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## Message from JCA CEO, Courtney Bernardi



Millennials. We have heard this word being tossed around quite a bit over the last year, but what are they? Millennials are the group of individuals born between the early 1980's and early 2000's. Apparently, I am one, and I still don't fully understand them (or the fascination with them).

Millennials are touted as being the most educated and most diverse generation to date. According to the Census Bureau, 61 percent of adult millennials, those in the early 30's, attended college, whereas only 42 percent of the Baby Boomers did so. Millennials are also highly technologically savvy, tolerant of difference and tend to be more optimistic about the future. However, millennials tend to be somewhat narcissistic and have a sense of entitlement. They also make up the largest generation of our workforce since the Baby Boomers; which makes understanding millennials a bit trying for employers, planners and the like.

Millennials tend to choose an enjoyable workplace over higher compensation, they tend to actually believe what the internet says (can you imagine?) and depend on it, along with social media, to lead them in decision making and tend to be more interested in entrepreneurship than any other generation to date. Approximately 50 percent of millennials are interested in entrepreneurship.

With all that said, we are talking so much about what a generation needs and wants, when in fact, they themselves, do not know what they need and want (coming from a categorized millennial). We must understand that we cannot make decisions about our future based solely on what we assume this generation wants and/or needs. After all, this generation will eventually grow up and the needs and wants of a current 20 something will likely change when they become a 30 or 40 something. What do Baby Boomers and Generation Xers still need and want?

While embracing this quirky, job hopping, life loving and technology dependent generation, known as millennials, is important, decisions regarding the future of our community, our businesses and our workforce pipeline must be made holistically with the past and future in mind.

After all, the next generation is already categorized, Generation Z. And something makes me think they will be "(insert any adjective here) to date," with wants and needs that we have yet to see and will have to try and quickly figure out as well.

## "District" Update:

During the second week of February, Urban Design Associates meet with focus groups, including business leaders, arts and cultural groups, home owners associations, developers, and property owners. Additionally, there was a public work session. All of these meetings were to help shape the District planning efforts. Click [here](#) & [here](#) to read about those details.

## HARGROVE ENGINEERS + CONSTRUCTORS NAMED ON INC. 5000'S FASTEST-GROWING PRIVATE COMPANIES LIST PLUS NUMEROUS 2014 RANKINGS

Founded in Mobile, Ala. in 1995, Hargrove is recognized as one of the fastest-growing engineering firms in the country. The company has over 900 Teammates and 10 offices across the United States, their location in Johns Creek has approximately 72 employees.

Hargrove Engineers + Constructors was recently **ranked No. 2461 on the 2014 Inc. 5000 Fastest-Growing Private Companies List**. The company has been named to the Inc. 5000 list every year since 2008, and Hargrove has seen a **155 percent growth over the past three years**.

The Inc. 5000 list is ranked according to percentage revenue growth over a four-year period. To qualify, companies had to be U.S.-based, privately held, and independent—not subsidiaries or divisions of other companies—as of Dec. 31 of the last year measured. Hargrove Engineers + Constructors was the second largest engineering firm in the state of Alabama according to the Inc. 5000 list.

Hargrove Engineers + Constructors recently ranked **No. 4 on ZweigWhite's Hot Firm List**, a competitive, national ranking of the fastest-growing firms in the architectural, engineering, procurement and environmental consulting industry. The ranking is determined by the highest percentage revenue growth and dollar revenue growth over a three-year period compared to the other entrants.



Last year, Hargrove ranked **No. 9 on the 2013 ZweigWhite Hot Firm list**. In an industry comprised of over 100,000 firms, Hargrove's high ranking demonstrates their ability to thrive in a highly competitive market. The company attributes its growing success to its focus on relationships and teaming with their clients to meet their needs on projects.

Hargrove Engineers + Constructors recently announced its placement on the following Engineering News-Record's (ENR) 2014 lists: **No. 61 on Southeast Top Design Firms list, No. 66 on Texas & Louisiana's Top Design Firms list, and No. 115 on Top 500 Design Firms list**. The magazine's annual national and regional rankings are based on design revenue.

## Toys for Tots Recognizes Saia for Support

Saia recently announced that the company was recognized for its partnership with the Toys for Tots Foundation during its most recent campaign, having donated \$25,000 to support the organization's mission of providing a toy to economically disadvantaged children across the United States. In addition to the monetary donation, employees participated in a company-wide toy drive that garnered over 4,000 toys that were distributed to children residing in the 147 communities in which Saia operates.

"Making a difference in the lives of others is not only an important tenet of Saia's but a principle that's important to our employees," said Vice President of Marketing and Customer Service Sally Buchholz. "Toys for Tots is a wonderful organization with a tremendous history of delivering hope and compassion to those who are less fortunate."

"Saia's generosity helped provide toys to thousands of children," explained Chief Warrant Officer A.T. Wilson. "I want to thank them for their benevolent investment in our mission. I sincerely appreciate their gift to the Toys for Tots program." [Read more.](#)



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