



CASESTUDY

Bonnaroo Music & Arts Festival

NATIONAL TALENT POOL DESIGNS BIG PROJECTS

As Kohler Rental continues to advance toward more centralized design, control and operations to focus on solutions for large-scale projects, four Kohler Rental veterans discussed collaboration, design and execution.



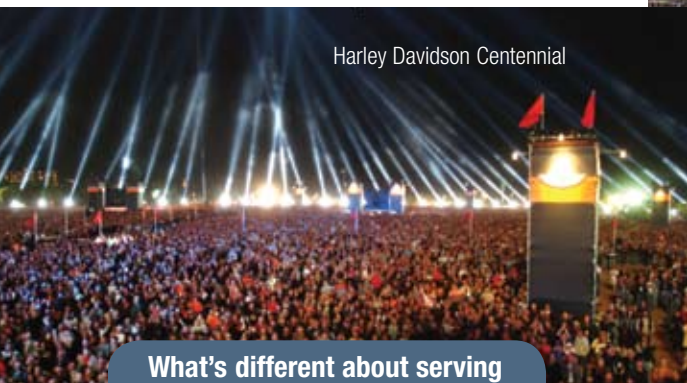
How does collaboration during design create better solutions?

Gray: When Country U.S.A. in Oskosh, Wisconsin, tripled the size of their music venue, I ran my robust design plans past Steve and Ralph Schuh, Kohler Rental's manager of logistics and operations. They reviewed the plans for sizing and volatility. We've also all collaborated on other large-scale Kohler Rental projects, including the PGA Championship and the Harley Davidson Centennial. Our goal is to consider all the "what ifs" before they could happen. We always want to anticipate, not react.

Jaffe: You have to show the client a great Plan A, but you also need a Plan B and a Plan C. It's something like a technical version of chess. The customer will only be confident and comfortable when we are.

Braun: When the client tells you that a caterer only needs power for lights, well, we know caterers, and we may even know that particular caterer. So we plan to power ovens, too, just in case. When you plan for 25% of the "unknowns," that shows your level of experience and professionalism. The bottom line for us is an event without a snag. Our clients are well served when they forget about us because everything is running so smoothly.

Martin: The customer just wants one thing: for us to stay ahead of any problem.



Harley Davidson Centennial

What's different about serving customers of large events?

Steve Jaffe: When you have a very large job on your plate, everybody has to know their stuff. For something like the Bonnaroo Music & Arts Festival, there's a half-page of detailed requirements for a single stage, so the customer needs a much more sophisticated solution, and that requires a higher experience level from both the project manager and the entire company.

Don Gray: The bigger the job, the more we collaborate. When jobs reach a certain level of complexity, nobody knows it all.

Bobby Braun: When you have a core of knowledgeable people from different backgrounds, then everyone benefits — and the customer receives a precise design and a flawless execution.

Rick Martin: The benefits of collaboration always extend beyond technical issues. We've all been in the business long enough to share a lot of knowledge about building client relationships and understanding exactly how to deliver the best customer service.

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PGA Championship