



The Tool Box

Serving the Electrical, HVAC & Plumbing Industries Since 1912

Volume 16, Issue 224 March 1, 2019

Six Winning Ways To Add Customer Value By Robert Tucker, Innovation Resource

Are your customers demanding more, yet looking to pay less? Are you facing new and disruptive competitors from every direction? Are you being challenged as never before to differentiate your offerings and stand out from the crowd? If so, you're not alone.

It may be time to think about the vital but often overlooked issue of customer value. If you're not a commodity provider, and don't want to compete solely on price, it may benefit you to revisit (and possibly rethink) your customer value proposition in light of market changes. As an innovation coach and speaker, I often find it's the last thing that comes up in strategic planning sessions. To avoid disruption, it should be the first. Key reason: "customer value" is perception and is not permanent, but is relative and fluid. What satisfied customers yesterday may not satisfy today. Your customer has new solutions and business models to choose from. Winning firms make adding value a priority. "We invent by starting with the customer and working backwards," notes Jeff Bezos in a recent Fortune interview. "That becomes the touchstone for how we operate."

You can nudge internal discussions in the direction of customer value by asking yourself (and your management team) some important questions. What's really producing value for our customers now? What new, tangible value have we added of late? And when was the last time we examined our overall value proposition with an eye to increasing our uniqueness and exceptionalness?

Use the six strategies below to strengthen your firm's value-adding efforts – and start winning the value revolution today.

1. Take on the customer's problem. Powerful things begin to happen when you go beyond merely trying to sell products and services. Instead, strive to understand the customer's unmet and unarticulated needs. Are you the customer's trusted advisor, advocate, problem-solver, coach and partner that you say you are? Value-leading firms start by walking in the customer's shoes. They think deeply about the job customers are struggling to get done. They look for unmet needs and underserved customer groups, and they take action.

Example: BankPlus, in Jackson, Mississippi, took a fresh look at unbanked consumers in their region, those caught up in the payday loans lending cycle (typical interest rate: 400 percent per annum). Research revealed that a surprisingly large number of these people were police officers, teachers, health care workers and others who simply managed money poorly. They responded to this problem by creating CreditPlus, an innovative program offering low-interest loans to unbanked consumers, provided they enroll in a three-hour financial literacy seminar. Today, BankPlus is recognized in community banking circles for having taken on their customers' problem. And for signing up a growing cohort of new and appreciative customers in the process!

2. Make the customer's life easier. Every business (and every product offering) has a "convenience quotient." The customer calculates it by dividing his or her desire for fulfillment by the hassle and annoyance (and time) that must be endured to complete the transaction. Ask your team: Are you easier or harder to do business with today

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15th ANNUAL
STATEWIDE
MEETING

PHILLIPS MARKET
CENTER
STATE FARMER'S
MARKET
WEST COLUMBIA

WEDNESDAY
MARCH 13, 2019

REGISTRATION
FORM
SEE PAGE 6



**Mechanical Member:
COLUMBIA COOLING & HEATING CO., INC.**

Columbia Cooling & Heating Co., Inc. has been specializing in the installation of Commercial and Industrial HVAC systems for over 70 years. The company employs its own trained HVAC mechanics for the installation of equipment, ductwork, and piping. In addition, Columbia Cooling has qualified technicians to provide HVAC service and maintenance for its customers.

The company's various projects include both plan-and-spec and design-build for new construction and renovation. Current projects include DSS & DHHS of Orangeburg, Applied Technology Education Campus, Brookland-Cayce High School Arena, and Batesburg-Leesville Middle School HVAC Renovation.

Founded in Columbia, South Carolina in 1947 as a division of the Columbia Lumber and Manufacturing Company, Columbia Cooling & Heating Company started as a Chrysler Airtemp distributor/dealer serving the midlands area of the state. In 1960, the company was incorporated, and in 1965 it was purchased by several of its employees. One of the original owners, Reece McWilliams, PE served as both its President and CEO during his 65 years with the company. His son, Robert McWilliams, PE, became the President in 1992 and continues in that role today. As a second generation family business, Columbia Cooling strives to continue the tradition of quality workmanship and service that has been a part of its philosophy since its start.

Columbia Cooling & Heating Co., Inc.
PO Box 284
2320 Wayne Street
Columbia, SC 29202
Phone: (803) 765-0430

MARCH BIRTHDAYS

Michelle Duncan	3/3	Trane Comfort Solutions	
Martha Goff	3/5	SIFCO Mechanical	Wife of Allen
Charles Hipp, III	3/7	Hipp Properties	
Emily Gibbs	3/9	Bear Mechanical Services	Wife of Edward
Tami Jacques	3/9	Hajoca Corporation	Wife of Bob
Carroll Heyward	3/14	W. B. Guimarin & Company, Inc.	
Judy Haynes	3/17	Faulkner, Haynes & Associates	Wife of Jim
Carroll Heyward, Jr.	3/18	W. B. Guimarin & Company, Inc.	
Robert Goff	3/19	Honorary Life Member	
Bob White	3/22	Walker White, Inc.	
Wink Major	3/23	Honorary Life Member	
Russell Lamb	3/30	Honorary Life Member	
Julie Clark	3/31	RepSouth	Wife of Mitch

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

**NOTICE:
CALLED OPEN BUSINESS MEETING**



As voted by the Board, the called open business meeting will take place at 5:00 PM on Wednesday, March 13, 2019 at the 15th Annual MCASC Statewide Meeting at The Phillips Market Center, at the State Farmers Market, Off 3483 Charleston Highway, West Columbia, SC.

“Tool Box Talks” - Safety Tip

PERSONAL PROTECTIVE EQUIPMENT

WHEN USED PROPERLY, suitable protective equipment can prevent many serious injuries in construction work.

Eyes are extremely delicate. Eyesight can be permanently impaired - or even completely lost - if flying chips of steel or fragments of concrete strike your eyes. When cutting concrete, wear goggles or a face shield. When drilling overhead or when dust is present, suitable goggles are required. When working around concrete vibrators, safety goggles or a face shield will prevent most splashes from reaching your eyes. When drilling or cutting pressure-treated or preserved lumber, creosote timbers or any lumber, always wear eye protection. If glasses are worn with corrective lenses, goggles may be needed to be worn over glasses for additional protection from damage or breakage.

Now, let us consider nose and throat protection. To prevent nose and throat irritation when working in dusty conditions, wear appropriate respiratory protection. The type of work being done will determine the type of respiratory protection needed.

Falls can be prevented if employees properly use approved safety harnesses and life lines. Use a safety harness and lanyard to limit the fall distance to 6 feet. They only work when used correctly. Contact your supervisor for the proper use of this equipment.

PREVENT INJURIES BY WEARING THE APPROPRIATE PERSONAL PROTECTIVE EQUIPMENT!

Condolences

To the family and friends of
Winifred Morris Mangan
 Widow of David Mangan, Past State Assoc. President

To Mr. & Mrs. Henry Poplin & Family
 B & L Electric, West Columbia
 On the loss of her brother
Kenneth Ray Gossett

Welcome New Members

Coastal **Jason Hyman**
 Cregger Company, Inc.
 North Charleston

Ryan McMahon
 Tradesmen International
 North Charleston

John Barker
 Gold Mech, Inc.
 Augusta, GA

Todd Miller
 SVF Flow Control
 Mooresville, NC

Upcoming Events



MCASC Annual Statewide Meeting
 Wednesday, March 13, 2019
 Phillips Market Center, West Columbia

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



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

The Charleston Slam 11th Annual Inshore
Fishing Tournament
 Captain's Meeting - May 17, 2019
 Graybar Electric Co., Inc.
 Tournament - May 18, 2019



176th Annual MCASC Summer Convention
 August 1-4, 2019
 Reunion Resort, Orlando, FL

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



Anniversaries

Mr. & Mrs. Gerald Edwards - 3/8
 Mr. & Mrs. Billy Zimmerman - 3/21
 Mr. & Mrs. Ray Merritt - 3/25

Birth Announcements

Edie Ann Bedenbaugh
 Born January 25, 2019, 6 lbs., 14 oz., 18.5 inches
 &
Amelia Ruth Caulder
 Born January 28, 2019, 6 lbs., 2 oz., 19.25 inches
 Proud Grandparents: Mr. & Mrs. Tim Bedenbaugh
 Johnson Controls, Inc., Columbia

Update Your Outlook

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

(Continued from page 1)

than a year ago? Are your hours of operation reflective of today's busy lifestyles? What about customer-irritating policies, procedures and complicated voicemail systems that block rather than enhance communication? Take action: Survey customers to discover the most frustrating aspects of doing business with your company. Consider offering extra measures of convenience and simplicity and you will add incredible value to today's harried consumer.

Example: Car accidents are stressful. So Boston-based Plymouth Rock Assurance, pioneered Crashbusters, a program designed to lessen the hassle of the claims adjustment process. Their mobile claim representative will meet you at a time and place that's convenient for you to assess the damage to your vehicle. The policyholder receives a check on the spot, so repairs can get underway. And if you want to outsource the entire process, Plymouth's Door-to-Door Valet Claim Service provides one-stop fender bending repair.

3. Provide access rather than ownership. Access rather than purchase is the mantra of the Sharing Economy, and new entrants such as Spotify, ZipCar and Uber are transforming industry after industry. Incumbent firms can profit from this trend as well. Ask yourself: what do we currently sell that could also be made into a service? Look for more and more product categories to continue to increase in the years ahead, including automobiles.

Example: TechShop, based in San Carlos, California describes itself as a "health club for geeks." Customers pay a monthly fee for access to its R&D labs, but don't have to purchase or maintain expensive equipment such as 3D printers, laser cutters and oscilloscopes. With nine locations so far, the concept is attracting small businesspersons, students, and hobbyists of all skill levels, who gain access to expensive industrial tools and equipment without incurring the cost of ownership.

4. Empower the customer with knowledge. While the Internet brings access to unlimited amounts of information, it is unfiltered, unreliable, and does not empower. To take advantage of this strategy, consider ways to shift your firm's focus from selling products and services to providing "know how" – news they can use. Data can easily drown, but knowledge ("awareness or familiarity gained by experience of a fact or situation") is power. Your customer contact and sales professional's knowledge can reduce the customer's complexity and need to study, thereby speeding up decision making. Absolute integrity is required. Ask yourself and your colleagues: in what ways can educating customers empower them to do more and be more successful? And then: how can it be turned into our to strategic advantage?

5. Raise your firm's empathy factor. Amazon's Alexa robot is so human-like that some owners say "good morning" and "good night" and consider it a companion. IBM's Watson is now able to co-produce movie trailers. Software is designing software. No less than 33 companies are busy developing driverless cars. As robots take over more and more jobs, and as social media isolates us into tribes, isolation and alienation are on the increase. What's missing in all this? The human touch. Look for the pendulum to swing toward businesses that focus on enhancing their empathy factor. Ultimately only humans can build relationships of trust, demonstrate character, bond us together as humans and give meaning to experience.

Example: The Painted Cabernet in Santa Barbara, California promises to help you unleash "your inner artist – sip by sip." Professionals and tech workers who've poured over computer screens all day, birthday celebrants looking for a memorable experience, and girls on a night out on the town all gather for paint-while-drinking classes under the direction of an encouraging, funny and empathetic artist-teacher. No wonder one of the fastest growing U.S. franchises is Paint Nite, which is taking the paint-while-sipping-wine concept nationwide.

6. Provide greater responsiveness. Winning businesses eliminate customer waiting by challenging time-based assumptions. They measure the time lapse between the customer saying, "I want to purchase" and when the customer says "thanks. Mission accomplished." One way to put teeth behind your intentions is to offer time guarantees.

Example: Dr. Neil Baum, a New Orleans urologist, guarantees that if a patient is still waiting after 20 minutes of their scheduled appointment, he waives the charge for the visit.

Conclusion: Remember: there's no such thing as a true commodity, there's only a tired imagination.

Robert B. Tucker is an innovation speaker based in Santa Barbara, California.

Visit The Innovation Resource website (www.innovationresource.com) to find more articles on this topic written by futurist and innovation coach Robert B. Tucker.

MCASC TRAINING REGISTRATION



ARE YOU A MCASC MEMBER???

If so, take part in your new member benefit.
Funding provided by MCASC



Members May Participate In Any Class At Any Location!

Name: _____ Company: _____

Address: _____ Phone: _____ FAX: _____

City: _____ STATE: _____ ZIP _____ Email Address: _____

COMPLETE AND EMAIL OR FAX TO MCASC

TELEPHONE #: 803-772-7834 FAX #: 803-731-0390
EMAIL: mflowers@mcasc.com WEBSITE: www.mcasc.com

REQUIREMENTS FOR CLASS SIZE:

Must Have A Minimum Of 10 People
With A Maximum Of 25 People.
Location Subject To Change

<u>Piedmont Area</u>	<u>Midlands Area</u>	<u>Pee Dee Area</u>	<u>Coastal Area</u>
<input type="checkbox"/> OSHA 10 Hour English 1 ½ Day Class 8:00 AM To 5:00 PM & 8:00 AM To 12:00 Noon March 28 & 29 <input type="checkbox"/> CPR/First-Aid/AED & Bloodborne Pathogens 5 Hour Class – April 12 8:00 AM To 1:00 PM <input type="checkbox"/> OSHA Confined Space & Fall Protection 1 Day Class – May 24 8:00 AM To 5:00 PM <p><u>Location:</u> Hayes & Lunsford Elec. 2048 Gibbs Shoals Road Greer, SC 29650</p>	<input type="checkbox"/> OSHA 30 Hour English 4 Day Class 8:00 AM To 5:00 PM March 7-8 & March 21-22 <input type="checkbox"/> OSHA Confined Space & Fall Protection 1 Day Class – April 5 8:00 AM To 5:00 PM <input type="checkbox"/> CPR/First-Aid/AED & Bloodborne Pathogens 5 Hour Class – May 3 8:00 AM To 1:00 PM <p><u>Location:</u> England Training Center 1350 Bush River Road Columbia, SC 29210</p>	<input type="checkbox"/> OSHA Fall Protection ½ Day Class – Feb. 28 1:00 PM To 5:00 PM <input type="checkbox"/> OSHA Silica 1 Day Class – April 11 8:00 AM To 5:00 PM <input type="checkbox"/> OSHA Confined Space ½ Day Class – May 9 1:00 PM To 5:00 PM <p><u>Location:</u> Walkup Electrical Constr. 3233 South Cashua Drive Florence, SC 29501</p>	<input type="checkbox"/> OSHA 10 Hour Spanish 1 ½ Day Class 8:00 AM to 5:00 PM & 8:00 AM To 12:00 Noon March 14 & 15 <input type="checkbox"/> OSHA Confined Space & Fall Protection 1 Day Class – April 26 8:00 AM To 5:00 PM <input type="checkbox"/> CPR/First-Aid/AED & Bloodborne Pathogens 5 Hour Class – May 17 8:00 AM To 1:00 PM <p><u>Location:</u> Atlantic Electric 7351 Industry Drive N. Charleston, SC29418</p>

ATTENDEE NAMES MUST APPEAR AS ON DRIVERS LICENSE & WILL BE CHECKED PER OSHA
PLEASE USE ONE (1) FORM PER COURSE

MCASC 15th Annual Statewide Meeting

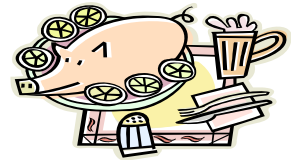
Registration Form

March 13, 2019

The Phillips Market Center

Located At The State Farmers Market,

Off 3483 Charleston Highway, West Columbia 29172



I. REGISTRATION FORM:

FAX OR MAIL TO THE MCASC STATE OFFICE – (803) 731-0390 or P.O. Box 384, Columbia, SC 29202

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Company: _____

Address: _____

City/State/Zip: _____ Phone No.: () _____

Number Attending Meeting/Dinner _____

MEETING FEE: Members: \$25.00

You May Sign-Up On Brown Paper Tickets At statewidemeeting.brownpapertickets.com

If You Are Not Able To Sign-Up On Brown Paper Tickets, You Will Be Invoiced By Your Local Area Treasurer

AGENDA

- 5:00 – 5:30 PM MCASC Called Open Business Meeting
- 5:30 – 6:00 PM Sign-In For Members & Guests
- 6:00 – 7:00 PM Cocktail Reception
- 7:00 – Until
 - Welcome By MCASC President Bob Miller
 - Keynote Speaker – Phil Gerald, Deputy State Engineer
 - “A State Engineer’s Review Of ‘A Roadmap To Successful Construction Projects’”
 - Roll-Out Of “A Roadmap To Successful Construction Projects” Manual
 - By MCASC Members
 - Dinner & Closing Remarks

DEADLINE TO REGISTER: MARCH 8, 2019

Associate Member: CARRIER ENTERPRISE SOUTHEAST

Carrier Enterprise Southeast is your one stop location for the best equipment brands, aftermarket parts and supplies and HVAC expertise in the industry. We are part of the largest HVAC Distribution network in North America. Our team of highly-trained HVAC experts are focused on using their knowledge to provide, you, our customers the assistance you need.

Our sales centers offer a full line of Carrier, Bryant, and Payne equipment from 1 ½ to 25 tons and all the top aftermarket brands of parts, supplies, chemicals, installation accessories, tools and instruments for all your HVAC needs. Our own TradePro line of products represents the very best quality products with the best value in the industry.

We have an online presence at <https://se.carrierenterprise.com/>. This site is available for online ordering and the ability of our stores to deliver to your front door. If you need to sign up for an online account, please contact anyone listed below to obtain a login and password.

We have ten locations in the South Carolina market with parts associates ready to help any one of you. The locations and contact #'s are below.

City	Street Address	Local	Toll Free	Fax	Store Manager
Columbia	199 Shop Grove Road	803-736-7770	1-800-845-2524	803-736-5035	Scott Whisenant
Lexington	2029B Industrial Drive, Suite B	803-832-1190			Scott Lemon
Florence	1505 N. Schlitz Drive	843.662.4593	1-800.845.4979	843.664.0729	David Walker
Myrtle Beach	961 Mr. Joe White Avenue	843-448-1128	1-800-845-0105	843-626-9149	Justin Cox
Spartanburg	92 Fairview Church Road	864-582-1012	1-877-422-0908	864-582-1014	Lee Mullinax
Greenville	1025 Lowndes Hill Road	864.232.6633	1-800.845.0104	864.232.7956	Eric Tate
Charleston	4221 Rivers Avenue	843-554-0651	1-800-845-0107	843-744-3735	Reggie Brown
Ladson	8351 Palmetto Commerce Pkwy #205	843-486-8297		843-414-8155	D.J. Necessary
Rock Hill	267 Willowbrook Avenue	803-675-7775		803-328-8087	Kerry Betts

**Congratulations to our next Associate & Mechanical Members who will be highlighted in the upcoming issue of "The Tool Box":
Premier Electrical Staffing, LLC, North Charleston - Associate Member
City Plumbing Company of Florence, Florence - Mechanical Member**

MARCH 2019 MONTHLY AREA MEETINGS

MIDLANDS AREA

Wednesday, March 13, 2019
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Phillip's Market Center,
The State Farmers Market, West Columbia

**Statewide Meeting
With Special Guest Keynote Speaker
Phil Gerald
Deputy State Engineer**

PEE DEE AREA

Wednesday, March 13, 2019
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Phillip's Market Center,
The State Farmers Market, West Columbia

**Statewide Meeting
With Special Guest Keynote Speaker
Phil Gerald
Deputy State Engineer**

PIEDMONT AREA

Wednesday, March 13, 2019
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Phillip's Market Center,
The State Farmers Market, West Columbia

**Statewide Meeting
With Special Guest Keynote Speaker
Phil Gerald
Deputy State Engineer**

COASTAL AREA

Wednesday, March 13, 2019
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Phillip's Market Center,
The State Farmers Market, West Columbia

**Statewide Meeting
With Special Guest Keynote Speaker
Phil Gerald
Deputy State Engineer**



P.O. Box 384, 29202
1504 Morninghill Drive
Columbia, SC 29210
Phone: (803) 772-7834
Fax: (803) 731-0390
E-mail: mflowers@mcasc.com
www.mcasc.com

*Serving mechanical contractors in
South Carolina since 1912.*

MCASC Executive Board & Staff

Bob Miller, President
Edward Gibbs, Vice-President
Mike Richardson, Treasurer
Duwayne Jacobs, Secretary
Leslie Whitehurst, Associate President
Mona Flowers, Managing Director

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.