

Carbon Neutral Concrete Starts with Collaboration: Education, Innovation & Building a More Resilient Future with Kerry Sutton | Transcript

00:02

Speaker 1

Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week Charlie welcomes a green building professional from around the globe to share their war stories, career advice and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee and get ready to find out why. Green building. Green Building Matters. Hey everybody. Welcome to the next episode of the Green Building Matters podcast. I've got the easy job. Once a week I get to meet someone really cool in this sustainability movement. Today I've got Kerry with us from the Detroit area.

00:45

Speaker 1

We're going to talk about a lot of things, but of course some carbon neutral concrete. So Carrie, thanks for joining today. How you doing?

00:52

Speaker 2

I'm doing great. Thanks for this opportunity, Charlie. Yeah, it's looking forward to it.

00:57

Speaker 1

Well, I know we got connected through some mutual friends here in the industry and know I can't wait to learn more about your position there and your center for excellence. But you know, you gotta kind of take us back. I like my listeners to know that origin story. So where did you grow up and go to school?

01:13

Speaker 2

Yeah, so I grew up in Michigan in kind of relatively small town, Big Rapids, Michigan. It's central part of the lower peninsula for those of you who know Michigan. And yeah, I small town stayed within Michigan to my undergrad graduate degree in environmental engineering from Michigan Tech University.

So if anybody of any of you know Michigan Tech University, it's up in the upper peninsula of Michigan in the way remote area. But it's an excellent school, very well known for their engineering. I enjoyed being up there for the four years I was there and then as most people do that go to Michigan Tech, they go somewhere else far away after that.

01:52

Speaker 2

So and then I was able to work out east in Boston for a few years and then did a master's degree back in Michigan at Wayne State University, which is in the Detroit area, which is where I live now.

02:05

Speaker 1

Fantastic. So great schools in Boston and back. Yeah, engineering. So I know you've got a PE half year name, you've got leed, ap, we'll get into that. But did you always know you wanted to be an engineer?

02:19

Speaker 2

That's a good question. So I didn't always know, but I did have a little bit of an idea. It was probably in middle school, I would say maybe eighth grade and a science class that I had. We had a. Had a really great teacher and he brought in a bunch of information on what is an engineer, what does an engineer do? And I remember reading through the materials one day and I'm like, man, this sounds like a lot of fun. I think I want to do this. I didn't know what kind of engineer I wanted to be, but I knew I kind of liked that area, so. And then I had an older brother who actually went into engineering, about five years older than me, so he kind of blazed the trail. He also went to Michigan Tech University.

03:02

Speaker 2

That's why I ended up there because I really liked it and had visited a couple times. But yeah, so it kind of in middle school age and then in high school I figured out like what I needed to do to get there. So.

03:13

Speaker 1

Yeah, and then the big brother too was just a little interview there that helped.

03:18

Speaker 2

Yeah, exactly.

03:19

Speaker 1

Environmental engineering at the time you were getting out of college, going into the field, what did that include then, Carrie versus maybe what it might include today?

03:29

Speaker 2

Yeah, so I am a seasoned engineer. I'll say that. I've been around for a little bit. And really when I pursue the environmental engineering field, Environmental engineering was pretty much a. It's a subset of civil engineering at most universities. So you kind of went into the civil engineering program and then you specialized in some environmental. You know, you took some special classes. But at Michigan Tech it was its own program and pretty new and robust. So it was definitely a draw. But it was also being in a relatively new field back then. A few years back, there were a lot of companies in that were still trying to figure out what environmental engineers were going to do for them and what we could be used for.

04:17

Speaker 2

But I think pretty much as things moved forward with the whole direction of environmental management within companies, a lot of the regulations that were going on as far as in the air and water and solid waste area, I think the environmental engineering field became pretty evident as to how these engineers could be utilized within these companies. So.

04:41

Speaker 1

Well, and you kind of answer my question about when do you really get more sustainability minded? And it sounds like those mandates. You're right though. Let's zoom out and just talk about the environment. It's one thing to talk about a building, but let's talk about these other things and pollutants. So. Yeah. Anything else with sustainability? When did it really start ramping in your career?

05:01

Speaker 2

Yeah, so I would say in the last probably 15 years. One of the areas I worked in prior to coming to new and ACI was in the concrete and construction industry. And we began seeing requests and information from. From project people as well as owners on environmental product declarations. So people were starting

to look at. This is when it was kind of first being introduced. You had a few companies and consulting firms that were really trying to get a hold on what this was and utilize it in their project goals and management. So that was really when I'm like, and this makes sense, I really thought this makes sense. We should be doing this. We should be understanding more about the materials that are going into construction and using this information to. To build better structures and projects.

05:55

Speaker 1

So yeah, got it. Okay, now. Well, and yeah, looking at your. Your resume, I mean, wholesome. Largest concrete overall cement provider in the world. Right. So just. Yeah, so why don't you connect the dots on how'd you go on concrete? And then we'll get to present day in a minute. But what makes it for you.

06:15

Speaker 2

Yeah, so early in my career I worked in consulting. So in that realm, as an engineer, you get thrown into a lot of different projects. And one of the things I really enjoyed most was working with the industry clients we had. When I was working in Boston with the big firm I worked with, we dealt with clients in the wastewater industry, the energy industry, nuclear industry. And I really just enjoyed working with the industry folks and helping them come up with solutions for their industry. So after being in consulting about four years, I kind of put some feelers out and actually wanted to head back to the Midwest to be a little bit closer to my family and had this opportunity came up to be an environmental engineer with one of the largest cement manufacturing companies in the world.

07:06

Speaker 2

They were hiring, they wanted a staff environmental engineer at their corporate office in Michigan. And I was like, wow, this looks like a good opportunity. And it's an industry I really didn't know a lot about at the time. And so I began my career with Wholesome then. And they were just really trying to get their arms around the environmental issues and things that they were dealing with in their industry. And I really went down the path with the concrete and cement industry. And it's just, I've stayed there. I've really enjoyed it. There's a lot of opportunity, there's a lot of innovation, and it's global. Right. It's everywhere. So it just, it brought me in.

07:47

Speaker 2

I didn't really expect to go that route with my career working in the cement and concrete industry, but that's where I've landed and that's where I've stayed, and that's where My passion has been.

07:58

Speaker 1

So well and amazing companies and impact and obviously, you know, these are a carbon intense material. So we're going to talk about the good work you're also doing today. But just another look back, you know, I like to ask my guests just about mentors and then in a minute, accomplishments. So have you had any mentors along the way?

08:17

Speaker 2

Yeah, it's a good question. So I think I've been very fortunate in the few companies and organizations that I've worked with throughout my career. I've had really great people that I work with and work for. So wherever I've gone, I've really been able to, in the structure of those companies, they do a great job mentoring and I've been, you know, able to really, that's really helped my career. So I would say many of the bosses that I've had several. And people I've worked within those organization have really mentored me in many different ways. It's hard to pick one. If I said one, the others would probably wonder why they didn't say their name. But I just, I, I'll just say that in a broad sense, I think all the companies, especially in this industry, have been really great at mentorship and offering opportunities. So.

09:10

Speaker 1

Got it. Okay. And one more look back, then we'll talk present day. What are some of your proudest accomplishments so far?

09:17

Speaker 2

Yeah, there's been a few, but I think there are a couple that do stick out. I would say when I was in the cement industry with Wholesome, one of the tasks I was given newly when I came into the company was the company wanted to put in place an environmental auditing program which they looked a way for them to look at all their facilities, production facilities and distribution facilities across North America and get a handle on how they can improve and what they could do better to manage, you know, these facilities. And it was kind of thrown at me because no one in the company had done anything like that yet.

09:55

Speaker 2

And as a pretty young engineer, I, I, it was a great opportunity and it really allowed me to reach out to a lot of different folks in the industry and within that company and bring them together, bring them to the table, come up with solutions, talk about how best to put this program together to really raise the bar within that company. And prior to leaving that company after eight years, I believe I really kind of put some stakes in the ground and that was a pretty good accomplishment and quite a challenge. I think one other would be, I was asked to Come back and sit on industry advisory board at Michigan Tech University as well as I was inducted into their Presidential Council of Alumni.

10:43

Speaker 2

So I think most people who at some point in their career, when they get asked to come back to where they started, you know, their education, it's always an honor. So I've been able, it was quite an honor to be able to come back and serve back at Michigan Tech University.

11:00

Speaker 1

Oh wow, that's a great list of accomplishments. And I can tell you get excited about thinking about all that and full circle.

11:07

Speaker 2

Yeah.

11:07

Speaker 1

Okay, so let's talk about today. Help us understand kind of your overall structure and then really where you spend your time and executive director. So what's keeping you busy today?

11:19

Speaker 2

Yeah, so I've been in the role here with NEW as its executive director. And NEW is a center of excellence for carbon neutral concrete with the American Concrete Institute. So ACI is a very large international organization. This center of excellence has been in place since 2022 and really coming on board just within the last six months or so. So I knew of new before and was always very supportive of what they did within aci. But now I'm kind of full circle coming back into this part of ACI which is really focused on, you know, carbon neutrality materials, sustainability as well as resilience in the built environment.

And it is kind of a full circle with my career to come back and be able to lead this part of the organization now.

12:13

Speaker 2

So some of the things we do at NEW here is really where we have members, some great members, international Focus, as well as here in the United States, who are really focused on bringing in some of these new and emerging materials, low carbon materials as well as technologies. And our job at NEW is to support them, to bring education and materials that help support these members as well as tie in with what ACI's mission and vision is too, which is also sustainability directed.

12:49

Speaker 1

It's exciting. So in a minute I want to talk about the actual materials you're seeing that are making a difference. But you've got a lead credential. Do you find yourself advising into mega projects, little projects, you know, who needs to know about all the work you're doing, I guess.

13:10

Speaker 2

Yeah. So like, you know, in the education realm, there's a lot of different folks who need to be educated on different things. So as far as from news perspective, we really focus and have been focusing on, we have a guide in a series of certificate programs on education, really bringing to a lot of different stakeholders. We want to make sure that a lot of different folks are addressed as far as, you know, students, professors that are bringing education within their universities about low carbon materials. Other stakeholders are, you know, engineers, architects, building code folks that are actually implementing standards. We want to hit everybody and anybody who. Who needs to be educated. So we're kind of coming in at an entry level of education with some of these certificates that we've just been putting out.

14:08

Speaker 2

And then we'll start to focus in, hopefully in some future education materials on a little bit more advanced.

14:16

Speaker 1

Okay. And you and I, right before we started kind of with education. So I just want to share this with our podcast listeners. It might help you if you're a

solopreneur and you're a subject matter expert or if you're a huge industry, you know, trade organization is when I oversaw gbes.com our, you know, green building education company, 101 level education is what is it? 201 Level is why should I care? 301 Is how do It? And 401 is how do I master it? So, yeah, I think you're right. We need all of it. Sometimes there's a lot of just, well, it's this thing and Mike can help you. And then there's the, well, how do I actually do it? And human nature, right? We like instructions, guidance, and make it easy for me.

15:00

Speaker 1

Hey, tell me how I actually could use this and do it. Okay. So in construction, there's a lot of options. You know, you've got a path towards carbon neutral concrete. So what does the layperson need to know about carbon neutral concrete?

15:16

Speaker 2

Yeah, so that's a good question, because I think there's sometimes a little bit of a mystery to it. And really what, you know, what we're trying to do, and I think what most people just need to be educated on initially is the idea of, you know, what goes into our buildings and how we construct things. You know, is there a way that we can look at the materials and the construction and the design which can lower the embodied carbon of that, you know, of that project? And really. And that comes all into full circle with, you know, the global warming potential and how we're trying to reduce that? And there's many organizations within our industry, in the concrete and cement industry, that are focused on doing that. But really, you know, the end benefit then is, you know, lowering global warming potential.

16:05

Speaker 2

And, you know, at new, our direction is looking at those specific materials. You know, what can go into concrete to help reduce that? The embodying carbon. And our members are many folks who are maybe have products that have been in the market. We have a lot of people that we work with who are bringing emerging products into the market. And we want to make sure that people are educated on those products, what the benefits are and some of the barriers and to really understand when it's appropriate to be using them and how we can best implement those type of projects.

16:44

Speaker 1

Got it. Okay, thank you. You know, I see some of the largest cement, like Wholesome and others, and you see Skanska out of Sweden just pushing a lot of this initiative early. You know, help us understand the concrete issue. Would you say, you know, half the industry's bought in or only 10% bought in? I don't know if you were to say, believe it or not, I don't know how much progress has been made here.

17:09

Speaker 2

Yeah. And I guess again, being seasoned and having been in the industry for a few years now, I've seen a huge change. I mean, 15 years ago, again, 20 years ago, you would mention environmental product declarations to most producers or even engineers overseeing projects, and it was. You kind of fell on deaf ears. It was a very small group of folks. Today it's much greater. The industry itself, the engineering community, it's grown a lot. I mean, there's still a lot we need to do because there's a lot of policy things that need to be implemented. But I think those who have embraced in the industry the need for addressing low carbon materials and just bringing some of those new materials into the market has greatly increased. I mean, significantly.

18:06

Speaker 2

It's just now getting those specific products utilized, brought to the market, accepted, specified, and having standards that support them. And then as well as probably the biggest, another challenge we're having is just understanding the performance of these materials. That's really where we really need to do a lot more so that people have that they know that expectation and know the performance of these materials.

18:34

Speaker 1

That makes sense.

18:35

Speaker 2

Yeah.

18:36

Speaker 1

Well, and that goes back to the education or.

18:38

Speaker 2
Yeah.

18:38
Speaker 1
Share.

18:39
Speaker 2
Absolutely.

18:40
Speaker 1
Share data.

18:41
Speaker 2
Absolutely.

18:43
Speaker 1
Trade secret here. Competitive advantage. It's a rising tide, lifts all boats. Right. So. Yep, let's go for it. Okay. Anything else with just kind of today, because next I want to talk about the future of the green building movement.

18:55
Speaker 2
Yeah. And I think about today too, one of the things coming from news perspective and our membership and a lot of different organizations have a focus and they're all trying to achieve different goals. But I think communication and collaboration among the different stakeholders is really key. You have industry stakeholders and then you have others out there. Obviously trying to move forward with policies and things like that. I think the more we can communicate, the more we can work together, the better it will be and the more we can actually be successful. Early on, I think there was a lot of people were kind of working in their own areas. They had their own agendas and their own objectives.

19:39
Speaker 2
But I've seen in the, in my role here at New, and a lot of the people I get to work with, the more stakeholders we can bring to the table, the more successful we're going to be.

19:49

Speaker 1

So I know you're making progress to our listeners. We'll put a link to New and these initiatives in the podcast Show Notes. All right, real talk. You just delivered a LEED certified building Saved energy, Reduced carbon, optimized daylighting, and then you slap a tiny generic plaque on the wall like it's a participation trophy. Come on. With buildingplaques.com, you can actually show off the brains behind the building. Your scorecard, your strategies, your team, the stuff that made the project great. Architects, engineers, contractors. This is your mic drop moment in plaque form. They're fully customizable. Look sharp enough for your lobby and take like a few minutes to design. If you did the hard work, don't hide it behind a boring plaque. Go to buildingplaques.com and build a plaque that actually earns lead and inspires twice.

20:48

Speaker 1

All right, Kerry, let's move over and learn a little bit more about what you think about the future of this, what I call green building movement. Somewhat even now say, well, no, we need to call it decarbonization or we need to call it resiliency. You know, I think a lot of it has overlap, but what's next?

21:02

Speaker 2

Yeah, there is, there is a lot of overlap. I, I, I do think that, and as I mentioned early on, New, our mission and vision is, you know, lowering embodied carbon. But we also recently updated and our mission and vision to focus a little bit more on the resiliency aspect because sustainability really is green as well as being resilient. Right. We want to make sure we look at both things. We can have lower embodied carbon of our built environment, but we also need to have resilient structures. And that's a sustainable solution, right? That's a sustainable solution. So I think more and more now and in the future, we're going to see more of that coming together.

21:49

Speaker 2

Not only do we need to focus on lowering embodied carbon and materials as well as operational embodied carbon in our built environment, but looking at resilience of our structures, our buildings, our built environment. I think that's where we need to really look and be heading.

22:07

Speaker 1

Okay, got it. Yeah. And I know you're close to obviously these concrete materials. Anything else out there. Seeing it's like, whoa, this is exciting. I think this is going to be a part of the next chapter of green buildings.

22:19

Speaker 2

Yeah. I was just listening to a webinar from Europe in a company that actually takes recycled concrete. And I know there's others within the US Too that are looking at this to take recycled concrete and break it back down into the core. The basic of what concrete is binder and aggregate. And so it's this whole, you know, whole bringing back, you know, from a building material product, from a virgin material back to a recycled product. And you know, the ability to use those binders again is just fascinating to me. That's like, that's awesome. I mean, I really would like to, you know, do more work with those type of organizations to talk about those type of products and technologies. I think that's just a super smart way, you know, to re.

23:13

Speaker 2

To utilize a product that's, you know, widely used and be able to go back and reuse those materials again.

23:21

Speaker 1

Got it. That's exciting. Okay, so that's what's next in the industry. Now let's get to know you a little bit more. Some rapid fire questions here.

23:30

Speaker 2

Sure.

23:31

Speaker 1

What would you say is your specialty or gift?

23:34

Speaker 2

My gift. So I think probably is. Is bringing folks to the table. I think I've learned early on probably in my career because I don't know a lot. I only know so much. Right. Is reaching out to the people who know a lot more than me and bringing them to the discussion. I think that's always been something that I've learned I needed to do pretty quickly and to be successful is to bring those stakeholders to the table, listen, and then move forward with a solution. I think those, you know,

people who can do that generally can get things done easier and you know, have a little bit better insight onto, into that. So, yeah, probably just bringing folks to the table and having that kind of open mind.

24:29

Speaker 1

Yeah. So follow up there. So let's say you bring in some people to the table. It could be virtual, could be in person. Any advice on how you really get them to actually speak up and engage? You know, some may want to hear everybody else and then they might or they might not. So how do you call upon people and make sure they will feel heard?

24:48

Speaker 2

Well, I think everybody has an idea A passion, something they want to bring to a discussion or bring to a solution. And I just think offering a platform for them to speak about it. And that's kind of what NEW does offer. A platform for people to bring their information, their data, their passion, and then just, you know, bring that to the group in the discussion. And I think that's something that, you know, I think I hopefully I want to do as well as New we want to do with our membership is allow for different perspectives and different voices to come to the table.

25:26

Speaker 1

I love that. Okay, thank you. Do you have any good habits or routines, rituals that help you stay on point?

25:32

Speaker 2

Stay on point? I. Well, productive. You know, one of the things I, you know, I learned early on and this, you know, nobody likes to be. Have too many meetings. Right. So I really try to. I really try to balance and be sensitive to people's time because time is precious. Right. But I do like to bring, at least with the folks I work within new and ACI is a regular touch point, even if it's 15 minutes, a half hour, once a week, every couple weeks, to bring people together. I think Covid kind of did that with a lot of folks. The ease that we can now meet and quickly have some discussions.

26:16

Speaker 2

And I think that was something that I learned pretty early on as well, is having an opportunity for people to just touch base, talk about what you're doing, what

some of your challenges are, and then we can try to address it quickly and move forward. Yeah.

26:33

Speaker 1

Thank you for sharing that. Okay, so I'm a fan of a bucket list. Not everybody has a written bucket list. Some do, but bucket list, it could be travel, adventure, write a book. I don't know. What are a couple things maybe on your bucket list?

26:47

Speaker 2

Yeah, bucket list. These are good ones, I would probably say. Well, something that just came to. That came up recently, and I thought, dang, I really want to. I need to do this is. I don't know if you watch the Tour de France, but my family were very. I like to bike, but I'm not, you know, that intense. But I love the fact. The intensity of the Tour de France and just the incredible athletes that those. That those folks are. So one of the things that the Tour de France does is it. It highlights a lot of the areas of Europe that the. That they're actually doing their different stages in. And what came up the other day on the TV is they were in Spain, I believe, and the Sagrada Familia, it's a basilica in Barcelona, and that is just A fascinating structure.

27:36

Speaker 2

It's a Gaudi design structure that took, I don't know what was 100 years to build. It was a long time, whatever it was. And I really want to see it. I just. I want to go there and see that and just. And I have family members who have gone and seen it, and they're like, you could spend a day, like two days just marveling at the structure and the design and just the beauty of it. So that's on my bucket list. I want to get there and see that. Another one that has been on my bucket list probably for the longest is I want to do Route 66. I want to drive it. I want to get in a vehicle because I'm from Michigan and I'm from Detroit area, and we're all about driving, right?

28:17

Speaker 2

So I want to get in a vehicle and I want to experience Route 66 and a lot of the. A lot of the, you know, the parts of America that, you know, most people don't get to see. I do a lot of traveling. I get to visit a lot of cities, but I want to just experience and take a long time and do it several weeks and just drive and have chats with people and visit some really interesting structures. You know, as a. As an engineer, I look at structures as I travel to places, roads and bridges and building. So do that as well as meet some nice people.

28:53

Speaker 1

What a great bucket list. All right. Out of you. I can picture it now on Route 6. The pictures, the picture convertible. Oh, of course. And then listening to some eagles or something.

29:04

Speaker 2

Yeah, absolutely. Oh, yeah.

29:07

Speaker 1

Oh, that's great. I love that. I also asked my podcast guest, Gary, is there a book you'd recommend to our listeners? It doesn't have to be about buildings. If not a book, a documentary or a podcast. Just a. Hey, you might like this.

29:20

Speaker 2

Yeah. So recently, I'm a big PBS Masterpiece fan. So recently I came across a new series on PBS on the Count of Monte Cristo, and it's really well done. So I encourage people to go to PBS and they have it on their local station. Watch it. It's like six segments. But it reminded me. I read the book the county of Monte Cristo Probably 20 plus years ago. I mean, a lot of people read it in college or high school as part of a English class. But I'm going to go back and read that book again. It just has a lot of, you know, I remembered how good it was and how much it impressed me back then, but now that I saw this series again, I'm like, I'm going to go back and read that book. It's been a while.

30:06

Speaker 2

Just so many life lessons. So many, you know, on just resiliency and persistence and relationships and getting, you know, just a lot of good life lessons. So try that. I'll recommend that to folks just to. If you haven't read it or didn't read it. I mean, it's been around obviously 100 plus years now, but you don't know.

30:26

Speaker 1

This, but my favorite movie ever is the Count of Monte Cristo.

30:30

Speaker 2

Which one? Yeah, there's some different versions of it.

30:33

Speaker 1

The more modern one from 15 years ago, 20 years ago. And so yeah, Alexandre Dumas, who also wrote some related books. But we'll go off the Count of Monte Cristo. So I just saw that pop up. Maybe it was on Amazon prime, but you're right, it's a pbs. So I am now going to watch that series.

30:51

Speaker 2

Very well done.

30:52

Speaker 1

Telling me I gotta get into it. That's amazing.

30:54

Speaker 2

That's good.

30:55

Speaker 1

Cool. All right, well, just kind of two more things here as we wind down. You know, as you look back on your career so far, is there anything either you wish you'd have learned earlier or just some career advice you wish someone would have told you earlier?

31:08

Speaker 2

Yeah, so advice. I, I think early on, you know, a lot of, I mean, I guess having worked and mentored with some young engineers is, I think a lot of times they come out of school with a perception that they need to stay in one area. Like you specialized or you really did well in this area when you were, you know, went to school or you got your degree. But there's a lot of things you can do with a degree. Right. And it's not always just in a, in one specialty area. So early on, I think I realized once you get down basic knowledge and education, you can really, it, you can, it's wide open. It's kind of where your passion go. It is.

31:54

Speaker 2

So, you know, don't put yourself in like a box, you know, be open and ready for different opportunities that might come to you. And don't be afraid to jump and do something maybe you're not super familiar with. You can learn it right Once

if you get around people, you know that, you know, like I said, I, I don't know everything, but I tend to like to know the people that know it best and get to know them. So I know other experts. So that's probably one of the biggest things is, you know, don't limit Yourself, you know, be. Keep your eyes open and your ears open for opportunities. You never know where you're gonna. You. It'll take you.

32:30

Speaker 2

It'll take you maybe into the concrete or cement world, which I never envisioned, I would have gone into, but have just completely found it as a fascinating and really great career.

32:42

Speaker 1

Oh, what great advice there. I love that. Okay, last question. Let's say someone listening is really getting excited about your journey, your story. They're just now jumping into what I call the green building movement, but maybe they're getting excited about materials. Maybe they are a civil or environmental engineer. Any words of encouragement to someone that's just jumping in?

33:02

Speaker 2

Yeah, so this whole area of, you know, embodied carbon and materials and just design, it's really fascinating. And I think a lot of folks coming into the industry, there's a lot of opportunities right now for them and to bring that expertise to their, you know, wherever their companies or the folks that they're working for. I would say just, you know, again, there's a lot of different stakeholders in this area and this arena and just really be open to listening to a lot of different folks, from the design community to the architectural community, to the industry community, to the material suppliers. You know, really try to connect as best you can with all of them as well as the folks, you know, on the, you know, the environmental groups that are trying to move things forward with the policies and things like that.

33:53

Speaker 2

Get to know them, get to understand where they're coming from, what their goals are, to really, you know, help. Help put a perspective in your mind to see where you can help best, you know, find your passion. But yeah, so that would be it. Kind of keep an open mind and talk with a lot of different groups.

34:11

Speaker 1

Okay, well, everybody listening, please check out new. Make sure you connect with Carrie on LinkedIn. And I just want to say thank you. I learned a lot today. I can tell you just love this position you're in and educating, making change. And some of it'll be hard to measure this whole butterfly effect of, you know, the 101, 201, 301, 401 education. But just I can tell you love it. So thanks for being on the podcast today. This was fun.

34:39

Speaker 2

Yeah, thanks, Charlie. Really appreciate it.

34:42

Speaker 1

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