WEEK 5 Saturday Nov 13, 2021 9:00AM-1:00 PM

#### 6<sup>TH</sup> CREATING SUSTAINABLE NEIGHBORHOOD DEVELOPERS' PROGRAM: Virtual

9:00 am: Welcome!

Dr. Donald Andrews- Dean, College of Business,

Southern University and A&M College

9:05 am: **Course Objectives** 

Eric L. Porter, ComNet LLC

9:10 am: Curriculum Direction

Dr. Sung No, Co-Director, SU EDA University Center

9:20 am: "Where are they Now (Program Graduate)?"

Non-Profit Developer Consultant, LaTania Anderson

9:35 am: Understanding Construction Design & Drawings

Roland Arriaga, Archi Dinamica, Architects

10:40 am: Break

10:50 am: **Organizational Management:** 

Mel Robertson, 3M Global Consulting Mgt Firm

11:35 am: Financing Your Dreams and Your Vision

Rinaldi Jacobs, Full Circle Development, LLC

12:25 pm: Rent Accelerator.....Free-To-Live

Michael Roberts, The Roberts Group

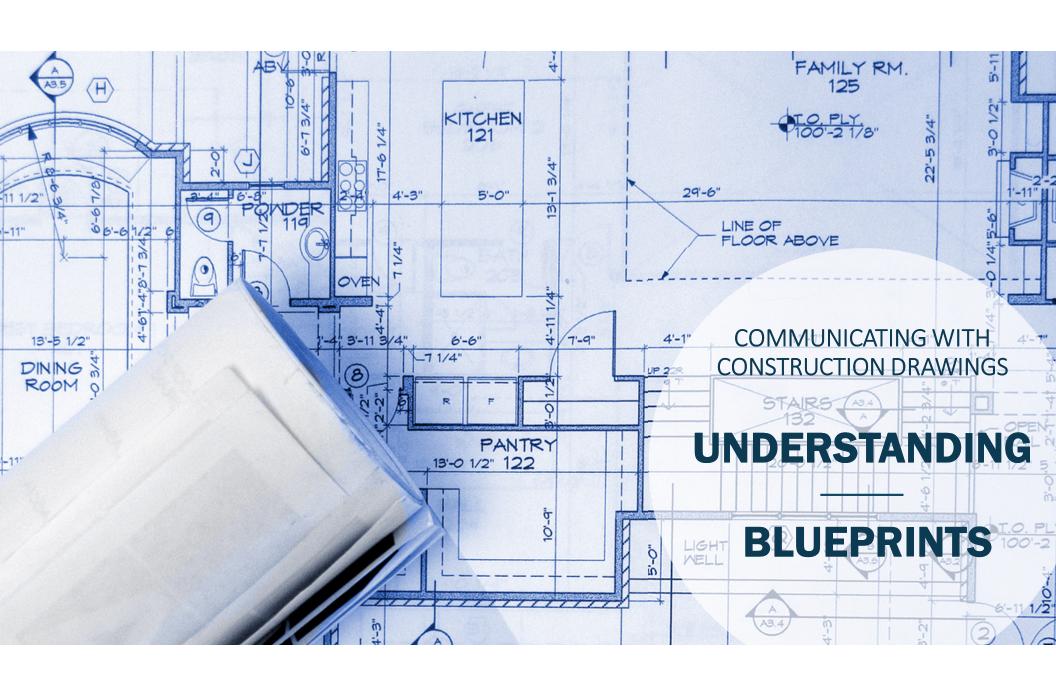
1:00 pm: Closing: Have a great Weekend!

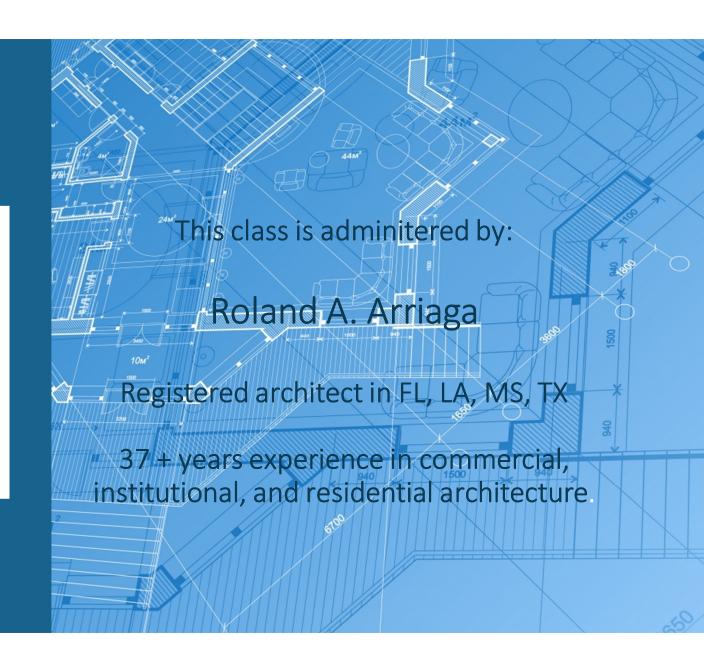


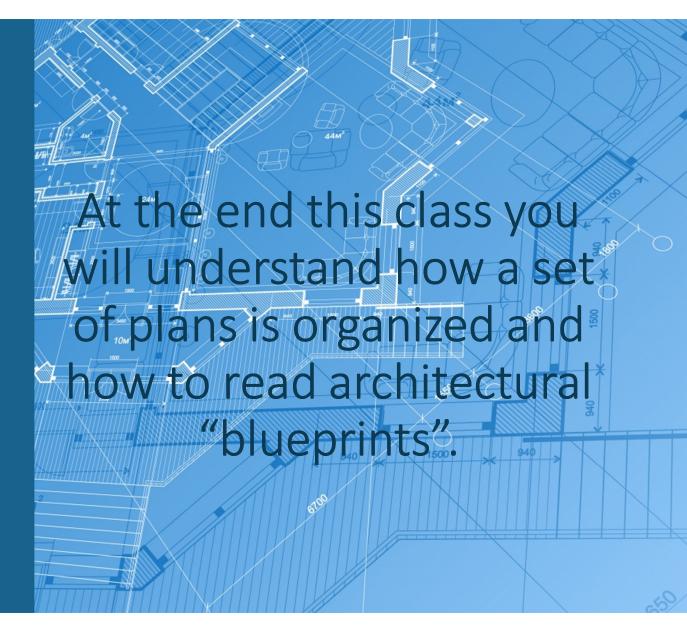


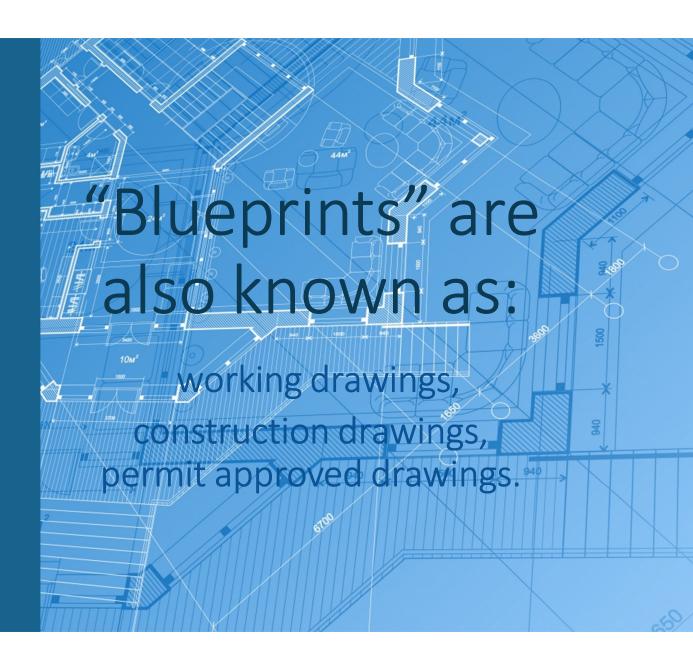


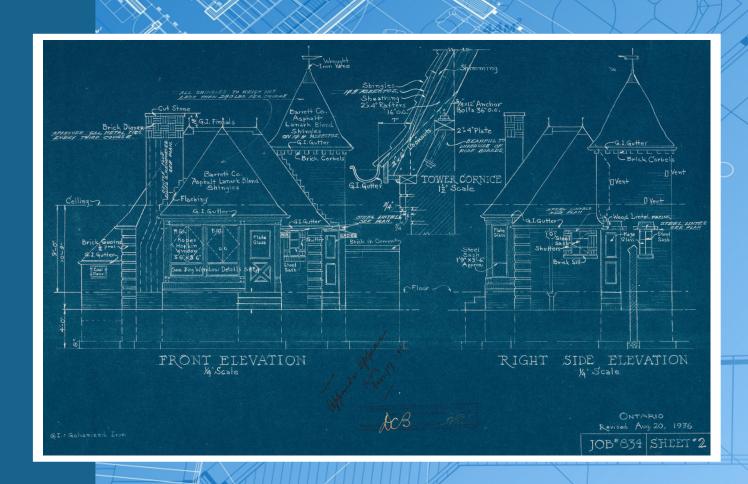


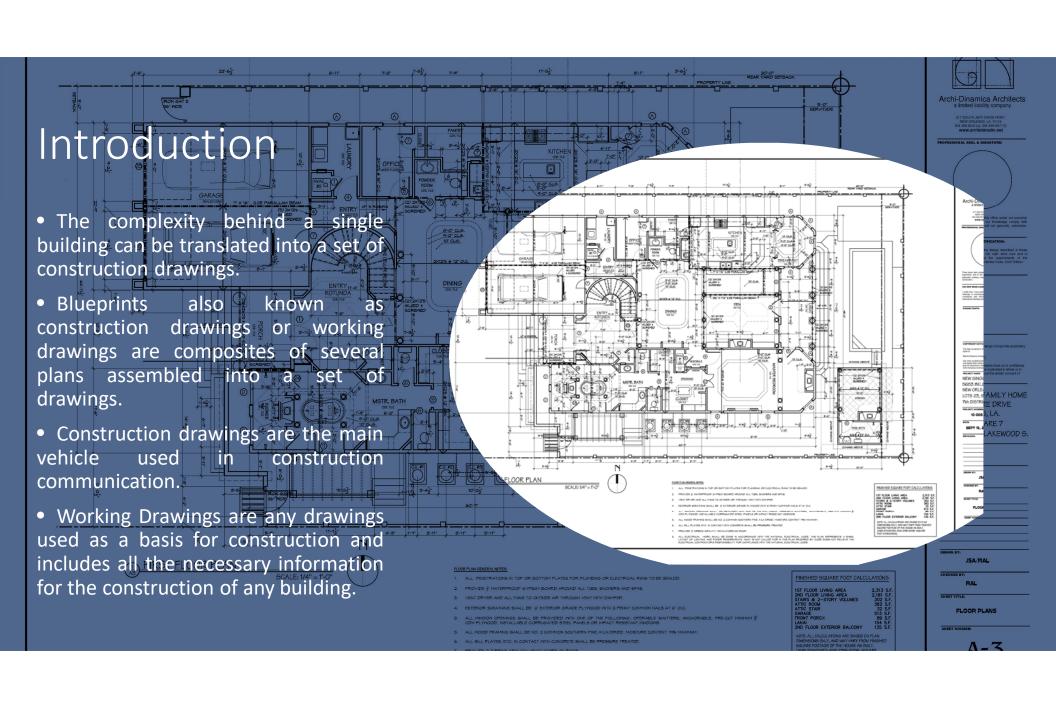


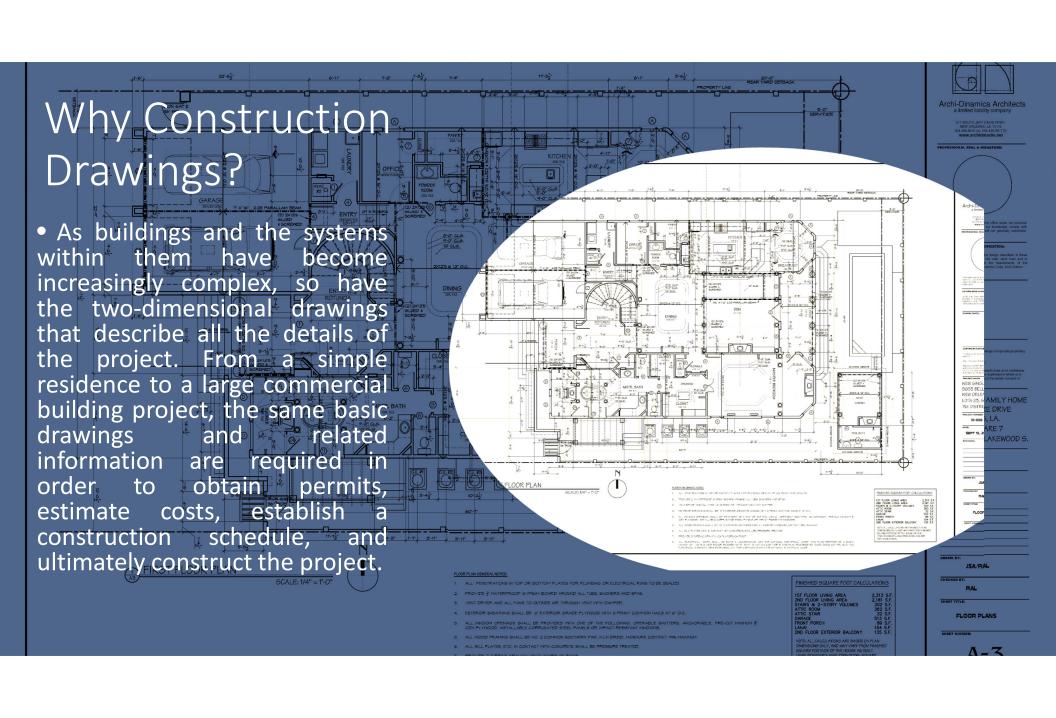


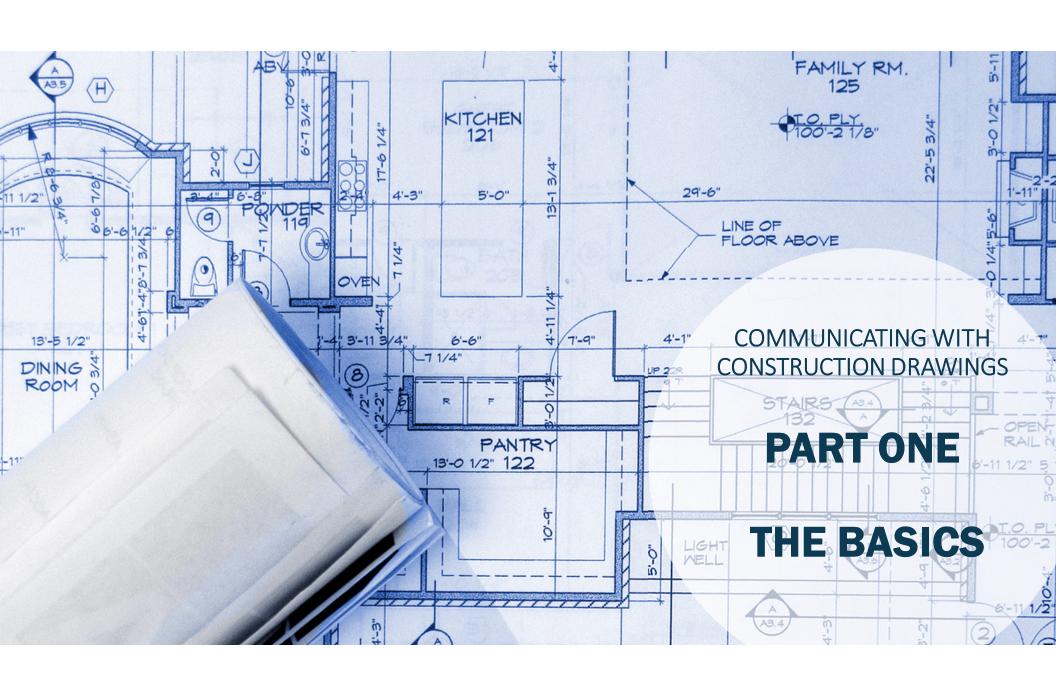












#### **SCALES**

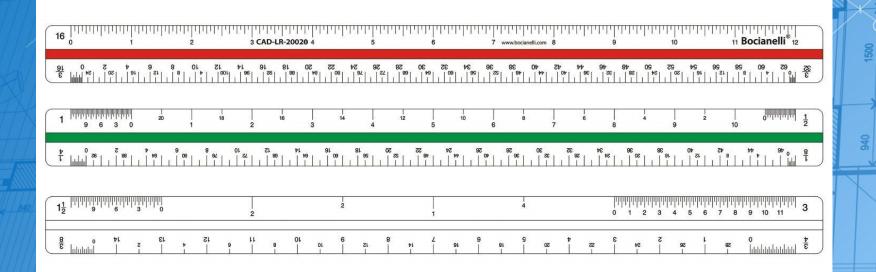
A knowledge of the scales on construction drawings is essential for the accurate interpretation of drawings. Three types of measuring scales are used in determining measurements in construction drawings:

- Architect's SCALE
- Engineer's SCALE
- Metric SCALE





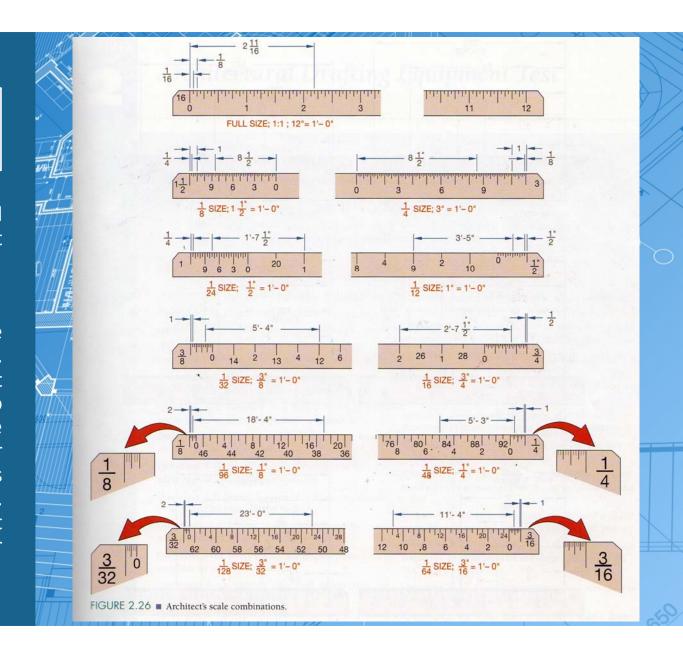
Architect's scale is either triangular type or bevel type:



#### Using the Architect's scale

Architect's scale combinations and sample measurements at different scales.

The triangular architect's scale contains 11 different scales. Architect scales have numbers that run incrementally both from left to right and from right to left. A whole number or fraction to the left or right of the number line indicates the scale those numbers represent. Each increment represents a foot and is further divided into smaller increments representing inches.



#### Using the Architect's scale

Architect scales, such as 1/4" = 1'-0" (1/48 size) or 1/8" = 1'-0" (1/96 size), are used for structures and buildings. They are used to measure interior and exterior dimensions such as rooms, walls, doors, windows, and other details.

Other scale tools include flat scales and rolling scales. Rolling scales have the advantage of being able to measure travel distances easily, an important feature when evaluating travel distances to exterior doors.

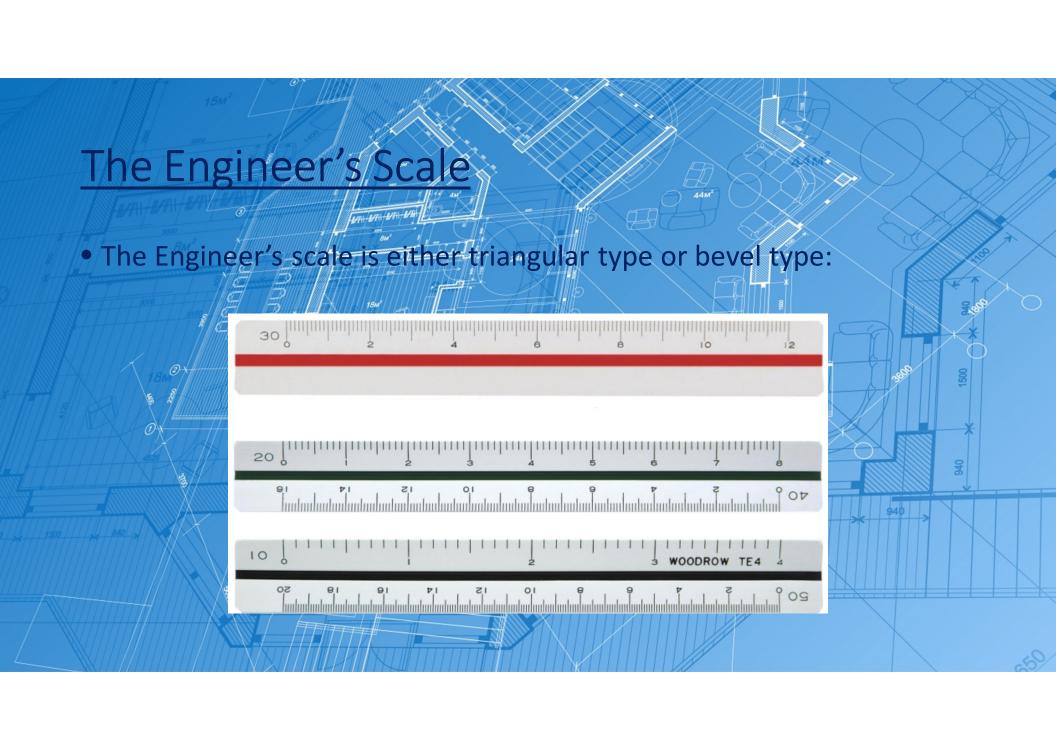




Architect scales use fractions and have the following dimensional relationships:

| 24M           |                 | 3.00<br>3.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00<br>4.00 |
|---------------|-----------------|--|
| 1⁄4" = 1 foot | 3/4" = 1'-0"    | 1500   |
| 3/8" = 1'-0"  | 1 inch = 1 foot | ×  |
| 1/2" = 1'-0"  | 1 ½" = 1 foot   | 940  |
|               | 1500 940        |  |

| 3/32" = 1'-0" | 1⁄4" = 1 foot | <sup>3</sup> ⁄ <sub>4</sub> " = 1'-0" |
|---------------|---------------|---------------------------------------|
| 3/16" = 1'-0" | 3/8" = 1'-0"  | 1 inch = 1 foot                       |
| 1/8" = 1'-0"  | 1/2" = 1'-0"  | 1 ½" = 1 foot                         |



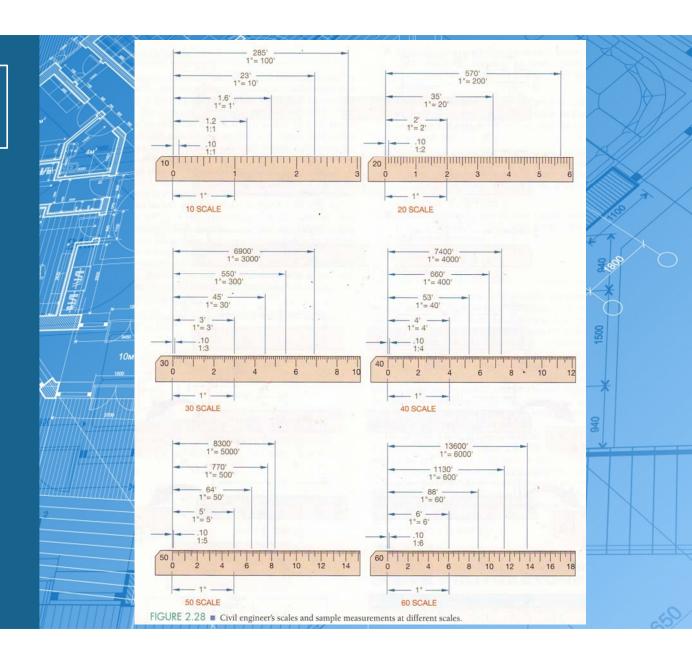
#### Using the Engineer's scale

Engineer's scale combinations and sample measurements at different scales.

Engineer scales have numbers that run incrementally from left to right. The whole number to the left of the number line indicates the scale those numbers represent.

The Engineer's Scale is often used for measuring topographical features on plot plans, surveys, and other large land tract plans showing roads, water mains, and other utilities.

The Engineer's Scale is calibrated in multiples of 10 with each space representing a foot.

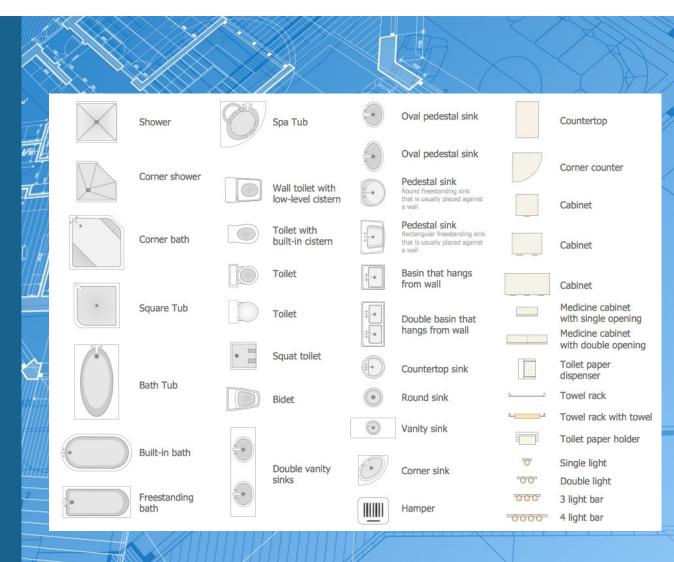




Engineer's scales have the following dimensional relationships:

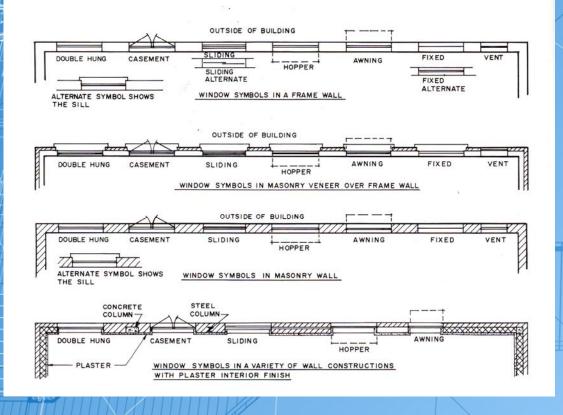
| 1 inch = 10 feet  | 1 inch = 40 feet |         |  |  |  |  |
|---|------------------|---------|--|--|--|--|
| 1 inch = 20 feet  | 1 inch = 50 feet | 988 099 |  |  |  |  |
| 1 inch = 30 feet  |                  |         |  |  |  |  |
| 10 0 Res 39 No. 10 No. |                  |         |  |  |  |  |

• Architects use standardized symbols so that anyone who looks at the drawing can understand that they are looking at a fireplace, window, kitchen table, or bathtub. For reference, every set of architectural drawings includes a symbol legend. If you aren't familiar with a symbol, you will be able to find it in the legend.

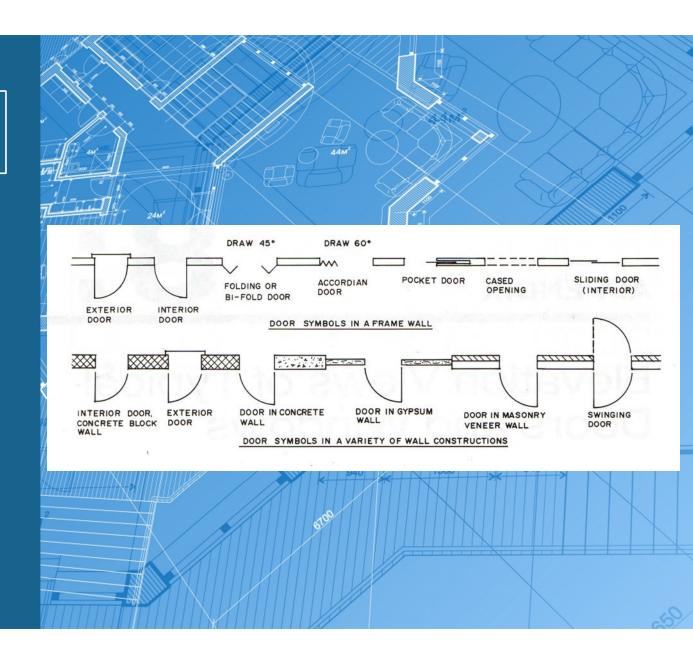


 Hundreds of abbreviations and symbols are used to convey building components such as doors, windows, and related information.

#### Door and Window Symbols in Plan View

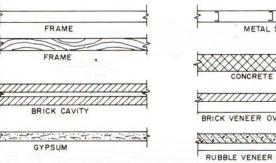


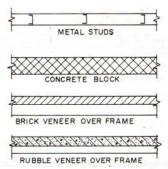
 Symbols provide a "common language" for plan reading throughout the US and abroad and they are created according to relevant standards and conventions.

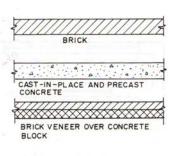


- Different types of lines are used on floor plans to show wall thicknesses. Walls are shown as two parallel lines.
- Each line type conveys a meaning in the way it is represented and placement on the drawing.
- The addition of veneers and exterior material is shown with additional lines containing the symbol for the material used.

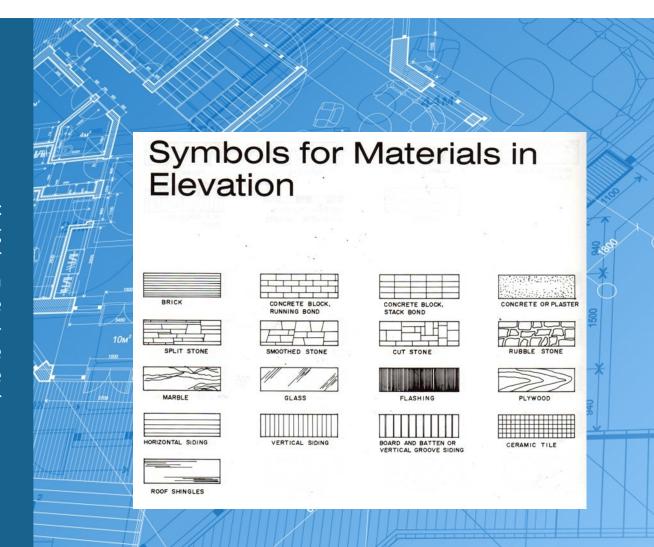
#### Symbols for Walls In Section



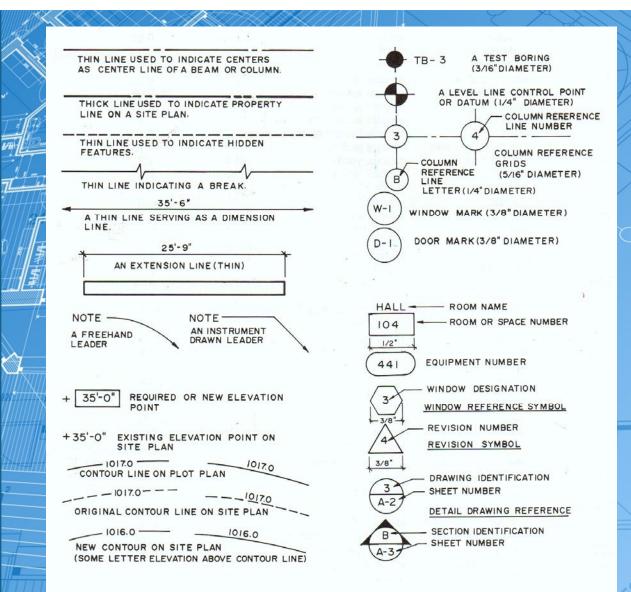




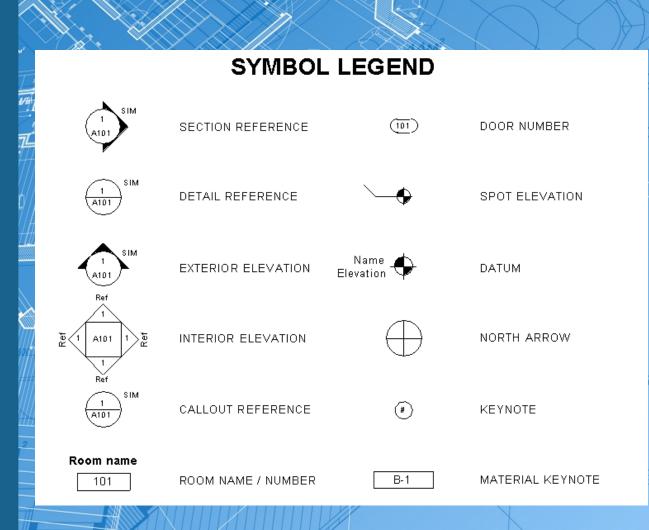
 Architects and engineers use basic graphics to describe specific building elements and materials. For example, a masonry wall when viewed in section will normally be shown with a 45-degree crosshatching through the wall. These standardized graphics help the architect, engineer and builder communicate more clearly.



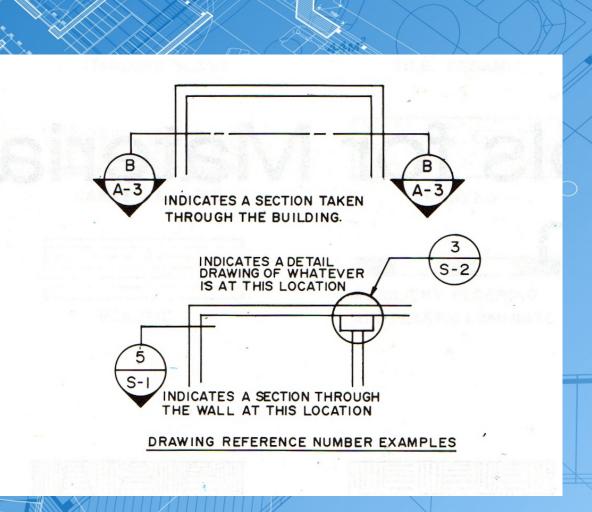
 Symbols are typically standardized; abbreviations and symbols can differ from one architect or engineer to another and from one discipline to another.



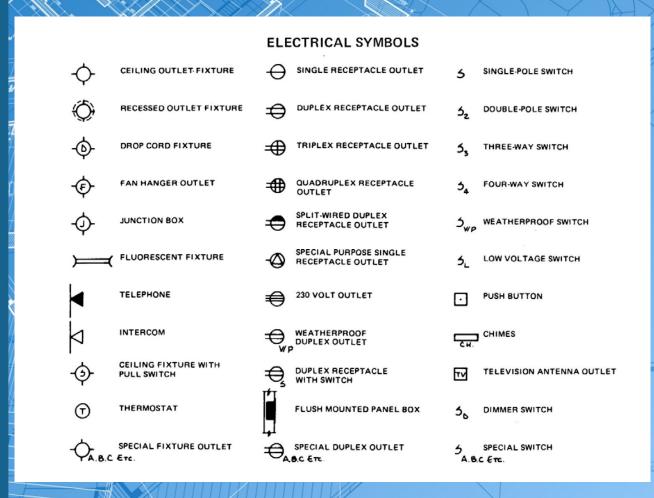
 To clarify their intent, the architect provides a legend, typically on the first sheet, that relates the symbols and their intended meaning.



 A Building Section reference describes a cut through the body of the building

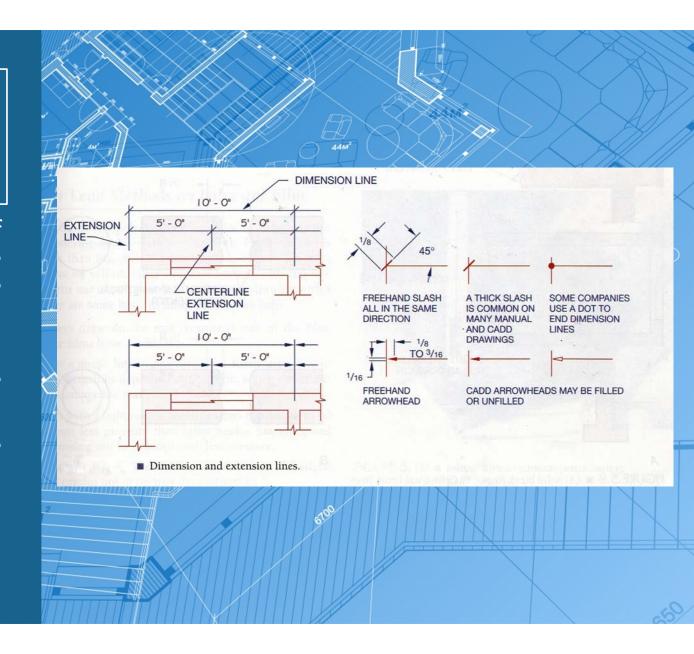


 Electrical symbols on power and lighting plans



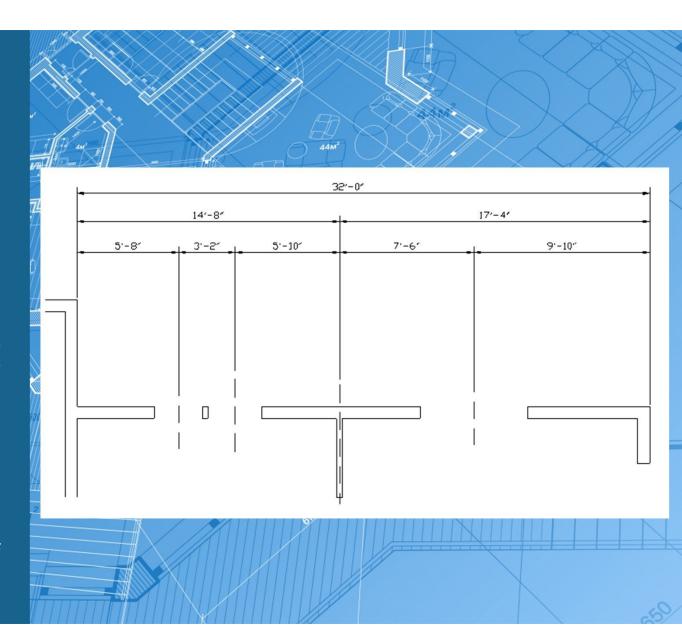
# Reading architectural dimensions

- The purpose of dimensioning is to define size and location of the various materials and components
- Extension lines show the extent of a dimension.
- Dimension lines show the length of the dimension an terminate at the related lines with slashes, arrowheads, or dots.



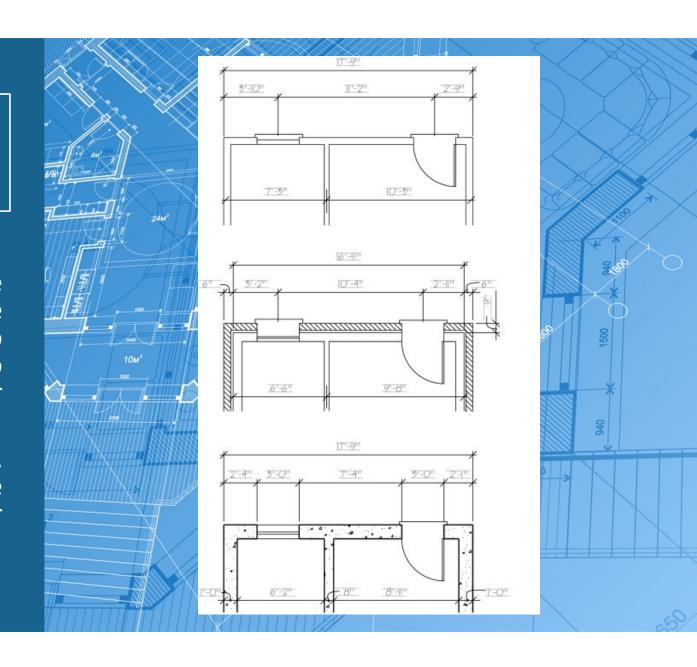
# Reading architectural dimensions

There are usually three dimension lines: the line closest to the building describes small elements - for example, piers, door widths, and window openings; the second line carry some of the small dimensions and reflect major features such as a wing, section or offset; the third line (farthest from the building line) is an overall dimension that will show the total distance from outside face to outside face of the building. Various types of construction will demand slight changes in dimensioning; for instance, wood frame dimensioned from face of stud to face of stud.



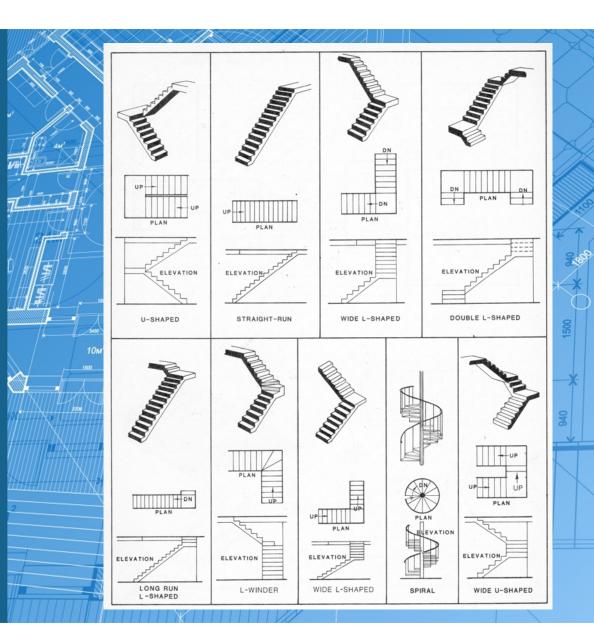
# Reading architectural dimensions

- Wood frame buildings are dimensioned from the face of exterior stud to the center of openings to the center of the interior stud.
- Masonry (units of brick, block or stone) are dimensioned to their edges.



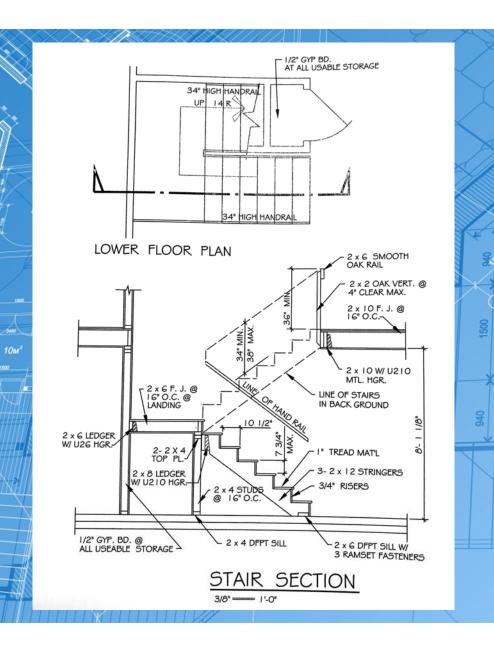
#### Stairs

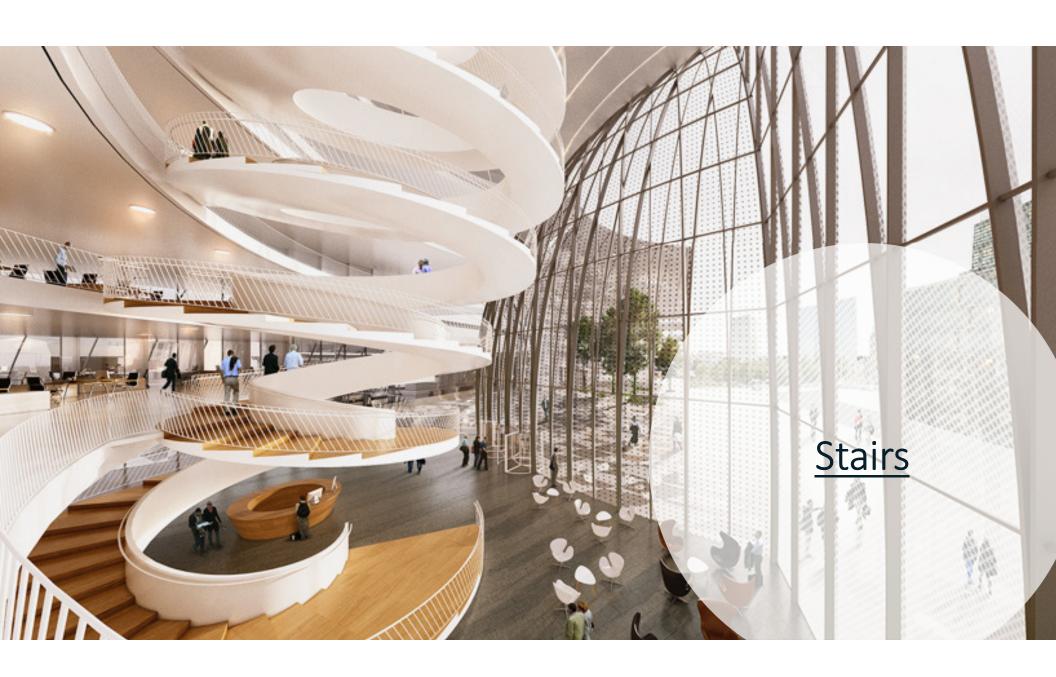
- Stairs on plan will be drawn as a straight run, open, and U-shaped stair layouts.
- Masonry (units of brick, block or stone) are dimensioned to their edges.

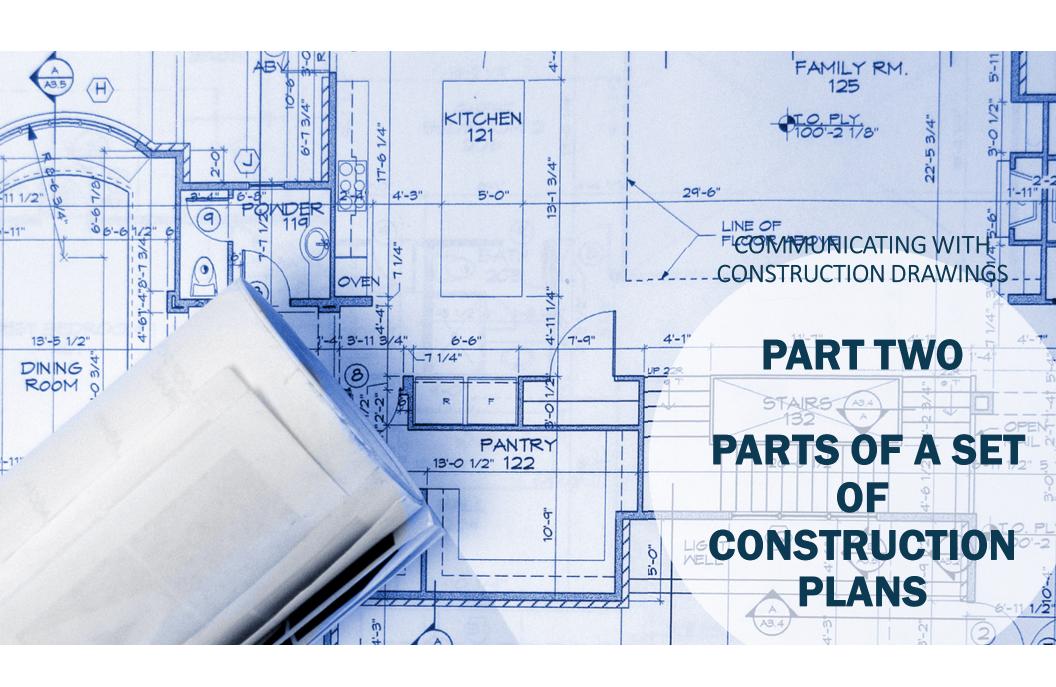


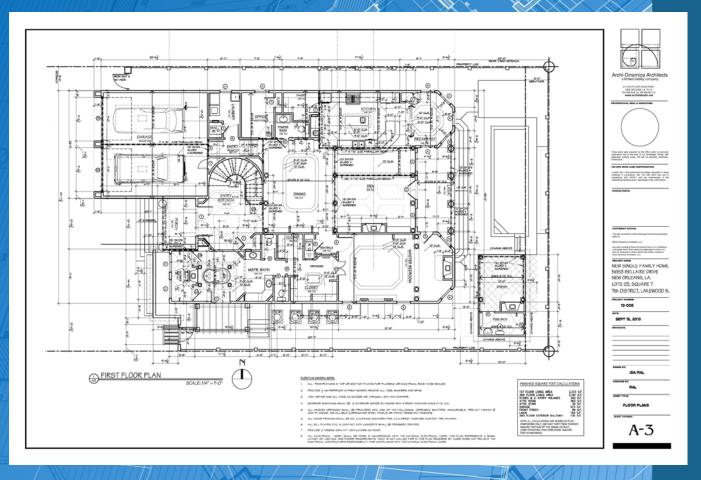
#### Stairs

• Plan of a U-Shaped stair in a construction set.









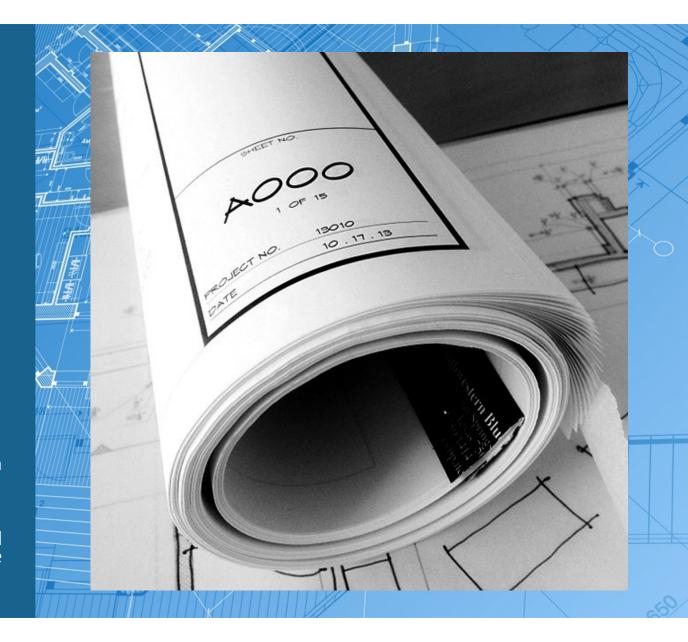
# Basic Parts of a Drawing sheet

- Title Block
- Border
- Drawing area
- Revision block
- Legend

A residential drawing set is composed of 8 major types of drawings.

- Title Sheet
- Project Information Sheet
- Site Plan
- Foundation Plan
- Floor Plans
- Exterior Elevations
- Electrical & Lighting Plan
- Building Sections & Construction Details.

Sometimes Landscape, HVAC, and Plumbing Plans are included in the drawing set for public bid projects.





#### 1036 BROOKLYN STREET

NEW SINGLE FAMILY HOME FOR SEAN MURPHY & ALLISON MANKER NEW ORLEANS, LA.

#### **REVISED PERMIT READY SET**

OCT. 14, 2019 REVISED PERMIT SET



A-1

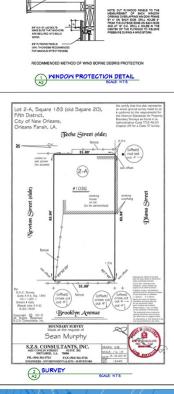


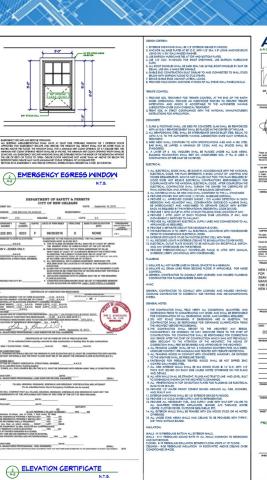
Title Sheet

#### The Title Sheet contains

- Sheet index
- Rendering of project
- Title of project
- Responsibility Statements



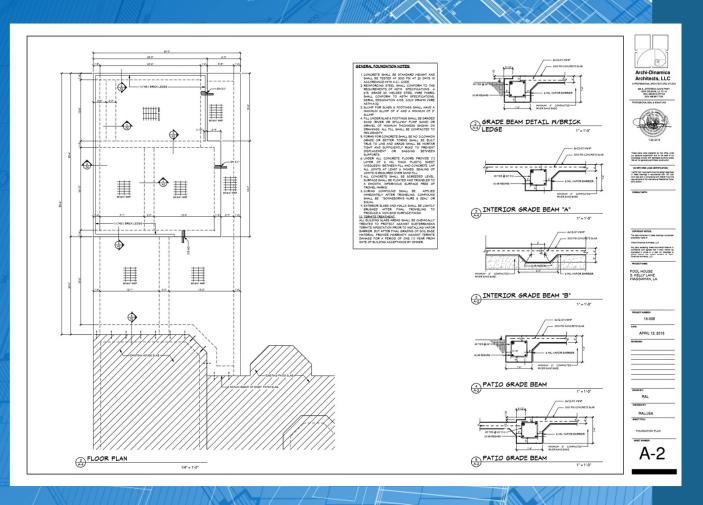




### Project Information Sheet

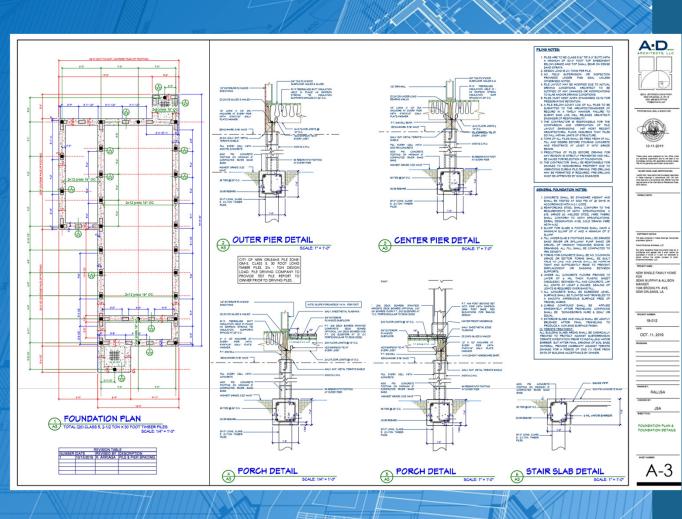
### The Project Information Sheet contains

- General building code requirements
- Copy of the land survey
- FEMA certificate
- Symbols and Materials Legend



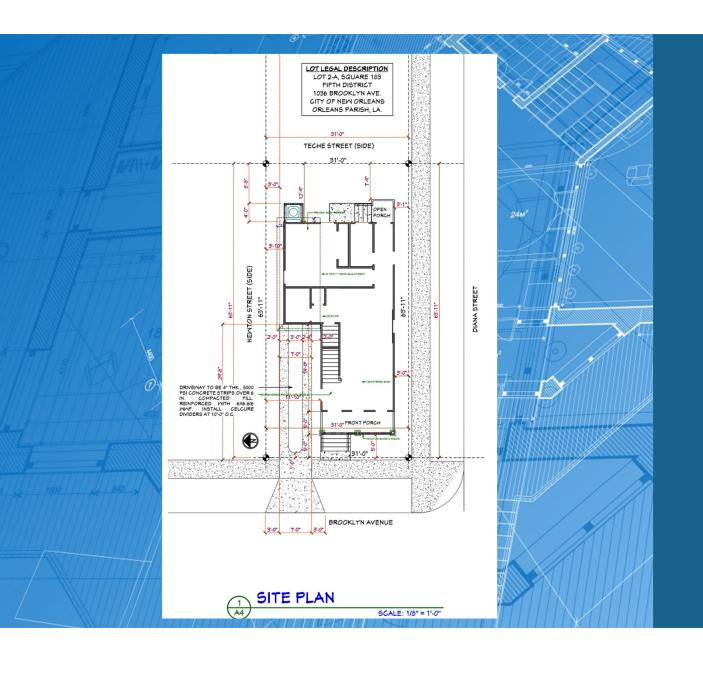
### Slab On-Grade Foundation

The Slab-on-Grade
Foundation Plan shows the location of all piling and reinforcing associated with the plan. It is poured on compacted sand or soil.



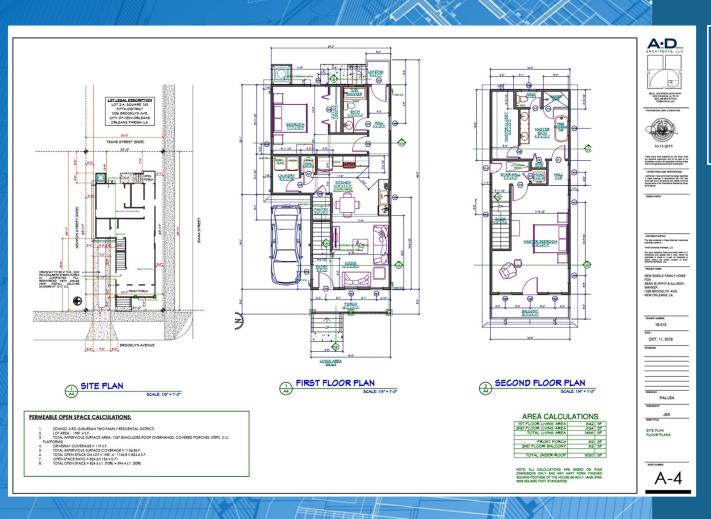
#### **Raised Foundation**

The Raised Foundation Plan shows an elevation structure above the Base Floor Elevation. Typically a raised foundation is called a pier foundation. The pier are constructed with concrete cinder blocks.



#### Site Plan

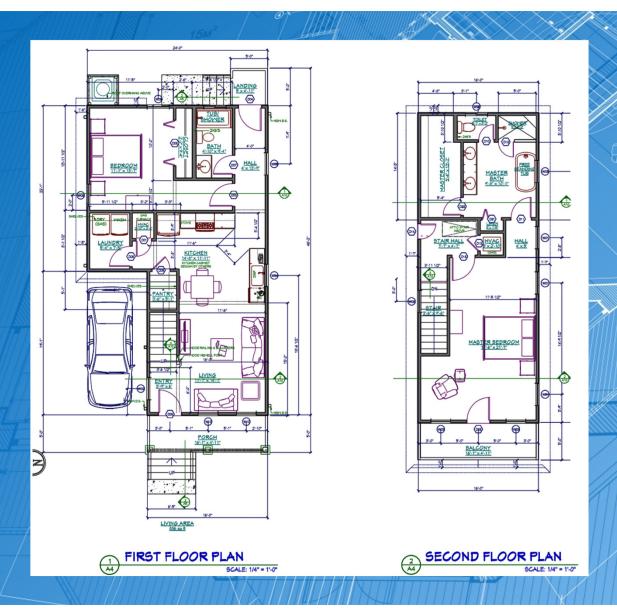
The Site Plan locates the building 'footprint' on the actual site and describes the required site work. The Site Plan shows sidewalks, driveways, flatwork, and all details related to site work.



#### Floor Plan View

#### **FLOOR PLAN FOR A HOUSE**

Floor plans are simply that. Each floor of the building is drawn to scale (usual a 1/4" or 1/4" scale). These plans show interior and exterior walls, door and window locations, room dimensions, stairs, cabinets, toilets and sinks, and other relevant information.



### Close up of Floor Plan View

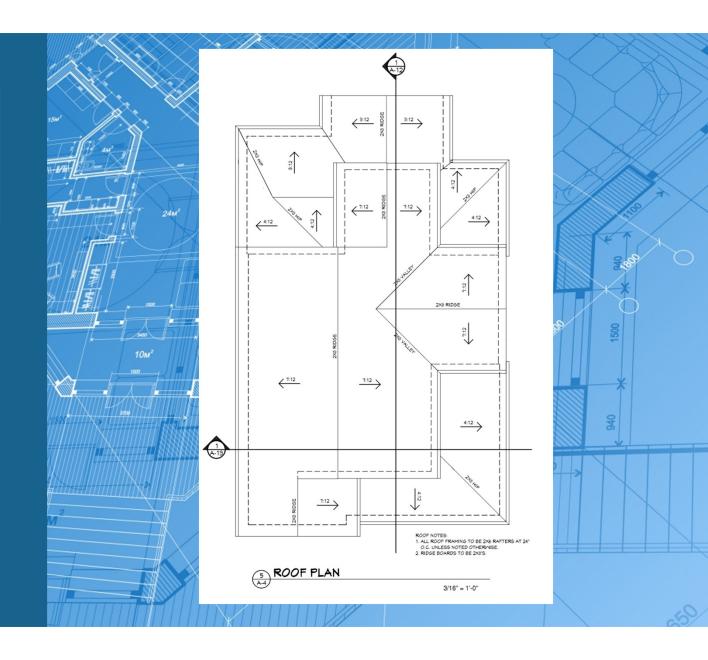
#### **FLOOR PLAN FOR A HOUSE**

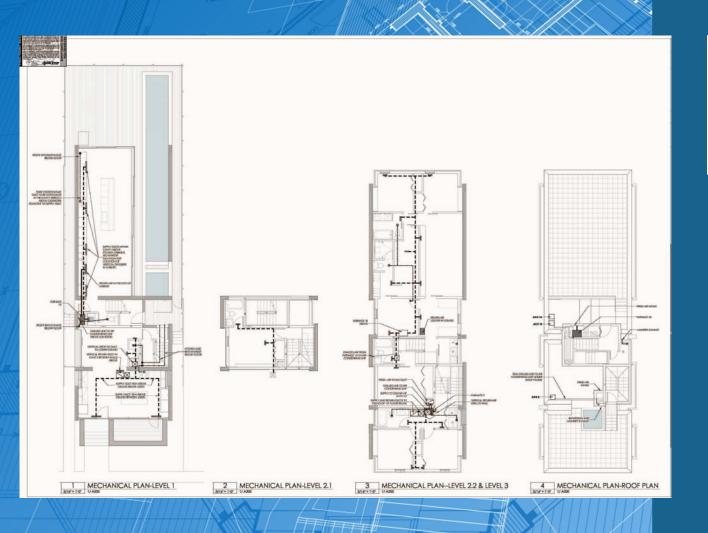
Floor plans are simply that. Each floor of the building is drawn to scale (usual a 1/8" or 1/4" scale). These plans show interior and exterior walls, door and window locations, room dimensions, stairs, cabinets, toilets and sinks, and other relevant information.

#### **Roof Plan View**

#### **ROOF PLAN FOR A HOUSE**

Roof plans show dormers, hips, valleys, roof slope, roof pitch, roof-mounted equipment and other related details such as materials to be used and roof penetrations like plumbing or exhaust vents.





## Air Conditioning Duct Layout

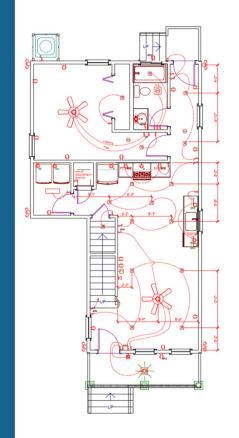
#### MEP - MECHANICAL, ELECTRICAL, PLUMBING PLANS FOR A RESIDENTIAL PROJECT

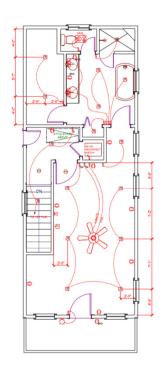
Plumbing, mechanical and electrical plans are usually needed for larger projects, but under certain public bid circumstances in housing projects each individual discipline can be shown on separate sheets without making the Architectural Plan too crowded and difficult to understand.

## Electrical & Lighting Plan View

# ELECTRICAL & LIGHTING PLAN FOR A RESIDENTIAL BUILDING

The lighting plan shows locations of all light fixtures, switches, emergency lighting, and special lighting.





|                         | ELECTRICAL SYMBOLS LEGEND                |
|-------------------------|--|
| ¤                       | INCANDESCENT LIGHT (CEILING MOUNTED)     |
| ¢                       | WALL MOUNTED INCANDESCENT                |
| Ø                       | RECESSED CAN INCANDESCENT                |
| O <sub>vs</sub>         | VAPOR PROOF LIGHT                        |
|                         | WALL MOUNTED LIGHT FIXTURE               |
|                         | 1'X4" FLUORESCENT LIGHT (2 -LAMP)        |
|                         | 2' X 4' FLUORESCENT LIGHT (2' OR 4 LAMP) |
| 00                      | CEILING FAN                              |
| M                       |  |
| <b>⊗</b> ♦ <sub>«</sub> | VENT / LIGHT                             |
| ®8 <sub>™</sub>         | HEATER / VENT / LIGHT                    |
| ノ                       | WIRE OR CIRCUIT                          |
| Ó                       | CABLE TV OUTLET                          |
| 6                       | DOOPBELL                                 |
| 0                       | DOORBELLBUZZER                           |
| 0                       | JUNCTION BOX                             |
| \$                      | SINGLE POLE LIGHT SWITCH                 |
| \$                      | 3 WAY LIGHT SWITCH                       |
| *                       | 4 WAY LIGHT SWITCH                       |
| °s                      | LIGHT SWITCH WITH DIMMER                 |
| þ                       | DUPLEX OUTLET                            |
| Þ                       | 220 VOLT OUTLET                          |
| ď                       | WEATHER PROOF OUTLET                     |
| =0 <sub>mev</sub>       | 220 VOLT OUTLET                          |
| *                       | FLOOR OUTLET                             |
| ೦೮೦                     | TWN FLOOD LIGHT                          |
| 1831                    | DISCONNECT SWITCH                        |
| (6)                     | CEILING SMOKE DETECTOR                   |
| Þ                       | WALL MOUNTED SMOKE DETECTOR              |
| M                       | PHONE JACK                               |

1ST FLOOR POWER &

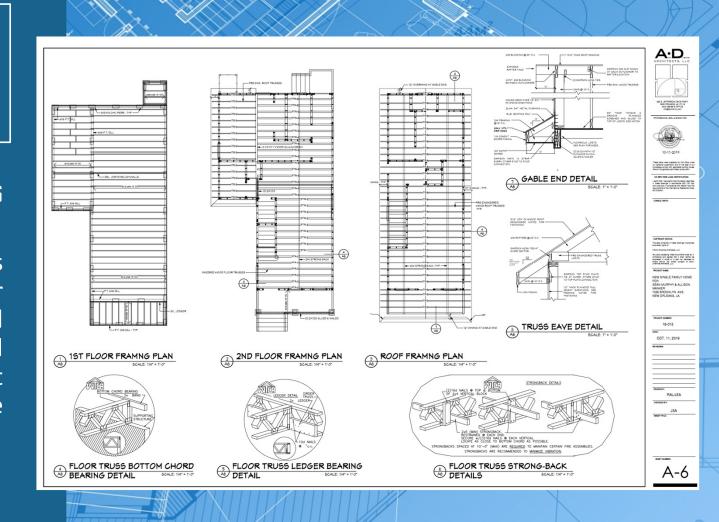
AT LIGHTING PLAN SCALE: 1/4" = 1'-

2ND FLOOR POWER & LIGHTING PLAN SCALE: 1/4" = 1'-0"

#### Plan View

### STRUCTURAL FRAMING PLANS

The framing plans shows the framing member sizes and location of all beams and columns and framing details relevant to the framing type specified.





Elevations

#### **ELEVATIONS**

Elevations are side views showing each of the exterior walls of the building. Usually the elevations are noted north, south, east, and west and they should be cross-referenced on the First Floor Plan.

#### **Exterior Renderings**

#### **EXTERIOR RENDERING**

Describe the project in three-dimensional form. It helps with the understanding of volumes, roof planes, and certain features that cannot be described in two-dimensional format. It makes the plans easier to understand.







REAR VIEW FROM LEFT



3 REAR VIEW



(4) KITCHEN





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COMMUNICATION

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PROJECTAME

NEW SINGLE FAMILY HOOD

SEAN MURPHY & ALLIS

MANKER

1038 BROOKLYN AVE.

NEW OPLEANS, LA.

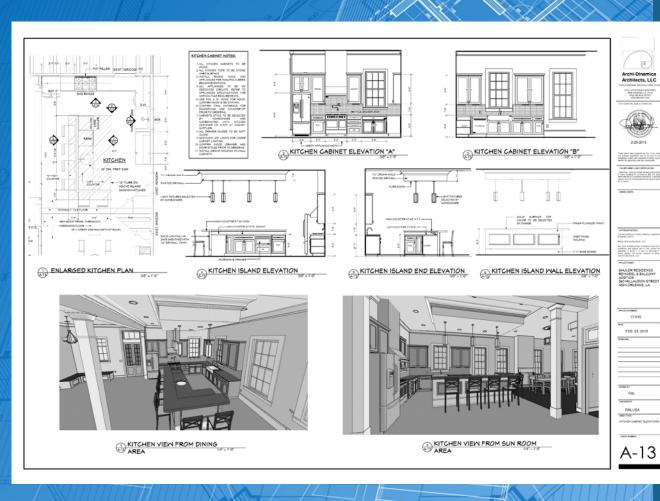
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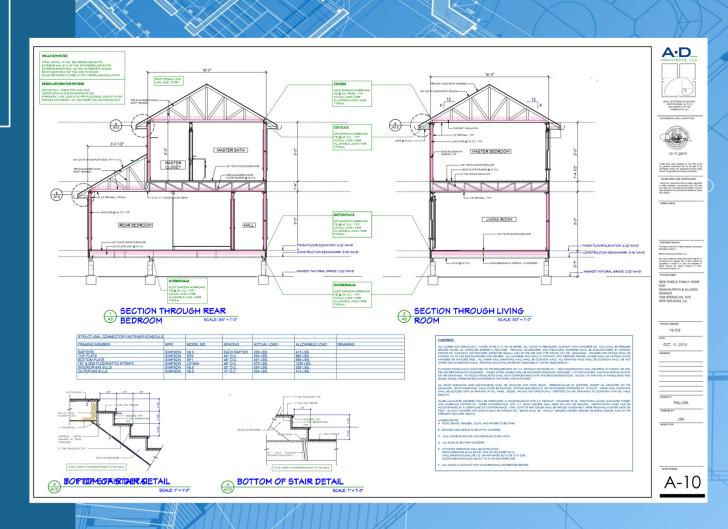
**Interior Elevations** 

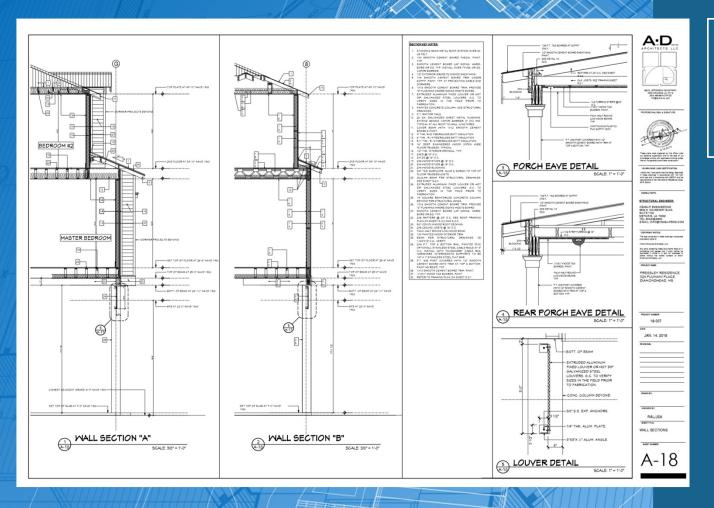
#### **INTERIOR ELEVATIONS**

Interior elevations are also included, typically to show cabinets and countertop work, bathroom walls and anywhere a plan view alone can't communicate what is needed.

### **Building Sections**

Plan views and elevations are not sufficient to fully describe the various building components needed or how each component relates to the others. This is where 'sections' are used. Sections are basically 'slices' through a building or building component.





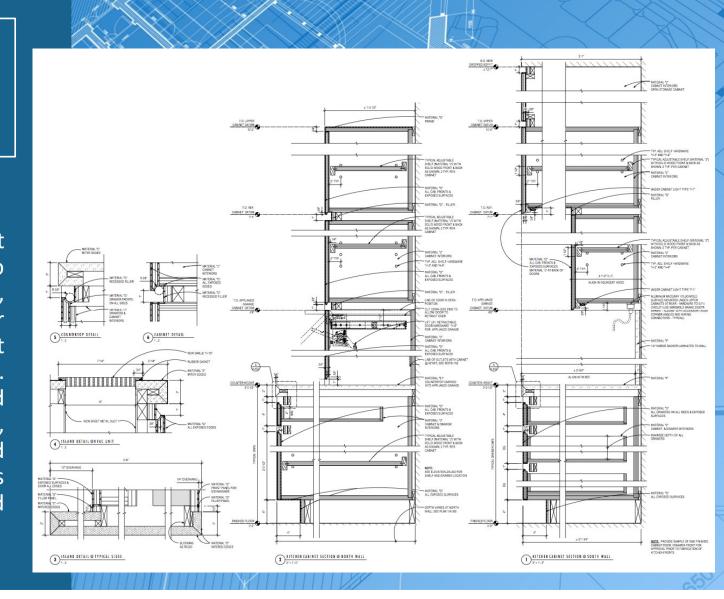
#### Wall Sections

A common 'section' is a Wall Section. This is a vertical slice through the wall that shows the inside, outside and interior components of the wall, such as studs, sheathing, insulation, siding, or masonry, as well as how the wall engages the floor or foundation below, and the roof or floor structure above.

#### **Cabinet Sections**

#### **INTERIOR CASEWORK**

Other sections include cabinet and countertop sections to depict all dimensions, relationships to other elements and interior cabinet shelving and other features. Sections are cross referenced on plan views, and elevations, so the reader can understand where the relevant 'slice' was taken. Mostly used in high end residential working drawings.





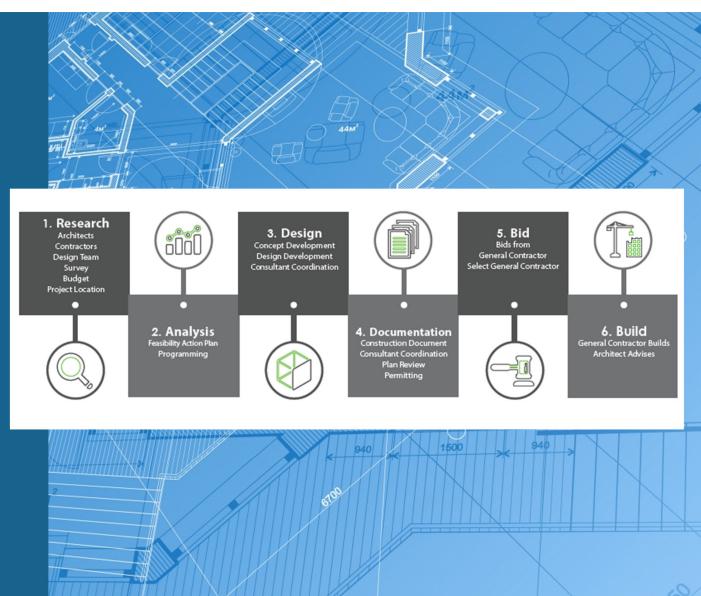
# Architects & Builders make it happen

Architects design homes & buildings. Builders built the home from the architect's blueprints.

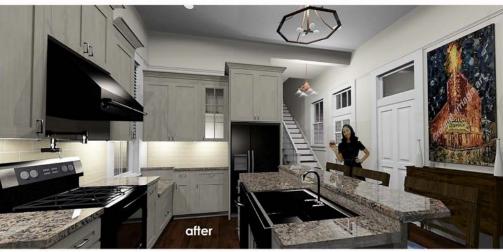
Architects have a unique 4-step process:

A. Architects first LISTEN carefully to their Clients to document their desired LIFESTYLES and FUNCTIONAL NEEDS.

- B. Architects also ANALYZE THE LAND on which a project is to be built, to understand its characteristics and opportunities.
- C. Architects then INVENT A CONCEPT(s) for the project that is/are suggested by your Lifestyle, Functions & Land. This Concept(s) has architectural implications that are artistic, inspirational and technical.
- D. Architects then DESIGN homes, buildings, spaces, materials and energies that recall imagery of the Project Concept(s) and that perform in an outstanding Functional manner for you and your Lifestyle, integrating well with your Land.















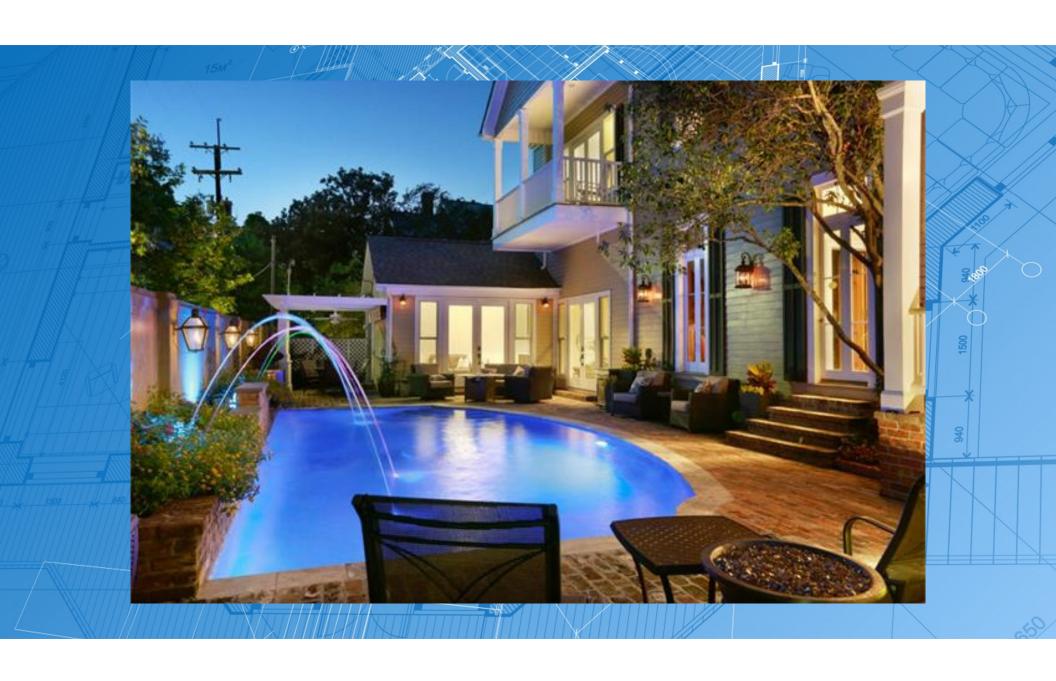




proposed design for private home pan american hwy.1 Santiago, Veraguas Province, Panama mr. & mrs. rafael young virzi















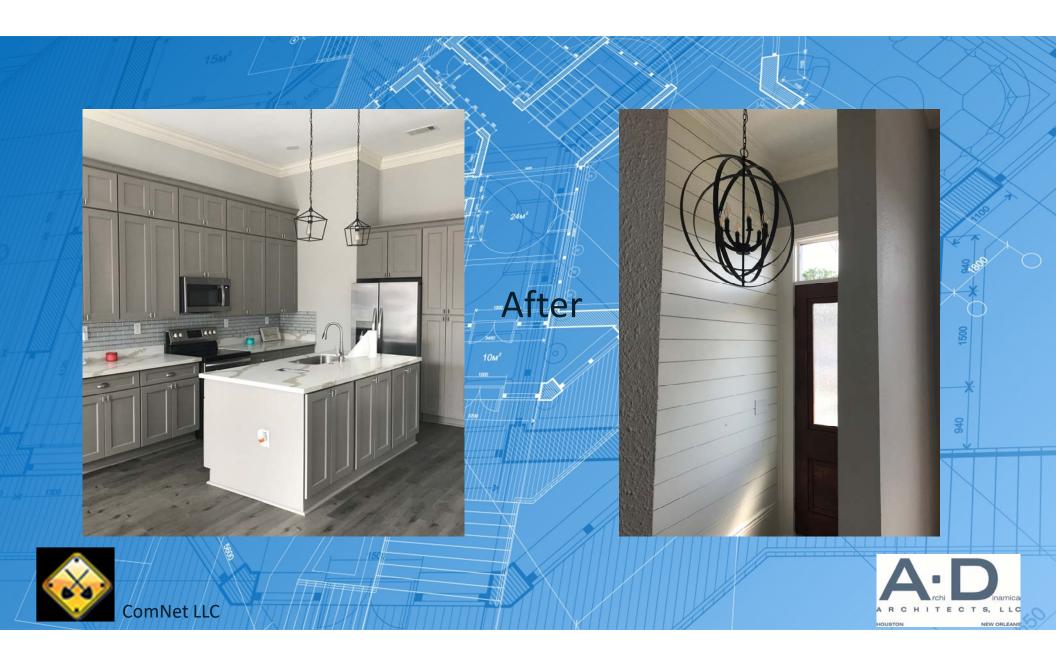
### Before













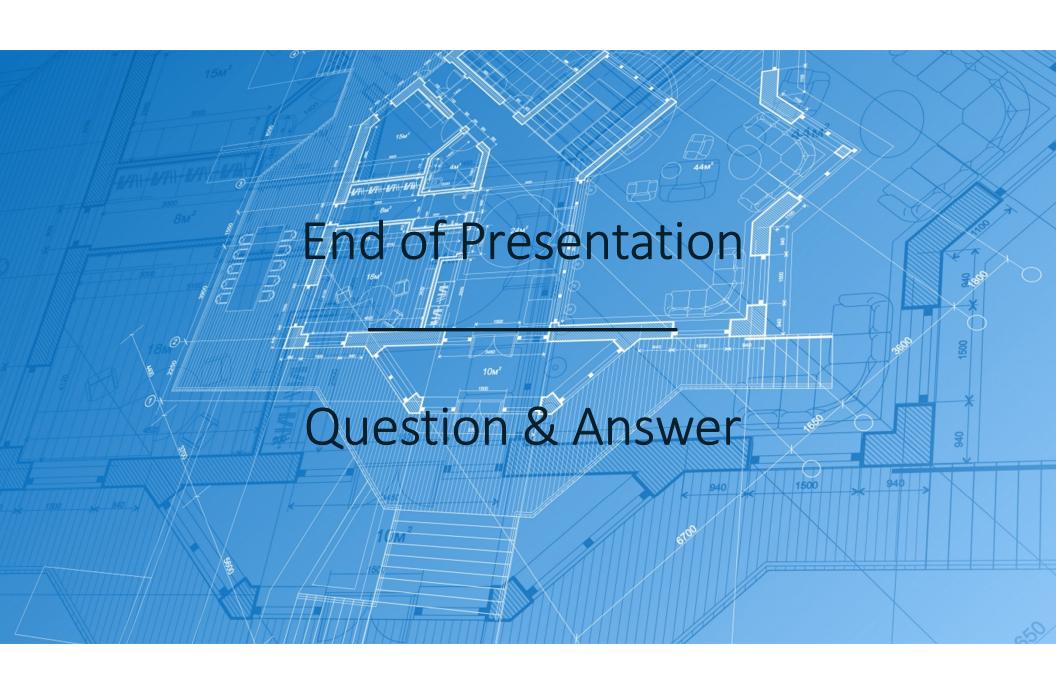
### The Needs and Assessment Report

helps clients, building owners & facility managers, and developers achieve positive results by establishing solid starting points and putting all the technical and regulatory aspects of a project together into an understandable order of importance resulting in constructible architectural designs and well-coordinated construction documents that will save time and money and prevent disappointments later.











Organizational Management

Presentation

#### **LEARNING OBJECTIVES**

- 1. Understand the functions of management.
- 2. Explain the three basic leadership styles.
- 3. Explain the three basic levels of management.
- 4. Understand the management skills that are important for a successful small business.
- 5. Understand the steps in ethical decision making.

All small businesses need to be concerned about management principles. Management decisions will impact the success of a business, the health of its work environment, its growth if growth is an objective, and customer value and satisfaction. Seat-of-the-pants management may work temporarily, but its folly will inevitably take a toll on a business. This section discusses management principles, levels, and skills—all areas that small business owners should understand so that they can make informed and effective choices for their businesses.

#### What Is Management?

There is no universally accepted definition for management. The definitions run the gamut from very simple to very complex. For our purposes, we define management as "the application of planning, organizing, staffing, directing, and controlling functions in the most efficient manner possible to accomplish meaningful organizational objectives." John M. Ivancevich and Thomas N. Duening, *Business: Principles, Guidelines, and Practices* (Mason, OH: Atomic Dog Publishing, 2007), 172. Put more simply, management is all about achieving organizational objectives through people and other resources. David L. Kurtz, *Contemporary Business* (Hoboken, NJ: John Wiley & Sons, 2011), 254.

Management principles apply to all organizations—large or small, for-profit or not-for-profit. Even one-person small businesses need to be concerned about management principles because without a fundamental understanding of how businesses are managed, there can be no realistic expectation of success. Remember that the most common reason attributed to small business failure is failure on the part of management.

#### **Management Functions**





### Planning

Planning "is the process of anticipating future events and conditions and determining courses of action for achieving organizational objectives." David L.

Kurtz, Contemporary Business (Hoboken, NJ: John Wiley & Sons, 2011), 257. It is the one step in running a small business that is most commonly skipped, but it is the one thing that can keep a business on track and keep it there. "Management Principles," Small Business Notes, accessed February 2, 2012, <a href="www.smallbusinessnotes.com/managing-your-business/management-principles">www.smallbusinessnotes.com/managing-your-business/management-principles</a>. Planning helps a business realize its vision, get things done, show when things cannot get done and why they may not have been done right, avoid costly mistakes, and determine the resources that will be needed to get things done. John M. Ivancevich and Thomas N. Duening, Business: Principles, Guidelines, and Practices (Mason, OH: Atomic Dog Publishing, 2007), 176; David L. Kurtz, Contemporary Business (Hoboken, NJ: John Wiley & Sons, 2011), 257. Business planning for the small business is discussed in <a href="maintent-chapter 5" The Business Plan">Chapter 5 "The Business Plan"</a>, and marketing planning is discussed in <a href="maintent-chapter 5" The Business Plan">Chapter 5 "The Business Plan"</a>.

### Organization

#### Organizing

- Organizing "consists of grouping people and assigning activities so that job tasks and the mission can be properly carried out. "John M. Ivancevich and Thomas N. Duening, *Business: Principles, Guidelines, and Practices* (Mason, OH: Atomic Dog Publishing, 2007), 176. Establishing a management hierarchy is the foundation for carrying out the organizing function.
- Contrary to what some people may believe, the principle of organizing is not dead. Rather, it is clearly important "to both the organization and its workers because both the effectiveness of organizations and worker satisfaction require that there be clear and decisive direction from leadership; clarity of responsibilities, authorities, and accountabilities; authority that is commensurate with responsibility and accountability; unified command (each employee has one boss); a clear approval process; and, rules governing acceptable employee behavior. "Traditional Management Principles," Small Business Notes, accessed February 2, 2012, www.smallbusinessnotes.com/managingyour-business/traditional-management -principles.html. Except for a small business run solely by its owner, every small business needs a management hierarchy—no matter how small. Each person in the business should know who is responsible for what, have the authority to carry out his or her responsibilities, and not get conflicting instructions from different bosses. The absence of these things can have debilitating consequences for the employees in particular and the business in general. "Traditional Management Principles," Small Business Notes, accessed February 2, 2012, www.smallbusinessnotes.com/managing-your-business/traditional-management -
- The organizational design and structure of a small business are important parts of organizing, which are discussed in <u>Section 12.2 "Organizational Design"</u>.

### Staffing





### Staffing

The **staffing** function involves selecting, placing, training, developing, compensating, and evaluating (the performance appraisal) employees. John M. Ivancevich and Thomas N. Duening, *Business: Principles, Guidelines, and Practices* (Mason, OH: Atomic Dog Publishing, 2007), 176. Small businesses need to be staffed with competent people who can do the work that is necessary to make the business a success. It would also be extremely helpful if these people could be retained. Many of the issues associated with staffing in a small business are discussed in Section 12.4 "People".



- Directing is the managerial function that initiates action: issuing directives, assignments, and instructions; building an effective group of subordinates who are motivated to do what must be done; explaining procedures; issuing orders; and making sure that mistakes are corrected. John M. Ivancevich and Thomas N. Duening, *Business: Principles, Guidelines, and Practices* (Mason, OH: Atomic Dog Publishing, 2007), 177; David L. Kurtz, *Contemporary Business* (Hoboken, NJ: John Wiley & Sons, 2011), 257. Directing is part of the job for every small business owner or manager. Leading and motivating work together in the directing function. Leading "is the process of influencing people to work toward a common goal [and] motivating is the process of providing reasons for people to work in the best interests of an organization. "William M. Pride, Robert J. Hughes, and Jack R. Kapoor, *Business* (Boston: Houghton Mifflin, 2008), 224.
- Different situations call for different leadership styles. In a very influential research study, Kurt Lewin established three major leadership styles: autocratic, democratic, and laissez-faire.Kurt Lewin, Ronald Lippitt, and Ralph K. White, "Patterns of Aggressive Behavior in Experimentally Created 'Social Climates," Journal of Social Psychology 10, no. 2 (1939): 269–99. Although good leaders will use all three styles depending on the situation, with one style normally dominant, bad leaders tend to stick with only one style.Don Clark, "Leadership Styles," Big Dog and Little Dog's Performance Juxtaposition, June 13, 2010, accessed February 2, 2012, www.nwlink.com/~donclark/leader/leadstl.html.

### Directing-continued

Leadership styles within an organization Autocratic leadership

Democratic leadership

Laissez-faire leadership (or delegative or freereign leadership) Autocratic leadership occurs when a leader makes decisions without involving others; the leader tells the employees what is to be done and how it should be accomplished. However, this style works when all the information needed for a decision is present, there is little time to make a decision, the decision would not change as a result of the participation of others, the employees are well motivated, and the motivation of the people who will carry out subsequent actions would not be affected by whether they are involved in the decision or not.

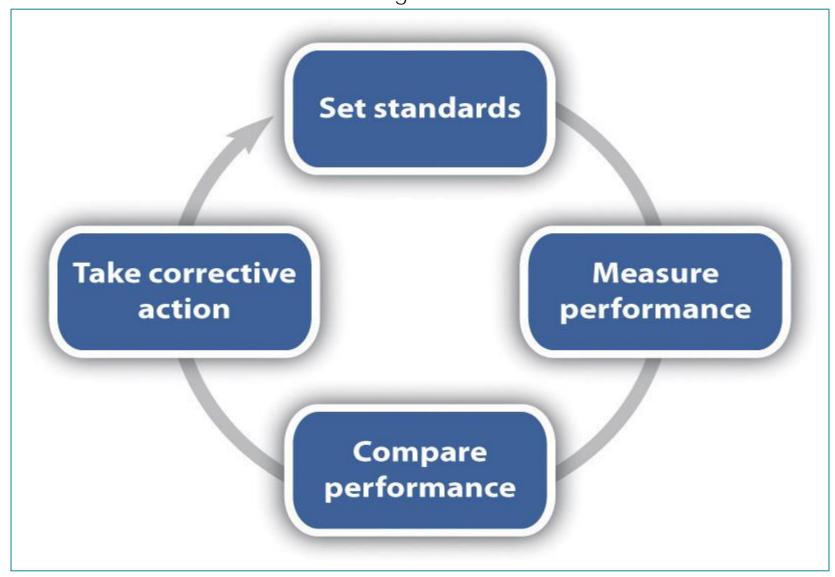
Democratic leadership involves other people in the decision making—for example, subordinates, peers, superiors, and other stakeholders—but the leader makes the final decision. Rather than being a sign of weakness, this participative form of leadership is a sign of strength because it demonstrates respect for the opinions of others. The extent of participation will vary depending on the leader's strengths, preferences, beliefs, and the decision to be made, but it can be as extreme as fully delegating a decision to the team.

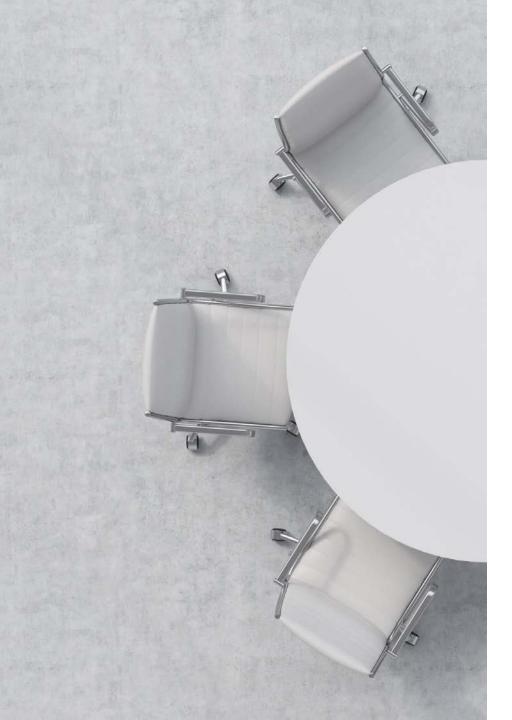
Laissez-faire leadership (or delegative or free-reign leadership) minimizes the leader's involvement in decision making. Employees are allowed to make decisions, but the leader still has responsibility for the decisions that are made. The leader's role is that of a contact person who provides helpful guidance to accomplish objectives. This style works best when employees are self-motivated and competent in making their own decisions, and there is no need for central coordination; it presumes full trust and confidence in the people below the leader in the hierarchy. However, this is not the style to use if the leader wants to blame others when things go wrong. This style can be problematic because people may tend not to be coherent in their work and not inclined to put in the energy they did when having more visible and active leadership.

Good leadership is necessary for all small businesses. Employees need someone to look up to, inspire and motivate them to do their best, and perhaps emulate. In the final analysis, leadership is necessary for success. Without leadership, "the ship that is your small business will aimlessly circle and eventually run out of power or run aground. "Susan Ward, "5 Keys to Leadership for Small Business,"

Controlling is about keeping an eye on things. It is "the process of evaluating and regulating ongoing activities to ensure that goals are achieved. "William M. Pride, Robert J. Hughes, and Jack R. Kapoor, Business (Boston: Houghton Mifflin, 2008), 224. Controlling provides feedback for future planning activities and aims to modify behavior and performance when deviations from plans are discovered. John M. Ivancevich and Thomas N. Duening, Business: Principles, Guidelines, and Practices (Mason, OH: Atomic Dog Publishing, 2007), 176. There are four commonly identified steps in the controlling process. John M. Ivancevich and Thomas N. Duening, Business: Principles, Guidelines, and Practices (Mason, OH: Atomic Dog Publishing, 2007), 176; William M. Pride, Robert J. Hughes, and Jack R. Kapoor, Business (Boston: Houghton Mifflin, 2008), 224.

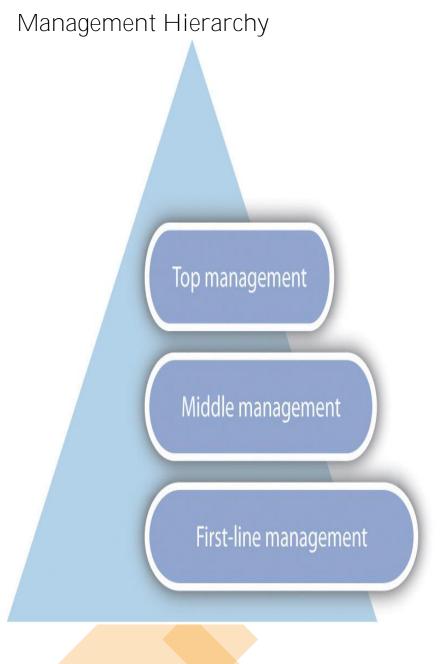
#### Controlling Function





#### Levels of Management

• As a small business grows, it should be concerned about the levels or the layers of management. Also referred to as the management hierarchy (Figure 12.3 "The Management Hierarchy"), there are typically three levels of management: top or executive, middle, and first-line or supervisory. To meet a company's goals, there should be coordination of all three levels.



Top management, also referred to as the executive level, guides and controls the overall fortunes of a business. This level includes such positions as the president or CEO, the chief financial officer, the chief marketing officer, and executive vice presidents. Top managers devote most of their time to developing the mission, long-range plans, and strategy of a business—thus setting its direction. They are often asked to represent the business in events at educational institutions, community activities, dealings with the government, and seminars and sometimes as a spokesperson for the business in advertisements. It has been estimated that top managers spend 55 percent of their time planning. John M. Ivancevich and Thomas N. Duening, Business: Principles, Guidelines, and Practices (Mason, OH: Atomic Dog Publishing, 2007), 183.

#### Management Hierarchy continued

Middle management is probably the largest group of managers. This level includes such positions as regional manager, plant manager, division head, branch manager, marketing manager, and project director. Middle managers, a conduit between top management and first-line management, focus on specific operations, products, or customer groups within a business. They have responsibility for developing detailed plans and procedures to implement a firm's strategic plans. David L. Kurtz, Contemporary Business, 13th Edition Update (Hoboken, NJ: John Wiley & Sons, 2011), 255.

First-line or supervisory management is the group that works directly with the people who produce and sell the goods and/or the services of a business; they implement the plans of middle management. They coordinate and supervise the activities of operating employees, spending most of their time working with and motivating their employees, answering questions, and solving day-to-day problems. Examples of first-line positions include supervisor, section chief, office manager, foreman, and team leader.



#### Resources/content used:

•Publisher Saylor Academy, https://saylordotorg.github.io/text\_small-business-management-in-the-21st-century/s00-license.html



Facilitator/Speaker:
Mel Robertson, BAEC mM, CPSF, CKFTF
225-933-6420 | MelRobertson@3mgloballlc.com



### Resources to win at the game of being a

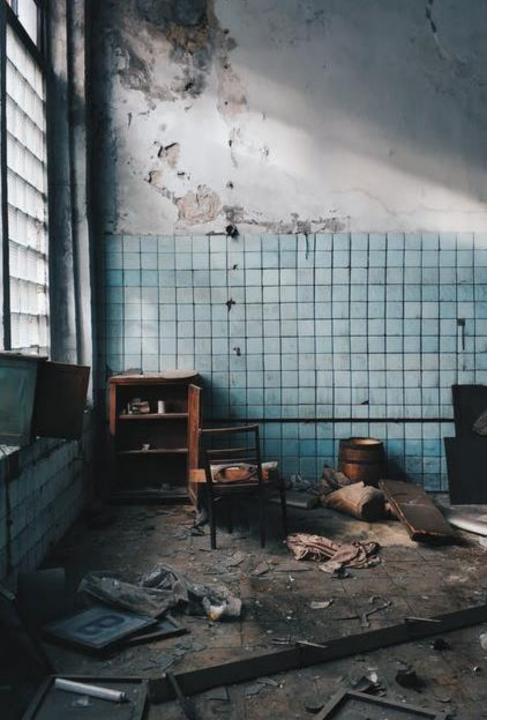
#### CREATING SUSTAINABLE NEIGHBORHOOD DEVELOPERS PROGRAM

- RESOURCES YOU WILL NEED TO BE SUCCESSFUL ARE NOT EASY TO FIND. HOWEVER, THERE ARE GREAT OPPORTUNIES IF YOU KNOW WHERE TO LOOK AND HOUW TO LEVERAGE THOSE RESOURCES TO YOUR ADVANTAGE.
- This presentation is meant to assist you and using all that you have been trained on in your previous classes. You will need to use every skill that you have been exposed to in order to achieve your goals.
- This entire program is not a short cut process or quite honestly it is not a silver bullet to success upon completion.IT TAKES WORK!

## WHAT ARE THE RESOURCES YOU WILL NEED?

- KNOWLEDE IS KEY BUT THE WRONG KNOWLEDGE IS A KEY TO THE WRONG DOOR. ONE OF THE FIRST THINGS YOU WILL NEED TO DO IS TO EDUCATE YOURSELF BEYOND THIS CLASS ABOUT THE PROCESS OF RESOURCING AND PROCURING THE NECESSARY DATA
- YOU WILL NEVER STOP LEARING ABOUT THE PROCESS OF BEING A DEVELOPER, EVER. EACH AND EVERY PROJECT WILL REQUIRE YOUR ATTENTION TO DETAILS OR ELSE YOU COULD LOSE YOUR SHIRT, PANTS AND SHOES.





### FIRST DECIDED WHAT KIND OF DEVELOPER YOU WANT TO BE. THEN SOURCE THE DATA

- HERE ARE SOME EXAMPLES OF VARIOUS TYPES OF DEVELOPERS PROJECTS:
- FIX AND FLIP- This means that you take an old house or apartment, and you go in and conduct a rehab and restoration in order to place it back on the market.
- THE GOOD: These properties can be purchased at a low price, repaired and sold for a profit
- THE BAD: You have to make sure that you have a contracting team that knows what they are doing as far as keeping things under budget.
- THE UGLY: You can end up with a money pit and no profit

# OTHER TYPES OF DEVELOPMENT OPTIONS

FIX AND HOLD: In this case you are on in a rehab and keep for rental purposes. This is not necessarily a bad option

THE GOOD: You can have a cash flowing property to provide income.

THE BAD: If your tenant does not pay the rent you are still required to meet your monthly mortgage.

THE UGLY: The renters damage your property and it cost you more money to get the property livable again.



## Look at the fresh new house

- NEW CONSTRUCTION STARTING FROM THE GROUND UP.
- New construction can be very rewarding for several reasons. You know what you have to build. You are adding value to the property.
- THE GOOD: Added property value for the area. It could also be the start of redevelopment and generating your own comparables"
- THE BAD: Nobody want to be a pioneer and build the 1st home.
- THE UGLE: It could take some time for other new construction to come online at the same time. This creates a shortfall in the comparable for some time



# BEYOND SINGLE FAMILY- MULTI FAMILY

- MULTI FAMILY UNITS ARE THOSE THAT HAVE MORE THAN ONE UNITY. THESE UNITS LIKE DUPLEXES, FOURPLEX, AND LARGER UNITS.
- THE GOOD: In the case of multi family you have only one roof on small units.
- THE BAD: The cost more to build and keep up.
- THE BAD: You can have vacancies which will throw off your cash flow.



YOU NOW HAVE AN IDEA OF WHAT YOU WANT NOW WHERE DO YOU GET THE MONEY



# MONEY ISN'T EVERYTHING IT IS THE ONLY THING \$\$\$

- YOUR ASSETS DETERMINE HOW MUCH YOU CAN GET TO BORROW.
   Previously, you were instructed in having your credit and your personal financials in order before approaching the "Banking Tribe"
- TO BE CLEAR PLEASE TAKE NOTE HERE: BANKS ARE IN THE BUSINESS OF LOANING MONEY AND NOT TAKING RISK. YOU AS A FIRST TIME DEVELOPER ARE PRECEIVED AS A RISK!
- You may having been dealing with local bank for years when it comes to your personal banking. This could even apply to you home mortgage. THEY DON'T CARE! YOU HAVE TO PROVE THEM OTHERWISE

### TELL THE TRUTH ABOUT THE DEAL!

- FULL DISCLOSURE: I AM A MEMBER OF THE "BANKING TRIBE" I HAVE A COMMERCIAL BROKERAGE BUSINESS.
- THE TRUTH: The American banking industry still has racism involved in lending. I can say that as an African American male.
- The way you counter act this is to seek out as many options for funding as possible
- Have plan of action on targeting those institutions which lend to new developers. One of those institutions is a CDFI- Community Development Financial Institution. These are charted by the United States Department of the Treasury.

### QUALIFIED OPPORTUNITY ZONE FUNDS

- An opportunity fund is an investment vehicle designed to invest in real estate or business development in areas known as "opportunity zones." Opportunity zones are particular geographic areas that have been designated as economically distressed.
- QUICK HISTORY: Opportunity Zones were created by the 2017 Tax Cut and Jobs Act signed by President Trump.
- LOCAL OPPORTUNITIES: Baton Rouge has 18 opportunity zones. 15 of which are in North Baton Rouge. You can just look at an area and think that it may be in our out of an opportunity zone. I goes by the medium income of the census tract in which the zone is located.
- CORTANA MALL OPPORTUNITY ZONE, RIGHT? Nope. The areas of Broadmoor and Villa del Ray income are too high. So, it does not qualify.

### SECTION 8 OR HOUSING CHOICE

- SECTION 8 HOUSING IS A SUBSIDISED HOUSING PROGRAM SPONSORED BY HUD. IT PAYS THE LANDLORD DIRECTLY AND THE RENTER PAYS A SMALLPORTION BASED UPON THEIR INCOME. THE EAST BATON ROUGE HOUSING AUTHORITY RUNS THE PROGRAM.
- THE GOOD: you don't have to worry about your rent being paid on time. If the renter tears up your property, they could have their voucher revoked. It is a steady source of income for the landlord.
- THE BAD: In some cases, renters won't pay their portion of the rent.
- THE UGLY: In the pass and even today there is a belief that Section 8 renters are bad for business. This is false. You have screen your renters.



- The Louisiana Housing Corporation was established to promote affordable and sustainable housing throughout the state. They also function as the developer of program specific to Louisiana and it needs.
- Many of the program are beyond the reach of new developers. However recently due to natural disasters like the Great Flood of 2016 and Hurricane Laura, LHC has come out with some new programs

### OTHER PROGRAMS FROM LHC

Recently, LHC has announced small landlord programs

These programs have a range of needs to fit such as homeless housing, reentry for excons, single moms housing.

COVIDO- 19 BROUGHT A LOT OF THING TO THINGS OUT IN THE OPEN:

The problem of having enough housing is a constant battle.



# OTHER SOURCES OF MONEY

- Many first-time developers use their savings or 401K to start their businesses.
- Some borrow money from family and friends.
- Another way is to join an Investment Group. This group would help you to attract investors for your cash strapped.
- Working with a non-profit could be an excellent options. You will need to search out these investors. One locally is the Scotlandville Community development Corporation.



End of my story. Tell your own version of your story any way that you like!

QUESTIONS???

