



Russell  
Rowland



Jackie Rowland  
President/CEO

**JAX CHAMBER**  
Small Business  
Leader of the Year

# Part I: Application



1. Name: Jackie Rowland, President/CEO
2. Company: Russell Rowland, Inc.
3. Business Phone: 904-503-3283  
Email: [jrowland@russrow.com](mailto:jrowland@russrow.com)
4. Business Address:  
13241 Bartram Park Blvd #601,  
Jacksonville, FL 32258
5. Member of JAX Chamber: Yes
6. Business is a Corporation
7. Year established: 2018
8. Percentage of business owned: 51%
9. Industry Type: Other- Engineering/Construction
10. Brief Description of Services:  
Structural engineering design services including  
new construction, renovations, and repairs for  
residential and commercial structures.
11. Number of Offices: 1- Jacksonville
12. Is company headquartered in Jacksonville: Yes
13. Gross Annual Revenue: \$1-5 Million
14. Number of Employees: 1-25

*I have reviewed this application and confirm that all  
information given is correct:*

*Joqueline E. Rowland*

## 15. List Associations & Positions Held:

- JAX Chamber - Member
- Northeast Florida Builders Association (NEFBA)
  - Board of Directors
- Professional Women in Building (PWB)
  - Past Chair of the Board, current Board Member
- Young Professionals Group (YPG)
  - Current Chair of the Board
- Emerging Leaders Program (ELP)
  - Inaugural Member - Board of Directors
- St John's Builders Council (SJBC)
  - Board of Directors
- Building Officials Association of Florida (BOAF)
  - First Coast Chapter -Member
- Creekside High School - Academy of Engineering &  
Environmental Science
  - Advisory Board Member

## 16. Honors/Awards Received:

- Jacksonville Business Journal - Fast 50- #23 (2022)
- Builder's Care - Volunteer of the Year (2022)
- St. Johns County Building Council -  
Rookie Board Member of the Year (2022)
- JAX Chamber - Hightower Emerging Leaders Fellow  
(2021)
- NEFBA Associate of the Year - Finalist (2021)
- Jacksonville Business Journal - Women Owned  
Businesses by Revenue 2019-2021 (#41, #38, #27  
respectively)
- Jacksonville Business Journal - Largest Engineering  
Firms 2019-2021 (#50, #42, #38 respectively)
- NEFBA Professional Women in Building - One to Watch  
2020
- Jacksonville Jaycees Outstanding Young Professional -  
Entrepreneurial Achievement Award (2020)



# Part II: History & Philosophy



After the destruction of Hurricane Andrew in 1992, the Florida Building Codes were completely overhauled and now require a structural engineer to design and sign off on any structure “bigger than a doghouse.” Since then, structural engineers are now required as the design professional for most construction projects within Florida and are used in other states to value engineer and reduce costs of the project.

In their career, Engineers tend to take one of two paths: Design Engineer or Management. Very quickly in my career, I decided to go the management route and after being an Engineering Manager in the industry for eight years at two different firms, I decided it was time to go out on my own.

My husband and our now-CFO, Parker Rowland, used the knowledge gained from his MBA degree to work with me on a business plan for the better part of a year. As Engineers, we are very data driven in our decision making and wanted to be sure it made sense to start our own firm.

Engineering is a very subjective profession in that sometimes there is more in the gray area than black and white. Hence, no Engineer should “fly solo” as peer review and bouncing concepts off one another is such a big part of our daily life. Once the business plan was complete, I reached out to Adam Russell to see if he would want to partner with me to start our own firm. From that moment, we never looked back and spent months working at night to put together all of the design calculation tools and engineering plan templates that we would need to operate efficiently. After officially opening the doors in September 2018 with just our two Founders, we worked hard to build clientele based on a combination of our personal reputations in the industry, networking to make people aware of our business, and cold calling builders and contractors to see if they needed any assistance with their engineering.

Our business philosophy is to be a true partner to our clients. As the structural engineer, we dictate how their project must be built. There are multiple code-compliant ways to build anything, so we work with each of our clients to value engineer each job by determining the most cost-effective solution as well as the most logical for the field. We build a relationship with each client to ensure that we have their best interest in mind and often go past the engineering scope to help them with process improvement and coordinating with other subcontractors involved in the design process.



## Mission Statement

Partnering with clients to shape the future of our community, we serve the Construction Industry by providing innovative, safe, and practical designs.



# Part II: Management



Engineering is a professional service, we do not have a product to sell. Our “product” is our people and our knowledge. This makes our employees the most valuable asset to the company so everything I do on a day-to-day basis is to improve our employees and thus improve our service to clients.

I make a conscious effort to embody the concept of servant leadership in that I am always on board to “roll up my sleeves” and help my employees with anything that they need. It is my job to serve them, not the other way around. We have a very collaborative environment in which we are always open to ideas and willing to implement change if it makes sense for the team as a whole as this matches our core value of continuous improvement. I also remind my employees that they need to take ownership of both their projects and every interaction with clients as they are building not only Russell Rowland’s reputation but also their own personal reputation. Their initials go on every plan set that goes to permit and becomes public record so they should take pride in their work.

To ensure the company stays on course, our Board of Directors meet quarterly to do a deep dive into the budget, address any current pain points, and focus on our goals both short term and long term. Adam Russell oversees the technical side of the company as VP of Engineering while Parker Rowland oversees the administrative side as our CFO. Since I have experience both as a Professional Engineer and in management, I bridge the gap between the two of them to ensure continuity across all departments and how best to implement each of our goals. We also have bi-annual corporate meetings with the entire team in which we share the long term goals to allow for top-down transparency and input from the team.

**EXCELLENCE**

**CONTINUOUS  
IMPROVEMENT**

**CORE  
VALUES**

**ROLLING UP  
OUR  
SLEEVES**

**OWNERSHIP**

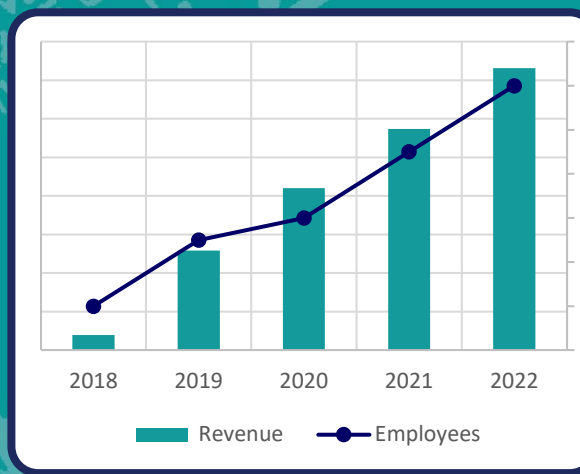
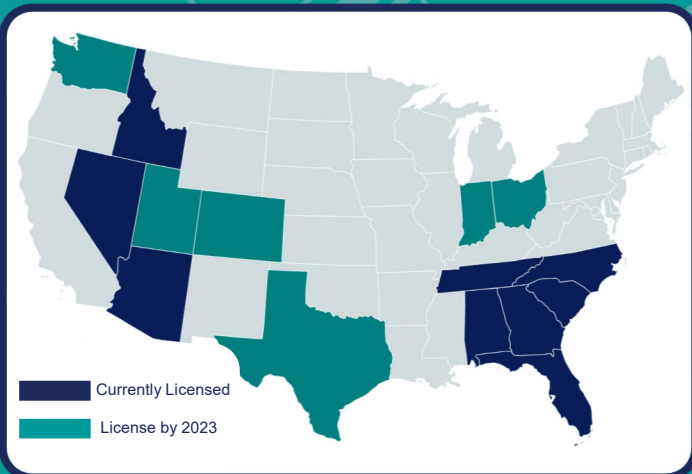


# Part II: Growth

Since the inception of Russell Rowland, we have been focused on continuous sustainable growth. We embrace this growth because it directly relates to our core value of continuous improvement. I ensure that every aspect of the company gets better day over day and year-over-year. To counterbalance continuous improvement, we have a core value of excellence which ensures that every deliverable is our best, each and every time. Maintaining excellence on each project ensures we are putting our best foot forward in everything we do which allows us to gain new clients and retain our existing ones.

Because of this methodical, incremental approach, we have seen tremendous results in terms of growth in the first four and a half years of business. Through my industry involvement, my role has shifted into doing much of the business development and bringing in new clients to grow our project volume. We have grown from just the two Founders to twelve full-time team members that includes Engineers, Designers, Administrative and Finance staff. I also strive to have multiple part-time interns each year to ensure we are investing in the next generation.

The growth in employees is directly correlated with our revenue growth which grew at an astonishing rate of 49.36% year-over-year and put us at #23 on the 2022 Jacksonville Business Journal Fast 50 list which compiles companies with fastest growing revenue. As our client base broadens, so does our expertise and skill set. This allows us to take on new challenges such as expanding to different market segments and even work in other states as our clients continue to expand their geographic footprint. We are currently licensed to operate in nine states and by the end of next year, we will be operating in fifteen states. We are also in the process of marketing and developing a new division of Russell Rowland, Inc. in Tampa with a current employee that has relocated to that area.



# Part II: Leadership & Community Contributions



Investing in the community is a vital part of the culture at Russell Rowland. As a member of the Construction Industry, I have the ability to shape the structures of Northeast Florida and provide neighbors with the basic right of shelter. Additionally, as an Engineer, a paramount priority is continuous improvement and professional development. With both of those thoughts in mind, I believe it is extremely important to not only volunteer in the community but to be involved in both industry associations and community organizations to help shape the future of Jacksonville. To best share my talents and experience, I have focused my involvement in organizations that are either construction industry related, woman specific, or STEM focused because these areas are where my passions lie.

## Industry Involvement:

- JAX Chamber – Member
- JAX Chamber- Hightower Fellowship Class V
- JAX Chamber- NextUP JAX
- Northeast Florida Builders Association (NEFBA)
  - Board of Directors
- Professional Women in Building (PWB)
  - Past Chair of the Board, current Board Member
- Young Professionals Group (YPG)
  - Current Chair of the Board
- Emerging Leaders Program (ELP)
  - Inaugural Member- Board of Directors
- St John's Builders Council (SJBC)
  - Board of Directors
- Building Officials Association of Florida (BOAF)- First Coast Chapter
  - Member
- Creekside High School- Academy of Engineering
  - Advisory Board Member

## Community/Volunteer Involvement:

- Girl's Inc- Volunteer for STEM projects
- Boys & Girls Club- Volunteer for STEM projects
- Builder's Care- Caring Member Sponsor and Volunteer for Ramp Builds
- St John's Housing Partnership- Volunteer for Ramp Builds
- ESHC of St John's- Volunteer and Fundraising Advocate
- Mandarin Food Bank- Host Annual Turkey Drive
- ACE Mentorship- Guest speaker and sponsor of scholarship for graduating high school senior pursuing Engineering degree in college





# Part III: Biography

I was born in Jacksonville, FL to a Navy family. As the youngest of four girls, I quickly figured out that I needed to make my own path. At the age of two, I was diagnosed with a Wilms tumor, a type of childhood kidney cancer, and subsequently had my left kidney removed along with chemotherapy and radiation treatments. Growing up with only one kidney affected my ability to play contact sports and participate in school gym class so I needed to find another form of extracurricular activities.

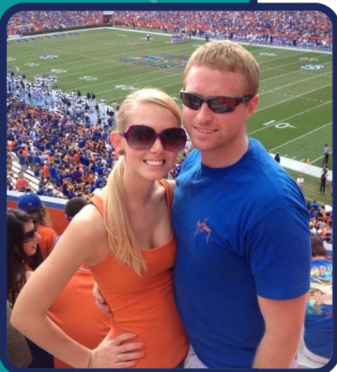
Once I made it to remission at the age of seven, I started riding horses and began my lifelong career as an Equestrian. I quickly disregarded my doctor's orders in terms of limitations to my riding and have since competed at a National and World level in multiple disciplines. Equestrian sports are very expensive, and my family could not fully fund my sport. Luckily, my trainer saw my natural talent and offered ways for me to help support my passion. As such, I started my first part-time job at the age of eleven becoming a farmhand and caretaker of over 40 horses including daily care such as feeding, mucking stalls, and turnout. I continued working at Windemere Equestrian Center through high school along with another part-time retail job to help pay for my competitions. In between working and school, I could always be found at the barn training to become a better Equestrian.

My dad worked for the Navy and various aerospace companies as a mechanic which caused us to move around a lot growing up. By the time I was in 8th grade, I had lived in five states and gone to thirteen different schools before settling back in my hometown of Jacksonville. The challenge of constant change has taught me to embrace the change and push myself and now my company towards constant improvement. In eighth grade, I was lucky to receive a scholarship to St. Johns Country Day School, a local college preparatory school which I attended through high school. Upon graduation, I attended the University of Florida where I obtained both a Master's and a Bachelor's degree in Civil Engineering with a specialization in Structures.

My first position after college was with a local Structural Engineering firm specializing in residential structures as a Design Engineer. Within two years, I was promoted to my first management position and after earning my Professional Engineer (PE) license in 2015, I lead a team of over 25 designers, engineers, and architects encompassing all aspects of residential design. I received an offer in 2017 from a local commercial engineering firm to become their first Structural Division Manager. After seeing the inner-workings of multiple firms, I decided that my true calling was to start my own engineering firm. After nearly a year of crunching numbers, putting together a business plan, getting an investor, and preparing our in-house design tools along with my business partner, Adam Russell, and now-CFO, Parker Rowland, Russell Rowland, Inc. was founded in September 2018.

Starting my own firm was the scariest thing I've ever done since I had to quit my job and pour my life savings into it before we could even mention or advertise the company to potential clients in order to avoid conflict of interest. Simultaneously, I have never been happier in my career. It is so rewarding to be able to use the company to serve our Clients, help our Employees grow both personally and professionally, and use our talents to give back to the Community.

Outside of work and riding horses, I am a die-hard Florida Gators fan and enjoy tailgating and attending football games with my husband, Parker. As a current family of four including our two dogs, Sydney and Bailey, we are also expecting our first child at the end of the year.



# Part III: Statement of Merit



It is such an honor to be chosen to represent NextUp JAX as the 2023 Small Business Leader of the Year. I am passionate about encouraging young professionals to be actively involved in both their industry and the community. It's important to encourage young professionals that they can achieve anything they set their mind to. Even with less than five years in business, I have driven Russell Rowland, Inc. to constantly improve and be better than we were yesterday. The things I am most proud of is that our company and our employees not only serve our clients but are dedicated to serving the community and bringing up the next generation of our industry.

The best piece of advice I was given early in my career is that "your reputation is everything." We've taught our employees that every interaction whether in-person, at a networking event, through an email, or a phone call will either enhance or diminish your reputation. Small business owners should know that building their reputation is interconnected with building their business. You do not always need to be actively selling, each interaction will leave an impression on business associates and potential clients so when they need your services, you will be the first name that comes to mind.

If chosen as the overall Small Business Leader of the Year, my goal would be to represent all small business owners and to show aspiring business leaders that passion, dedication, and hard work will allow you to achieve your goals. It's not easy owning a company, it's a 24/7 job but at the end of the day, you are in control of your own destiny and can make it whatever you dream. I have a passion for mentoring and sharing my experiences to help others achieve their goals and believe that the SBLY would be a great platform to be able to help others.

*"Success means we go to sleep at night knowing that our talents and abilities were used in a way that served others"*  
-Marianne Williamson





# Part III: Letters of Recommendation (Clients)



**John Crawford | Vice President |  
American Homes 4 Rent | Client**

It is with great pleasure that I write to you in recommendation of Jackie Rowland for the Jax Chamber- Small Business Leader of the Year award. My name is John Crawford, and I am a Vice President at American Homes 4 Rent. I have been working in the home building industry 20+ years. I have worked with Jackie as her client for the past three years and during that time she has shown a remarkable talent to deliver what she has promised. I have been impressed with Jackie's ability to manage the constant adjustments of timelines and priorities, without sacrificing any quality. Jackie has demonstrated the willingness to go above and beyond for her clients. One particular moment that stands out to me was when Jackie offered to create lot specific sets for one of my markets. Where she went above and beyond in creating these sets was when she offered to compile the architectural drawings as well, and not just for the engineering. This enabled my company to reach our starts goal for that market. Without her we would not have been able to achieve this. I value Jackie's technical abilities, but what she stands for is so much more. While managing crazy demands from clients like myself, Jackie has found a way to give back to her community by volunteering to organizations that are close to her heart. So it is with great enthusiasm that I can personally recommend Jackie for the Jax Chamber- Small Business Leader of the Year award.



**Scott Brannock | President |  
Tidewater Homes | 2022 NEBA CBRC Chair | Client**

Over the years of using Russell Rowland for our engineering needs, I have had the pleasure of working with Jackie and developing a very strong professional relationship. As our own company has grown, it has been exciting watching everything that Jackie has done and continues to do in her professional career and in building the premier engineering firm. As building a business is a feat in its own, the many ways that Jackie gives back to both the building industry and general community is extremely admirable. Her involvement in the local building association is one to be emulated by others along with her strong leadership. Describing Jackie as a strong leader is simply an understatement as her drive for perfection, selfless actions and mentoring of others is shown in everything that she does. I could not think of a better candidate for Small Business Leader of the Year than Jackie.



**Keith Ward | President | Thomas May Construction |  
2021 NEFBA President | Client**

November 23, 2022

To Whom It May Concern,

I have had the honor of working with Jackie Rowland of Russell Rowland on quite a few projects and continue to work with her and her company. Jackie is very detail oriented and a very talented Structural Engineer.

Being the Immediate Past President of the Northeast Florida Builders Association I have had the pleasure of Jackie serving on my board as Professional Women in Building Chair and now is Young Professional Chair. She also serves on Emerging Leaders steering Committee and St Johns County builders' council. Jackie is very involved in our community. I consider myself very fortunate to work with her in a business capacity and serving our community with her.

Respectfully Yours,

A handwritten signature in blue ink, likely of Keith R. Ward.



**Keith R. Ward  
President**

310 College Drive  
Orange Park, FL 32065

904.272.4808 Office  
904.272.4957 Fax

**Matt Birdwell | President |  
Riverside Homes | Client**



Date: November 23, 2022

RE: **Jackie Rowland  
Russell Rowland**

Attention: Jax Chamber

To whom it may concern,

I have had the pleasure of working with Jackie Rowland and her team at Russell Rowland for the last few years on several custom home projects. During this time Jackie has displayed a seasoned professional approach while collaborating on some very difficult projects. She has tremendous leadership abilities while always maintaining a positive mindset. Anyone who knows Jackie knows how involved she is within the building industry and knows how much she likes to celebrate her team. She volunteers with several building professional organizations and is always giving back to her community. Jackie is a deserving candidate and would represent Jax Chamber well as the Small Business Leader of the Year! Please feel free to contact me if you have any questions. Thank you.

Sincerely,

A handwritten signature in blue ink, likely of Matt Birdwell.

**Matt Birdwell  
President - Custom Home Division  
Riverside Homes  
Mobile: 904.813.3471  
Mbirdwell@myriversidehome.com**

# Part III: Letters of Recommendation (Industry)



I have personally known Ms. Jackie Rowland, Professional Engineer CEO & President of Russell/Rowland Engineering for over ten (10) years. Jackie's overall professional experience is distinguished and her specific knowledge in construction and construction design is vast. Her formal education coupled with her "hands on" experience is a rare combination of talent recognized throughout the communities in which she practices. As Building Official in St. Johns County, I have had the privilege of working with Jackie in the construction industry for many years. Therefore, I can state without reservation that she is of high character and has been very effective throughout several communities melding together our industry through her dedication and service to achieve common goals. Jackie's proven leadership through coaching, counseling and mentoring has always led to the betterment of her colleagues, associates and community at large. Jackie is a professional with a history of problem solving dedicated to her professional duties. Therefore, I would highly recommend Jackie Rowland for the Small Business Leader of the Year Award.

**Howard White | Chief Building Official | St. Johns County Building Department**



Jackie has been a member of NEFBA since 2017. In that time, she has quickly risen the ranks to become a leader at the Association. She served as the Chair of the Professional Women in Building Council in 2021 and is currently Chair of the Young Professional Group. She is also a founding member and Technical Day Co-Chair of the Emerging Leaders Program Steering committee, which oversees the NEFBA Emerging Leaders Program. She has been a finalist for Associate member of the Year both in 2021 and 2022 and in 2022 was named volunteer of the year for NEFBA's Charitable Arm Builders Care. I am in constant amazement of Jackie's drive and her heart. As a leader, Jackie led her Councils to grow their community impact. She expanded PWB's efforts to get young women involved in STEM and formalized the Young Professional Group into a Council with a standing membership. She has spearheaded numerous socials and community services days and has attended more NEFBA events than most of the staff. Thank you for the opportunity to recommend Mrs. Rowland. I can ensure you she will exceed every expectation.

**Jessie Spradley | Executive Officer | NEFBA**



I have had the pleasure of working alongside Jackie for the past 3 years on the steering committee for NEFBA's "Emerging Leaders Program." Jackie's organizational skills and vision planning for the ELP program have been vital to its success and growth. Since ELP's inception, Jackie has willingly given of her time and wisdom in order to develop the careers of the building industry's future leaders.

**Chet Skinner | Owner | Skinner Bros.**

**Realty |**

**NEFBA ELP Chair**

SKINNERBROS.REALTY



I am thrilled to provide a reference for Jackie Rowland, CEO, Russell Rowland. She is not only an incredible servant leader in Jacksonville, she is a role model for women and young girls aspiring to be entrepreneurs. I have admired her ability to effectively lead her organization and grow at a fast rate all while still be presently involved in serving the community across northeast Florida, actively engaged with students through career exploration and internship opportunities and actively involved professional organizations such as Northeast Florida Builders Association (NEFBA), NEFBA Professional Women in Building Council NEFBA, the Jax Chamber and the Jax Chamber Hightower Fellowship Program (Class 5). I couldn't think of a better small business leader more deserving the Small Business Leader of the Year.

**Ashley Pratt | Director of Community Engagement | Mayo Clinic | 2021 Hightower Fellowship Chair**



I've known Jackie for several years and throughout that time she has excelled in her efforts as a business owner and community leader. Her leadership qualities shine, not only in her business, but in positions she holds in various organizations. We worked together closely when she was chair of PWB (Professional Women in Building) for NEFBA. As CEO of Russell Rowland – Structural Engineering Firm, she not only leads, but walks the walk - on a daily basis - to grow her team and its' stellar reputation. The team turkey drive she initiated grows year upon year and benefits so many families in need. I admire her tenacity, her skills, and her stamina to bring it all together. The Jax Chamber made a fine choice in selecting Jackie Rowland as a finalist for the Small Business Leader of the Year.

**Anita Prewitt | Director of Business Dev. | NDN Companies**



When I think of a leader, I not only think about leadership roles within a company or organization, but also industry and community involvement- Leading by example. Jackie should absolutely earn the Small Business Leader of the Year recognition because she excels in both aspects, and at the highest levels; and in a male-dominated building and development industry. In the past few years, while most have been worried about themselves and their careers, Jackie has been sharing her time, knowledge, and funds with over a dozen extracurricular groups and causes. I got to know Jackie through her involvement with NEFBA. Every group she participated in and/ or led instantly became better because of her. Jackie jumped in head-first with ideas and immediate implementation to improve each group, which lead to increased awareness and impact. Everything Jackie touches she leaves better than she found it! Positively impacting others is the sign of a true leader. Not selecting Jackie for this recognition would be a detriment to the title.

**Cole Slate | Owner/Broker | Slate Real Estate**





# Part III: Letters of Recommendation (Community)



**Russell  
Rowland**

**Howard Nunamaker, Jr. |  
Academy of Architecture &  
Building Science Advisor |  
Pedro Menendez High School**



**PEDRO MENENDEZ HIGH SCHOOL**  
600 SR 206 West  
St. Augustine, FL 32086  
Phone 904.547.8660 Fax 904.547.8675

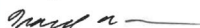
November 30, 2022

RE: Mrs. Jackie Rowland, Russell Rowland, Inc.

I would like to take a moment to recommend Mrs. Jackie Rowland of Russell Rowland, Inc. for the JAX Chamber- Small Business Leader of the Year award. Jackie has been a fixture here at the school over the last 4 years, giving her time and support to the students at Pedro Menendez High School. During this time, she has been a guest speaker on multiple occasions as has also allowed her employees (both professional engineers and former graduates) to come and talk to the students about work in the engineering field. Jackie and her staff encourage the students and explain how they perform in the classroom can make them more valuable upon graduation. Either Jackie or one of her employees also serve on our quarterly advisory board here at the school. This board helps provide valuable information on what is happening in the industries and what we need to focus on in the classroom so that the students can be successful upon graduation. Russell Rowland, Inc. also assists students with advice and feedback for their ACE (Architecture Construction Engineering) projects as well as Skills USA competitions. They have also been the keynote speaker for the Skills USA National signing day here at PMHS, where she had a former graduate (now a Russell Rowland employee) deliver this speech to the audience of parents and students. Russell Rowland has also hired several graduates from our Architectural Drafting class as well as allowing students to intern for her during the summer of the students' junior year.

These are just a few of the ways Jackie Rowland and Russell Rowland, Inc. support the students and why I and the staff of Pedro Menendez High School highly recommend her for the small business leader of the year award. If I can be of any other assistance or you have any questions, please feel free to call me at (386) 530-1811 or email me at [howard.nunamaker@stjohns.k12.fl.us](mailto:howard.nunamaker@stjohns.k12.fl.us).

Sincerely,

  
Howard Nunamaker, Jr.  
Academy of Architecture and Building Science  
Skills USA and ACE Advisor  
Pedro Menendez High School  
[howard.nunamaker@stjohns.k12.fl.us](mailto:howard.nunamaker@stjohns.k12.fl.us)

**Debi Redding | Executive Director |  
ESHC of St. Johns County**



**Emergency Services & Homeless Coalition  
Of St. Johns County, Incorporated**  
Post Office Box 3422  
St. Augustine, FL 32085-3422

*Interim & Permanent Housing Program:*  
Phone: (904)819-0059 Fax: 824-0640  
[Homelesscoalition@comcast.net](mailto:Homelesscoalition@comcast.net)  
Business Office Phone: (904)824-6623  
62 Chapin St.  
St. Augustine, FL 32084

November 23, 2022

## Letter of Reference

I have had the pleasure of working with Jackie Rowland on multiple occasions as we work to renovate a 100-year-old cottage at Emergency Services and Homeless Coalition of St Johns County for a vulnerable homeless family.

When Jackie heard about our mission, she took charge in engaging members of her business, Russell Rowland, people in her circle of influence and leadership, NEFBA and the Charitable Foundation, and adopted this project in its entirety. Jackie is project managing the work and her work peers are rebuilding our cottage, the Foundation is funding the project and the Homeless Coalition will be able to provide safe and decent housing to a literally homeless family just before the holiday season.

Jackie is a shining example of a leader engaged in community and dedicated to helping others through collaboration and coordination. She is also compassionate, innovative, kind and seeks opportunities to help others.

For these reasons, I recommend Jackie Rowland, as Jax Chambers Small Business Leader of the Year.

For a Better Tomorrow,

  
Debi Redding  
Executive Director  
ESHC of St Johns County

**Kevin Davenport, PE |  
Engineering Academy Instructor |  
Creekside High School**

Steve McCormick, Principal  
Troy Kastig, Assistant Principal  
Linda Carnall, Assistant Principal

Haley Jasper, Assistant Principal  
Luka Marabell, Athletic Director  
Lynda Kelly, Career Academy Program Specialist



Mr. Kevin M. Davenport, PE  
100 Knights Lane  
St. Johns, FL 32259

November 29, 2022

Re: Jax Chamber – Small Business Leader of the Year

Please accept this letter of my recommendation in the highest regard on behalf of Ms. Jackie Rowland.

I teach in the Engineering Career Academy at Creekside High School in St. Johns County, Florida. Our curriculum is based on preparing students for post-secondary education as well as direct-to-work opportunities in the engineering design and construction fields. As such, an important part of our program is building relationships and partnerships with our local industry.

I met Ms. Rowland at a time when one of my former students had been hired as an intern in her office. Jackie was kind enough to let me tour her office and meet with my former student and the rest of the staff. Russell Rowland has also hired other graduates from my program and from other high school engineering programs.


At the time of our first meeting, Jackie's company was involved with another high school within our school district. From that initial meeting, Jackie committed to expanding their influence and partnered with our high school.

This partnership takes the form of a Russell Rowland senior employee being on our Academy Advisory Board. The Advisory Board helps us to implement curriculum that is relevant to the industry. The Board members also provide opportunities for our students in the form of potential job-shadowing, internships, and employment. Under Jackie's leadership and direction, Russell Rowland employees frequently volunteer in the classrooms and during extracurricular events.

As a teacher, as well as former consulting business owner, I can attest to how Ms. Rowland's professional involvement and community service directly impact young students. In the hectic operations of a small business, I know that it can be difficult to see beyond your daily challenges. However, Jackie and her company have risen to become an example of how small businesses can partner with education to provide a better future for students and industry.

Please do not hesitate to contact me if there are any questions you may have or if there is anything I can do to assist Ms. Rowland in any way.

Sincerely,

  
Kevin M. Davenport, PE  
Engineering Academy Instructor  
Creekside High School  
904-759-7829



# Part III: Community Outreach

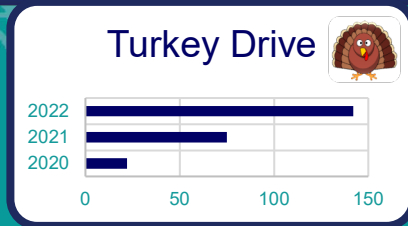


As an integral member of the construction industry that helps to shape our community, it is vital that we share our talents and abilities to help neighbors in need. Our team loves getting out in the field to build structures whether Habitat houses that we engineered or building wheelchair ramps. It's very rewarding for our employees to see how construction projects actually come together versus what they specify on a plan set and they learn useful construction skills along the way. We make a point to do quarterly volunteer projects with the entire team in addition to individual projects that I take on with my various organization involvement.





# Part III: Community Outreach



As a woman in a male-dominated field, it is important to me to educate and encourage other women. I have volunteered over multiple years with Girl's Inc to teach STEM projects to girls in underprivileged areas as well as our team volunteering with other organizations to help the less fortunate. We also run an annual Turkey drive for the Mandarin Food Bank in which we collect donations from clients, friends, and family throughout a week in November and Russell Rowland matches the donations. In 2022 our team able to donate 142 turkeys to local hungry families.



# Part III: Community Outreach



Engineering is a very specialized field and there is not a large labor pool to hire from. We spend a lot of time reaching out to the community to bring STEM and Engineering specific learning to the next generation to encourage younger students to consider engineering as a profession. We also work with local high school career academies to ensure the curriculum matches real world scenarios and hire direct from their programs.





# Part III: Industry Involvement



Being actively involved in the construction industry is something that I put a lot of time and effort into. As the face of my company, it is important for other professionals to see that we are not only a business but a partner doing what we can to help the industry as a whole. By being on the Board or Chair of multiple industry organizations, I have been able to help propel the industry forward and teach the next generation of construction professionals.





# Part III: In the News

FAST 50

23



AMANDA ROSENBLATT FOR JBI

Vice President of Engineering Adam Russell, CEO Jackie Rowland and CFO Parker Rowland, who co-founded the company.

## RUSSELL ROWLAND INC.

**What led you to the point of starting or buying into a company?** We've always had the entrepreneurial spirit and drive to build something new and exciting. With the expansive growth in construction in Northeast Florida over the last several years, there was a need in the market for additional structural engineering firms. There was enough work that engineering firms were turning work away, so this is what pushed us to take a leap of faith and start our own company.

**What's been the 'secret sauce' that has helped propel your growth?** Our team members are everything, we would not have accomplished what we have so far without them. Being in a service industry, we do not have tangible products to sell, we are selling our people and knowledge so exceptional

**Growth rate:** 49.36%  
**Industry:** Construction  
**CEO:** Jackie Rowland  
**Year founded:** 2018

customer service and reputation are paramount. Our great team enables us to be client-centric allowing for meaningful relationships with clients to bring their designs to life and tailor their engineering to meet their individualized needs.

**What advice did you receive earlier in your career that has stuck with you as you lead your company?** Your reputation is everything, each and every touch point with clients, associates, and team members either reinforces or diminishes your reputation.



## Engineering Firms 2022

Ranked by Licensed engineers

Locally Researched by: James Cannon Feb 17, 2022, 3:36pm EST

27	RUSSELL ROWLAND INC. rrow.com	13241 Bartram Park Blvd #601 Jacksonville, FL 32256 904-603-3283	940	2	8	2018	Structural engineering design and consulting.	Jackie Rowland CEO
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## Women-Owned Businesses 2022

Ranked by Revenue

Locally Researched by: James Cannon May 19, 2022, 10:00pm EDT  
Revised: May 31, 2022, 4:20pm EDT

38	RUSSELL ROWLAND INC. rrow.com	13241 Bartram Park Blvd #601 Jacksonville, FL 32256 904-603-3283	\$1.14 million	8	Structural Engineering services for commercial and residential structures.	Jackie Rowland CEO
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2020 JACKSONVILLE OUTSTANDING YOUNG PROFESSIONAL AWARDS



**JACKIE ROWLAND**  
Russell Rowland Inc.



ENTREPRENEURIAL ACHIEVEMENT



12 - Women in Engineering (Specifically Residential Structural Engineering)

5 years ago

# Business

BuilderInsights

RECORDED LIVE AT THE 2017 INTERNATIONAL BUILDER'S SHOW (IBS)

GUEST: Jackie Rowland, PE Senior Engineering Manager,

SUBJECT: Women in Engineering (Specifically Residential Structural Engineering)



## The Punch List Podcast

Episode 4 - Talking Structural Engineering

JUNE 04, 2021 IAN, MATT, & JENN



### SHOW NOTES

Jackie Rowland of Russell Rowland, Inc. stopped by The Punch List Podcast to share her story as well as her knowledge of structural engineering as it pertains to Custom Home Building & Remodeling. Give it a listen and find out why Jackie is the go to structural engineer in Northeast Florida!

## TOP ENTREPRENEURS



JAX DAILY RECORD

THURSDAY, MAR. 24, 2022 03:10 AM EST

**Jackie Rowland: Engineering company poised for expansion**

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COMMENTS 0

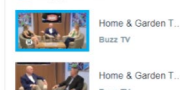
Russell Rowland, which found a niche in residential homebuilding, opens an office in Tampa and is licensed to work in seven states.



Home & Garden TV, with Jackie Rowland, Russel Rowland, Inc. and Joyce Conway, Permits Made Simple

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