

HONOURARY LIFE MEMBER

The Construction Association of Nova Scotia is pleased to present the 2015 Honourary Life Membership to Adrian Morrison.

Over the past 40 years Adrian's career has given him the opportunity to be involved in construction projects of all shapes and sizes. It has also given him the opportunity to be recognized by his peers as a leader, and to give back to the community and the industry.

Beginning his career working on large heavy industrial jobs he spent his early days working on a project-to-project basis travelling to various locations in Canada and South America. But as many of those in the industry know, the appeal to this lifestyle can wear thin as the years go by.

"In the early days there was quite a bit of appeal to this type of work, it was very exciting. Always a new location, I was able to work and live in a variety of places," says Adrian.

But after many years of traveling for work, Adrian found himself looking to get back home.

"The work lifestyle created up to this point was beginning to get tiring, and was certainly not conducive to raising a family," he adds.

Choosing to return home to Nova Scotia with no specific career path or plan, it was very fortunate timing that allowed Adrian to get back to work in Port Hawkesbury on the Stora project.

"It was very fortuitous that it all came together as it did," he says. "My wife and I were looking to move back to Halifax, and Black & McDonald provided that opportunity. That was 31 years ago and really the rest is history."

Adrian's approach to work and the industry is simple: stay excited and engaged in what you are doing.

"It is an exciting industry," he says. "There are very few industries where you get to literally drive by places you've had direct involvement in building. It is a great way to measure success. But that being said, you need to treat working like anything else - no shortcuts."

A natural leader, Adrian instills confidence and independence in his teams by leading by example and encouraging people to invest fully in what they are doing.

"I'd like to think I am fair with people. Some may say I can be a bit impatient or impress upon them a sense of urgency. This may be true, to me urgency is important. When something

needs to happen, it needs to happen. Whatever solutions you arrive at have to make practical business sense – so I always say, do it right the first time," he adds.

Adrian has been very active in the community committing much of his time, both personally and professionally, to a variety of volunteer and philanthropic endeavours.

"I definitely see giving back as something that is very important," he says.

Black & McDonald was involved in the CANS 150th Industry Campaign, as well Adrian chaired the CANS-IWK Capital Campaign in 2014-15 which raised over \$1.5 million dollars to help renovate and modernize the NICU.

Adrian contributes a great deal of his time working to advance the issues facing the future of the construction industry. As a champion of Techsploration, an organization that provides young women from grades nine through twelve with opportunities to explore science, trades and technology occupations, Black & McDonald employees volunteer with Techsploration every year as committee members, as guest speakers, and as role models.

"This is a critical piece in my opinion to the future success of the industry, the reality is Nova Scotia is facing a real demographics challenge," he says. "We've been ignoring 50% of the population for far too long, so it is great to be involved in a group that is working to change that and making great strides."

Adrian views this demographic shift as the biggest issue facing the industry. "It will have a huge impact on our entire province – not even just in our industry," he says. "Employers will need to figure out how they can become an employer of choice in the industry. It will require long term planning and they will need to recognize the necessary investment – those that are not willing to do this will not be able to compete or create success," he adds.

Adrian's one piece of advice for young people in the industry "Whatever you're going to do, figure out how to make it fun. If you can't enjoy it you can never do it well."

