



FOR IMMEDIATE RELEASE

## Jackson-based Architecture + Engineering firm announces new leadership and rebrands as CDFL Architects + Engineers, P.A.

Cooke Douglass Farr Lemons Architects + Engineers P.A. celebrates new leadership and the unveiling of a new name and new logo.

**Jackson, MS (January 11, 2023)** – Cooke Douglass Farr Lemons Architects + Engineers P.A., an award-winning architectural and engineering firm, is excited to announce Newell Watkins, AIA, as President, and the firm will begin operating under a new name, CDFL Architects + Engineers, P.A., effective immediately.

The Jackson-based firm, founded in 1961, has built upon its foundation and through the decades the leadership and organization have successfully evolved and adapted a number of times. In 2023, the firm has transformed again, and we are pleased to announce that Newell Watkins, AIA, has been promoted from Vice President to President. This change in leadership comes as part of the firm's latest iteration of transition. Along with this transition, the company will begin operating under a new name, CDFL Architects + Engineers P.A., building on the firm's accomplishments and a new generation of leadership. As part of this rebranding initiative, a newly redesigned corporate logo and company website are planned to launch in the coming months. The rebranding is subtle, expanding on the identity of Cooke, Douglass, Farr, and Lemons, as well as the continued guidance and influence of Rob Farr, II (veteran and past President, having joined in 1974).

Watkins has been an invaluable member of our team for 10 years. His vast experience includes the design of office and classroom spaces, healthcare, laboratory research and sports facilities, civic facilities, and master planning. He has led the design for many high-profile projects including the Children's Hospital Expansion at the University of Mississippi Medical Center, Highlands Presbyterian Church Sanctuary, and the 25,000 seat New Football Stadium at the University of South Alabama. "I am excited about assuming my new role as President. CDFL will continue a tradition of collective leadership while bridging the past with the future to create timeless facilities that serve and strengthen our client's goals", said Newell Watkins, AIA, President. "CDFL will continue to advance innovative planning, design, and engineering projects for our local and regional communities."

In 2019, a plan was set in place to complete this season of transition that began 4 years prior. We are now entering the last year of our current transition which involves Gene Crager, AIA, moving from serving as President to a Vice President position, and welcoming a new President, Newell Watkins, AIA. Our other officer positions will remain unchanged with David Burnet, AIA, and Ben Fulton, P.E. continuing to serve in Vice President roles alongside our other Board Members and Stockholders Katie Lightsey Browning, AIA, Matthew Buchanan, AIA, and Chris Myers, AIA. "Transition and change are givens for each individual and every organization," said Gene Crager, AIA, former President. "Healthy things grow and growing things change. We are excited for what 2023 holds and have great expectations and plans to share along the way." CDFL has worked on a variety of projects for a wide variety of clients. While most of the firm's work is institutional and university-related, CDFL also works with commercial, industrial, military, correctional, and other clients. Their portfolio of projects includes medical facilities, arenas, dormitories, academic buildings, stadiums, museums, churches, banks,

and more. While based in Mississippi, CDFL's work has extended to Indiana, Kentucky, Arkansas, Georgia, Texas, North Carolina, New York, and Florida. An office in Birmingham, Alabama opened in 2020.

### About CDFL Architects + Engineers P.A.

CDFL has a history of building spaces and relationships that stand the test of time. With offices located in Jackson, MS, and Birmingham, AL, our unique collaborative approach brings together a wide range of talents on every project. Throughout our 60+ year history, CDFL has celebrated ideas and the way an integrated team can inspire each other to reach new heights. We have proven our expertise in delivering projects that are both aesthetically striking and financially responsible. No wonder so many of our clients return to work with us again and again. When our talents come together around a client's needs, there is nothing we can't achieve.

###

For additional information, visit [cdfll.com](https://www.cdfll.com) or follow social media at:

Facebook: <https://www.facebook.com/CDFLPlus>

Instagram: <https://www.instagram.com/cdfllplus>

For more information regarding this announcement, please contact:

CDFL Architects + Engineers P.A.

Angie Smith Brewer

Marketing and Business Development

[abrewer@cdfll.com](mailto:abrewer@cdfll.com)

601-366-3110