



Red Zone Success: Avoid Costly Turnovers

January 31, 2019

*How FE can help your team
secure the success of your
field efforts*

Game Plan

- Credentials of the Speaker
- A Winning Warranty Walk-Through
- FE Free Agents that can Help Your Team
- Examples of Catches
- Game Changing Takeaways

Speaker Credentials

- 18+ Years of Cornell Experience (Design, PM, CM, Inspections, etc.)
- 15+ Years of Facility Experience outside Cornell (engineering consultant for multi-discipline projects)
- **Big Red Zone** Expertise: Fan of the Philadelphia Eagles

A photograph of an NFL game. In the foreground, a Dallas Cowboys player in a white jersey with blue and silver accents is running with the football. He is wearing a silver helmet with a blue star. In the background, a Jacksonville Jaguars player in a teal jersey with the number 32 is jumping with his hands on his head. The scene is set on a green football field with a large crowd in the background.

Critical 2019 Loss: Deflected pass in Red Zone lands in hands of Cowboy's Amari Cooper for Dallas win



End of 2019 Season: Down by 6, driving to the goal line, “easy” pass slips through hands of Alshon Jeffery resulting in turnover, handing win to New Orleans

But if you get it right...



A Winning Warranty Walk-Through

- Prevents those costly incompletions
 - Make them earn their pay with time still on the (warranty) clock
- Relies on teamwork – every pro has a job
- Stops the low-quality sneak
- Results in a happier reception celebration
- Extends your professional career

How FE Can Help

- Cost of Services: FREE Agents! (“Stewardship Function”)
- Personnel available: Sure-handed pros:
 - Matt “The Steel Curtain(wall)” Reiter
 - Vince “Give ‘em the Heat” Knapp
 - John “The (Arc) Flash” Bell
 - Erik “No Pass” Eshelman
 - Tom “Hose Pressure” Jordan
 - Liz “Code (Big) Red” Kolacki
 - and more!

Some Recent Catches...



Classical (Big) Red Zone Failure: Didn't Seal the Deal

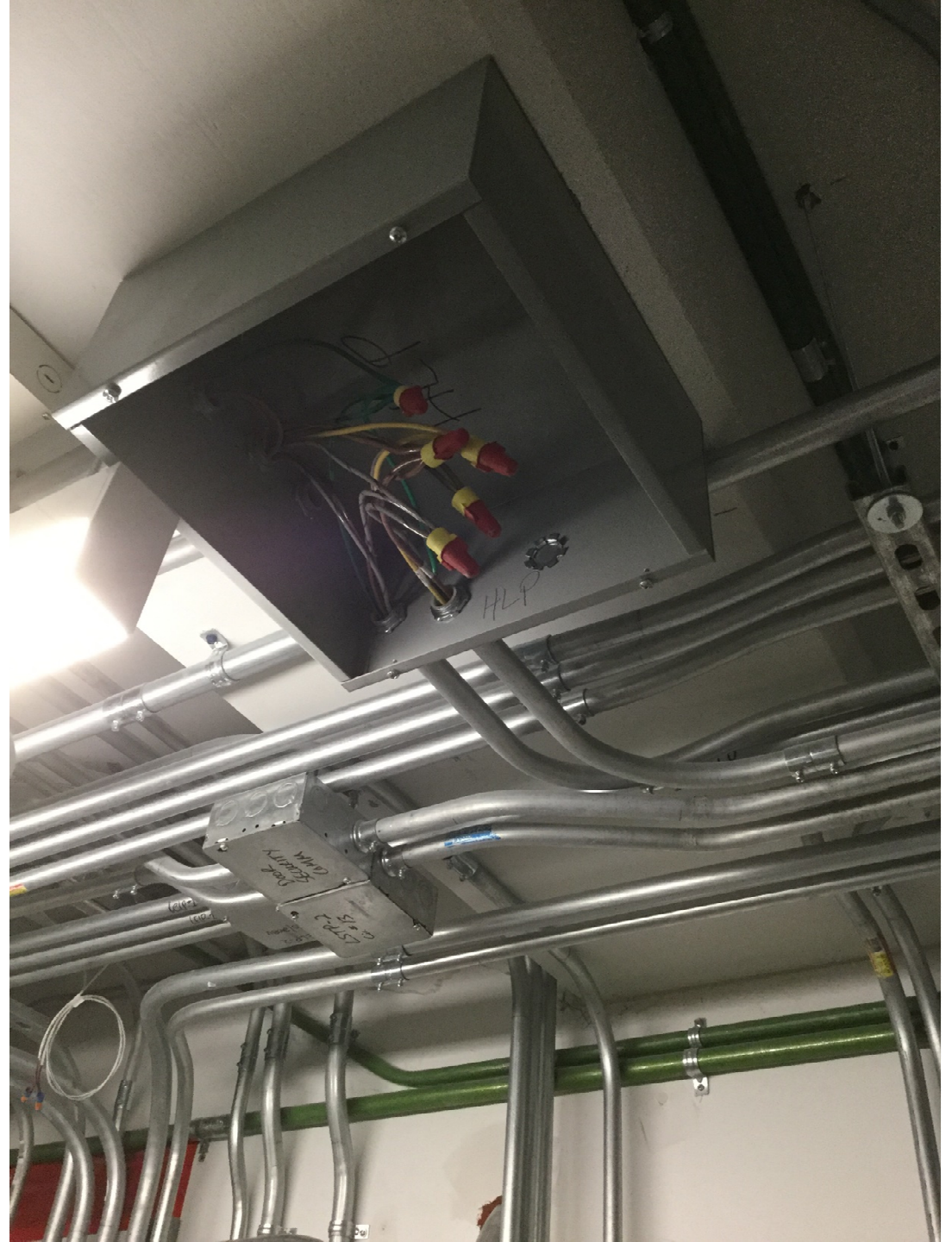
**Looks like
somebody fumbled
away the fire-stop...**



**Whoever left that wire
dangling wouldn't be
playing for Bill
"Everybody Do Your Job"
Belichick**



“He said he was an electrician, but it looks like he blew his cover”



Takeaways

- The Speaker has Red Zone Experience
- Warranty Walk-Throughs help PMs limit fumbling on the way to the goal
- FE agents are free!
- Walk-throughs result in “good catches” (despite high level PM)
- Football lingo creates corny analogies

Any Questions?

