

WELCOME TO THE GROUND FLOOR



Greetings:

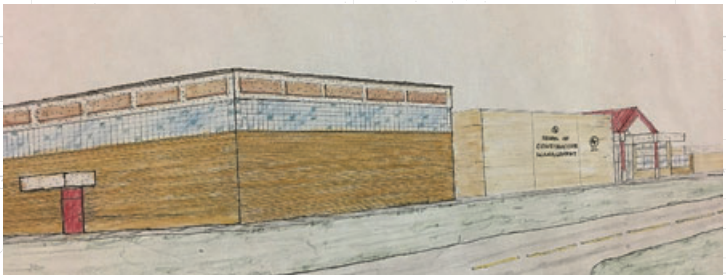
I am Don Greenland, Past President of the Industry Advisory Council (IAC) and a 1983 NLU Construction Graduate. It has been over 50 years since our first leader, Thurman Potts, was hired to create a construction program that would grow to be the well respected School of Construction Management (SoCM) we know today.



In the past four years, the IAC licensing funds and the Contractors Education Trust Fund (CETF) have contributed over \$750,000 to upgrade the facilities, including the computer labs and surveying equipment. The university has contributed another \$430,000 for a new mechanical system, ceiling tile, and a new roof, allowing us to increase enrollment by 175 percent. Construction internships and employment opportunities have both increased substantially. With our well-deserved and growing reputation, the ULM SoCM program has been ranked as the sixth-best in the nation, and contractors frequently comment that our students are better prepared than most others they've seen.

Now, it's time for the next step, raising the funds for capital improvements to ensure our continued upward trajectory and provide the highest quality education possible, but we need your support.

Don Greenland, FCPE
Nabholz Construction
Vice Chair and Strategic Growth Officer



2-Story High Bay Structure in foreground, with Atrium in background.

A LEGACY

OUR FOUNDING FATHERS



Thurman Potts

Thurman Ira Potts, was born in 1921. He was the first director of the Northeast Louisiana University (which became ULM) Construction Department from 1966 until his retirement in 1987.



Potts was one of the founding members of the professional organization the American Institute of Constructors (AIC)—in fact, he named the group and was involved in shaping its original missions—to create curriculum standards and to recognize individuals as Certified Professional Constructors (CPC). Also, AIC formed the American Council for Construction Education (ACCE) to establish curriculum standards.

Under Potts' leadership, the NLU School of Construction grew to become one of the largest construction programs in the nation and was the first program to receive the ACCE accreditation in 1976. The program had more than 500 majors at its peak and graduated more than 1,000 constructors under his tenure.

Don Beach

Don Beach was a longtime and generous supporter of ULM's School of Construction Management. He and his wife Fran have given generously to help the school become what it is today—a launching pad for very successful careers in the field.



After earning his civil engineering degree from LSU, he worked in Lafayette. He later moved to Monroe, where he started Beach Steel Erectors, becoming the main steel constructor in northern Louisiana.

In 1973 Beach began Steel Fabricators of Monroe, later expanding into general contracting by reactivating a previously dormant company, Mega Corporation. Its premier project was to build the SoCM auditorium. He then started a company called Ranger Erectors as a subsidiary of Steel Fabricators of Monroe.

A leader in construction education, Don was a lifetime member of ULM's Industry Advisory Council. He won numerous awards such as the SoCM 2016 Constructor of the Year Award and the Kitty Degree Lifetime Business Achievement Award.

A LEGACY

THURMAN POTT'S VISION OF A CONSTRUCTION PRACTICES LAB



Greetings from the Director of SoCM:

As I have said many times, "Attractive buildings sell parents and students on attending our program."

Since my arrival in June 2014, we have made great improvement to the Construction Management classrooms. Long gone are the chalkboards, vinyl floors, folding tables, and plastic chairs. In their place are stable tables and cloth chairs, carpeting, and painted white walls, courtesy of the Industry Advisory Council's (IAC) \$400,000 in funding.

The Contractors Education Trust Fund (CETF) has contributed over \$350,000 towards smart boards, high-speed computers, surveying equipment, materials and soils equipment.

How ever great these funding sources' impact to our program have been, they are not enough to complete the capital projects that founders Thurman Potts and Don Beach envisioned. Our program's founder, Thurman Potts, had been working on these grand plans since the 1980s, and our "2020" vision strategic plan seeks to remedy these long-held goals. Our vision is to create a world-class, enclosed 2-story structure that would expose all the elements of the interior of the building such as the mechanical, electrical and plumbing systems behind glass.

The end result will be ULM's Construction Management Student Enhancement Center. A cutting-edge facility that will allow us to expand our construction practices course to accommodate new construction practices as well as provide new labs for construction materials, soils & testing, mechanical, electrical and plumbing, and surveying for enhanced hands-on activities.



Construction Practices Lab.

Donate now: ulm.edu/give ▶

A LEGACY

DON BEACH'S VISION OF A VISUAL PRESENCE



In December 2014, Don and Fran Beach contributed \$225,000 toward the design and construction of the atrium which will be called the Don Beach Atrium. It was his vision that we needed a “visual presence” that welcomes people into the construction complex. In 2015, Nabholz Construction and Steel Fabricators of Monroe each contributed \$50,000, and the IAC contributed \$110,000. All told, the donations tallied an impressive \$435,000—**however, the lowest bid to build the atrium came in at \$659,000.**

We’re not dissuaded by this shortfall, and have initiated this capital campaign to meet the gap to realize both Thurman Potts and Don Beach’s visions. We’re asking for your help to achieve our goal of realizing a “visual presence” and expand upon our vision of academic growth and opportunity.

We’re providing sponsorship and naming opportunities ranging from \$10,000 to \$2,000,000 to help raise the funds necessary to cover the gap between in-hand donations and future growth aspirations. These opportunities include student mixers, recruiting access, and naming rights to classrooms, common areas, and even the building itself.



We believe that the addition of the attractive Don Beach Atrium will increase enrollment, improve retention, and provide an atmosphere where students, faculty, prospective students, their parents, and guests will gather to learn about careers in construction management. Please help us complete this worthy endeavor for ULM and the Construction Management program.

Ed Brayton

Edward Brayton, Ph.D, CPC, CPE

University of Louisiana at Monroe

Director, School of Construction Management

Donate now, call: (318) 342-3636 ▶

PS. If you are interested in becoming a part of the CM Alumni group, please send me an email with your contact information to **brayton@ulm.edu**.

PACKAGES

SPONSORSHIP LEVELS



Interior logo placement opportunities

TIER 1 LOGOS (1A-1I) – Interior

9 available ▶ \$20,000 ea.

South side only; 30" x 30"

TIER 2 LOGOS (2A-2P) – Interior

16 available ▶ \$10,000 ea.

North and south sides; 21" x 24"

Naming opportunities

QUIET ROOMS 7

3 available ▶ \$40,000 ea.

CLASSROOM 123 8

1 available ▶ \$70,000 ea.

CLASSROOM 126 9

1 available ▶ \$50,000 ea.

STUDENT OPEN COMPUTER ROOM 10

1 available ▶ \$100,000 ea.

AUDITORIUM RENOVATION 11 CLASS

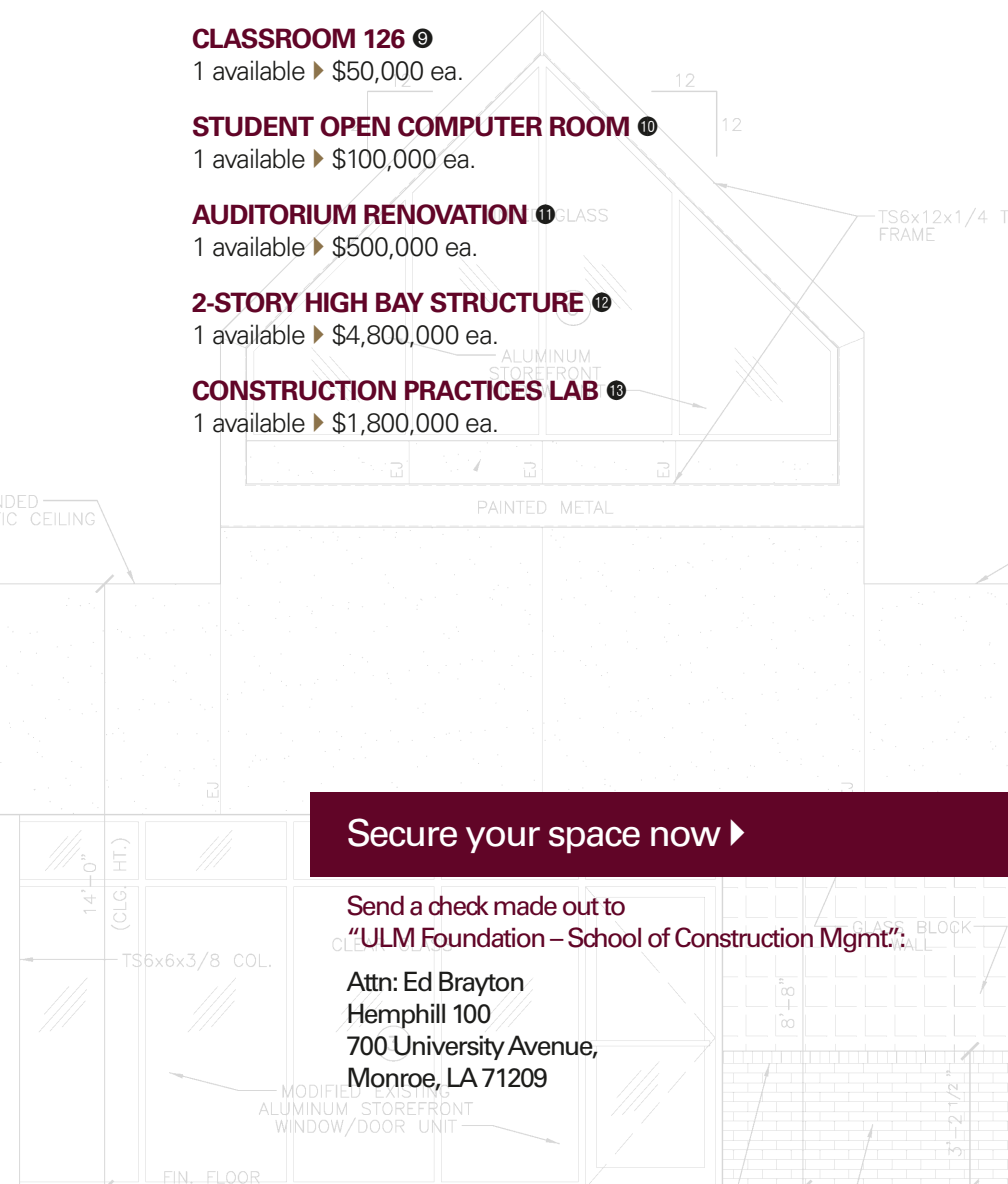
1 available ▶ \$500,000 ea.

2-STORY HIGH BAY STRUCTURE 12

1 available ▶ \$4,800,000 ea.

CONSTRUCTION PRACTICES LAB 13

1 available ▶ \$1,800,000 ea.



Secure your space now ▶

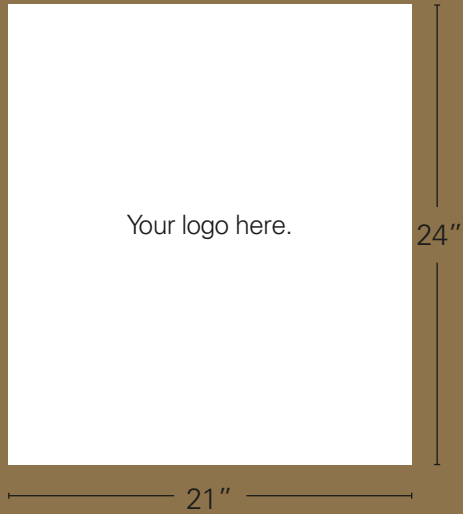
Send a check made out to
"ULM Foundation – School of Construction Mgmt.":

Attn: Ed Brayton
Hemphill 100
700 University Avenue,
Monroe, LA 71209

IMPACT

DON BEACH ATRIUM

TIER 2 LOGO SPONSORSHIP



TIER 1 LOGO SPONSORSHIP



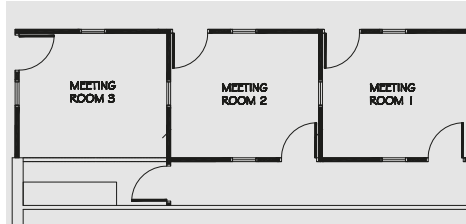
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SPONSORSHIP PLACEMENT

NAMING OPPORTUNITIES



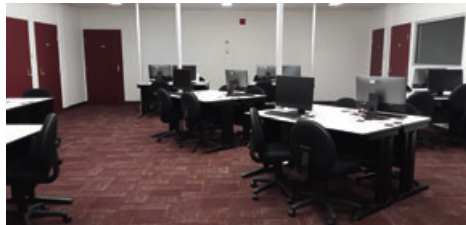
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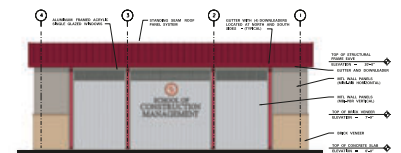
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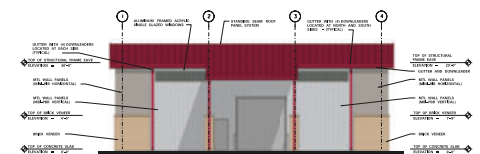
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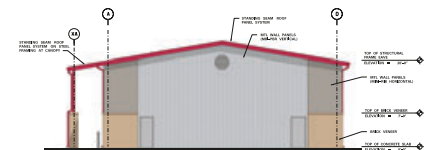
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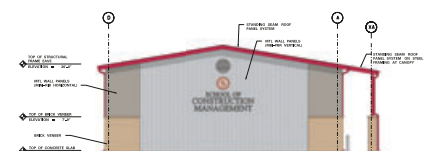
NORTH ELEVATION



SOUTH ELEVATION



EAST ELEVATION



WEST ELEVATION

