

Catching the Vision

A couple of months ago, I had the privilege of attending the NUCA Leadership Conference at the Washington Duke Hotel in Durham, North Carolina. While I was there, I learned something about the rich history of the Duke family. Of particular interest to me was the Duke Chapel, which is the centerpiece of Duke University. This ornate, breathtakingly beautiful structure rises 210 feet into the Durham sky. Built in the early 1930s, its cost was well over \$2 million.

The question that kept running through my mind while I was touring the Chapel was: How could something so magnificent, so large, have been constructed so many years ago when equipment and construction methods were so crude? It is the same question I had some years ago when I visited the Hoover Dam, which was also built in the early 1930s. Both these structures are amazing by any standard, but when you consider the era in which they were constructed, it boggles the mind.

While the explanation I have settled on is only partial — because, as we all know, the successful completion of any project depends on a great number of factors — I think it's worth sharing. To accomplish anything as grand as the Duke Chapel and the Hoover Dam, there had to be not only teamwork — which I wrote about last month — but also vision. Have you ever heard the phrase “catch the vision?” It means to see the future as holding incredible possibilities that will be built on and out of all that one already has.

I think this kind of vision — which involves imagination, daring, commitment and plain old faith — relates to organizations as well. Coming back from the Leadership Conference, I reflected on the fact that the members of our industry have those qualities in abundance. Otherwise, they wouldn't be as successful as they are. Fortunately for NUCA, many of them are putting them to use in service of the association, and thereby, the industry as a whole. And, I came away from the event convinced that it will be the combination of vision and teamwork that will in the foreseeable future allow us to reach heights of achievement never before dreamed of in NUCA. Just as the Duke Chapel's main tower still soars for all of Duke University to see, those achievements will have a lasting impact on our industry.

Are you ready to catch that vision?



Regards,

James King

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