

Earn This

By Wally Adamchik, FireStarter Speaking & Consulting

In the past few weeks we Americans have honored our fallen on Memorial Day and, to a lesser degree, remembered those who fought on June 6, 1944 in Normandy. D-Day was the largest armada in the history of the world. It was a win-at-all-costs effort that almost failed. This year marked the 72nd anniversary of the landings at Normandy.

I hold that place special in my heart. In 1994, I participated in the 50th anniversary ceremonies. First, on June 3, I flew with members of my Marine Light Attack helicopter squadron over Portsmouth, England in the largest air armada the world had seen since 1944. Then we re-embarked on our Navy shipping and crossed the channel. On June 6, the dawn never quite came. It was a murky, misty day on the English Channel. President Bill Clinton and other heads of state were to toss wreaths of remembrance into the sea from the USS George Washington. There was to be a jet flyover of F-18s, but the weather made that impossible. On short notice, we crafted a plan to do a fly-by at eye level 100 feet above the Channel for the dignitaries as they performed their solemn duty. The next day, I toured the battlefield. As a history major and professional warrior, I was mesmerized. There were WWII reenactors everywhere; it was as if I had been transported back in time.

I have toured Normandy three more times and was humbled each time. I feel the same at Gettysburg. I have had the opportunity to take students graduating from our leadership programs to both locations. If you saw the beginning of the movie Saving Private Ryan, you got a good feel for the carnage on Omaha Beach. Of course, in battles around the globe during that time, the story was repeated. Everywhere fighting erupted that day, there was excellent leadership: men who believed in the goal and trusted in each other did things that no human should be asked to do.

Research shows that most leaders are not born with some unique gene sequence that enables them to lead. Most develop over time and do what they are trained to do in support of an objective they believe in. This is where you come in! No, you are not leading people into battle, but that doesn't diminish the desire of your people to be led. People today are yearning for leadership. They want a place to work where they can be trusted and developed, where they can succeed.

The key to your success as their leader is self-awareness: knowing what you are good at and leveraging that. Knowing what you are not good at and working to mitigate or get better at that. Knowing that being human is part of being a leader - being the best "you" possible is the daily goal. There's a textbook term for that today: authenticity. Your followers do not expect perfection from you; they want competence. They don't expect you to have all the answers, but they do demand honesty. Volumes of research confirm that integrity/honesty is the foundational bedrock of leadership.

At the end of Saving Private Ryan, Tom Hanks' character, a humble leader who had gained the trust of his team, tells young Ryan, "Earn this." Earn what has been done for you, what your people are doing for you. As a leader, you should ask yourself regularly if you are "earning this." That unvarnished self-assessment will increase your self-awareness and enable you to be better tomorrow, if you choose to be. Did you earn your leadership stripes today?

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

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**Many Thanks
To All
The Sponsors
Of The
Summer
Convention
At The
Wilderness
at the
Smokies
Sevierville, TN
For A Listing
See Page 5**



Mechanical Member:
BILL KIRKLAND HEATING & AIR CONDITIONING, INC.

Bill Kirkland Heating & Air Conditioning, Inc. was established in 1995. Bill Kirkland, the owner, was brought up in the tradition of mechanical contracting. Bill is the son of Gary Kirkland, an Honorary Life Member of the MCASC. In 2015, our 20th Anniversary year, we are proud to announce we obtained our “Unlimited” Contractor Classification in HVAC. We hold Mechanical Contractors licenses in SC, NC, GA & Ohio.

We strive to perform all work in a reasonable and professional manner and conform to all applicable laws, codes, rules or regulations of federal, state or local government authority as required. We install HVAC equipment according to manufacturer's guidelines by our qualified staff of installers and abide by applicable industry codes and standards. Our goal is to provide optimal performing HVAC equipment installation and service to all of our customers including commercial and residential, bringing comfort to their business or residence.

In closing, we would like to thank the MCASC for their efforts in the Mechanical Contracting Industry. We support the effort and cause of this organization in all aspects and will strive to establish a better presence and support in the years to come.

Bill Kirkland Heating & Air Conditioning, Inc.
PO Box 1420
Roebuck, SC 29376-1420
Phone: (864) 573-9426 Fax: (864) 573-7186

AUGUST BIRTHDAYS

Richard G. "Jerry" Tuck	8/1	Tuck & Howell	
Tonja Ivey	8/2	Computer Design Consulting Ser.	
Joe Richardson	8/2	Atlantic Electric Company	
Greg Wheeler	8/9	Eastern Industrial Supplies, Inc.	
Cole Granger	8/10	Walkup Electrical Construction	
Bob Hill	8/13	Honorary Life Member	
Jim Maguire	8/13	Eck Supply Company	
Missy Hunter	8/17	Ferguson Enterprises, Inc.	Wife of Michael
Buz Teas	8/18	Smith & Stevenson, Inc.	
Jay Adams	8/20	M.C. Dean, Inc	
Allen Goff	8/21	SIFCO Mechanical, Inc.	
Jim Haynes	8/21	Faulkner, Haynes & Associates	
Miriam Allen	8/22	H. R. Allen, Inc.	Wife of Roddy
Raymond DeAntonio	8/22	Honorary Life Member	
Edward Gibbs	8/22	Bear Mechanical Services, Inc.	
Jimmy Shealy	8/23	Shealy & Sons Electric Co., Inc.	
Judy Minor	8/25	Honorary Life Member	
Bob Duke	8/27	Honorary Life Member	

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 **Prevention of the Zika Virus**

Control & Prevention

In areas affected by Zika virus transmission, protect yourself and others from possible exposure to Zika virus by always taking steps to prevent mosquito bites. There is no vaccine to prevent Zika virus and there is no specific treatment for individuals who become infected.

Although Zika virus is generally spread by the bites of infected mosquitoes, exposure to an infected person's blood or other body fluids (such as semen through sexual transmission) may also result in transmission. Employers should train workers about their risks of exposure to Zika virus through mosquito bites and direct contact with infectious blood and other body fluids and how to protect themselves. Employers should also provide information about Zika virus infection, including modes of transmission and possible links to birth defects, to workers who are pregnant or may become pregnant or whose sexual partners are or may become pregnant.

Zika virus is primarily spread through the bites of infected mosquitoes. Getting rid of sources of standing water (e.g., tires, buckets, cans, bottles, barrels) whenever possible can reduce or eliminate mosquito breeding areas.

Outdoor workers may be at the greatest risk of exposure to Zika virus. Some workers, including those working with insecticides to control mosquitoes and healthcare workers who may be exposed to contaminated blood or other potentially infectious materials from individuals infected with Zika virus, may require additional protections (e.g., certain types of personal protective equipment, PPE). Employers must comply with universal precautions for potential bloodborne pathogens (BBP) exposures, as described in OSHA's BBP standard ([29 CFR 1910.1030](#)), and any applicable requirements in OSHA's PPE standards ([29 CFR 1910 Subpart I](#)), among other OSHA requirements.

Consult the [CDC Zika website](#) for the most up-to-date information to help employers implement effective worker protections.

OSHA penalties to be adjusted for inflation after August 1

Maximum penalties for OSHA violations are set to increase for the first time since 1990 as part of overall federal penalty adjustments mandated by Congress last year. The increases were announced Thursday by the Department of Labor, which issued two interim rules covering penalty adjustments for several DOL agencies, including OSHA, the Mine Safety and Health Administration and Wage and Hour Division.

OSHA's new penalty levels will take effect after Aug. 1, when the maximum penalty for serious violations will rise from \$7,000 to \$12,471. The maximum penalty for willful or repeated violations will increase from \$70,000 to \$124,709. Any citations issued by OSHA after Aug. 1 will be subject to the new penalties if the related violations occurred after November 2, 2015. OSHA will provide guidance to field staff on the implementation of the new penalties by Aug. 1.

PinPoint Safety, LLC - Mel Rosas
12216 Pinegate Court, Pineville, NC 28134-9139
Telephone (704) 277-5673 Fax (704) 900-8241

Anniversaries

Mr. & Mrs. Jack Mitchell - 8/5
Mr. & Mrs. Mark Condon - 8/15
Mr. & Mrs. Jimmy Gatch - 8/21
Mr. & Mrs. Chris Cullum - 8/22
Mr. & Mrs. Calvim Meetze - 8/26
Mr. & Mrs. Stan Harbourt - 8/28

Upcoming Events

170th Annual MCASC Summer Convention
August 4-7, 2016
Wilderness at the Smokies Hotel &
Waterpark Resort, Sevierville, TN
9th Annual Pee Dee Blast Sporting Clays Event
Friday, September 16, 2016
Back Woods Quail Club, Georgetown

Welcome New Members

Coastal Area	Carter Cochran Batchelor & Kimball, Inc. North Charleston, SC Andy Pickett Sunbelt Rentals, Inc. North Charleston, SC David Kauffman MSS Solutions, LLC Charleston, SC
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Condolences

Mrs. Joyce Burriss & Family
On The loss of her husband
Milford Deal “Mickey” Burriss
Carolina Electrical Company, Eastover

How Structure Is Part of the Vast Success Conspiracy

By Ann Elliott, The Berkana Company

Most entrepreneurs are structure averse. Why cramp your style? It's so easy to make it up as you go. Plus, it's a lot more exciting.

Granted. Rules, systems and structures can feel restrictive. I've even known managers who enforce the rules to wield their power. It is counterproductive when your business is there to support the structure and not the other way around.

Recently I learned of a small business growing rapidly from \$1 million to over \$4 million. Three employees could manage the company at \$1 million and less. However, the founder recognized the need to introduce some structure in order to sustain and support the business. Her two employees, however, created a lot of resistance. "We don't want to become a big company. We like it just the way it is." This spells trouble.

It's expensive to run your business without the appropriate structure. Consider, for example, your company ships a product to customers. Without a standardized way of packing, shipping, and invoicing, the opportunity for mistakes is high. They are guaranteed to happen. Customers who get the wrong item are not happy. If the shipment goes to the wrong address, no one is happy. If you forget to invoice the customer or charge the wrong amount, no one is happy. Unhappy customers leave. Your company loses money. Your company earns a bad reputation.

A simple structure to standardize the way you handle packing, shipping and invoicing, produces consistent, predictable results. If you are not getting the results you want, look at the process first. No process? Develop one.

The reason many entrepreneurs do not have structure in their companies is because it takes time to develop the process. It can cause a slow down until people learn the new process. It may seem faster to "just get it done now" than devise a structure. It costs time and money to fix mistakes caused by no structure.

Where do you start to put the right structure in place in your company?

- 1) Identify the area where you have the least consistent, predictable results.
- 2) Identify your key processes in this area [for example, client intake process, bid process, implementation/installation process, billing process, equipment maintenance process, etc.]
- 3) Which one of these key processes needs the most improvement?
- 4) What can you standardize so you have consistent, predictable results?
- 5) Develop a written process and train your team to use it.
- 6) Adjust the process as needed.

Here is a situation where structure paid off. Toastmasters International recommends a club vote in potential members with a formal process. This is important in case a club wants to terminate the membership of someone. "If you don't vote them in, you cannot vote them out." I saw this play out when the membership of a disruptive new member in my club was terminated. It was necessary to maintain the health of our club. We followed the process precisely and were grateful for the structure.

Creating structure for your company puts you in a position to grow. With the right structure, you are conspiring for your success.

Ann Elliott is a leadership strategist and founder of The Berkana Company LLC. She is the author of "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 seminars. To schedule her for your event, visit: Contact Ann at www.berkanacompany.com

The Mountains Are Calling ... We Must Go!

MCASC 170th Semi-Annual Convention – August 4-7, 2016

Wilderness At The Smokies – Sevierville, TN

Many Thanks To The Following Companies For Their Generous Support

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AAA SUPPLY, INC. NEW LOCATION

AAA Supply, Inc. Is pleased to announce the opening of our new branch located in Anderson, SC. It is located at 511 North Main Street. Without loyal customers like yourself this would not be possible. We stay committed in providing excellent customer service and competitive pricing, and are excited to join the Anderson community. We will be carrying a wide range of products to further our commitment in providing inventory and service to our customers. Our Anderson location contact information is listed below.

AAA Supply, Inc.
511 North Main Street
Anderson, SC 29621
Phone: 864-965-7451
Fax: 864-965-7453

Selling Your Ideas: A Critical Executive Skill

by Robert B. Tucker

Chances are you are required, on a regular basis, to sell ideas. Time and again in my work as an innovation coach, I see that the ability to build the buy-in for our ideas is a key determinant of success, both internally and externally.

How can you improve your skills in this vital arena? Here are six suggestions:

- 1. Realize that selling ideas is job one.** Far from being a mere after-thought, or something that, once the idea is ready for launch, can be thrown over the wall to the marketing and sales team to handle, successful innovators know that selling is a constant need and never-ending requirement.
- 2. Focus on benefits, not features.** Will your new product or service save the customer time, improve his/her social standing, solve a problem better than existing solutions? Every effective sales professional knows to concentrate on such benefits. Prospective buyers don't care a whit how your gizmo works, how many toggle switches it has, etc. or anything else about its features, until they buy the benefits.
- 3. Emphasize the role of persuasion.** Constantly emphasize the need to win friends and influence people internally and externally. Work on communication skills and energizing, creative, briefings, descriptions, boardroom reports, etc. Focus on crafting messages so that people pay attention. Make everyone on the team an idea evangelist.
- 4. Try out ideas on skeptical thinkers first.** Your friends are likely to give you the positive feedback you want to hear. But before you really decide to commit all out to an idea, try it out on your toughest critic. Humbly invite them to tear it apart, find the weaknesses. Then, see how you feel. If you're still convinced you've got something, go for it. If not, you probably don't have the fire in the belly to see it through to fruition.
- 5. Speak the language of the people you are selling to.** Effective idea evangelists find out as much as they can about the thinking styles of those they are pitching. Are they analytical, quantitative? Then provide numbers. Emotionally-driven? Come with anecdotes that convey your message. If "big picture" oriented, don't bore them with details.
- 6. Help others visualize your idea.** A picture is worth a thousand words. And the more others can feel, taste touch and most of all see your idea represented, the greater your chances of getting a green light. People don't like to admit that they don't understand, or that you've confused them. But as every champion knows, people don't buy what they don't understand.

Robert B. Tucker is president of The Innovation Resource, an innovation consulting firm based in Santa Barbara, California. A frequent keynote speaker at conferences, he is the author of "Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures."

**Associate Member:
VICTAULIC**

What began as a product developed to address a simple military need has now become an extraordinary system solution for today's construction industry. Founded as Victory Hydraulic Company in 1919 to focus on rapidly deploying fuel and water to the Allied Forces frontlines, Victaulic has become the premier innovator in pipe joining systems. Headquartered in Easton, PA Victaulic is a worldwide company with five vertically integrated foundries serving over 128 countries. We provide system solutions in the HVAC, plumbing, fire protection, mining, industrial, power, and municipal markets among numerous others.

Approaching our one hundred year mark, we continue to develop innovations for both existing and new piping applications including revolutionary products for steam, HDPE, and hydronic balancing. Congruently, Victaulic continues to provide trusted expertise and support from design through the entire lifespan of traditional steel pipe and copper tubing systems. We also offer BIM, drawing, and prefabrication support through our international Construction Piping Services team. Locally, Victaulic Company is proud to have participated in some of the biggest and most complex projects in South Carolina. We value the opportunity to continue working with contractors across the state.

As the labor, scheduling, and budgeting challenges of the construction industry persist, Victaulic's primary objective is to maximize profitability by applying our methodology and knowledge to your next project. Please contact the South Carolina Territory Manager Adam Birchenough at 803-260-8805 or adam.birchenough@victaulic.com. Find out more about all Victaulic products and services at www.victaulic.com.

***Victaulic
Contact Adam Birchenough
South Carolina Territory Manager
Adam.birchenough@victaulic.com
Phone: 803 260-8805***

**Congratulations to our next Associate & Mechanical Members who will be highlighted in the upcoming issue of "The Tool Box":
Smith, Kesler & Company P.A., C.P.A., Spartanburg - Associate Member
W. B. Guimarin, Inc., Columbia - Mechanical Member**

SEPTEMBER 2016 MONTHLY AREA MEETINGS**MIDLANDS AREA**

Thursday, September 1, 2016 @ 6:00 PM
Location: 1222 Bluff Road, Columbia
Sponsored By: Murray Supply Company

**Topic: "TBA"
Presented By: TBA**

PIEDMONT AREA

Tuesday, September 13, 2016 @ 6:00 PM
Location: 575 Woodruff Road, Greenville
Sponsored By: Ferguson Enterprises, Inc.

**Topic: "TBA"
Presented By: TBA**

PEE DEE AREA

Friday, September 16, 2016 @ 9:30 AM to 5:30 PM
Location: Back Woods Quail Club, 647 Hemingway Lane,
Georgetown
Sponsored By: Pee Dee Area

**9th ANNUAL PEE DEE BLAST
SPORTING CLAYS EVENT****COASTAL AREA**

Tuesday, September 27, 2016 @ 6:30 PM
Location: 4447 Dorchester Road, North Charleston
Sponsored by: Eck Supply Company

**Topic: "TBA"
Presented By: TBA**



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

Stan Harbourt, President
Duwayne Jacobs, Vice-President
Bob Miller, Treasurer
Allen Goff, Secretary
Michael Hunter, 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.