

## **Bury Your Bones! Stop Doing What Isn't Working** By Jim Mathis, The Reinvention Pro

"Doing something unimportant well does not make it important."  
-Timothy Ferris

I led a Time Management Workshop for several years. People always want more "time management". I added it thinking if they hired me for that, they might hire me for other, more profitable presentations. But I realized that leading it was costing me more in effort (and time) than the results it was bringing in.

What was I thinking?

Some general ground rules in life:

- Never go to an overweight doctor.
- Never eat at a restaurant with a "Help Wanted" sign on the marquee.
- Never hire a personal fitness coach who smokes.
- Never hire a customer service trainer who won't return your calls.
- Never hire a financial advisor, CPA or executive coach who makes less than you do.
- Never hire a sales trainer who is willing to cut their cost to get the job.
- Never hire a time management trainer who doesn't prioritize.

Okay that last one isn't completely accurate. I have learned (still am learning) how to manage my time, I just couldn't manage teaching time management when it wasn't my "A Game".

So I quit.

I realized that you can't manage time. Time goes on whether you manage it or not. You manage your priorities. I learned that priorities are the key to managing yourself. If something isn't bringing you results it needs to be off your schedule, priority list and budget.

This concept was made famous by the Italian economist Vilfredo Pareto. His work on what has become known as the 80/20 Rule changed my life. It will change yours too.

Pareto's Law says that 80% of your outputs (results) come from 20% of your inputs (efforts and time). Everything else is just spinning your wheels.

Here are some applications of this principle that I have observed:

- 20% of your customers and products produce 80% of your profits.
- 20% of your sales people are bringing in 80% of the income.
- 20% of your donors are giving 80% of the budget.

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**It  
Always  
Seems  
Impossible  
Until  
It's  
Done.  
Nelson  
Mandela**



.....

*Happy Birthday Members!*  
*We Would Like To Announce Yours. If you would like to be listed,*  
*please call the Birthday Hotline at 803-772-7834 or Email to [mflowers@mcasc.com](mailto:mflowers@mcasc.com)*

## “Tool Box Talks” - Safety Tip

### CPR

Cardio pulmonary resuscitation, or CPR for short, is the best form of artificial resuscitation. In the old days we were taught to use the back pressure arm lift method when someone stopped breathing. We did not have a method to make the heart keep pumping blood. CPR has been around for over twenty years now, and yet we still find people who do not know how to use this life saving procedure.

Let's talk about when to use CPR. If there is an accident on the job where a worker is injured, loses consciousness and stops breathing, or perhaps simply has a heart attack, the first thing that you need to do is call for help. That means someone needs to dial 911 or another posted number to obtain outside emergency medical help. Next you need to make sure the area around the victim is safe, so take a quick look. If the area is ok, then you can go ahead - but if it's not safe - don't attempt a rescue! We don't need any dead heroes.

When you first get to the victim you must see if the injured party responds. Tap them on the shoulder lightly and ask them, "Are you ok?" If they respond, tell them that you are there to help them. If there is no response then you must check the ABC'S. Check their Airway, check for Breathing, and then check for Circulation. If you find that there is no pulse present then you need to start CPR. When administering CPR a rescuer maintains a steady flow of oxygen and circulates the blood for the victim. CPR should only be given by someone who has completed the training. Once you start this rescue method don't stop until relieved by a medical professional.

Many people around the world are alive today because someone took the time to learn how to give CPR. Training is available through the American Red Cross, the YMCA, various Rescue Squads and the National Safety Council, just to name a few. Are you qualified? If not, enroll in a course soon.

NEVER MOVE A VICTIM THAT YOU SUSPECT MAY HAVE A NECK OR BACK INJURY.

### Condolences

**Mr. Keith Maxey**  
**Mr. & Mrs. Joe (Crystal) Strickland & Family**  
**Ms. Courtney Adams**  
 Adams Insurance, Sullivans Island  
**Mr. & Mrs. Lee Richardson & Family**  
**Mr. & Mrs. Mike Richardson & Family**  
 Atlantic Electric, Charleston  
**On the loss of wife, mother, sister**  
**Lodema Richardson Adams**

### Upcoming Events



**10th Annual Midlands Area Nine At Night**  
**Scholarship Golf Tournament**  
**Thursday, April 4, 2019**  
**Charwood Country Club, West Columbia**

**13th Annual Piedmont Area Clays for College**  
**Friday, April 26, 2019**  
**The Clinton House Plantation, Clinton**



**12th Annual Pee Dee Blast Sporting Clays Event**  
**Friday, September 20, 2019**  
**Back Woods Quail Club, Georgetown**

### Welcome New Members

<b>Midlands</b>	<b>Matt Patterson</b> <b>Turbeville Insurance Agency</b> <b>Columbia</b>
<b>Coastal</b>	<b>Will Murdock</b> <b>PeopleReady Skilled Trades</b> <b>North Charleston</b>

### Anniversaries

**Mr. & Mrs. Bill Campbell - 10/14**  
**Mr. & Mrs. Pete Bailey - 10/19**  
**Mr. & Mrs. Gary Kirkland - 10/19**  
**Mr. & Mrs. Jim Maguire - 10/23**  
**Mr. & Mrs. Mike Richardson - 10/25**  
**Mr. & Mrs. Bob Miller - 10/27**  
**Mr. & Mrs. Duwayne Jacobs - 10/28**  
**Mr. & Mrs. Edward Gibbs - 10/29**

### Update Your Outlook

Let us know if we need to update your Outlook  
or if you know someone who does!

(Continued from page 1)

- 20% of your attendees are buying 80% of your materials.
- 20% of your volunteers are performing 80% of the work.
- 20% of your time is driving 80% of your productivity.

(That one is what changed my mind and made me quit leading the Time Management Workshop.)

So I decided to quit calling the elephant in the room an “elephant”. It was dead and becoming extinct. I needed to bury it. I wasn’t called to be a curator of a museum, polishing the artifacts. I wanted to run a living, growing business. So I called it a dinosaur, let it die and I buried it.

You have dinosaurs, too that need to be hauled out and buried. They fall into several key categories:

**Ideas:** What are you doing that you did two (or ten) years ago that isn’t bringing you results like it did when you started?

I heard a trainer say, “I send my proposals by FAX because no one else is doing it ‘. I asked him, “Why don’t you send it out by Pony Express? No one is doing that either”. He didn’t think it was funny. I still do. Here is why: I tried sending a proposal by Western Union Telegram about six years ago. It didn’t even get noticed.

If it is an old practice that no one is doing there is a good reason for that fact. It is obsolete. I believe in doing things different, but not something that has been replaced by history or modern technology. In presentations I use less overhead projectors (I am getting away from traditional PowerPoint – most people are grateful!). I ask more questions than give facts in presentations. I get my news like most people – off the internet or mobile phone. I don’t use a typewriter. I eliminated most of my file cabinets. I don’t go into a bank to withdraw cash, make deposits and transfer funds. I don’t wear pleated pants. The list goes on ...

**Actions:** What motions are you going through in your daily routine just to do them?

My assistant and I met with a marketing specialist who said some shocking things to us about our business practices. He said, “If they don’t have the money, don’t have the need, or don’t have a date in mind, DON’T waste time on them’. What a novel approach! Now we only call on clients that WILL hire us and leave the rest alone. It is so much easier when you know who already likes you and you find more people like them.

I know what you are saying: “But Jim, it takes a certain number of turn-downs to get one acceptance.”

You are right. I wholeheartedly agree. But don’t you think that if you spent more time concentrating on people like the one who just bought from you, your numbers would increase ... dramatically? They did for us.

Which actions in your daily routine reduce your income (no results = no income)? The motions you are going through are extinct. Bury them and move on.

**Programs:** What programs are you using that have run their course?

I have led training for years and years. Every year the organization I worked with would reuse the old program that was going to work this time. We tenaciously hung on to it in an effort to avoid admitting defeat. It would have been best to cut our losses and cut the program. But no.

Now understand that if the program is working for you, then by all means work it until it’s dead. Whether it’s Six Sigma, Sales Force, FISH!, CWT, Good to Great, DiSC, Sandler Sales or the “flavor of the month,” I don’t care what it is called. If it has run its course, let it go.

The program no longer produces results. You are still hanging on to it convinced it will resurrect your sloppy team. Maybe it worked in the past. But the past is history ... and needs to be buried. Move on!

**Customers:** Are there customers who are just wearing you out and not producing income or profits for you? Are there people who are demeaning and abusing your gracious efforts? Fire them.

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# 11th Annual Pee Dee Blast Sporting Clays Event Sponsors & Winners

The Pee Dee Area MCASC would like to take this opportunity to thank  
all the participants & sponsors for their generous support.

## 1<sup>st</sup> Place Team

Gateway Supply Co. - Myrtle Beach

Cody Davis  
Jacob Hamilton

Tracy Davis  
Kenny Tindal

## 2<sup>nd</sup> Place Teams

Cohen's Drywall, Inc. - Georgetown

David Goins  
Bill Singleton

Woody Owens  
Chris Tindell

## 3<sup>rd</sup> Place Team

McCalls Supply Co. - Johnsonville

Justin Douglas  
Bill Huff

Trey Hanna  
Jameson McCall

Men's High Score

Travis Bee

H. R. Allen, Inc.

Ladies' High Score

Dannielle Minetti & Mendi Arnold

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Pee Dee Area

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Cohen's Drywall, Inc.  
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United Rentals, Inc.

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I worked with a large national corporation several years ago. It was a great income producer to work with them. They invited me to their annual trade show and gave me a booth with “free range” to advertise my services. We engaged people who stopped by with fun music, a prize drawing and refreshments. It was one of the most popular booths at the show. But then some of their lazy managers became jealous that I was drawing more attention to my booth than theirs. MY host approached me and threatened me. I toned it down and people actually missed the excitement. The next day she wrote a scathing email to me about how it embarrassed her regional managers who weren’t getting the good attendance I was. She said she had to make them look good no matter what.

Three months later I received a note about meeting with me to move forward with them under her “new rules”. I copied the earlier email she had sent and replied, “Thank you, but I don’t need business this bad to be treated this way. I hope this is a good year for you. However, I won’t be meeting with you.” The next week I got four new clients to fill the void created by her absence.

You have some abusive customers who are wearing you and your people out. They think they own you. They don’t. You own you.

If you keep bad customers, you will only attract more of them. Draw a line in the sand and say, “No more. I appreciate your business but not your attitude”. And bury the dinosaur.

**People:** Okay this one is touchy and not to be construed as instructions to go out and fire people. This is not legal advice. But there are people in your organization who are costing more to have them on your payroll than they are justifying the cost. They are either: chasing business away; crippling the business you have; or not attracting enough business to cover their salary.

I had a contract worker who was hired to turn prospects into clients. He only did that once in the year he worked for me for a reduced fee (I found out later). I was paying for supplies and overhead to retain his services, in addition to constantly training him. It was costing me much more than his production was bringing into the business. I was finding out he wasn’t working for me as much as he was trying to get more people like me on his list. It just couldn’t go on.

I had to make a decision and I did. I called him and called it off in a nice, “professional manner”. He was very understanding and felt it wasn’t working out, either. I secured more business within weeks by freeing myself up to do more efforts that had been neglected. It worked better for him to set him free.

There are people in your organization who are costing you more than their salaries, space or support. They are a dinosaur that is waiting to leave the museum. They need to be set free to pursue what they were intended to do. Look on it as a favor you are doing for them.

Someone let me go years ago and to this day I am thankful he made the decision. It forced me to move from being the curator of a museum to the manager of a living, growing self and business. It will for you too. William of Occam said, “It is vain to do with more what can be done with less”. Where do you need to bury the dinosaur and move on?

Permission is granted to reprint this article provided the following paragraph is included in full:

Jim Mathis, CSP is The Chief Irritation Officer of Reinvention Nation™, an international Certified Speaking Professional and author of Reinvent Yourself; The Simple Steps to Dominate Your Market. To subscribe to his free personal and professional development newsletter, please send an email to: [subscribe@jimmathis.com](mailto:subscribe@jimmathis.com) with the word SUBSCRIBE in the subject. An electronic copy will be sent out to you every month. For more information on how Jim and his programs can benefit your organization or group, please call 888-688- 0220, or visit his web site: [www.jimmathis.com](http://www.jimmathis.com).

### Quotable Quote

Believe in yourself! Have faith in your abilities!

Without a humble but reasonable confidence in your own powers you cannot be successful or happy.

Norman Vincent Peale

**Associate Member:  
TURBEVILLE INSURANCE AGENCY, INC.**

Turbeville Insurance Agency was founded in 1991 on the long standing principals of community, quality service and family. When Bill Turbeville, Jr. opened the agency doors, he was following the legacy his father created with Edens-Turbeville Insurance more than 60 years ago. More recently, Turbeville Insurance Agency has been recognized as one of the "Top 100 Privately Owned Businesses in South Carolina" for two consecutive years.

As an independent agency equipped with over 30 years' experience and 5 locations throughout South Carolina, we help find tailored and personalized insurance coverage to best fit our customers' needs. We work with over 60 financially sound and carefully selected insurance carriers to compare protection, price and value for our clients. We're not computers; we are members of the local community and we're committed to being your advocate. We have the experience and understanding of the unique insurance and bond needs of the South Carolina mechanical contractor.

The Turbeville Insurance Agency legacy continues to support multiple generations. Many team members include those whose parents worked at Edens-Turbeville and numerous children who now work alongside their parents. Quite a few of our staff members have been a part of the team for over 15 years. While we continue to grow as an agency, we work hard to make sure our focus is on family and community first.

For more information visit our website at [www.TurbevilleInsurance.com](http://www.TurbevilleInsurance.com) or call the local office closest to you.

COLUMBIA 803-779-7666	BEAUFORT 843-524-4500	CHARLESTON 843-569-3920
LEXINGTON 803-359-2222	BLUFFTON 843-941-4500	

***Turbeville Insurance Agency, Inc.  
2718 Middleburg Drive  
Columbia, SC 29204-2436  
Phone: (803) 779-7666***

**Congratulations to our next Associate & Mechanical Members who will be  
highlighted in the upcoming issue of "The Tool Box":  
Murray Supply Company, Columbia - Associate Member  
Sifco Mechanical, Inc., Sumter - Mechanical Member**

**OCTOBER 2018 MONTHLY AREA MEETINGS**

**MIDLANDS AREA**

Thursday, October 4, 2018 @ 5:00 PM  
Location: Mill Creek Hunt Club, Off Bluff Road, Columbia  
Venue Hosted By: Control Management, Inc.  
Meal Sponsored By: Love Chevrolet - Fleet, Gateway Supply Co. &  
Precision Plumbing of Sandy Run

**Topic: "Planning Update & Forthcoming Projects  
At The University of SC"  
Presented By: Derek S Gruner, RA, LEED AP,  
University Architect and AVP of Planning  
Design and Construction for USC**

**PEE DEE AREA**

Thursday, October 11, 2018 @ 6:30 PM  
Location: Roger's Barbeque, 2004 W. 2nd Loop Road, Florence  
Sponsored By: Carolina Insulation Contractors, Inc.

**Canceled Due To  
Hurricane Michael**

**PIEDMONT AREA**

Tuesday, October 16, 2018 @ 6:00 PM  
Location: Local Cue, 30 Orchard Park Drive, Suite 7, Greenville  
Sponsored By: James M. Pleasants Company, Inc.

**Topic: "International Connections In The Upstate"  
Presented By: Tiffany Tate  
Global Cities Program Coordinator  
Upstate SC Alliance**

**COASTAL AREA**

Tuesday, October 23, 2018 @ 6:00 PM  
Location: CECA Training Center, 2230 Technical Parkway,  
North Charleston  
Sponsored by: Metro Electric Company, Inc.

**Topic: "Economic Development Update &  
Forecast For The Coastal Area"  
Presented By: Brent Jonas, Director  
Stakeholder Relations  
Charleston Regional Development Alliance**



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South Carolina since 1912.***

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Mechanicals make it happen -  
Be part of the best!

**MCASC Vision Statement**

**The Mechanical Contractors Association of South Carolina (MCASC) will be the leading construction association in South Carolina for specialty contractors and suppliers in the electrical, mechanical (HVAC), and plumbing fields by serving its membership, the industry, and the Community in a vibrant and harmonious fashion.**

**MCASC Mission Statement**

**The Mechanical Contractors Association of South Carolina (MCASC) will provide its membership with:**

- current business/technical information and support
- a proactive political/legislative agenda
- a joint industry collaboration to improve relative business practices
- an ongoing effort to offer training opportunities for both professional and craft personnel
- educational scholarships for deserving students
- the development of industry related career opportunities

**The Association's objective for this mission is to enhance the future of the Construction Industry in South Carolina.**