



The Tool Box

Serving the Electrical, HVAC & Plumbing Industries Since 1912

Volume 7, Issue 116 March 1, 2010

The Four “R’s” of Enterprise By Al Walker, CSP, CPAE

The English word *enterprise* should be spelled with four R’s - **ENTE-R-R-P-R-R-ISE**, because those four R’s can mean the difference between success and failure in any business, particularly for today’s professional. They are **RISK, REFLECT, REVISE** and **REWARD**.

Enterprise is defined as a company or business organized for commercial purposes. But, we also refer to an energetic, visionary, hardworking individual as being an “enterprising” person or we might even use the word to describe a particular project. The most successful enterprises that have the greatest impact require boldness and energy. As an independent, enterprising business person, you, at some point in time, decided to take over the reigns of your family business or you made the big jump to go out on your own and start your own business. This can take an overwhelming amount of boldness and energy and it is precisely at that point where the four R’s come in and start cycling around the lives of the most effective people and organizations, to be repeated over and over again. The four R’s to remember are:

RISK - You have to be willing to take risks. Starting or running your own business is a huge risk. Many people have spent years *preparing* to go into business for themselves. They think about it, plan for it, tell others about it, conceive web sites and marketing plans around it and yet still have not taken the plunge. They are like the child who haltingly walks out to the end of the diving board, peers over the end of the board into the water below and quietly tip toes back telling themselves they are not quite ready yet, but one of these days...when everything is just right, all the stars are aligned properly, etc, they’ll jump in. How many people do you know who would like to be in your business but haven’t been willing to risk it? They have not quite been willing to let their feet leave the safety of their diving board. They talk about it and study it, but they just can’t seem to bring themselves to the point of actually laying it on the line and taking that risk. It’s like they are waiting for the perfect time. There’s not one. Hundreds of new businesses are being started every month in this country, even in these challenging economic times. What is needed to make a leap into something that seems risky and be convinced you’ll be successful? Be absolutely convinced that no one can do what you do any better than you can do it and don’t allow yourself to have an exit strategy. Risk takers are sold on themselves. Someone once said, “if you don’t love yourself that probably makes it unanimous.” The same thing applies here. You have to be **SOLD ON YOURSELF** as a business leader and as a professional in the mechanical contracting industry, if you aren’t, that probably makes it unanimous. How in the world do you expect others to believe in you if you don’t wholeheartedly believe in yourself? Many people in the business might be fairly good at *selling themselves* but they are not totally *sold on themselves*. Until you are willing to truly admit that you are good at what you do and the world needs you to do what you do, only then will you be willing to take some risks. Then, you’ll give it all you’ve got. The second is do not give yourself a way out. Burn down all the exits

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**6th ANNUAL
 MCASC
 WINTER
 CONFERENCE &
 STATEWIDE
 MEETING
 THE COOP
 COLUMBIA
 MARCH 10, 2010
 SIGN UP
 TODAY!!!
 DEADLINE
 MARCH 3, 2010**
 ◆◆◆◆◆◆◆◆◆◆

**Mechanical Member:
R. C. JACOBS, INC.**

R. C. Jacobs, Inc. was originated in 1964 by Roy and Judy Jacobs, D/B/A Jacobs Plumbing & Heating, and incorporated in and by the laws of the State of South Carolina in 1974.

The company has an in-house service and parts department with certified technicians that are available 24 hours a day. We also engage in residential, commercial, industrial, and governmental mechanical construction throughout North and South Carolina. Our trades are plumbing, heating, air conditioning, and fire protection services. We hold an unlimited state license in all of the above classifications, and are a member of the Mechanical Contractors Association of South Carolina and the South Carolina Association of Heating & Air Conditioning Contractors.

R. C. Jacobs, Inc. has a work force of approximately seventy-five field personnel, plus eleven office employees.

The Corporation's experienced accounting personnel is located at 1824 Seitter Street in Georgetown, SC.

**R. C. Jacobs, Inc.
P. O. Drawer 2836
Georgetown, SC 29442-2836
Phone: (843) 546-7895; Fax: (843) 546-0179**

MARCH BIRTHDAYS

Montez Self	3/1	Self's Heating & A/C, Inc.	Wife of Bill
Martha Goff	3/5	SIFCO Mechanical	Wife of Allen
Harvey Coleman	3/7		
Charles Hipp, III	3/7	Hipp Properties	
Robbie Stephens	3/7	Temporary Services, Inc.	
Tami Jacques	3/9	Hajoca Corporation	Wife of Bob Jacques
David Bishop	3/11	Waldrop, Inc.	
Robert Goff	3/16	SIFCO Mechanical	
Judy Haynes	3/17	Faulkner, Haynes & Associates	Wife of Jim
Jamie Roberts	3/17	Snider, Inc.	
Bob White	3/22	Walker White, Inc.	
Wink Major	3/23	Honorary Life Member	
Russell Lamb	3/30	Honorary Life Member	
Julie Clark	3/31	RepSouth	Wife of Mitch
Harold Gillespie	3/31	Freeman Mechanical, Inc.	

*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

HOW TO PROTECT YOURSELF IN THE WORKPLACE DURING A PANDEMIC

The best strategy to reduce the risk of becoming ill with pandemic influenza is to avoid crowded settings and other situations that increase the risk of exposure to someone who may be infected. If you must be in a crowded setting, minimize your time there. Some basic hygiene and social distancing precautions that can be used in every workplace include the following:

- Stay home if you are sick.
- Wash your hands frequently with soap and water for 20 seconds or with a hand sanitizer if soap and water are not available.
- Avoid touching your nose, mouth and eyes.
- Cover your coughs and sneezes with a tissue, or cough and sneeze into your upper sleeve. Dispose of tissues in no-touch trash receptacles.
- Wash your hands or use a hand sanitizer after coughing, sneezing, or blowing your nose.
- Avoid close contact (within 6 feet) with coworkers and customers.
- Avoid shaking hands and always wash your hands after physical contact with others.
- If wearing gloves, always wash your hands after removing them.
- Keep frequently touched common surfaces (for example, telephones, computer equipment, etc.) clean.
- Try not to use other workers' phones, desks, offices, or other work tools and equipment.
- Minimize group meetings; use e-mails, phones and text messaging. If meetings are unavoidable, avoid close contact (within 6 feet) with others and ensure that the meeting room is properly ventilated.
- Limit unnecessary visitors to the workplace.
- Maintain a healthy lifestyle; attention to rest, diet, exercise and relaxation helps maintain physical and emotional health.

For more information, see *Guidance on Preparing Workplaces for an Influenza Pandemic*, OSHA Publication No. 3327, which can be accessed at www.osha.gov.

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

Happy Anniversary

Mr. & Mrs. Billy Zimmerman - 3/21
Mr. & Mrs. Ray Merritt - 3/25

Concerns

Robin Bowers - Gatch Electrical, Charleston
Dr. Ron Kolanko - AOH, Charleston
Richard Miller - Sr., City Plumbing Co., Florence

Condolences

Mr. Johnny Richards & Family
Gatch Electrical Contractors, Inc., Charleston
On the loss of his mother
Geraldine B. R. Shuler

Mrs. Jan Hipp & Family
Mr. Charles Hipp, III
Hipp Properties, Charleston
On the loss of husband & father
Charles “Charley” R. Hipp, Jr.

Welcome New Members

Skeeter Jutzeler - Shealy Electrical Wholesalers, Inc.
Ladson

Russell Ivanko - Innovative Solutions
Irmo

Ivory Tisdale - Kings Plumbing
Kingstree

Lodema Adams - Adams Insurance Company
Sullivans Island

Scott Davis - Hagemeyer NA
West Columbia

Birth Announcements

Haley Wire Boyd
Born January 19, 2010 4:24 PM, 7 lbs 14 oz, 20 ins
Proud Parents: Allen & Whitney Boyd
Gatch Electrical Contractors, Inc., Charleston

Ryley Kent Elkins
Born January 29, 2010 5 lbs 6 oz, 18 ins
Proud Parents: Brian & Jennifer Elkins
Eastern Industrial Supplies, Inc., Florence

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(figuratively). Don't give yourself anywhere else to go...no retreat (maybe that should be another R!). I've seen too many people put one foot in a new business and the other squarely planted on some sort of safety net. It rarely works. Jump in with both feet.

REFLECT – An old saying goes, “Sometimes we can't see the forest for the trees”. Often we are so busy and so successful at what we're doing that we just continue to charge ahead at such a pace that we don't take time to reflect on where we are, what we've done, and where we're going. There will probably be a price to pay for that down the road. Stop and take a look at the world around you and what you are doing. Regularly look at your business and where you are heading. Does everything you're doing fit into those really neat plans you made ten years ago about where you wanted to be in twenty years? Do your activities align with your hopes, dreams, and values or have you gotten off path? Are you any closer to seeing the fruition of your goals and dreams? Take a look at the opportunities which come your way everyday. Are you taking advantage of them? A lot of people talk about accepting and embracing change then never do. It's kind of like another of my favorite quotes that says, “I love change, you go first”. Set aside time to reflect on what you're doing. As an integral part of the reflection process, you need to ask yourself, “Is what I'm about to do going to get me any closer to my goal?” There is a haunting question that I have on my desk that asks, “Am I making the best use of my time right now?” You need to look at your activities and make sure they are actions that are taking you in the direction you want to go and not just reactions to the goals and demands of those around you. I'm a big believer in teamwork and team goals and group objectives. However, if I'm just going through the paces, doing what others think I ought to be doing instead of doing those things that will get me closer to my life's purpose, then I need to refocus on my goals and objectives. If others' goals happen to mesh with yours, then there isn't a problem. Stick with what is right for you and your dream(s).

REVISE - Since “*re*” means to “do again” or “do over,” before you can **re**visе anything it must first exist. To revise your vision, you have to first have a vision and it needs to be clear and focused like a laser. After taking the time to reflect on what has gone on before in relation to your desired direction, you have to be willing to constantly revise your business plan, restructure the way you do business on a regular basis and take hold of the new opportunities which present themselves to you every single day. What revisions are you willing to make? What do you need to be doing that you aren't doing? Change with the changing times. Stay current, curious and connected.

You also have to do things to keep your revised vision visible and vivid in your mind. If it helps, write it down. Carry it with you. Put it on your bathroom mirror so you are faced with your vision each morning. Make it your screen saver. Do any one of these and you will be better able to stay on track and also be able to revise your vision more easily so you can continue heading down your chosen path. By the way, if your vision statement is more than a couple of sentences, it's probably too long. Stay focused!

REWARD - If you are willing to take risks and take the time to reflect and revise, then the rewards are great. Everyone has a horror story about either not having the funds they need or overcoming some major adversity. A lot of times the fear of returning to that condition can be very motivating. It can constantly drive us to the rewards of a successful business. I agree, it's good to remember, “from whence we came”, but dwelling on that or our anticipated rewards, takes us away from the most important aspect of whatever it is we are doing that makes a difference in our world. Lose sight of that and one day you'll not have much of an enterprise.

The enterprise journey is not just one trip through the four R's, but a continuously repeated cycle...kind of like an automobile racing around a track. Think about the four R's of Ente-r-r-p-r-r-ise. Take the **RISK**. Believe in yourself and what you are trying to accomplish. Take the time to **REFLECT** on your goals. Are you moving ahead in the direction your heart and mind tell you to take? Constantly **REVISE** your course. Keep your hand on the wheel and make the revisions needed to stay on track. If you can do these things, and do them with honesty, personal and professional integrity, then you cannot help but reap the **REWARDS** which are built into your business.

Al Walker is President of Al Walker and Associates, Inc., a firm dedicated to helping people and organizations solve problems and increase productivity through professional speaking, training and consulting services. For more information on the programs offered by Al Walker and Associates, visit our website at www.alwalker.com or e-mail us at info@alwalker.com.



LEGISLATIVE ACTION ALERT!!
LLR LICENSE RENEWALS – 2009 DELAYS

URGENT!

Due to several complaints received from our Members with regard to not having received their license renewal forms in September 2009, we have investigated and learned the following:

Apparently, approximately 2000 renewal notices Group 1 (grandfather licensees) and Group 5 unlimited licensees were not mailed at that time. However, approximately 4,400 renewal applications, which consisted of mechanical licensees with Group 2, 3 or 4 group limitations were mailed. In early December when the Licensing Board met, approximately 1800 licenses had not been renewed. At that time, the Board asked the Licensing Division to re-mail the notices, which they apparently did. Contractor Licensees were required to pay a penalty if they did not renew in a timely fashion (by November 1st). It is our understanding that a total of approximately \$157,800.00 in late fees was collected on Mechanical Licensee Renewals. As of June 2008, the issuing of licenses was removed as a function of the Contractors Licensing Board and placed with the Office of Licensure and Compliance, which issues licenses to all required licensees in the state, i.e., medical, legal, architects, engineers, barbers, cosmetology, etc. Every member of MCASC should contact their House and Senate Members to demand that our licensing be returned to the Contractors Licensing Board.

Save These Dates For Upcoming Events!!!

1st Annual Midlands Area
Nine at Night Scholarship Benefit
Thursday, March 4, 2010
Charwood Country Club
West Columbia, SC

22nd Annual George W. Bryce, Jr.
Memorial Golf Tournament
Friday, May 7, 2010
Oakdale Country Club
Florence, SC

6th Annual MCASC
Winter Conference & Statewide Meeting
Wednesday, March 10, 2010
The Coop, 1100 Key Road
Columbia, SC

2nd Annual Coastal Area
Scholarship Fishing Tournament
May 2010
TBA

4th Annual Piedmont Area
Clays for College
Friday, April 23, 2010
Harris Springs Sportsman's Preserve
Waterloo, SC

19th Annual MCASC
Santee Scholarship Tournament
June 11-13, 2010
Quality Inn & Suites
Santee, SC

Coastal Area Harbor Cruise
Friday, April 30, 2010
Patriot's Point
Mt. Pleasant, SC

MCASC Summer Convention
August 5-8, 2010
The Ritz-Carlton Amelia Island
Amelia Island, Florida

NOTICE:
CALLED OPEN BUSINESS MEETING



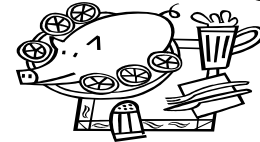
As voted by the Board, the called open business meeting will take place at 5:00 PM on
Wednesday, March 10, 2010 at the MCASC Winter Conference and
Statewide Meeting at The Coop, 1100 Key Road, Columbia, SC.

MCASC Winter Conference & Statewide Meeting



Registration Form

March 10, 2010



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 _____

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	“Establishing a Competitive Advantage with Higher Labor Productivity” By: Scott Kimpland, Director – FMI Corporation
11:45 – 12:30 PM	“Financial Ratio Analysis & Benchmarking” By: Jeff Greenway, CPA Shareholder, Construction Group Chairman – Elliott Davis
12:30 – 1:15 PM	Lunch (provided)
1:15 – 2:15 PM	“Presentations with Power and Punch” By: Lucie Eggleston, Founder – Letter-Perfect Communications, Inc.
2:15 – 3:15 PM	“What is the Future: How to Get Ready for It” By Tom Frisby, Owner – The Frisby Group
3:15 – 4:15 PM	“Change: 14 Months Later” By: John Creech, Esquire – Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
4:15 – 5:00 PM	“Valuation of a Closely Held Mechanical Contracting Company” By: Tim Hillegass, ASA V. P. & Chad Hoekstra, ASA, Pres. – HH Advisors, LLC
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 Al Walker “Thinking Big and Living Large”

BILLING INFORMATION:

Member Companies Will Be Invoiced By Your Local Area Treasurer

DEADLINE TO REGISTER:

MARCH 3, 2010

**Associate Member:
H&E EQUIPMENT SERVICES**

As one of the largest integrated equipment services companies in the United States focused on heavy construction and industrial equipment, H&E Equipment Services rents, sells and provides parts and service support for four core categories of specialized equipment: (1) hi-lift or aerial platform equipment; (2) cranes; (3) earthmoving equipment; and (4) industrial lift trucks. By providing equipment rental, sales and on-site parts, repair and maintenance functions under one roof, we are a one-stop provider for our customers' varied equipment needs. This full service approach provides us with multiple points of customer contact, enables us to maintain a high quality rental fleet, as well as an effective distribution channel for fleet disposal, and provides cross-selling opportunities among our new and used equipment sales, rental, parts sales and service operations.

We operate 63 full-service facilities throughout the Intermountain, Southwest, Gulf Coast, West Coast, Southeast and mid-Atlantic regions of the United States. Our work force includes distinct, focused sales forces for our new and used equipment sales and rental operations, highly-skilled service technicians, product specialists and regional managers. We focus our sales and rental activities on, and organize our personnel principally by, our four equipment categories. We believe this allows us to provide specialized equipment knowledge, improve the effectiveness of our rental and sales force and strengthen our customer relationships. In addition, we have branch managers at each location who are responsible for managing their assets and financial results. We believe this fosters accountability in our business, and strengthens our local and regional relationships.

**H&E Equipment Services
4425 Bluff Road
Columbia, SC 29209-4509
Phone: (803) 776-8465; Fax: (803) 776-9427**

**Congratulations to our next Associate & Mechanical Members who will be
highlighted in the upcoming issue of "The Tool Box":
Shealy Electrical Wholesalers, Inc., Ladson - Associate Member
G-M Mechanical Corporation, Greenville - Mechanical Member**

MARCH 2010 MONTHLY AREA MEETINGS

MIDLANDS AREA

Wednesday, March 10, 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
International Speaker & Author Al Walker
And Members Of The SC General Assembly**

PIEDMONT AREA

Wednesday, March 10, 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 10, 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 10, 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
International Speaker & Author Al Walker
And Members Of The SC General Assembly**



P.O. Box 384, 29202
1504 Morninghill Drive
Columbia, SC 29210
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www.mcasc.com

*Serving mechanical contractors in
South Carolina since 1912.*

MCASC Executive Board & Staff

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

Mechanicals make it happen -
Be part of the best!

FIRST CLASS
MAIL
U.S. POSTAGE
PAID
COLUMBIA, SC
PERMIT NO 750

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.