



Press Release

For Immediate Release

Watkins Landmark Construction, Inc. Announces

Award of Indian Wells Tennis Garden Renovation Project

Indian Wells, CA - August 22, 2010 -

[Indian Wells Tennis Garden](#)

has awarded Watkins Landmark Construction with a Design / Build Renovation Project within their stadium and court facilities. The project encompasses the addition of 4 tournament tennis courts, court lighting, additional concrete sidewalks for foot traffic, landscape and additional viewing platforms. The project is fast track and will need to be complete before the Tennis Garden starts their preparations for the [BNP Paribas Open](#) scheduled from March 7th through 20th, 2011. Watkins Landmark's project team will be Chris Eagen, Project Executive; Norm Testerman, Superintendent and Jackie Sotelo, Project Engineer.



The deepest roots of Watkins Landmark Construction can be traced back to the original Indian Wells Tennis Garden Stadium project between 1998 and 2000. For more information on this history, please read the article by our President Jody Watkins below.

Indian Wells Tennis Garden put the Term "Landmark" in Our Name

By Jody James Watkins



(Indian Wells Tennis Garden just days before the Grand Opening in 2000)

There is no project that has been more instrumental for making me the builder I am today than the original Indian Wells Tennis Garden Stadium project. It not only made a significant impact on my career, but my life as well. It is a site I always look forward to visiting. It is the home of an event I always enjoy attending. It represents the deepest roots of my company and a boilerplate of how a project can and should be built. I made relationships companies that Watkins Landmark works with today. I met people who are some of my closest friends today. It is with great pride that my company gets to build the first significant renovation to the tournament facilities since it opened 10 plus years ago.

In 1998, my employer moved me and my family from suburban Virginia just outside of Washington D.C. to the Inland Empire so I could work on the team that built the original Indian Wells Tennis Garden. In November of 1998, our team set up an office on a site that was 100 plus miles from our employer's closest office and 3000 miles from headquarters. The remoteness of our location served our team well. We were a tight knit group working long hours on an incredibly aggressive schedule. We were given freedom in our work that many of us had never experienced. We saw the impact of our decisions on a grand scale. Hence we took incredible pride in our work. It was a lesson to me that when you give the right people freedom to do their jobs without constant oversight, the results will be astounding.

We also had the added benefit that our project was the biggest project in the Inland Empire. If we wore a project shirt in the grocery store, strangers would stop us and ask how the project is coming along. Would it open in time for the 2000 tournament? When will it be open to the public? Can I get site tour? It was the first "Landmark" project I had ever worked on. It was rewarding feeling working on a project that was to be such an integral part of a community.

With about 6 months left before our schedule deadline, our employer added a finish superintendent to the project. Somebody to help us push the project over the finish line. His name was Dan Poulton and he had just got off our employer's EPA campus project in North Carolina. Dan and I immediately hit it off. We found that we enjoyed working together and had a mutual trust in one another. Today, Dan is the Chief Superintendent (see adjacent photo) at Watkins Landmark Construction.

Dan is not the only reason Indian Wells Tennis Garden represents our deepest roots. Our slogan "*Custom Quality*



with Commercial Efficiency" was written based in part on my experiences at the tennis garden. The project to this day still holds a stadium record for going from concept to completion in 19 months. We were literally building the a scope of work as soon as the design came off the plotter. For those of you who have studied Japanese Manufacturing Techniques, it was literally a JIT (Just In Time) building process.

I would be remiss if I didn't mention the positive affect it had on my family. My daughter was nearing her second birthday when we moved to Indian Wells. It is the first project she remembers taking tours on site with Daddy. Before we left Indian Wells, we added my son Jake to our family. When we initially moved to California in 1998, we thought it would only be for 2 years. Shortly after we moved to San Diego in 2000 with the team that was to build [Petco Park](#), we decided to make California our home.

These are some of the reasons why I take so much pride in our company building the first significant renovation to Indian Wells Tennis Garden. We will certainly feature the project in upcoming newsletters. I will end this article with 2 pictures I spliced together that were taken 10 years apart. The right side was taken during the 10th anniversary of the stadium. The girl in both pictures is my daughter Kaitlyn.



About Watkins Landmark Construction, Inc.

Watkins Landmark Construction is a General Engineering Contractor / General Building Contractor located in Del Mar, California. Watkins Landmark was founded by Jody James Watkins in 2004. If you are interested in discussing your construction project with Watkins Landmark Construction, please call us 858-259-1240 and speak to Jody or Dean Schumacher.

Watkins Landmark Construction, Inc.

Jody Watkins
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Dean Schumacher
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