

Succeeding With Your Bright Ideas By Robert B. Tucker

Everything you've accomplished in life began as an idea in your mind. So how can you have more ideas? In my 15-year study of business innovators in fields as diverse as software design, advertising and banking, I have discovered that what separates the people who stand out from those who don't is not superior intelligence or superior education. Instead, it's the unique way in which they work with their ideas.

Everybody has ideas. But innovators have a process for working with their ideas that they can articulate.

Start the process of retooling your own idea factory by asking yourself how well it has been manufacturing ideas lately. Then use these eight guidelines to gear up your idea factory again.

1. Give yourself periods of dream space. With ever-increasing demands at work, most of us have considerably less time for reflection and thinking. Decisions are made hastily, without considering alternatives. Innovators avoid this by giving themselves dream space.

Doug Greene, chairman and CEO of New Hope Communications, a publisher of trade magazines in Colorado, has a standing appointment each month to be alone. During what he calls "Doug day," he plans a change-of-pace activity to allow him to think through priorities, challenges, and the relationships in his life.

2. Enhance your environment for maximum creativity. Wayne Silby is co-founder of the Bethesda, Maryland-based Calvert Group, a financial services company that created the first social investment fund. Silby favors floating in his isolation tank as a creative environment and says many of his best ideas occur when he gets up at 4 a.m. and begins work while listening to classical music.

3. Seek out idea-oriented people. Innovators get a lot of their ideas from being around other idea-oriented people such as friends, colleagues, co-workers, and neighbors who are using ideas to fuel their own lives and whose excitement inspires their own creativity.

Take a moment to consider the people you know who stimulate your creativity. Plan to spend more time with these people. If you're looking to meet more idea-oriented people, join clubs and organizations in your field and community.

4. Audit your information intake. What publications do you read? Is your information diet broad enough? Lack of broad-based reading can hurt you. An effective personal future-scan system must include broad-based reading of high-quality material. Subscribe to a variety of publications, even if you aren't able to read them all immediately. When you're on a flight or have a block of unscheduled free time, whittle away at the stack. Even if you only skim them, you'll pick up a wealth of information, and you'll notice connections and start seeing patterns of change emerge.

5. Focus on the source of ideas. At a recent conference of architects, "Sources of Inspiration," attendees listed seeing other designs in magazines, serving the complex needs of clients and users of the structure, enjoying the process of creating the structure, and simply wanting to create. Not too earth shattering, is it?

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**7th ANNUAL
MCASC
WINTER
CONFERENCE &
STATEWIDE
MEETING
THE COOP
COLUMBIA
MARCH 23, 2011
REGISTRATION
FORM INSIDE**



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
FIRE PREVENTION

This may sound like a contradiction, but the problem with fire prevention on a construction site is the absence of a problem. Fires do not occur with frequency or regularity and therefore workers are not particularly concerned about them. Another word for this is complacency, an environment in which danger grows and thrives. It is extremely difficult to motivate someone to take an active interest in fire prevention when the person has never been involved in a serious fire and when they face other, imminent hazards on a daily basis. This leads to the common misconception that fire prevention is someone else's problem.

Almost every construction worker has at one time or another seen someone injured by a fall or being struck by an object. Very few have seen a person burned in a fire, or seen valuable property and months of work reduced to smoke and ashes.

We need to be reminded regularly of the ever-present danger of fire. We need to know the different types of fires and extinguishers. Briefly, electrical or flammable liquid fires require an extinguisher rated BC. Use a water extinguisher only for Class A fires (wood, paper etc.). A dry chemical extinguisher rated ABC is for all classes of fire. Aim at the base of the fire and move the nozzle from side to side in a sweeping motion. If the fire continues, evacuate everyone from the area and call the fire department.

Observe all “NO SMOKING” signs, especially near flammables. Make sure the area is free from all combustibles when burning or welding. Place all construction debris in the proper area for disposal. Know where fire extinguishers are located.

A fire today could mean loss of life, loss of a job, personal injury or property damage. Are you doing your part to prevent one? Check both your job and your home for fire hazards.

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

Mr. & Mrs. Jimmy Gatch & Family
Gatch Electrical Contractors, Inc., Charleston
On the loss of his mother
Ruth Elizabeth Bailey Gatch

Mr. & Mrs. John Babson & Family
BB&T/Boyle-Vaughan Insurance, Columbia
On the loss of his father
Ogden S. Babson

Welcome New Members

Jason Schlappich - HD Supply Plumbing
West Columbia
Michael Clifton - Hagemeyer NA
North Charleston
Scott Murray - Murraycom
Chapin

Happy Anniversaries

Mr. & Mrs. Wells Whaley - 3/1
Mr. & Mrs. Jim Hendricks - 3/3
Mr. & Mrs. Billy Zimmerman - 3/21
Mr. & Mrs. Ray Merritt—3/25

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 23, 2010 at the MCASC Winter Conference and
Statewide Meeting at The Coop, 1100 Key Road, Columbia, SC.

(Continued from page 1)

That leads to another misconception about innovators: their ideas are completely original. In fact, innovators get ideas the same way that everyone else does: Some they dream up, and others they borrow. They take a little concept from here and combine it with one they've found somewhere else. That is not to suggest that you rip off someone else's idea and represent them to the world as your own. Instead, the innovator's talent is that he or she knows which ideas to borrow from other fields.

6. Look for ideas by studying problems. The late Bill Gore is perhaps best known for inventing Goretex, the "breathable" but waterproof fabric. Gore used to say his ideas came from studying problems. "I walk through the plant and see a piece of equipment that's being built in the shop," Gore said. "I inquire about how it is designed. And I scratch my head and say, 'You know, it would be so much better if it could be done this way instead of that way.'"

Gore wouldn't have created a new invention if he hadn't walked through the shop and saw the machine under construction. Look around for parts of ideas you have yet to put together and take advantage of ones that already exist. Ask yourself: how could they be combined in new ways? What need could be met? Where is the market, and who would use your idea?

You can learn the general skills by reading about how others have solved problems in different situations and in other fields. If you're a businessperson, read about problem solving in genetic research. If you're an architect, read about problem solving in fashion design. There are certain logical leaps, steps, and processes that can apply to your ideas.

7. Devise a system to capture ideas. "Ideas are like babies," Peter Drucker once wrote. They're born small, immature, and shapeless. They are promise rather than fulfillment. Particularly in their initial stages, they are fragile. They have to be carefully fed, nurtured, and protected." Innovators have perfected a process of internal market research - trying their ideas out on people. It helps the innovator discriminate between those ideas that are "doable" and those that aren't. At some point you have to be willing to put your idea out there to find its strengths and weaknesses. In the initial stages, it is important to protect the germ of an idea until you've really examined it in your own thinking processes. Then test it on some of your closest friends.

8. Invite skeptics to review your larger ideas. While positive thinkers and possibility thinkers are prone to like your idea no matter how far fetched, they can actually lead you astray. They'll tell you that it's a great idea regardless of the flaws. But when you seek out skeptical thinkers, you're bound to get another perspective on your idea.

Robert B. Tucker is president of The Innovation Resource, a consulting firm specializing in strategic innovation. He also is the author of Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Berrett-Koehler Publishing) and a frequent keynote speaker. He can be reached at (805) 682-1012.

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

Winter Conference & Statewide Meeting

March 23, 2011

The Coop, Columbia

5th Annual Piedmont Area

Clays for College

Friday, April 22, 2011

Harris Springs

Sportsman's Preserve

Waterloo, SC

23rd Annual George W. Bryce, Jr.

Memorial Golf Tournament

Friday, May 6, 2010

Oakdale Country Club, Florence, SC

3rd Annual Coastal Area

Scholarship Fishing

Tournament

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

3537 Dorchester Rd., N. Charleston

May 14, 2011 - Fishing Tournament

Remley's Point Boat Landing

Mt. Pleasant, SC

MCASC Summer Convention

August 4-7, 2011

Hammock Beach Resort

Palm Coast, Florida

MCASC Winter Conference & Statewide Meeting Registration Form



March 23, 2011

The Coop, 1100 Key Road, Columbia

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: _____

Company: _____

Address: _____

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

Number Attending Workshops/Lunch _____ Number Attending Meeting/Dinner _____

II. CONFERENCE & MEETING FEE:

MEMBERS: Same as Monthly Area Meeting \$25.00

NON-MEMBERS: \$100.00

AGENDA

10:00 – 10:15 AM	Welcome & Introduction of Workshop Facilitators
10:15 – 11:45 AM	“Lean Management – How To Protect Oneself In The Design-Build World” By: Tom Frisby, Owner – The Frisby Group
11:45 – 12:30 PM	“Update S. C. Department of Labor, Licensing & Regulation” By: Catherine Templeton, Esquire – Ogletree, Deakins, Nash, Smoak & Stewart, P.C. & Director S. C. Department of Labor, Licensing & Regulation
12:30 – 1:30 PM	Lunch (provided)
1:30 – 3:00 PM	“Stress: It’s Out There, You May Have It, How To BEAT It!” By: Michael Fort, Chief Values Officer, Corp. Div. Gaylor, Inc.
3:00 – 4:00 PM	“Positioning Your Company For A Profitable Future” By: Jeff Greenway, CPA – Elliott Davis
4:00 – 5:00 PM	“When’s It Over? The Statute of Limitations, The Statute of Repose, and other Legal Deadlines For Construction-Related Claims” By: Dan Brailsford, Esquire – Robinson McFadden
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 PM Until	Welcome, Dinner & Keynote Speaker Dr. Mick Zais, SC Superintendent of Education

III. BILLING INFORMATION:

Member Companies Will Be Invoiced By Your Local Area Treasurer

IV. DEADLINE TO REGISTER:

MARCH 16, 2011



PALM COAST FLORIDA

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:
AHERN RENTALS**

Ahern Rentals began in 1953 when the owners, John Ahern and his wife Martha, purchased a gas station on the Las Vegas Strip and began selling gas and diesel and renting equipment. One of the first items they rented were automobile window-mounted swamp coolers used by tourists traveling to California. The inventory was later expanded to include trailers, hand tools, and trucks. These items were later followed by construction equipment and homeowner items such as lawn and garden equipment. In 1958 they sold the gas station and moved the rental business into its' own location. Here they focused all their attention on renting tools and equipment to the residents of Las Vegas.

Thanks to the hard work of many employees Ahern Rentals has provided personal, quality service to many customers. The Ahern family has always felt a sincere love for its customers and employees. Ahern Rentals is truly a family run company. Don Ahern, John and Marthas' oldest son, started the aerial platform division in 1982. Along with his brother, Paul Ahern, and son, Evan Ahern, the Ahern family has continued the growth of their family company.

There are now 70 plus Ahern Rental locations in over 20 states. In recent years this expansion has included the opening of over 25 stores on the east coast. In the state of South Carolina there are now rental locations in Columbia, Greenville, and Charleston. Ahern Rentals is rated as the 7th largest equipment rental company in the United States and the largest privately held. We offer over 38,700 rental items including over 21,500 high reach units, such as fork lifts, boom lifts, and scissor lifts. We also have over 17,200 general rental items such as backhoes, mini excavators, trenchers, compressors, and much more. We promise to provide the youngest rental fleet, quality service, and the finest professionally trained staff in the industry. With the help of local contractors, such as the members of the Mechanical Contractors Association, Ahern Rentals hopes to continue to grow and prosper for many years to come. We look forward to our association with each of its members.

Ahern Rentals
6320 Fairfield Road
Columbia, SC 29203-2621
Telephone (803) 783-0170 Fax (803) 783-0190

**Congratulations to our next Associate & Mechanical Members who will be
highlighted in the upcoming issue of "The Tool Box":
Murraycom, Chapin - Associate Member
Columbia Cooling & Heating Company, Inc., Columbia - Mechanical Member**

MARCH 2011 MONTHLY AREA MEETINGS**MIDLANDS AREA**

Wednesday, March 23, 2010 - Workshops 10:00 AM-5:00 PM,
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Coop, 1100 Key Road, Columbia.

**Winter Conference & Statewide Meeting
With Special Guests
Superintendent of Education Dr. Mick Zais
And Members Of The SC General Assembly**

PIEDMONT AREA

Wednesday, March 23, 2010 - Workshops 10:00 AM-5:00 PM,
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Coop, 1100 Key Road, Columbia.

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PEE DEE AREA

Wednesday, March 23, 2010 - Workshops 10:00 AM-5:00 PM,
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Coop, 1100 Key Road, Columbia.

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COASTAL AREA

Wednesday, March 23, 2010 - Workshops 10:00 AM-5:00 PM,
Open Bus. Mtg. 5:00-5:30 PM, Social 6:00 PM, Dinner 7:00 PM
Location: The Coop, 1100 Key Road, Columbia.

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

*Serving mechanical contractors in
South Carolina since 1912.*

MCASC Executive Board & Staff

Jim Brewer, President
Dennis Brunink, Vice-President
Lee Richardson, Treasurer
Richard Miller, Jr., Secretary
Jim Maguire, Associate President
Mona Flowers, Managing Director

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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.