



destiny usa

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Destiny USA Innovators Celebrate One-Year Anniversary

Syracuse, New York – This week marks the one-year anniversary for the first twenty-one Destiny USA Innovators. These Innovators, all of whom were hired based upon their instinct and desire, have played essential roles in the success of the development of the project.

Destiny USA Innovators are currently performing as welders, excavators, pile drivers, project engineers, human resource managers, public relations and marketing professionals, technology advisors, safety specialists, document control specialists, Leadership in Energy and Environmental Design (LEED) specialists, security professionals, equipment operators, truck drivers, product distribution specialists, office administrators, purchasing professionals, concrete workers, quality control and quality assurance engineers, and more.

“I remain proud and passionate about our project,” said Bob Burnett, who has worked as a soft dig laborer, dump truck driver on the mass excavation project, advisor on Destiny USA’s paperless initiative, videographer, documentarian, information technologist, communications specialist, and security professional since joining Destiny USA.

“I now for the first time have a new house that was built from the ground up,” said Frank Spaight, team leader assigned to the concrete operation. Frank was previously deployed to the Construction Management team as a quality control and quality assurance engineer.

“Destiny USA has given me the opportunity to realize my dreams and ambitions – for myself, my family, and my future,” said LEED specialist, Beth Braun. Prior to working as a LEED specialist, Beth worked as the team leader on the Malcolm Baldrige Award and ISO (International Organization for Standardization) teams.

Since the inception of Destiny USA, the goal has been to create a workforce model that would produce highly desired individuals who possess the instinct and desire to compete in today’s and tomorrow’s marketplace.

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“Destiny USA has provided me opportunities to receive executive training and allowed me to stay in Central New York with my family. Before I received this job I was about to take a job in Philadelphia because there was nothing left in Central New York besides my family,” said Kyla Clark, a certified welder, marketing professional, leadership team member, human resource specialist, product distribution specialist, and LEED specialist.

Innovator Chris Haywood feels as if he has been exposed to several local, state, and national leaders as well as some of the greatest business minds of our generation. “I have worked side by side with field employees on the site, architects, engineers, and CEO’s of some of the leading companies in the world. This has produced in me a greater capacity to see and make decisions from a global perspective. I firmly believe that the best is yet to come for me, this project, Syracuse, and Upstate New York,” said Haywood.

“The year long experience created an opportunity for me to interact with many Destiny partners along with my fellow Innovators in many aspects. The ever changing environment of the Project also enabled me to face many exciting challenges that I feel will be very beneficial in my future career at Destiny USA,” said Barbara Barr, who now performs dual roles for the construction management team, Previously, Barb worked as a forewoman on the garage site repairs project.

“I had been in sales for the past several years along with being a business owner; and I have never felt the drive and desire to be a part of something so grand, and ever changing as I do here at Destiny. “I never thought I would like the construction industry and I love it,” said Jackie Lerario, field administrator for pile operations, and former assistant office manager for the construction management team.

Russ Wiederspahn, a Manlius native who joined Destiny USA, after relocating from California, where he worked for fourteen years as a journalist, said, “It’s been an amazing, transformative year.” On Russ’ second day of marching through muddy fields, hauling downed trees to a chipper, an A.P. Reale foreman asked him how he liked the work. Russ remembers telling him it was fine, and that he enjoyed it because it was the first step in a process toward a bigger vision.

One year later, the Destiny USA Innovators who stood in the half-frozen field amid tree stumps and roaring machinery, covered in mud and sweat and wood chips, can look back with a sense of pride at the immaculately lined parking lots which the public can now enjoy as a result of their labor. Today Russ works with technology leaders from around the world in order to provide future Destiny USA guests an unforgettable retail and entertainment experience.

“With financial stability and a hope for my goals to come to fruition. I have a career instead of job. A true opportunity,” said James Innocent, a certified welder in the pile operation.

“I can focus on my long term financial goals. I can plan ahead because I have a career,” said Ken Preaster, who has worked as an excavator, garage repair specialist, operations team leader, and concrete specialist.

“Destiny allowed me to provide health care for my children,” said Barry Steward, a certified welder in our pile operation. Previously, Barry was a team leader for the preliminary excavation crew that prepared the parking lots for pile operations.

Destiny USA has 39 Innovators employed at the present time. Eighty-eight percent of our Innovator workforce resides in Onondaga County and sixty percent live in the City of Syracuse. Twenty-eight percent of our Innovators are women, and forty-eight percent are African Americans. The entire team of Destiny USA Innovators have logged over 112, 200 hours on the Project to date.

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DESTINY CULTURE

10 Attributes

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- **Committed to Excellence** – Strives to create “one vision”, “one team” philosophy for the betterment of the whole team.
- **Competitive Spirit** – Motivates or contributes to teams’ aggressive achievement of goals.
- **Fun-Spirited** – Possess a consistent, upbeat attitude about work and life.
- **Innovative** – Continually seeking new and improved ways to work; approaches problems with creative solutions.
- **Self-Developer** – Takes responsibility for personal and professional growth by seeking new opportunities to build skills and grow knowledge.
- **Adaptable** – Quickly and willingly adjusts to changing situations; demonstrates flexibility in thought and action.
- **Patriotic** – Recognizes and respects the benefits and opportunities a democratic government offers its residents.
- **Principled** – Exhibits high integrity, self-respect and esteem.
- **Service Oriented** – Recognizes all interactions as customer interactions.
- **Team Oriented** – Cooperates with others; works for the good of the whole.

5 Core Focus Points

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- **Safety** – To ensure that all employees understand the merits of a “safety always” environment.
- **Collaboration** – Team members working together by building consensus and sharing knowledge for a common goal.
- **Communication** – To effectively impart information and ideas that are clear and concise.
- **Technology** – To incorporate technology into processes to enhance job productivity.
- **Change** – To accept and champion changes that increase efficiency.

Development

Career Development:

Enable our employees to gain training that will enhance their leadership potential.

Self-Development:

Enable our employees to build life skills to enhance their personal growth.