

# The Tool Box

**What's inside...** *Serving the Electrical, HVAC & Plumbing Industries Since 1912*

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## Harnessing AI for Revenue Growth!

I just finished consulting with a major mid-west company that recognized that AI could provide a them a competitive advantage. The possibilities were amazing as the C-Suite leaders came alive with possibilities. AI may not make them physically better, but competitively better based on speed to market and content creation.

Are you interested in being on the cutting edge of harnessing this new tool to advance and grow your business?

In an era where technology is not just an enabler but a driver of business success, small to medium-sized businesses (SMBs) are increasingly turning to Artificial Intelligence (AI) as a catalyst for growth. Inspired by Glenn Gow's insightful Forbes article, "5 Ways AI Can Help Increase Your Revenue," this piece delves into the transformative power of AI, tailored specifically for the unique needs and resources of SMBs.

### Customer Insights and Personalization

AI stands as a powerful tool for understanding customer behavior and preferences. By analyzing data from various touchpoints, AI can help SMBs tailor their products and services thereby helping to meet the needs of their target audience. For instance, AI-driven analytics can reveal patterns in customer purchasing behavior, enabling businesses to offer personalized recommendations and promotions, thereby increasing sales and customer loyalty.

### Efficient Inventory Management

AI-driven inventory management systems can revolutionize how SMBs handle their stock. These systems ensure optimal stock levels by predicting demand based on historical data, market trends, and even social media sentiment. This reduces the costs associated with overstocking and minimizes the risk of stockouts, ensuring customer satisfaction.



## Enhanced Customer Service

AI-powered chatbots and virtual assistants can provide round-the-clock customer service, handling inquiries and resolving issues promptly. This improves customer experience and frees up human resources for more complex tasks, thereby increasing overall efficiency.

## Optimized Marketing Strategies

AI's ability to analyze vast amounts of data can be leveraged to refine marketing strategies. By understanding customer preferences and market trends, AI can help SMBs create more targeted and effective marketing campaigns, ensuring a higher return on investment.

## Predictive Analytics for Better Decision-Making

Predictive analytics, a forte of AI, enables businesses to forecast future trends and make informed decisions. This can range from anticipating market changes to understanding which products will be in demand. Such insights are invaluable for strategic planning and maintaining a competitive edge.

**Conclusion:** Integrating AI is not just a luxury but a necessity for small to medium-sized businesses in the modern digital landscape. By adopting AI in these critical areas, SMBs can enhance their operational efficiency and create more personalized customer experiences, ultimately driving revenue growth.

Here are AI applications for each of the five ways AI can help small to medium-sized businesses (SMBs) enhance their operations and drive revenue growth:

### Customer Insights and Personalization

- \*HubSpot CRM: Offers AI-powered insights into customer behavior, enabling personalized marketing and sales strategies.
- \*Salesforce Einstein: An AI layer integrated into Salesforce CRM, providing predictive analytics and personalized customer engagement tools.

### Efficient Inventory Management

- \*Shopify AI: Utilizes AI for demand forecasting and automated inventory management, crucial for e-commerce businesses.
- \*Zoho Inventory: Features AI-driven analytics for inventory optimization, helping businesses avoid overstocking and stockouts.

### Enhanced Customer Service

- \*Zendesk AI: Offers AI-powered chatbots and automated customer service solutions, improving response times and customer satisfaction.
- \*Intercom: Uses AI to provide personalized customer support and engagement, enhancing the overall customer experience.

### Optimized Marketing Strategies

- \*MarketMuse: An AI-powered content research and optimization platform that helps in creating targeted content for marketing campaigns.
- \*Adext AI: Uses AI to automate and optimize digital advertising campaigns across various platforms, ensuring higher ROI.

### Predictive Analytics for Better Decision Making

- \*Tableau: Integrates AI for advanced data visualization and predictive analytics, aiding in strategic business decisions.
- \*Sisense: Offers AI-driven business intelligence tools that enable predictive analytics for trend forecasting and decision-making.

Each of these applications is well-vetted and widely used in the business community. They offer SMBs the opportunity to leverage AI in various aspects of their operations, from customer engagement to inventory management and strategic planning, ultimately contributing to sustainable revenue growth.



# “Tool Box Talks” – Safety Tips

## Basic Electrical Safety – The Most Abused Safety Device On The Job!

[Reference 1910 Subpart S / 1926 Subpart K]

Guardrails, back-up alarms, seat belts, these are all examples of safety devices that most of us would never dream of damaging or by-passing. But there is one other important safety device that is commonly abused by workers all the time; the grounding pins on electrical power cords. In this toolbox talk, we will discuss why the grounding pin on a power cord is important, and why we should never use a tool or extension cord when the grounding pin has been damaged or removed.

Many hand tools and other pieces of equipment we use are manufactured with housings or cases made from metal or other materials that conduct electricity. And if the power cord feeding electricity to that tool or piece of equipment becomes loose inside, it can touch the case or housing and cause it to become energized. Anyone who then touches that tool or equipment could be electrocuted.

To help prevent electrocutions from happening, many tool and equipment manufacturers provide a power cord made with three wires inside the power cord; one is the hot wire that provides power to the tool, one is the neutral or return wire that allows the electrical current to be completed, and the third is a ground wire. That ground wire is attached inside the tool or equipment at the conductive case and the other end is attached to a grounding pin on the cord's power plug. The ground wire allows the electrical current that electrifies the energized housing or case to flow through the ground pin and wire to the electrical receptacle, which is also grounded (or at least it is supposed to be). Since the grounding wire and attachments are more conductive than human skin, most, if not all, of the current flows through the grounded electrical system instead of through the person who touches the energized tool case, preventing an electrocution. BUT the electricity cannot flow through the grounded electrical system if the ground pin has been badly damaged or broken off.

Many people see no harm in breaking off the ground pin on a power cord or extension cord because the piece of equipment still functions normally, even if the ground pin has been broken off. And the odds of you being electrocuted if you use a tool that has the ground pin broken off the cord are very low. But it COULD happen, and that is exactly why we should never break the ground pin off of a power cord or extension cord. And using a tool or extension cord that has a badly damaged ground pin that is barely attached to the cord is just as bad!

So always inspect your tools, equipment, and extension cords that are equipped with grounding pins to make sure they are in place, firmly attached, and free of damage. And if you do happen to come across any tool or equipment with a damaged or missing ground pin, do not use it. Instead, take it out of service right away and turn it in to your supervisor or a safety representative.

One last thing to keep in mind; not all tools and equipment are manufactured with power cords that have a ground pin. That is because their cases or housings are not made out of metal or other materials that can become energized if the tool were to short out.

## Inspirational Quotes



A positive work environment will help you accomplish your goals and find happiness in your career.

Karen Beaman



Nobody can go back and start a new beginning, but anyone can start today and make a new ending.

Maria Robinson

# Mechanical Member

## Summerville Mechanical

SMI was established in 2001 by Carlton and Ute Holcombe, along with their sons, in Summerville, South Carolina.

We bring with us over 50 years of knowledge in the mechanical trades, with experience of almost 30 years of working with large mechanical companies prior to starting SMI. We set out to be a relatively small mechanical business targeting commercial, industrial, hospitals, offices, retail, government, and instructional new construction along with renovation projects. SMI holds an unlimited license along with a general contractors license.

The company has a capacity for bonding up to \$5,000,000.00 on a single project with a total capacity of \$10,000,000.00. SMI's average yearly income is in the \$3,000,000.00 to \$5,000,000.00 range. SMI's goals of staying a small business is rooted in the idea they can better satisfy their clients with a more hands on approach.

SMI attributes their success to their clients, employees, vendors, suppliers, friends, bonding agents, and bankers.

## Associate Member



*Carter - York - Agency*

*Electrical Manufacturer's Representative*

We at Carter York Agency believe that our distributors, contractors, and engineers are the foundation of our success. It is our purpose as an independent manufacturer representative to provide these customers the best possible product lines and the best possible service. Carter York Agency is constantly building the most informed sales staff in the Carolinas & Virginia to guide our customers through a horizontally integrated network of products, ranging from commodity items to engineered specified products and systems. Our aggressive sales and management staff, both young and experienced, will insure our place as a leader of the future. Since 1975, we have been committed to excellence.

### **Our Mission:**

- *To provide a unique mixture of experience and youth*
- *To provide professional communication capabilities*
- *To provide a wide product base*
- *To provide a complimentary line of products*
- *To provide a customer driven company team*

## Happy Birthday Members!

Benny Waldrop	4/2	Honorary Life Member	
Melanie Starrett	4/3	Mayer Electric Supply	Wife of Billy
Hannah Rumpfelt	4/5	Carolina Chillers	Wife of James
Buddy Davis	4/6	Central Heating & A/C Service, Inc.	
Frank Berry	4/9	MCASC	Husband of Michelle
Richard Dawkins	4/11	Border States	
Gloria Maguire	4/13	Honorary Life Member	Wife of Jim
Angie MacQueen	4/13	Gateway Supply Company	Wife of Chris
John Whatley	4/16	Greenville Mechanical	
Sylvia Jacobs	4/22	R. C. Jacobs, Inc.	Wife of Duwayne
Shirley Tuck	4/27	Tuck & Howell	Widow of Jerry

*We would like to announce your Birthday too! If you would like to be listed, please call 803-772-7834.*

## Anniversaries

Mr. & Mrs. Benny Waldrop	4/15	Honorary Life Member	Gail
Mr. & Mrs. Ruddy Cullum	4/16	Cullum Mechanical	Robbin

## Condolences

The DeAntonio Family in the loss of  
Raymond DeAntonio  
March 22, 2024

The Whitehurst Family in the loss of  
Tim Whitehurst  
March 11, 2024

The Jacobs Family in the loss of  
George White  
March 8, 2024

## Birth

Mike & Kim Richardson  
On the birth of their grandson,  
Hampton Lee Curry  
March 19, 2024  
7 lbs. 2 oz.

It's A  
Boy

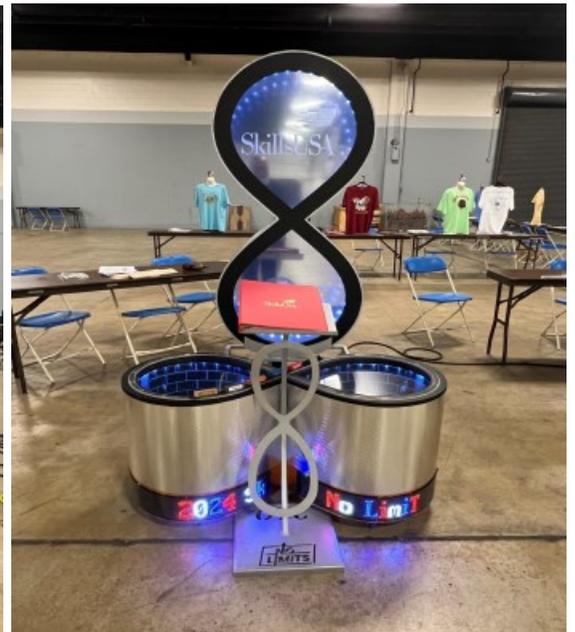
It's A  
Boy

# CCP-CT GRANT PICTURES



## SKILLS USA—GOLD MEDALISTS

IN JUNE, THE BELOW STUDENTS WILL BE COMPETING IN ATLANTA, GEORGIA FOR A NATIONAL TITLE!  
GOOD LUCK STUDENTS!!





**MCASC** presents the 17th annual  
**2024 Clays for Education**  
Sporting Clays Tournament  
Friday - May 3, 2024 - The Clinton House, Clinton, SC

**PRESENTING SPONSORS**



**Dewey's Pawn Shop**  
**GUN SPONSOR**



**Tournament Agenda**

- 8:00-9:30 Registration - Chick-fil-A Biscuit
- 9:30 - 10:00 Safety / Rules and Orientation
- 10:00 - 12:30 50 Sporting Clays + Team Flurry
- 12:30 - 1:30 Roddey's BBQ Brisket Lunch
- 1:30 - 4:30 Social / Raffle / Shoot-offs / Awards  
Give-a-ways / Shooter Drawings

**New Format**

Two separate courses for the event. Each team shooter will shoot 50 targets in the morning on Red Course, the other half on Blue Course plus 50 Bird Flurry. Score of team flurry will be added to all shooters score. Shoot-offs at the Pavilion to determine tournament winners. This format will allow shooters more time to socialize and get home earlier!

**Platinum Team Sponsor - \$3,000**

Two (2) 4-man teams  
Kanga Kase Mate 12 Pack Event Cooler, Event Towel and Sarge SS Blk 28oz Beer Mug / shooter Banner Sponsor & Event Signage Recognition  
Verbal Recognition at afternoon social

**Gold Team Sponsorship - \$1,200**

One (1) 4-man team  
Kanga Kase Mate 12 Pack Event Cooler and Event Towel / shooter  
Company name displayed on event signage  
Verbal Recognition at afternoon social

**Breakfast, Lunch, Social, Golf Cart, Gun Drawing included in above Sponsorships**

**Additional Sponsorships Available**

- Breakfast Sponsor: by Chick-fil-A of Laurens \$750
- Event Towel Sponsor: \$750
- Boiled Peanut Sponsor \$750
- Shoot-Off Sponsor: \$750
- Raffle Sponsor: \$500
- Lunch Sponsor: \$1K or 2 @ \$500
- Bev/Keg Sponsor: \$1K or 2 @ \$500
- Afternoon Social Sponsor: \$1,000

*Included with all of the above sponsorships:*

- Company banner prominently displayed at the event (banner supplied by sponsor). Company name displayed on special event signage and verbal recognition at the Afternoon Social
- Banner Sponsor: \$250**
- Company banner will be displayed on the banner wall at the gun club for all shooters to see (banner supplied by sponsor)
- Station Sponsor: \$150**
- Signage displayed with company name, telephone, city & state located at one of 30 stations. Signage will be provided.

- Course Naming Rights Sponsor 2 @ \$1,000/ea.**
  - Company Banner displayed at entrance of each course
  - Company name displayed on special event signage
- Clays Cart Sponsor (s): 1 @ \$1,500 (or 2 @ \$750)**
  - Company name displayed on All Carts at the event
  - Company name displayed on special event signage
- Refreshment Cart Sponsor (s): 1 @ \$1,500 (or 2 @ \$750)**
  - Company name displayed on Refreshment Carts at the event
  - Company name displayed on special event signage

**Raffle Sponsors: Johnson Controls, Hajoca, United Rentals and Trane**

**We thank you all for your continued support. Come out & join the fun. Good Food Good Times Great Event!**

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## 2024 Clays for Education Sporting Clays Tournament



Friday - May 3, 2024 - The Clinton House, Clinton, SC

### Sponsorship Reservation / Registration Form

Company Name: \_\_\_\_\_ Team Captain: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

#### Check the Sponsorship Opportunities, add Raffle Tickets then Total Payment

<u>Sponsorship Opportunities</u>	
_____ Platinum Sponsor	\$3,000 <input type="checkbox"/>
_____ Gold Sponsor	\$1,200 <input type="checkbox"/>
_____ Course Naming Rights 2@	\$1,000 <input type="checkbox"/>
_____ Clay Cart 2@ \$750 <input type="checkbox"/> or	\$1,500 <input type="checkbox"/>
_____ Refreshment Cart 2@ \$750 <input type="checkbox"/> or	\$1,500 <input type="checkbox"/>
_____ Lunch Sponsor 2@ \$750 <input type="checkbox"/> or	\$1,500 <input type="checkbox"/>
_____ Afternoon Social Sponsor	\$1,000 <input type="checkbox"/>
_____ Event Towel Sponsor	\$750 <input type="checkbox"/>
_____ Shoot-Off Sponsor	\$750 <input type="checkbox"/>
_____ Boiled Peanuts Sponsor	\$750 <input type="checkbox"/>
_____ Breakfast - by Chick-fil-A of Laurens	\$750 <input type="checkbox"/>
_____ Raffle	\$500 <input type="checkbox"/>
_____ Banner	\$250 <input type="checkbox"/>
_____ Station	\$150 <input type="checkbox"/>

<u>Add Raffle Tickets</u>	
_____ Sarge 2 Bottle Whiskey Tote w/ Bottle of Bourbon (includes 20 tickets) .....	\$600 (20 available)
_____ Sarge Escriba Leather Journal Cover plus Stacked Leather Damascus Survival Knife (includes 12 tickets) .....	\$400 (20 available)
_____ Sarge Guardian Leather Choke Tube Case plus Rifleman Universal Gun Cleaning Kit (includes 4 tickets) .....	\$200 (20 available)
_____ 3 Raffle Tickets.....	\$100
<b>TOTAL DUE.....</b>	<b>\$_____</b>

**AMMO: Bring your own ammunition - min. 4 boxes - 2 3/4" shell - max 1-1/8oz x 7.5 shot**  
Some ammo available onsite.

**SHOOTERS GUN DRAWING VALUED AT \$8K+ - Open to Event Shooters Only!**

Questions? - Contact Allison Knox @ (864) 430-9558

**PAYMENT OPTIONS: No Verbal Commitment! Registration and payment by check or credit card must be completed and submitted with one of the options below:**

- Pay Online:** <https://squareup.com/store/mechanical-contractors-assoc-of-sc-piedmont/>
- Enclosed is my **Registration & Check** made payable to: **Piedmont Chapter - MCASC**
- Enclosed is my **Registration &** please charge my **Credit Card**.
- Please **Invoice me** & guarantee my registration with Credit Card. (I understand if check is not received by 4/15/24 my card will be charged.)

\_\_\_\_\_ MC \_\_\_\_\_ VISA \_\_\_\_\_ CC# \_\_\_\_\_ Pin # \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Exp Date \_\_\_\_\_

Zip Code of Credit Card mailing address: \_\_\_\_\_

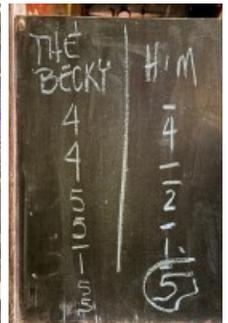
**Please return completed form with payment to:**  
MCASC 2023 Clays for Education - 430-J Roper Mountain Road - Greenville, SC 29615  
Attn: Chris Griffith Email form to: [jgriffcw@ici.com](mailto:jgriffcw@ici.com) Cell: (864) 315-8832

**NOTE:** Sponsorship Reservations are made on a first-come, first-serve basis based on the date your Reservation Form is received. Cancellations: All Sponsorships Fees are non-refundable.

The MCASC Education/Training & Legislative Funds has been established to encourage interest in the Mechanical Contracting Industry (including Electrical, HVAC and Plumbing trades) by helping people attain a higher level of education, craft training and support or challenge legislative issues that impact the Industry.



# COASTAL AREA SOCIAL





## **MARK YOUR CALENDARS**

### **Area Meetings & Upcoming Events**

#### **Piedmont Area**

**17th Annual Piedmont Clays for Education Tournament**  
**Friday, May 3, 2024**  
**The Clinton House, Clinton, SC**



The election of the 2024-2025 Officers and Board will take place at this event.

#### **Midlands Area**

**Thursday, April 4, 2024 at 4:00 pm**

**13th Annual Midlands Nine at Night Golf Tournament**  
Location: Charwood Country Club, 222 Clubhouse Drive, West Columbia, SC



The election of 2024-2025 Officers & Board will take place at this event

#### **Pee Dee Area**

**Thursday, April 11, 2024 at 6:30 pm**

Hosted by: D & L, Inc.

Location: 221 Palmetto Road, Darlington, SC

**Speaker: Hixon Copp, Director of Research & Special Projects NESA**  
**Program: "NESA Update"**



The election of 2024-2025 Officers & Board will take place at this meeting.

Pick A Winner for Education—Winner Of Drawing Was Mark Matz

17th Annual Pee Dee Blast Sporting Clays Event

Friday, September 20, 2024

Back Woods Qual Club, Georgetown, SC

#### **Coastal Area**

**Tuesday, April 23, 2024 at 5:30 pm**

Hosted by: Gateway Supply Company

Location: 2035 Spaulding Drive, North Charleston

**Speaker: Beth Jones, Account Manager, Hilti North America**  
**Program: Hilti Solutions to Maximize Project Productivity**

The election of 2024-2025 Officers and Board will take place at this meeting.

Pick A Winner for Education—Winner Of Drawing Was Mike Rhodes

15th Annual Coastal Inshore Fishing Tournament

Friday & Saturday, May 3-4, 2024

Location: WO Thomas, Jr. Boat Landing





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 Lexington, SC 29073  
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 Fax: (803) 731-0390  
 E-mail: mflowers@mcasc.com  
 www.mcasc.com

## Congratulations to our Associate & Mechanical Members who will be highlighted in the next issue of "The Tool Box"

Associate Member

*Serving mechanical contractors in South Carolina since 1912.*

### Executive Board & Staff

- Karen Linden  
President
- Dale Prosser  
Vice-President
- Steven Hayes  
Treasurer
- Jim Hearn  
Secretary
- Varity Poston  
Associate President
- Mona Flowers  
Managing Director



CELEBRATING 150 YEARS  
**HAJOCA** since 1858  
 PLUMBING • HEATING • INDUSTRIAL SUPPLIES  
 SERVICE, INTEGRITY, RELIABILITY

Mechanical Member



[Update Your Outlook](#)

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

## 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 Associations objective for this mission is to enhance the future of the Construction Industry in South Carolina.