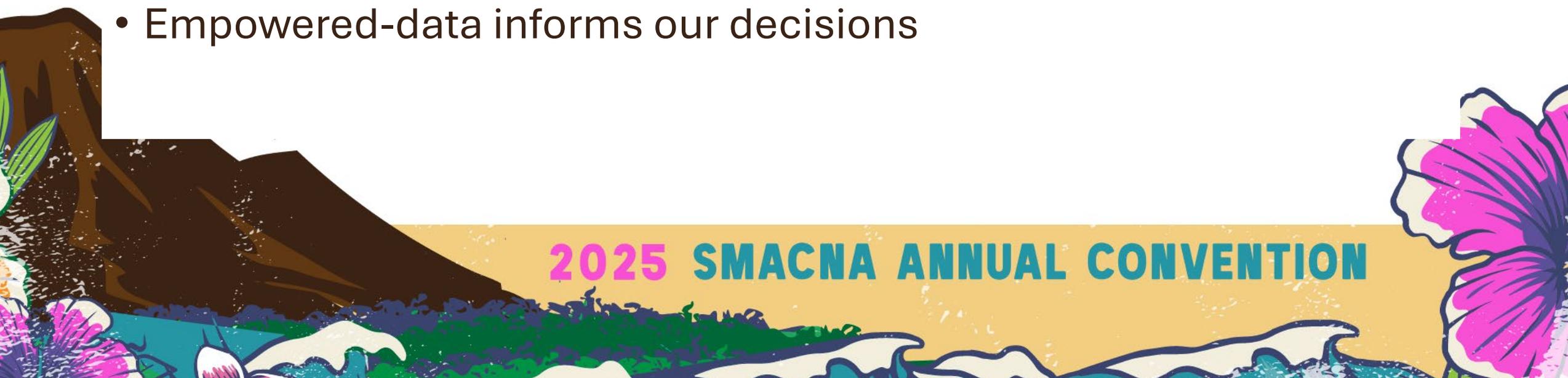


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Where would you place your company on the data journey?

- Still Mostly Paper/manual
- Digital Tools in Place but disconnected
- Collecting and analyzing data
- Acting on insights
- Empowered-data informs our decisions

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A decorative illustration at the bottom of the slide. On the left, there are dark brown mountains with green foliage. In the center, there are stylized blue and white waves. On the right, there is a large, vibrant pink and purple flower. The background of the bottom section is a solid yellow color.

What's holding your company back from going fully digital?

- People and Culture
- Data Management (organization, ownership, access)
- Legacy Systems
- Leadership buy-in
- Unsure where to start

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If you had to pick one area to automate first, what would it be?

- Material ordering
- Workflow tracking
- Scheduling and resource management
- Quality Control
- Reporting

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How many core systems does your company rely on daily?

- 1-2
- 2-10
- 10-20
- 20+



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What data source in your company has the most untapped potential?

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Rank your biggest opportunities for data empowerment:

- Connecting Systems
- Training and Trust
- Automating Workflows
- Reducing Manual input
- Visualizing performance

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In one word, what does data empowerment mean to you?

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Thank you!

Jeff Sample

Sr. Industry Development Manager, Trades

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Bluebeam



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Please take a moment to complete the session survey provided to you.

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