



## **Collman & Karsky Architects, Inc.** **Business Strategies for Success and Emerging Markets**

In 1961 the ground floor development of the NASA space program began resulting in many historical developments benefiting mankind and the business world including computerization. It is this era and mindset that the business foundation of Collman & Karsky Architects was conceived and built.

In 1980 Rod Collman and then partner Mel Schultz set the business strategy to concentrate future business growth on the business of the corporate giants of Wall Street. In this effort, relationships with companies like A.C. Nielsen; G.T.E.; Florida Power Corporation; Sprint; Mobilnet; Intermedia Communications; Tampa Electric and Verizon were forged. The basis for building these relations was the new technology and how it was changing the way corporations did business. Collman & Karsky Architects felt that in order to survive long term it was necessary to build the reputation in the community of being the leader in helping corporations (clients) move into the next century through technology and the services that revolved around it.

In the 1990's Rod Collman and Bryan Karsky strategically planned the expansion of the business to parallel the then burgeoning internet web based businesses. During this time the staff grew substantially and professional licenses were utilized in over 15 states around the country. Data Center facility design and development became the core business for several voice and data communication companies. Collman & Karsky Architects became Data Center experts with over 500 such projects having been designed and built.

Now fast forward to 2000 with the burst of the technology bubble which, as we know, slowed the growth and development of computer related facilities for several years. Collman & Karsky Architects began a renewed vigor with a strategic direction into the "Green" building industry based on the fact that over 50% of the world's pollution was being created by buildings. By 2004 Collman & Karsky Architects not only helped create the Bay Area's first chapter of the U.S. Green Building Council for the advancement of "Green" design and construction, but were working on the regions first LEED Certified Public Building. Collman & Karsky Architects saw this as an emerging market 10 years ago and focused its efforts towards the development of environmentally sustainable buildings as a marketable service and business growth industry. The result is that Collman & Karsky Architects is now being considered an expert and leader in the industry for *sustainable design*.

Another business growth strategy for Collman & Karsky Architects has been to expand into a marketplace that demands a presence to conduct meaningful and positive changes and development. In 1996 it was demanded by then corporate giant GTE that the Pinellas office was too distant from their regional headquarters in downtown Tampa. So, taking advantage of a business opportunity to purchase an existing Interior Design firm currently doing business with the same client and located in Tampa, Collman & Karsky Architects opened an office in Tampa thereby securing their position with their client.

Today in 2011, Collman & Karsky Architects is looking forward again into the future with a vision for new alternative energy sources that will propel the industry and business through the 21st century. After building several solar projects and gaining experience in the cost and return on investment of these projects, it was determined that additional energy sources were required to be researched. Collman & Karsky Architects is currently helping to develop Bio-Mass Energy Production facilities here in the State of Florida to help the nation reduce the dependency for imported oil as a source of energy.

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Another new market emerging at this time is the Electronic Patient Record Systems utilized by hospitals and the health care industry. This market is driven by technology and the need to meet government and industry standards. Collman & Karsky Architects is well positioned as Data Center experts for the Health Care Industry. Collman & Karsky Architects has developed Data Centers for many other industries since the 1990's. By taking what has been created for other industries in the past, repackaging and customizing the product to meet industry requirements, we can market and design successfully to the Health Care Industry as well.

For the past 3 years Collman & Karsky Architects has had their backup computer system and business recovery site in the City of Winter Haven. After developing several strong business relationships and bonds within the community, Collman & Karsky Architects is now expanding their operations into Winter Haven & Polk County to better meet the needs of these clients. An office space of 2,000 sq. ft. in size will open in the 2nd quarter of 2011 to meet the growing demands and opportunities for more business in Polk County. This is another new emerging market created by a 1,000 acre Intermodal Transportation Hub developed by CSX Railroad, USF Polytechnic University construction, and development of LEGOLAND theme park in Winter Haven.

Emerging markets are developed over time with a great deal of vision, patience and business savvy. Collman & Karsky Architects has been reinventing themselves for 50 years and have tried to stay on the leading edge of society's trends and attitudes which shape our built environment.

Just as President Kennedy did in 1961 with the race to place a man on the moon, Collman & Karsky Architects explores new frontiers. Collman & Karsky Architects is continually looking for opportunities to expand its expertise in design and development of the built environment within emerging markets. It is this core value set in the foundation of the firm that continues to make Collman & Karsky Architects creative and successful.

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4301 Anchor Plaza Parkway Suite 100 Tampa, FL 33634-7525  
Voice: 813.884.2000 Fax: 813.884.0700  
[architect@collman-karsky.com](mailto:architect@collman-karsky.com)  
[www.collman-karsky.com](http://www.collman-karsky.com)

ARCHITECTURE  
INTERIOR DESIGN  
CLIENT SERVICES

200 Avenue B N.W., Suite 100, Winter Haven, FL 33881  
Voice: 863.577.2054  
[architect@collman-karsky.com](mailto:architect@collman-karsky.com)  
[www.collman-karsky.com](http://www.collman-karsky.com)