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## Our Latest

Well, a few things changed for us this summer. I hired a full-time intern, Chris Roney, for the summer. Chris is a Mechanical Engineering student at Kennesaw State University, and he's working on a variety of projects. In the last newsletter we were kind of slammed with work, and we still are. However, we've gotten used to it and we've worked out better systems for keeping up the work. We're back doing structural assessments for foundation failures and home sales on a case-by-case basis depending on the location and what we're up to at the current time.

Another change from the past two years or so has been we've moved somewhat back to an office. It's hard working out of your house with employees, but working totally remote has its problems too. So, we're in a hybrid working arrangement between home and an office.

I solved the office telephone problem for the time being. My phone provider (Google) doesn't screen calls for scams, which has been a problem. However, if you set it to forward to your cell phone, you can use a screener like Hiya to weed out a lot of the annoying calls. Some annoying calls still get through, but it's a lot more manageable.

For a computer, I just used my laptop at the office and bought a decent monitor. I found it wasn't necessary to spend money on desktops (although I built one for the

office using parts I had lying around). For furniture, I just bought some cheap stuff that was on sale at Office Depot and a set of shelves from Ikea. I probably spent about \$2500 outfitting the space with a couple of desks and computer monitors.

We're back at the same place we were at two years ago, and a lot of the junk I left behind (microwave, coffee maker, a table) was still there. There was also some food I left in the freezer too, I went ahead and threw that out. So, it's all worked out pretty well.

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## Our YouTube Channel and What We've Learned.

Over the years I've had a YouTube channel and I've put varying amounts of effort into it. Surprisingly, people watch it. What's not surprising is I get viewers in the 10's to the 100's on most of the videos. I never really expected the channel to get big. So, this year I made some changes.

My first channel was under my own name in my personal Google account (not the business one). The container videos are mixed in with videos of my pets and other pointless stuff, so this year I created a separate channel. This one is nothing but videos of what we do. One thing I noticed is that people that call me for work actually watch the videos. So, it doesn't matter if only 15 people watch a video, if it gains me one job it's well paid for itself. The only problem is the videos have been incredibly dry.

I studied other videos on YouTube, I experimented a bit, and I noticed a few things:

1. It's important to get in front of the camera. If you are narrating behind the camera the video gets boring quick. You need to mount the camera on a tripod or use a selfie stick to get yourself in the video. Or, someone holds the camera and someone is in front narrating. [I did that in this video](#) where I got David Moore from [Structures, Inc.](#) to narrate what we did on that project.
2. The more expensive video editing software packages are incomprehensible. I'm not putting in all sorts of special effects, so I got a cheap package ([Wondershare](#)), which works quite well and is easy to use.
3. All sorts of problems happen trying to get the camera to focus right during a video. Taking a video in bright sunlight is a nightmare because you can't see the screen.
4. Get a microphone that is set away from the camera towards the front. Otherwise your breathing will be audible in the video. If you are using a cell phone, this won't be such an issue.
5. Take still pictures too, which can then be used if you are posting your video to your website.
6. Get a decent set of intro and outro videos to use. I found someone on [Fiverr](#), and the cost was really cheap.
7. Don't spend a lot on equipment until you've done some videos. Your cell phone camera works remarkably well. Once you've shot a few videos you'll have a better idea of what you will need.

It's not so important to get a big following on YouTube, but having some descent videos can help sell your product or services and the cost is pretty low. I hope you all will [check out my channel](#) and that you will like my videos. If you do, please give

them a "like" and subscribe to my channel.

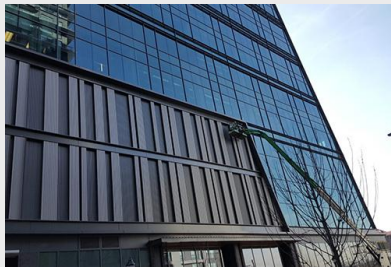


## Structural Engineers

Runkle Consulting was founded in 2000 by George W. Runkle III, PE, SE. We provide structural design for structures fabricated from shipping containers, the structural design for building cladding, and forensic engineering services.

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## What We Do



### Building Cladding

We have 15 years of experience in the structural engineering of exterior building panels, store fronts, and curtain walls for commercial and government buildings.



### Shipping Container Buildings

We provide design services for the design of buildings fabricated from repurposed shipping containers. Our services include the complete design package, architectural, structural, and MEP. Depending on the area, we may be able to help you find a fabricator to provide the containers.



### Cold Formed Steel Design

We have extensive experience in cold formed steel design. We can provide structural design services and shop drawings for your project.

## CONTACT US

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