

Smart Lazy Tactics For Efficiency By Ann Elliott, The Berkana Company

Efficiency is intelligent laziness
David Dunham

The old adage “**pole vaulting over mouse poop**” describes an excessive effort or significant resources to do something simple. Do you find you and your team working harder and longer for minimal results? Do you have fewer resources to do the same work? Do you wonder what the problem is?

An architect friend and I were talking. “Hire a smart lazy person,” he said. “He will find the fastest, easiest way to do something.”

Hard work for the sake of working hard has no redeemable characteristics. Entrepreneurs and business owners work hard. Pursuing a dream and building a business are hard work but not for the sake of working hard.

My five-year-old granddaughter, Grayson, unwittingly expressed her point of view on efficiency. We were on the floor building a garage with blocks for her collection of cars - Lightning McQueen, Mater and others. I asked if she would like to be in the construction business like her dad when she grew up. She said, “Yes, I’d like to do that.” I asked if she would build me a house. She responded that she would build me a house then quickly added, “But only if you need a house, Grammie. Otherwise, I’d be wasting my materials.”

Common side effects of inefficiencies in your business:

- Outcomes do not support your vision and mission
- Busy looks important but produces nothing worthwhile
- Familiar ruts of thinking, believing and doing keep you stuck
- More effort and work yield diminishing results
- Your resources are wasted

Why keep pole vaulting? You can implement some simple solutions now.

Solutions to improve your efficiency and increase your productivity:

1. Clearly communicate your expectations for desired outcomes.
2. Choose your priorities carefully. Focus on what you do best and find ways to improve it.
3. Know what your key performance indicators (KPI) are for your business.
4. Track your KPI consistently and frequently. Do you drive without looking at your dashboard?

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**7th ANNUAL
MCASC
WINTER
CONFERENCE &
STATEWIDE
MEETING
THE COOP
COLUMBIA
MARCH 23, 2011
MARK YOUR
CALENDARS**



Mechanical Member:
WHALEY FOODSERVICE REPAIRS

Whaley Foodservice Repairs was founded in 1944 as Whaley Electrical Service in Columbia, South Carolina by Ben Whaley. The core business was servicing electrical motors and control systems used in printing presses, rock quarry crushers and conveyers as well as providing commercial electrical services to industrial clients. As the company's reputation for quality and dependability grew, Whaley was asked to support these electrical manufacturers' newest ventures into commercial cooking equipment.

During the 1960s, as the fast food restaurant concept exploded, food equipment repair service became essential to maintaining these thriving businesses. As demands for repair services for commercial kitchen equipment developed, Whaley Electric stepped up to the plate to become one of the first food service equipment repair companies of its kind in the Southeast.

In 1975 Frank Whaley, Ben's son, took over the helm of the company continuing its focus on commercial kitchen equipment service solutions. He expanded operations throughout North and South Carolina during the 80's at the request of both manufacturers and end users. During this time the company's name was changed to Whaley Foodservice Repairs to better reflect its commitment to the industry. By 1990 Whaley Foodservice represented virtually every food equipment manufacturer in the United States as their authorized warranty and parts distributor. By that time the company's capabilities extended far beyond electrical expertise to include gas, steam, and refrigeration services.

Ben's grandson, Wells Whaley, joined the business in 1990 and worked to continue the company's growth and dominance in the foodservice industry. This was accomplished by expanding locations into Georgia, Florida, and Tennessee as well as continuing to develop partnerships with many of the national restaurant and hospitality chains that exist today. The depth of service agreements with customers expanded and Whaley became called on frequently to support product rollouts both regionally and nationally for these chains and the equipment manufacturers. Wells also focused on the parts distribution side of the business taking it from a regional supplier to a global supplier of equipment components; stretching from Latin America to offshore oil rigs in the Indian Ocean. In 2000 he was named President and CEO and became the third generation to head the company. Under his leadership the company expanded into HVAC services for its customer base.

Today Whaley Foodservice Repairs, based in Lexington, SC, is one of the largest food equipment service and parts providers in the United States. With 12 offices throughout the Southeast they provide cooking equipment, refrigeration and HVAC service to all areas of the industry to include independent and chain restaurants, institutions, military, healthcare, hotels, casinos and resorts. They are consistently listed among the top 100 privately held companies headquartered in South Carolina.

Whaley Foodservice Repairs
P. O. Box 615, Lexington, SC 29071-0615
Phone: (803) 996-9900

FEBRUARY BIRTHDAYS

Carol Coleman	2/2	Honorary Life Member	Wife of Harvey
Lewis Henderson	2/2	Henderson & Associates	
Richard Miller, Jr.	2/2	City Plumbing Company	
Al Hitchcock	2/10	C. R. Hipp Construction, Inc.	
Sandra Bishop	2/12	Waldrop, Inc.	Wife of David
Billy Zimmerman	2/13	Charlotte Pipe & Foundry	
Joe McMurry	2/17	Honorary Life Member	
Ann Cullum	2/19	Cullum Mechanical	Wife of Furman
John Williams	2/19	Cashion Electricians	
Bob Smith	2/21	Rep South	
Rosa Williams	2/21	Cashion Electricians	Wife of Eddie
Brenda Poplin	2/25	B & L Electric	Wife of Henry
Debbie Hill	2/27	Hill Plumbing & Electric Co., Inc.	Wife of Frank
Donnie Smith	2/27	Easley Mechanical	

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

“Tool Box Talks” - Safety Tip**FIRST AID**

WHAT WOULD YOU DO if a co-worker called and said someone was injured? Have you taken first aid training so you would KNOW what to do? The construction industry is a leader in accidents and the injury rates continue to be high, so knowing basic first aid is a must.

Always call the posted emergency phone number so outside professional help is on the way. The following is a list of helpful hints when first aid is needed.

1. Act promptly but not hastily - look for breathing and airway obstructions, and check - for bleeding and/or broken bones.
2. Start mouth to mouth resuscitation if necessary, and don't forget to use a one way mask.
3. Stop the bleeding - a snug bandage or a pressure dressing will usually stop the bleeding. Use direct pressure, not a tourniquet. Avoid direct contact with blood - use gloves.
4. Look for shock - skin cold and moist, weak pulse, face drained of color and fainting. Wrap the victim in blankets, have them lay down and try to calm them.
5. Caution, handle with care - a person with a suspected neck or back injury should not be moved until professional rescue personnel are on the scene. Assist them if requested.
6. Splint broken bones - a splint can be made from any firm object that is long enough to reach beyond the broken bone. Immobilize the joints above and below the break.
7. Never give liquids to an unconscious victim.
8. Bandage wounds to help protect against infection - the wound should be covered with a sterile dressing before the bandage is applied.
9. Remember to wear universal precaution protective equipment.

Forgotten what you learned a while back? Resolve to upgrade your first aid skills. Contact your local Red Cross Chapter or Rescue Squad. They have regularly scheduled courses covering FIRST AID and CPR.

BE SURE YOUR FIRST AID KIT IS FULLY STOCKED AND CONTAINS UNIVERSAL PRECAUTION PROTECTIVE EQUIPMENT. AN EMPTY KIT WON'T HELP ANYONE!

**PinPoint Safety, LLC - Mel Rosas, formerly, RSS Safety, LLC
1122 Industrial Drive, Suite 113, Matthews, NC 28105
Telephone (704) 277-5673 Fax (704) 900-8241**

Concerns

Jennifer Kirkland - W. N. Kirkland, Inc. Spartanburg

Condolences

**The Zeman Family
Zeman Electric & Refrigeration Co., Marion
On the loss of
Fredrick T. Zeman, Sr.**

**Mr. & Mrs. Jimmy Haynes & Family
Faulkner Haynes & Associates, West Columbia
On the loss of his sister
Jean Marie “Jeannie” Haynes Stroud**

**Mr. & Mrs. Richard L. Miller, Jr. & Family
City Plumbing Company of Florence, Inc., Florence
On the loss of his father
Past State President Richard L. Miller, Sr.**

**Mrs. Marie Townsend & Family
On the loss of her husband
Past State President Robert “Bob” F. Townsend**

**Mr. & Mrs. Tommy Burkett & Family
Burkett Systems, Columbia
On the loss of his father
Preston “Big Daddy” Mitchell**

Welcome New Members

**No New Members!!!
Keep Recruiting!!!!**

Happy Anniversaries

**Mr. & Mrs. John Babson - 2/9
Mr. & Mrs. Steve Brewer - 2/10
Mr. & Mrs. Furman Cullum - 2/14**

Wedding Announcement

**Congratulations
Mr. & Mrs. (Crystal Adams) Joe Strickland
Saturday, January 29, 2011
Adams Insurance Company, Sullivans Island**

Birth Announcement

**Ethan Heyden Linden
Born January 25, 2011, 2:21PM, 9lbs 2oz, 21 ins.
Proud Parents: Joey & Lisa Linden
Proud Grandparents: Albert & Karen Linden
Central Controls, Inc., West Columbia**

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5. Devise a compensation plan that measures and rewards the indicators that give the results you want.
6. Redesign processes and systems. Eliminate redundant activities and automate where possible.
7. Eliminate low profit products or services, sacred cows, and “we’ve always done it this way” thinking. Keep all options on the table. Stay open to new possibilities.
8. Be willing to fire employees who cannot or will not step up to a higher level of performance. If possible, find another place within your business that is a good fit for their skill and motivation level.
9. Get adequate sleep and rest. Would you put your life at risk by flying with a bone weary pilot? Why would you put your business at risk with worn out, depleted, overworked employees?

An example of smart lazy tactics: The founding partner of a small professional firm told me that he had reorganized individual job responsibilities in his business. He also increased the marketing efforts. While costs have gone down, the number of clients and sales volume have increased. These results are particularly noteworthy in a down economy.

Use smart lazy tactics to leverage your profits and productivity. Leave pole vaulting to the Olympics.

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Ann Elliott is a leadership strategist and founder of The Berkana Company LLC. She is the author of "Recovery Ready: 27 CEOs Reveal Their Strategies," and "What Successful Women Know about Leadership." As an experienced facilitator, trainer, and business consultant, she helps entrepreneurs and business owners build a thriving business from the inside out. Ann speaks professionally at conferences, workshops and corporate retreats. To schedule her for your event, contact: Contact Ann at www.berkanacompany.com

Getting What You Want From Others

By Ed Rigsbee, CSP

Getting what you want from others is easier than you think. I believe the single group of people, which do the best job of getting what they want from others, is children. Children are cute, persistent, and frequently down right demanding. And this works for them. However, for adults, there is a different set of rules. Apply the rule of delivering value first and getting what you want is so much easier.

Cute

While playing the big sad eyes card worked well with your parents, it does not fly with very many other adults. While there is an exception, I would be accused of being a sexist if I went down that path - so I'm not going there. An adult approach to cute is sincerity - which, by the way, works quite well.

Persistent

When a child wants something, he or she is singularly focused on obtaining that which they desire. Constant asking, whining, and temper tantrums are standard operating procedure. For the most part these are somewhat tolerated at some level. But, when an adult tries this they are shut down immediately. Children get away with only being focused on their needs but adults must focus on the needs of others.

Demanding

Children can demand, your boss can demand, and sometimes your spouse can demand - but, that's about it. Demanding is usually a dead-end street. Rather than going up against a brick wall, adults have to search for the soft underbelly in getting what they want. Adults have to be very aware of the needs of others.

What's an Adult to Do?

Since adults have to stay focused not on what they want but rather the needs of others, how do you get what you want? My first recommendation is to make relationship bank deposits before you attempt withdrawals. Here is an important caveat; each time you do something for another person, regardless of the magnitude, it's still only one point in your relationship bank account. A whole bunch of little things generally adds up to more than one big thing.

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Ask for It - Nicely

A friend that passed away many years ago would continually remind me of the three great words that will change one's life: ask for it. However, he left out that the magic is in how you ask - that's my addition.

1. Reframe your request so it appears to serve the other person. Let's face it; if I think something is going to serve me, I'm more inclined to do it. Most people are that way too.
2. Launch your request in the realm of reality. If you ask for the impossible, there is no room for discussion. Have an understanding of the request compliance range (authority) a person might have.
3. When you make a request of another, do so from the window of what you absolutely need, what you'd like to have, and what would really float your boat. Giving the person choices makes it easier for them to comply.
4. If you want something from another person, first tell them what you can do for them. Hearing what you can do for me always puts me in a more pleasant mindset; resulting in an increased willingness to help you.
5. Sincerity in requesting something of another is far superior to the Machiavellian approach. Sure, you can do a snake oil sales pitch, but today most people see right through it - yes, I know - there are exceptions.

Sincerity

In my half-century, plus of attempting to get what I want, I have found the most productive method to be sincerity. Couple a truly sincere approach with the other four above points, and getting what you want from others becomes less cumbersome of a task. Surely it's better than screaming?

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As an internationally recognized speaker on partnering, Ed Rigsbee has been fumbling, bumbling, and stumbling his way through the organizational mazes of for-profits and non-profits for over four decades. For the last two decades, Ed has been an observer, researcher, and teacher; helping organizations of all sizes to build successful internal and external collaborative relationships. Ed travels internationally to deliver keynote presentations and workshops on profitable alliance relationships. In addition to serving as the president of Rigsbee Research Consulting Group, Ed also serves as the executive director of a (501 c 3) public non-profit charity. Ed has authored three books and over 1,500 articles helping organizations to take full advantage of their potential. Contact Ed, get additional (no charge) resources, and sign up for his complimentary weekly *Effective Executive eLetter* at www.Rigsbee.com.

Save These Dates For Upcoming Events!!!

2nd Annual Midlands Area

Nine at Night

Scholarship Benefit

Thursday, March 10, 2011

Charwood Country Club

222 Clubhouse Drive

W. Columbia, SC

7th Annual MCASC

Statewide Meeting & Barbeque

March 23, 2011

The Coop, Columbia

5th Annual Piedmont Area

Clays for College

Friday, April 22, 2011

Harris Springs

Sportsman's Preserve

Waterloo, SC

3rd Annual Coastal Area

Scholarship Fishing

Tournament

May 13, 2011 - Captain's Meeting, Marco Supply

May 14, 2011 - Fishing Tournament

Remley's Point Boat Landing

MCASC Summer Convention

August 4-7, 2011

Hammock Beach Resort

Palm Coast, Florida



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200 Ocean Crest Drive • Palm Coast, FL 32137
(386) 246-5500
www.hammockbeach.com

GROUP: MCASC SUMMER CONVENTION RESERVATION FORM
DATES: AUGUST 4-7, 2011 CUT-OFF DATE: JULY 13, 2011
GROUP RATES ARE AVAILABLE 3 DAYS PRE AND POST CONVENTION DATES

Name: _____

Address: _____

Home Tele. # _____

Work Tele. # _____

Fax # _____

Room Request: 1/Bedroom Ocean View Suite _____ \$175.00 plus resort nightly service fee and tax
2/Bedroom Resort/Golf Course View Villa _____ \$209.00 plus resort nightly service fee and tax
3/Bedroom Ocean View Suite _____ \$299.00 plus resort nightly service fee and tax

The Resort Service Fee Is 9.75% & Includes: daily newspaper, complimentary local and 1-800 calls, pool access with floats, beach chairs, towels and umbrellas, fitness center and health spa access, valet parking, high speed internet access, in-room coffee, plus all gratuities for bellmen, valet, concierge service, pool/beach/locker room attendants and housekeepers.

Arrival Date: _____ Departure Date: _____ # Of Adults / Children: ____/____

CREDIT CARD INFORMATION

Type of Card _____ Name on Card _____

Card # _____ Exp. Date _____

Additional Info: _____

- 1 night deposit will be taken at time reservation is made. Balance will be due upon check out.
- Reservations are subject to a 7 day cancellation policy. Please cancel reservations 7 days prior to arrival to avoid forfeiture of deposit.

For Your Convenience, You May Book Your Reservations By Calling 1-877-834-8862 And
Be Sure To Mention MCASC Group No. 20E1AX, Or Fax This Form To 1-407-390-3855

Associate Member:
CHARLOTTE PIPE & FOUNDRY COMPANY

For well over 100 years, Charlotte Pipe and Foundry Company® has been a part of the plumbing industry. The Charlotte, NC-based manufacturing company is the nation's leading maker of cast iron and plastic pipe and fittings, offering the industry's broadest line of standard and specialty DWV products.

Charlotte Pipe is the only manufacturer that offers a *system* of ABS, PVC, CPVC, cast iron and FlowGuard Gold® pipe and fittings for residential and commercial plumbing systems, along with its newer products ChemDrain®, ReUze™ and RePVC™.

ChemDrain, a CPVC piping system, is a safe, durable, and economical alternative for chemical waste in institutional, academic and commercial laboratories.

ReUze is a purple CTS pipe for use in non-potable water applications inside of a commercial or residential structure. It is marked "WARNING: NON-POTABLE WATER. DO NOT DRINK".

RePVC is the first PVC DWV pipe that uses at least 30% recycled content. It is a coextruded, solid-wall Schedule 40 pipe.

As you can see, Charlotte Pipe has been and continues to be dedicated to the plumbing industry. By offering an extensive product line of quality products, the company is positioned to not only provide the best product for your project, it is also the best choice for technical information and support. More information on Charlotte Pipe can be found at www.charlottepipe.com.

Charlotte Pipe & Foundry Company
P. O. Box 35430
Charlotte, SC 28235-5430
Telephone (704) 348-6450 Fax (800) 553-1605

**Congratulations to our next Associate & Mechanical Members who will be
highlighted in the upcoming issue of "The Tool Box":
Piedmont Natural Gas, Greenville - Associate Member
Stover Mechanical, Inc., Greenville - Mechanical Member**

FEBRUARY 2011 MONTHLY AREA MEETINGS

MIDLANDS AREA

Thursday, February 3, 2011 @ 6:00

Location: MCASC State Office, 1504 Morninghill Dr., Columbia

Sponsored By: Johnson Controls, Inc.

**Topic: "Building Information Modeling (BIM):
How This Emerging Technology Affects Your Business"**

**Speaker: Bill Thornton
John J. Kirlin, LLC, Raleigh Office**

PIEDMONT AREA

Tuesday, February 8, 2011 @ 6:00 PM

Location: The Tool Shed, Inc., 901 Poinsett Highway, Greenville

Sponsored By: The Tool Shed, Inc.

Topic: "Code Changes & Going Green"

**Speakers: Representatives of the
City of Spartanburg
Building Department**

PEE DEE AREA

Thursday, February 17, 2011 @ 6:30 PM

Location: 3233 S. Cashua Drive, Florence

Sponsored By: Walkup Electrical Construction

Topic: "The Benefits Of Green Energy"

**Speaker: Toy Belcher
The Schneider Company**

COASTAL AREA

Tuesday, February 24, 2011 @ 6:30 PM

Location: James Island Yacht Club

Event Sponsored By: Sunbelt Rentals, Inc.

Bar Sponsored By: Sunbelt Rentals, Inc.

COASTAL AREA OYSTER ROAST

Please Bring A Door Prize For The Raffle!!!



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www.mcasc.com

***Serving mechanical contractors in
South Carolina since 1912.***

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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.