

ATRIUM TOUR

(6) Franciscan Blessing Plaque



The Franciscan Blessing Plaque was prominently displayed in the front lobby of *Endeavor Construction*, founded by David Beiersdorfer, a 1972 graduate of Roger Bacon High School. As founder and president, Dave sought to integrate his faith into the culture and daily work of the company.

The blessing reflects key charisms of the Franciscan tradition - fraternity, simplicity, service, poverty, and active engagement. At the center of the plaque is the Tau Cross, a symbol closely associated with St. Francis of Assisi, who often used it as his signature. The Tau Cross also represents the ongoing spiritual journey - one that is never complete on this side of heaven. St. Francis frequently encouraged others with the words, "*Let us begin again*," reminding us of the continual call to renewal.

The hands depicted on the Tau Cross emphasize the importance of putting faith into action. One hand reaching out to another symbolizes compassion and connection - an invitation "*to comfort them and transform their pain into joy*."

This plaque was also inspired by the many Franciscan priests and brothers, as well as coaches and staff, who have shaped the community at Roger Bacon High School. Through their vocation, they modeled the Franciscan charisms in daily life. Their fraternity with students challenged young people to strive for excellence in the classroom, while their witness called for integrity, effort, and faith in athletics and in service to the broader community.

In a meaningful way, the plaque served as an extension of these values into the workplace at *Endeavor Construction*. Displayed prominently, it became more than a symbol - it sparked bold, faith-filled conversations and helped foster lasting relationships with employees, subcontractors, and customers alike.

Endeavor Construction was founded by David Beiersdorfer in 1995, building both public and private facilities until retirement in 2020. *Endeavor Construction* was a family-owned business where Stephanie, Dave's wife, and all four sons worked in various capacities. *Endeavor* contracted to build K-12 educational and university facilities, correctional facilities, libraries, police and fire facilities, parking structures and church facilities.

Dave's story, told in his own words, is a story of his Franciscan charism put into action in the daily life of his business.



ATRIUM TOUR

"I could expound on the many interesting projects over the years but the thing that I think is the most important aspect of the business was our employees including our sons. Our employees were mostly union carpenters, labors, ironworker and cement finishers. Many of them worked with Endeavor for over 20 years and some even traveled more than three hours a day to work where our jobs happened to be. They got to know our family, and we got to know them deeply. Many times, their families were in distress for one reason or another and we tried our best to improve their situation in a positive way as we could. Many of them could have worked for other contractors but chose to stay with Endeavor when work was available. My wife and I were also blest to extend the time with our sons working in the business and saw them complete their educations, marry and have children all the while working at Endeavor. They can tell you about my style of management but I used to tell them that I am not only preparing them to do this job but also to do the next job they will have.

Our veterans were given a half day off with pay. After seeing that most veterans in the construction industry had to work on Veteran's Day, we decided to change that. All veterans working for Endeavor could leave at 11:30 on Veterans Day with full pay. In a show of respect to the veterans the half day was so the remaining employees working on the job could see who the veterans were when they left the job after four hours.

In a twist of authority, the teacher became the student on the Moeller High School Football Locker Room and Band Room Renovation. Dave had already started to work for Moeller High School in 2019 as the facilities manager and head of construction. Nathan, our oldest son, was the CFO at Moeller at that time. Endeavor was then invited to bid on the project. After submitting the low bid and an extensive interview with the building committee Endeavor was awarded the project. Endeavor was now working for our sons per say! Everything worked out well and we very much enjoyed seeing both young men on a weekly basis during jobsite meetings.

In 2013 Endeavor was low bidder on the Pendelton County Library Project in Falmouth, Kentucky. My grandparents were dairy farmers on 300 acres in Falmouth, and our family spent a lot of "leisure" time on the farm. The Hetterman family (my mother's maiden name) immigrated from Germany in 1880 and were all farmers. There are six generations of Hetterman ancestors buried at St. Xavier Catholic Church cemetery in Falmouth. Our son Dave was the project manager for the library project. Once again Divine Intervention brought another generation to Falmouth Kentucky for work.

My wife Stephanie and I are thrilled that the Franciscan Blessing Plaque will be displayed now in the Atrium. What can only be called Divine intervention, our son Dave is the Project Executive for HGC Construction the contractor building the Atrium. Through his involvement with this project, Dave will experience many of the blessings associated with Roger Bacon High School more than 54 years after his dad did!"