

BEC

CONFERENCE™

FRAMING THE FUTURE

BUILDING ENVELOPE CONTRACTORS CONFERENCE

MAR 1-3, 2026

PROTECTING LEGACIES, TRANSITIONING LEADERSHIP & BUILDING THE NEXT GENERATION

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NGA
NATIONAL GEAR ASSOCIATION OF GEAR GRINDERS

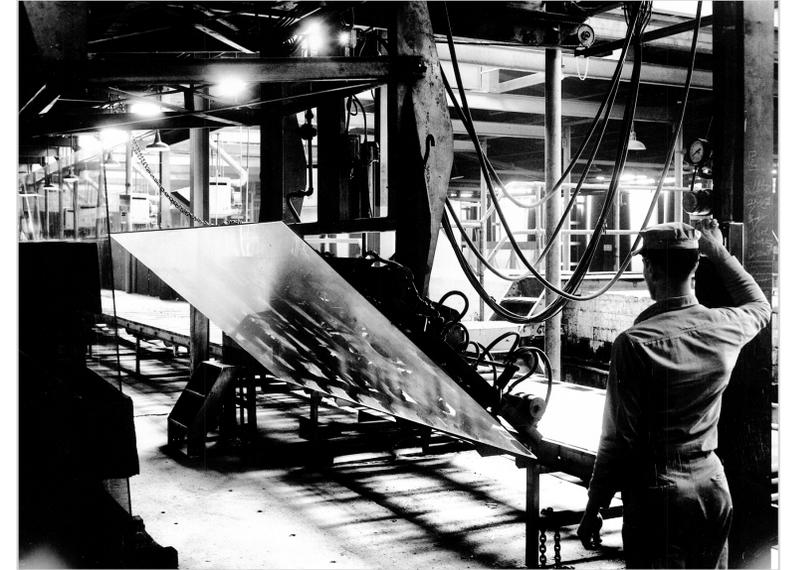




Priscilla Koeckeritz
CEO, Brin Glass Company



BRIN GLASS KNOWS LEGACIES



BRIN FAMILY OF COMPANIES

BRIN Family of Companies
Employee Owned. Union Strong.



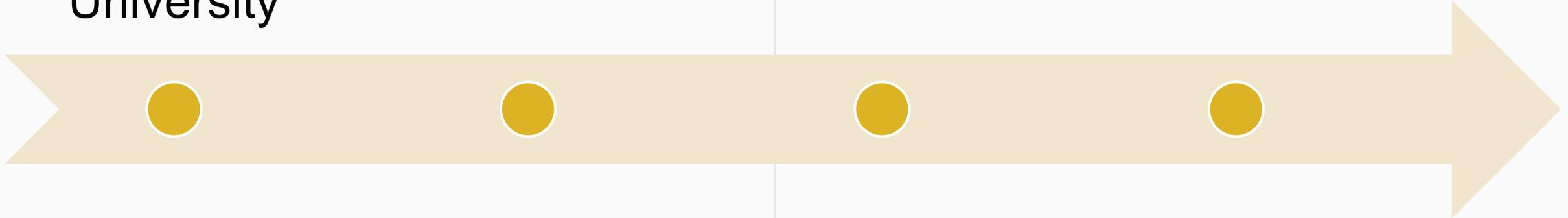
LESSON #1

**Let go of:
“The way we’ve
always done it.”**

- COLUMN TITLE

Oral Roberts
University

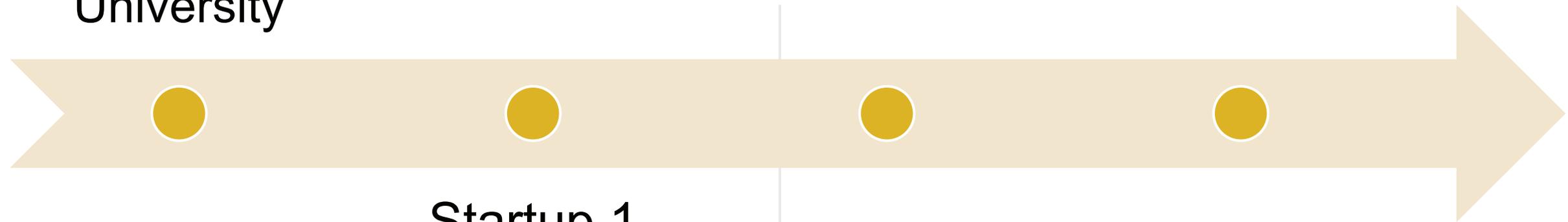
- COLUMN TITLE



LESSON #2

**Know when you
aren't the expert and
surround yourself
with people who are
better than you.**

• COLUMN TITLE
Oral Roberts
University



Startup 1
Creatis, Inc.

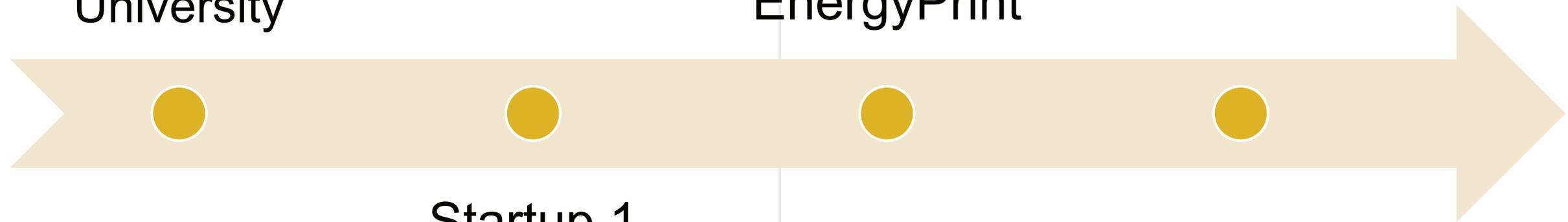
LESSON #3

Finding the right talent is often deeper than qualifying just industry or skilled experience.

• COLUMN TITLE
Oral Roberts
University

Startup 3
EnergyPrint

Startup 1
Creatis, Inc.



LESSON #4

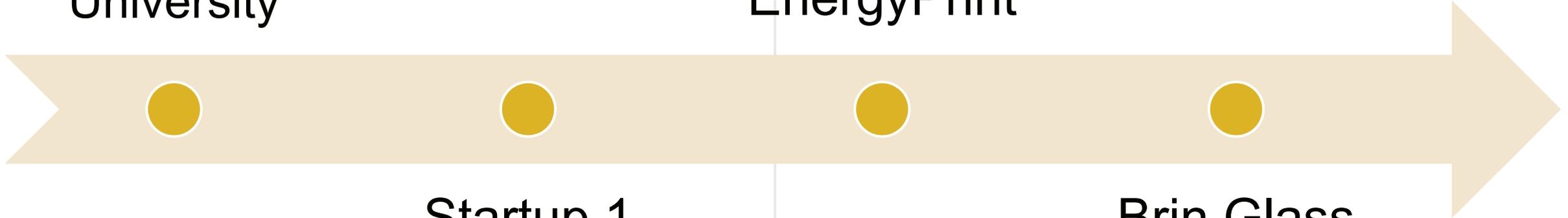
**Know when it's time
to make way for new
ideas, innovation,
and leadership.**

• COLUMN TITLE
Oral Roberts
University

Startup 3
EnergyPrint

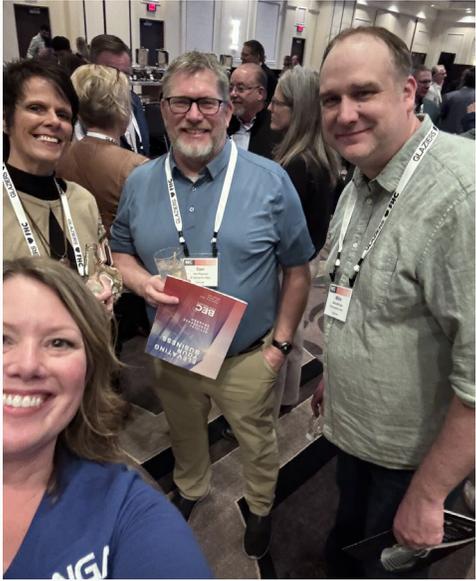
Startup 1
Creatis, Inc.

Brin Glass
Company



LESSON #5

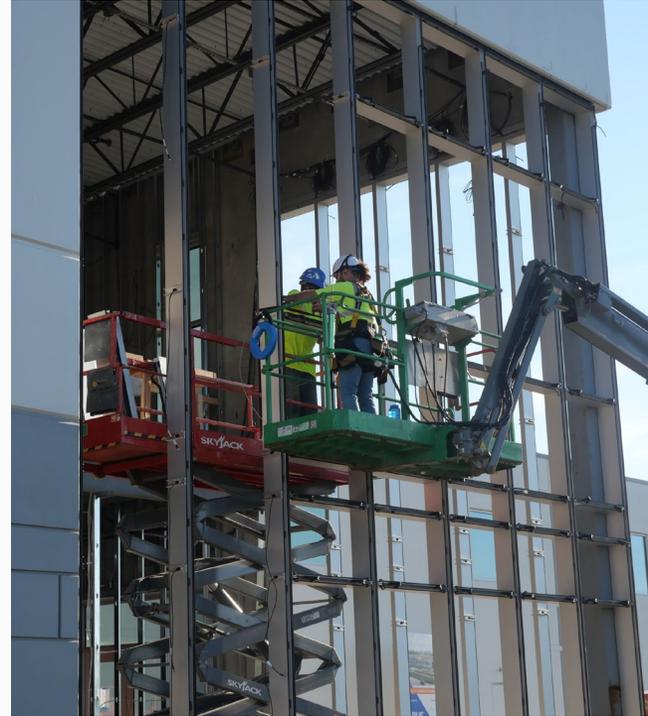
**When business
results aren't good,
dive deep – and do it
fast.**



BRIN HAS PURPOSE

**Building on our legacy,
we dare to be different in
growing the next generation
of glaziers & fabricators.**

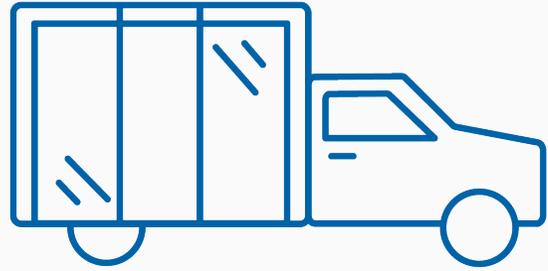
Brin is a Top 50 Contract Glazier & Top 50 Fabricator, combining the upper Midwest's most diverse glass capabilities to deliver end-to-end solutions.



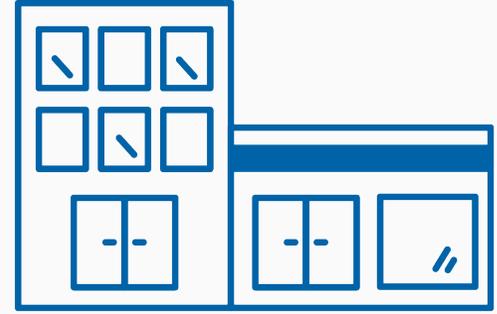
AT BRIN, WE LIVE OUR VALUES



We Show Up



We Bring It



We Do It Right

LESSONS TO HELP:

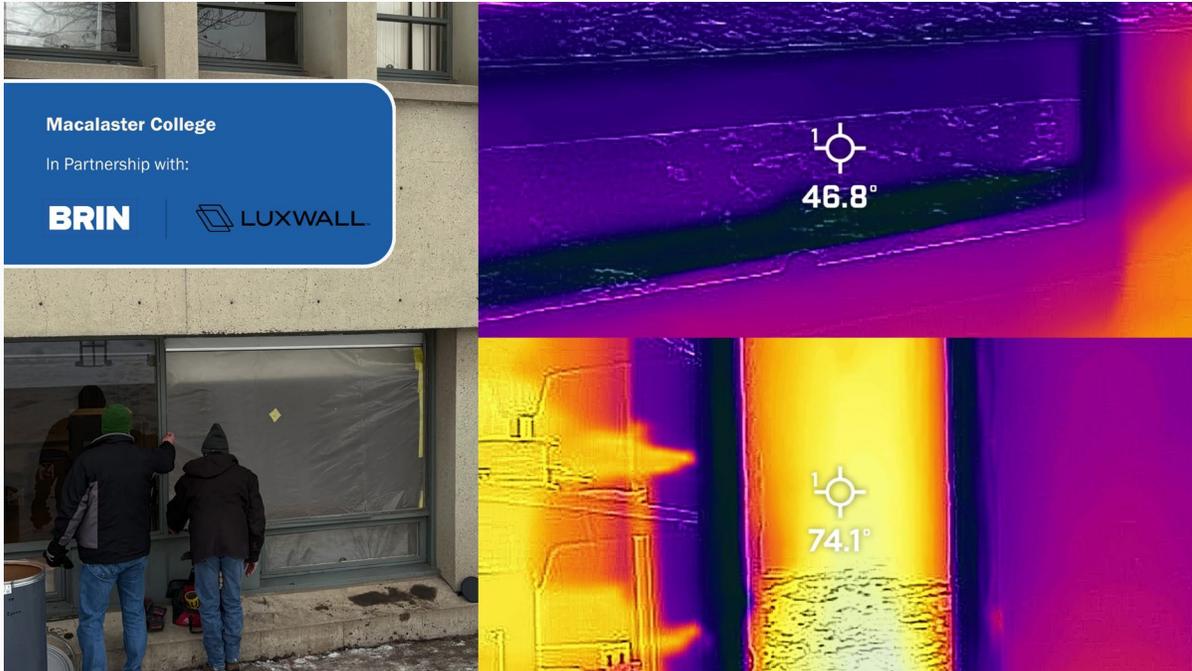
- Protect Legacies
 - Transition Leadership
 - Build the Next Generation
- Let go of “the way we’ve always done it.”
 - Know when you aren’t the expert and surround yourself with people who are better than you.
 - Finding the right talent is often deeper than qualifying just industry or skilled experience.
 - Know when it’s time to make way for new ideas, innovation, and leadership.
 - When business results aren’t good, dive deep – and do it fast.

CHANGING THE WAY WE DO IT

- Client partnerships are essential
 - Voice of Customer
- Get “uncomfortable” with recruiting, hiring, and training new team members
 - Most employees won’t spend their career with you



CHANGING THE WAY WE DO IT



- Maintain the value of outside perspective
 - Use your professional partners
- Seek innovation in product offerings and supplier relationships
 - What more can we build?
 - Where else can we serve?
 - What's new & innovative?

IDENTIFY GAPS & FIND EXPERTS



- Engage the people who do the work
 - Value the voices and input of your skilled tradespeople – they might surprise you
- Clear roles and accountabilities
 - Every job, every level
 - Defined responsibilities

IDENTIFY GAPS & FIND EXPERTS

- Processes and training programs are key
 - Don't assume everyone knows how you want things done
- Invest in operational excellence
 - Laser focus on finding issues and correcting problems



INDUSTRY & BUSINESS ACUMEN



- Acknowledge the technical expertise needs of our industry
- Define the business acumen most needed for success

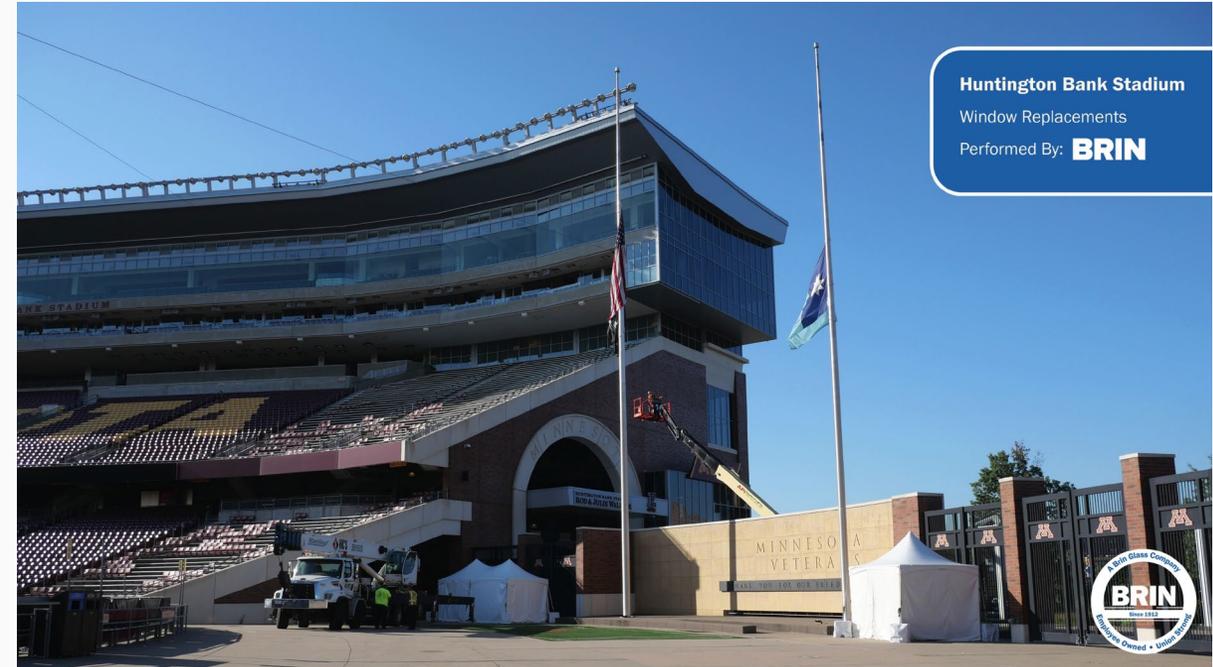
INDUSTRY & BUSINESS ACUMEN

- Have a plan to bring acumen in from outside or build it internally
 - What do you really need?
 - Onboard and train people to your standards
 - Right person, right seat



SUCCESSION PLANNING

- Be a place people want to work, and a leader people want to work for
- Identify talent in the company and make sure they know you “see” them
- Document a clear path for employees to learn new things or seek promotion



PURSUE BUSINESS RESULTS



- Communication, communication ... and then more communication
- Inform teams and maintain accountability
- Bring more people into the business conversation
 - Teach financial acumen
 - Make data-driven decisions

LAST THOUGHTS

- Protect Legacies
- Transition Leadership
- Build the Next Generation

- Economically the world has changed, so your business must too
- Expect turnover, this generation doesn't stay put
- Succession planning takes time, so start yesterday
- Form client and supplier partnerships that have a positive impact
- Labor shortages are real, so plan how to build the next generation of glaziers and fabricators
- Value perspectives from outside the industry



THANK YOU!

Priscilla Koeckeritz

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Follow me on LinkedIn



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