



The Tool Box

Serving the Electrical, HVAC & Plumbing Industries Since 1912

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The New Normal Stinks

By Wally Adamchik, FireStarter Speaking & Consulting

The New Normal. You have heard the term before. No, not the cancelled TV series, but the economic conditions following the 2007-2012 economic crisis. The term arose from people who challenged the belief of economists and policy makers that industrial economies would revert to their pre-2007 conditions. In other words, the “good ol’ days” would return and life would be grand again. We all know the recovery has been anything *but* normal. While I am not an economist, I can cite stats and figures to confirm what you already know.

This recovery is marked by geographic imbalance, slower than “normal” post-recovery growth, stagnated profits and employee indifference (Toss in the continued inability of Congress to accomplish much of anything, and the condition persists. Please note that is a bipartisan criticism). The mandate to business leaders was to get used to this new normal because it was, in fact, the way business was going to be done. While I agree with the mandate to accept reality, I don’t agree with what that implies. And neither should you.

I witnessed first-hand the very negative implication of this new normal in three strategic planning sessions I attended in January. These were all well done. Presentations neatly arranged, professionally presented, and action plans meticulously noted for on-going follow-up and accountability. Then the budget was put forth for the year. Sales up a bit, overhead is being tightly controlled after cutting back so much the past several years, but margins are... well... poor. Oh yes, they are better than last year, but that isn’t saying much for the firm that simply broke even last year and is looking at .9% net profit this year... or for the firm that made .6% last year and is forecasting 1.7% this year – yet historically made in excess of 4% before the downturn. As you can see, this new normal stinks if you are looking to make money.

What was particularly striking to me in these meetings was the acceptance of the profit line. It’s getting better, therefore, it’s good enough. It was actually the quiet IT guy at one firm who coughed a bit and ventured the following thought: “Is it just me, or is that net profit line *really* low? Do we really need to just accept that and move on? Are there things we can do to make it better?”

The room grew silent. It was as if mild-mannered Clark Kent had transformed into Superman right before their eyes. Then the noise level grew as people began to mumble their agreement. The next hour was spent talking about profit improvement strategies. Stretch goals were set with higher – but not unrealistic – targets for profits.

A few days later, I witnessed the similar acceptance of the low number and related the “story of the IT guy”. Again, everyone nodded. The CEO looked at the team and concluded the meeting. He said, “We will reconvene in this room one week from today.

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**2014
SUMMER
CONVENTION
SAWGRASS
MARRIOTT
GOLF RESORT
AND SPA
AUGUST 7-10, 2014
PONTE VERDE,
FLORIDA
HOTEL
RESERVATION
FORM
SEE PAGE 6**



**Mechanical Member:
MORELLI HEATING & AIR CONDITIONING, INC.**

Morelli Heating & Air Conditioning, Inc., "THE PROBLEM SOLVERS" has been a part of the Charleston South Carolina's Business Community since 1981. James K. Morelli and Anthony J. Morelli purchased the heating and air conditioning division of Charleston Oil in November of 1981. Jim Morelli helped develop one of the first heating and cooling companies in Charleston. He began his career with the Charleston Oil Company in 1954 & retired from Morelli in 1992. Jim passed away in April of 2013 and is truly missed by the community. The Morelli name is synonymous with providing the best in heating and cooling for nearly 50 years.

Our Commercial and Industrial Division is headed up by Anthony (Tony) Morelli, the company President. Mr. Morelli is responsible for the design and development of all design build projects. Andrew Morelli, the company's Vice-President directs the day to day operations of the Mechanical Division.

We are a full service mechanical contractor company that specializes in heating, air conditioning & ventilation for residential, commercial & industrial facilities. Our knowledge and experience of historic homes and buildings is extensive. They include historical sites such as the Nathaniel Russell House, Charleston City Hall, Miles Brewton House, SC Society Hall, Fireproof Building, McBee House at Ashley Hall School, Sword Gate House & The Riviera Theater just to name a few. When its time to design and install the latest in heating and cooling technology in the country's most significant homes and buildings, one name stands out from the rest, Morelli.

The Morelli family has worked very hard to establish solid expertise and knowledge in this industry to better serve our customers. Ethics and integrity are the bonds that build the company's reputation.

Morelli Heating & Air Conditioning, Inc.

2470 Faber Rd

Charleston, SC 29405

Phone: 843-554-8600

Fax: 843-746-9484

Website: www.morelliair.com

Email: tonymo@morelliair.com

A Thought Worth Pondering

....as we let our light shine we unconsciously give other people permission to do the same. As we are liberated from our own fear our presence automatically liberates others.

Marianne Williamson

APRIL BIRTHDAYS

Benny Waldrop	4/2	Honorary Life Member	
Gloria Maguire	4/13	Eck Supply	Wife of Jim
Fred Gibbs	4/22	Bear Mechanical Services, LLC	
Sylvia Jacobs	4/22	R. C. Jacobs, Inc.	Wife of Duwayne
Bucky Cole	4/23	AAA Supply, Inc.	
Shirley Tuck	4/27	Tuck & Howell	Wife of Jerry
Joe Clarey	4/29	Zurn Industries	

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
DON'T GIVE FIRE A CHANCE

There's plenty of air, plenty of fuel, and plenty of ignition sources around construction sites – so we've all got to be on our toes to prevent fire. Here are some ways to keep the job from going up in smoke:

- Help keep the site clean. Store combustible materials away from ignition sources.
- Report any possible fire hazards that you notice: open flames, sparks, and electrical equipment that appears to need repairs.
- On hot-work jobs, be sure combustibles are safe from ignition. Have a fire extinguisher handy for welding and cutting operations, or when open flame equipment is used.
- Help protect temporary electric wiring from possible damage. In case of a fire in or near live electrical equipment, use a dry chemical extinguisher, and not water.
- Don't smoke near flammables, in "No Smoking" areas, or while re-fueling equipment. Make sure cigarettes and matches are out.
- Always use approved safety cans or the original manufacturer's container to store flammable liquids. Keep these containers closed when not in use, and never store them near exits or passageways.
- Clean up any spills as soon as they occur. Put saturated rags into closed metal containers.
- Watch to see that canvas tarps, plastic sheeting or other ignitables don't get close to space heaters. Take care to see that heaters aren't accidentally tipped over.
- Know where the closest fire-protection equipment is located, and how to use it. Check to see that fire-fighting equipment is in the clear, in proper condition, and ready for instant use.

We do everything we can to try to keep our jobs fire-safe - but it takes your help, all the time.

PinPoint Safety, LLC - Mel Rosas, formerly, RSS Safety, LLC
12216 Pinegate Court, Pineville, NC 28134-9139

Upcoming Events!!!

5th Annual Midlands Area Nine at Night

Thursday, April 3, 2014

Charwood Country Club, W. Columbia, SC

8th Annual Piedmont Area Clays for College

Friday, April 25, 2014

Harris Springs Sportsman's Preserve, Waterloo, SC

The Charleston Slam

6th Annual Inshore Fishing Tournament

Captain's Meeting - May 16, 2014

Tournament - May 17, 2014

166th Annual MCASC Summer Convention

August 7-10, 2014

Sawgrass Marriott Golf Resort & Spa

Ponte Vedra Beach, FL

7th Annual Pee Dee Blast

Sporting Clays Event

Friday, September 19, 2014

Back Woods Quail Club, Georgetown

Welcome New Members

Piedmont Area: Bob Miller

Miller HVAC Service, Greer

Midlands Area: Rick Ard

Pitts Insurance Team, Columbia

Kyle Wyatt

Palmetto Winnelson, Lexington

Pee Dee Area:

Coastal Area: Joe Myers

EECO - Electrical Equipment Co., N. Charleston

Happy Anniversary

Mr. & Mrs. Benny Waldrop - 4/15

Mr. & Mrs. Rudy Cullum - 4/16

Mr. & Mrs. Walter Heape - 4/18

Mr. & Mrs. Jim Haynes - 4/30

Condolences

Mr. Guy Rogers

Hoffman & Hoffman, Columbia

On the loss of his wife

Susan Lawhorn Rogers

Mr. Bill Johnson & Family

Unitherm, Inc., Charlotte

On the loss of his wife

Margaret G. "Meg" Johnson

(Continued from page 1)

The single focus of that meeting will be margin improvement. Look at everything we do and let's figure out how to be more profitable. And that does not mean we *cut* anything; we've already done that. This meeting will be about *getting better at what we do*. And Wally, I want you back also – we are going to need some training and some coaching to make it happen.”

The new normal is not an easy place to do business. There is no doubt the challenges we face today are as demanding as ever. There is also no doubt that tired old strategies and philosophies about people are increasingly useless. My move to online interactive virtual training, **FireStarter VT**, is a direct response to the demands of clients today who are looking for innovative ways to get more people trained faster. Virtual is not the only answer, but it is certainly *part* of the answer.

I hesitate to use this tired cliché but it is relevant to this conversation: If you continue to do what you have always done, you will continue to get what you have always gotten. Construction spending is expected to rise 6% in 2014. (Maybe not in your specific market, but that is the national number.) So Strategy #1 would be to do nothing different and hope sales go up 6%. If you don't mess up, some of that will fall to the bottom-line. Strategy #2 would be to meet and create a margin improvement plan to become more efficient and more profitable. That is, to make the new normal a great opportunity rather than a poor way to run a business.

Wally Adamchik is President of FireStarter Speaking and Consulting. Visit the website at www.beaFireStarter.com. He can be reached at 919-673-9499 or wally@beaFireStarter.com.

My Online Move Means Opportunity For You!

It was one of the toughest things a client ever said to me. I was meeting with a long-time and valuable client. We have a solid business relationship and we like each other. It's a good thing he likes me because the next thing he told me hurt bad. “Wally, we love what you do for us. You have been a very important part of our leadership development initiatives for years now but I have to tell you. I'm sorry, but we are never going to do that again. Margins are simply too thin and schedules too tight for us to take people out of the field like we used to. A couple of days in a classroom with you is always a good investment, it is just one we can't make right now.” OUCH! I was losing business. The guy was apologizing about it. We both felt bad. I knew I had to find a solution.

One of the most basic pieces of advice given to business leaders is to listen to their customers. I listened to that VP of Operations and you now benefit from the solution. Virtual training with FireStarterVT is my response to the challenges you face in developing leaders. FireStarterVT is your on-demand multi-million dollar interactive training platform with a learning management system to track, measure and monitor student progress.

Online gives you flexibility. Workers can train 24/7, any day, any time and during any shift, with any internet connection. What is not so obvious is the higher return on investment. Studies show that interactive, computer based training can cut training times by as much as 80%. There are other benefits too. Save up to 70% off training costs by eliminating travel, increasing flexibility, and reducing training time. Finally, it's not just fast, it's effective! Comprehension rates increase by as much as 200% when employees can learn at their own pace and revisit content at no extra cost.

What comes out depends on what goes in. You want more out of your employees, what are you giving them to help them get better? Supervisory skills training with FireStarterVT is perhaps the most cost effective way to train and grow profits through an educated workforce that is more productive.

I invite you to check it out. Visit www.firestartervt.com and take the tour, or click free demo to see the first chapter of each course. If you want to totally kick the tires send me an email and I will get you the log in credentials.

Imagine your employees getting access to a state of the art training library for a year for what it costs to train for a day. Go to WWW.FIRESTARTERVT.COM for a FREE DEMO... just click free demo.

The platform just keeps getting better. We are taking another step forward on mobile platform compliance. We have updated our proprietary “Interactive Video Capabilities” to now work on most tablets and phones as well – versus just on desktops. Actually, it was already good on mobile devices, it is now better. Go ahead and check it out, what do you have to lose? And learn what you have to gain.

Outwitting Your Fear of Success By Ann Elliott, The Berkana Company

Fear of success is like an undercover, secret agent. It uses clever disguises to accomplish its mission of sabotaging your success. To the unaware, untrained eye, your goals do not stand much of a chance. You wonder why you are not having the results you want.

When you unknowingly hold back, you are cheating the world. You are not giving full expression to your talents, the ones imprinted in your DNA. The world is missing out and so are you.

One of my coaching clients demonstrated how cunning the fear of success could be. Despite her abilities and opportunities, she was not accomplishing her goals. In a blazing flash of insight, she recognized that achieving her goals represented loss for her.

She discovered that if she achieved her ambitious goals, her relationships with her family, friends, and co-workers would change significantly. The people surrounding her were not succeeding at the level she envisioned for herself. Was she willing to continue operating by someone else's definition of success?

If you suspect you are settling, not excelling, consider these guidelines to expose the clever disguises of the fear of success:

- Accept that you own talents [a.k.a. brilliance] that are unique to you.
- Discover your talents [hint: they may be undercover and underdeveloped].
- Get the training and experience to develop your skills so you can use your talents.
- Find ways to engage your unique talents professionally and personally.
- Release the notion that you can do everything well [hint: create a team of complementary talents.]
- Surround yourself with others who encourage and support you.
- Celebrate your successes.
- Identify any thinking pattern that pulls you back into limitations and shift your thinking.
- Help others claim their brilliance [a.k.a. talents] and express it in the world.

Now the rest of the story. My client realized she was not doing herself or the world any favors by limiting her success. With a new thinking pattern, she adopted simple practices to support her success and to eliminate the chaos she had created unwittingly. Please note that success habits are the supporting players, not the main attraction.

Success habits that support success thinking:

1. Prepare for an appointment with a client or prospect 24 hours in advance.
2. Use checklists to assure that you have with you everything you need.
3. Leave a cushion of travel time to allow for the unexpected.
4. Arrive 5 – 10 minutes before your appointment but no earlier.
5. Eliminate clutter in the office and car.
6. Keep written notes of conversations, meetings and calls.
7. Debrief your notes to the appropriate file.

What undercover agents are at work undermining your success? Call on your courage to outwit your success saboteurs by exposing them for what they are - fear based thoughts. Give yourself and others permission to succeed.

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Ann C. Elliott is a leadership expert and founder of The Berkana Company LLC, a business coaching company. She works with successful businesses that are leaving money on the table. Her clients improve efficiencies, save money, and create happy customers. She speaks professionally at conferences, corporate retreats, and workshops. To schedule her for your event, visit the website Contact Ann at <http://www.berkanacompany.com>

MCASC SUMMER CONVENTION – AUGUST 7-10, 2014



You can make reservations either by fax, phone or online.

- **By phone:** Call (800) 457- 4653. Please have the information below available, and be sure to identify yourself as part of the MCASC SUMMER CONVENTION. USE GROUP CODE: MEC
- **Online:** Go to <https://resweb.passkey.com/go/scmechanicalcontractors>
- **By Fax or mail:** (904) 280-7009. Please use this form.

All reservations MUST be guaranteed with a major credit card. If you do not wish to use a credit card, please mail this form along with a check or money order (Do not send cash) to the resort. For your records, you may want to keep this form, and write your confirmation number in the space provided. Hotel Room Rate has been extended 3 days pre and post convention dates.

THE DEADLINE FOR HOTEL RESERVATIONS IS JULY 15, 2014.

Primary Guest Name: _____

Secondary Guest Name: _____

Daytime Phone: _____ Fax: _____

Email Address: _____ Marriott Rewards Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Arrival Date: _____ Departure Date: _____

* Check in time is 4 p.m./ Check out time is 12 Noon *

Room Type: (Choose ONE) * Room rate is per room, per night, and does not include 10% tax or \$13 daily resort fee.*

\$129 Standard Hotel Room- Standard hotel room with 1 king or 2 double beds

\$169 (1) Bedroom Island Green Villa- 1 bedroom, living room & kitchenette

\$269 (2) Bedroom Island Green Villa- 2 bedrooms, living room & kitchenette

Requests: (Note requests are **NOT** guaranteed) Check the appropriate box:

(1) King Handicapped Accessible Crib

(2) Doubles Roll-A-Way

Other Request: _____

Credit card type: _____ Number: _____ Exp. _____

The Resort has a 24-hour cancellation policy. If you need to cancel your reservations for any reason, you must do so at least 24 hours prior to arrival. Failure to do so will result in one night's room and tax being billed to the credit card on file, or deposit received. No-show fees are NON-REFUNDABLE.

Date Made: _____ Confirmation number: _____

Sawgrass Marriott Golf Resort & Spa
1000 PGA Tour Boulevard, Ponte Vedra Beach FL 32082
(904) 285- 7777; f: (904) 285- 7009
www.sawgrassmarriott.com

**Associate Member:
INSURANCE OFFICE OF AMERICA**

Rob Motley is Regional President and current Board member of Insurance Office of America (IOA). Rob joined IOA in 2003 when he merged his acquired Columbia, South Carolina agency into IOA to become part of the 10th largest privately-held agency in the United States with an annual premium volume of over \$700 million. Under Rob’s leadership, the Columbia branch of IOA has enjoyed several Branch of the Year awards in recognition for both their production and service excellence. IOA itself is one of the fastest growing, full-service insurance agencies in the country with over 800 employees and 38 offices in 14 states. IOA has become the agency of choice for the full complement of insurance needs by an ever-increasing number of business and personal clients around the U. S. A.

One of the key areas of specialization for Rob is in the area of Work Comp for the Construction Industry. “The days of securing a competitive program without a definitive game plan are quickly fading.” Recently IOA worked with 31 insurance companies to determine what makes a customer “Best in Class,” when it comes to pricing, servicing, and ultimately risk. The response was overwhelmingly similar with each company focused on programs, procedures and disciplines through the hiring process, customized training and proactive claims management. According to Rob, “this is why we created an exclusive program called RiskScore®!”

In his leadership role, Rob chairs the Risk Services effort for IOA across the U. S. A. and is a founding member of the IOA Risk Services Team credited with the strategic vision and creation of IOA’s new automated RiskScore® program. The RiskScore® program was developed to help employers improve their risk management and safety programs by identifying strengths and weaknesses in four (4) key areas where accidents are prone to happen. The process is simple and takes less than ten (10) minutes to complete but the results are powerful. RiskScore® results enable employers to create an actionable and executable plan that will help them become “Best in Class” by assisting with proactive claims management and well-defined safety and return to work programs. Experience shows that “Best in Class” procedures will reduce the frequency of accidents. But when accidents do occur, the employer’s team undergirded with a “Best in Class” game plan will care for those involved in a way that assists with a speedy recovery, all of which leads to increased profitability.

Compare RiskScore® to your credit score; the higher your score, the better terms and pricing you will receive from the insurance carriers. **Here in lies the “Definitive Plan” Insurance Carriers are looking for.**

Do you know your RiskScore®? Email Rob at Rob.Motley@ioausa.com to learn yours today!

Insurance Office of America

1221 Bower Parkway, Suite 101, Columbia, SC 29212-3734

Phone: (803) 996-4850 Fax: (803) 957-4945

**Congratulations to our next Associate & Mechanical Members who will be highlighted in the upcoming issue of “The Tool Box”:
Bray Controls, Darlington - Associate Member
Bear Mechanical Services, Columbia - Mechanical Member**

APRIL 2014 MONTHLY AREA MEETINGS

MIDLANDS AREA

Thursday, April 3, 2014 @ 5:00 PM

Location: Charwood Country Club,
222 Clubhouse Dr., W. Columbia

Election of 2014-2015 Officers & Board

&

5th Annual Nine at Night Scholarship Benefit

PIEDMONT AREA

Tuesday, April 8, 2014 @ 6:00 PM

Location: 2048 Gibbs Shoals Road, Greer
Sponsored By: Hayes & Lunsford Electrical Contractors, Inc.

Topic: “Building A More Resilient Upstate Economy”

Speaker: Clay Andrews, CECD, Director,

Investor & Public Relations, Upstate SC Alliance

Election of 2014-2015 Officers & Board

PEE DEE AREA

Thursday, April 17, 2014 @ 6:30 PM

Location: 3233 South Cashua Drive, Florence
Sponsored By: Walkup Electrical Construction

Topic: “NESA Update”

Presented By: Ronald D. Carter, Jr.,

Business Development Coordinator, NESA

Election of 2014-2015 Officers & Board

COASTAL AREA

Tuesday, April 22, 2014 @ 6:00 PM

Location: 3350 Meeting Street Road, Charleston
Sponsored By: Metro Electric Company

Topic: “What You Need to Know to Protect Your Payment Bond Remedy”

Presented By: Wayne McCartha, President

McCartha Cobb & Associates, Inc.

Election of 2014-2015 Officers & Board



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

Richard Miller, Jr., President
Mike Kirkland, Vice-President
Allen Goff, Treasurer
Lee Richardson, Secretary
Derek Eager, 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.