

PROJECT SPOTLIGHT



Florida State University Equipped with a Winning Game Plan

CHALLENGE

Florida State University's (FSU) football team is accustomed to success. A perennial contender for high-level bowl games, if not national championships, they garner all sorts of attention. Up-and-coming athletes want to play for them and broadcast networks know they can be assured of terrific ratings when they show their games. It's a national celebrity.

The ever-changing landscape of college recruiting can be challenging, however. With rosters that are significantly larger than those of professional clubs,

each season a team like FSU can have upwards of 130 players on the squad. What's going to attract those young athletes is not only a program's reputation, but its personnel, its potential and its facilities.

Although outfitted with everything it needed to be successful, FSU's football equipment manager had a vision for a few tweaks that could raise the area to the next level and make it a national competitor when it came to landing the nation's top recruits.

SOLUTION

Thanks to a generous donation from FSU alum Les Akers, Equipment Manager Darin Kerns was able to reach out to Patterson Pope to help make his vision a reality. He worked with Sales Representative Robin Knuppel, whose experience in similar jobs was a real strength.

More than a dozen manufacturers were used in upgrading the room. In addition to Spacesaver and Vendura, notable names include Hamilton Casework Solutions and Rousseau.

"We added a pair of 10' high mechanical assist high-density compact shelving systems in the space, and we created individual player cubbies inside of it," said Knuppel. *"By better using vertical space and being able to provide proper shelf sizing that was better tailored to their needs, we added 35 percent more storage for Darin and his team of managers."*

In addition to the high-density systems were added a pair of hip-high work tables (9' and 6') with shallow drawers, creating an easy workspace on which to do quick repairs to helmets, shoes, pads and other equipment. Working with Vendura, Patterson Pope was able to exactly match the FSU Seminoles logos' (head and spear) Pantone

color. It's a nice touch that both P2 and the client believe were well worth the effort. A high-performance polycarbonate for football storage, catheter racks for belts, along with cabinets, casework and a pegboard for tools were also part of the solution.

Perhaps the most head-turning addition, though, came in the form of an action graphic, designed by Patterson Pope, which adorns the entire length of the high-density systems. The added touch helps create a sense of drama, and is the first thing recruits notice when walking through the space. It is, literally, a graphic representation of the passion and energy that everyone involved in the program feels for the Seminoles.

The space creates a place to hold stuff, sure, but it also holds your attention and captures a competitor's heart.

"My goal was to create a space that had a little bit of a 'wow' factor," said Kerns. *"Recruits are coming through here, and I want them to see – and feel – that this is an exciting place to be. I want them to feel like they can't wait to join us."*

"I can see the effect it's having when I see the looks on recruits' faces. In college, the rosters are so much bigger. We've managed to get everything in here in such a way that it looks great, it's organized, and it's got a little pizzazz, too."

Darin Kerns
Equipment Manager
Florida State University

ACHIEVEMENT

Study these numbers for a moment:

Twenty percent of the recruits in 2018's "ESPN Top 300" class hail from Florida, which boasts 19 more than any other state. That's the most from any single state since 2014, when the highest number from a single state was 55 – also Florida. Recruiting the best – from Florida and elsewhere – is always the goal.

"I can see the effect it's having when I see the looks on recruits' faces," said Kerns, who also worked 17 seasons in the NFL. He's seen successful designs, and he knows what works. *"In college, the rosters are so much bigger. We've managed to get everything in here in such a way*

that it looks great, it's organized, and it's got a little pizzazz, too."

Big-name players like Jameis Winston, LeRoy Butler and NFL Hall of Famer Fred Biletnikoff chose FSU because of its tradition and its approach to leadership. The great players of tomorrow will come – and they'll have a great new space to look forward to enjoying.

"Patterson Pope was great to work with," added Kerns. *"We're going to be reaping the fruits of their efforts for many seasons to come."*

