



The Tool Box

Serving the Electrical, HVAC & Plumbing Industries Since 1912

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MCASC Membership - Your Yearly Sustainable Real-Dollar Value

By: Ed Rigsbee, CSP

It was winter '08 in Gatlinburg, the MCASC members attend my session titled, "MCASC Membership, What's in it for You?" At the seminar's conclusion, I took the attending MCASC members through my member value process for determining the yearly sustainable, real-dollar value that they receive from their membership.

The MCASC members told me that the average yearly sustainable, real-dollar value received from belonging to MCASC is \$17,600. Members also told me that they receive this yearly value from their yearly investment of approximately \$4,000 (*yearly membership cost: \$1,500 plus the cost of participation in monthly area chapter meetings, state meetings, and conventions*). In anybody's book that is a tremendous deal. Members told me they receive a huge (almost 4X) return on investment (ROI) for the membership dollars they invest each year in belonging to MCASC.

Through years of research in working with associations, I've come to believe that, gone are the days where business leaders would simply belong to an association for "networking" opportunities. Today, more than ever before, it is crucial that trade associations deliver high-level and usable value to their entire membership. At the MCASC, I believe this is taking place.

All too often across North America, when association members are asked about the value they receive from their association membership they stumble and find it hard to explain. For those of you involved in the title industry, you no longer have to guess - now you know. Let me be quite clear on the fact that the yearly MCASC real-dollar member value is \$17,600. This number is a minimum value rather than a maximum value. Your specific dollar value could be considerably more.

I have discovered that there are basically two categories of association members:

1. **First** is the most desirable in the opinion of many leaders. They will belong to their industry's association and support it with attendance - no matter what. No matter how good, or bad the meeting and regardless of the services delivered by the association. These "jewels" are unfortunately, dying off. The down side is that they do not push the association leadership to continually improve.
2. **Second** is a more challenging type. They believe they can both buy industry education where they want and vacation where they want. They do not need the association for this. Yet, they generally say, "I'll come and play in your association sandbox if you can show me that I will get more out of it through synergies and economies of scale than by not participating." Their life is busy and they do not want to waste their time just "networking". Through the work done in Gatlinburg, MCASC can now more easily show this group the synergies and economies of scale delivered through MCASC membership.

It appears to me that the MCASC staff and volunteer leadership have heard the MCASC membership. For the contractors and others that could not attend the session in Gatlinburg, I believe you will find the process through which the numbers were determined of great interest.

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Friday
October 24, 2008
1st Annual
Pee Dee Blast
Sporting Clays
Event
Back Woods
Quail Club
Georgetown, SC
Deadline To
Register
October 15, 2008
Sign Up Today!!!



“Tool Box Talks” - Safety Tip**THE TEN COMMANDMENTS OF GOOD SAFETY HABITS**

In most everything we do, we find a "trick" to make the process easier and faster. After we develop these tricks, they become work habits in our everyday activities. Developing everyday safety habits can keep you injury free through the year. Here are ten safety habits to live by:

1. *Set Your Own Standards.* Don't be influenced by others around you who are negative. If you fail to wear safety glasses because others don't, remember the blindness you may suffer will be yours alone to live with.
2. *Operate Equipment Only if Qualified.* Your supervisor may not realize you have never done the job before. You have the responsibility to let your supervisor know, so the necessary training can be provided.
3. *Respect Machinery.* If you put something in a machine's way, it will crush it, pinch it or cut it. Make sure all guards are in place. Never hurry beyond your ability to think and act safely. Remember to de-energize the power first before placing your hands in a point of operation.
4. *Use Your Own Initiative for Safety Protection.* You are in the best position to see problems when they arise. Ask for the personal protective equipment or additional guidance you need.
5. *Ask Questions.* If you are uncertain, ask. Do not accept answers that contain, "I think, I assume, I guess." Be sure.
6. *Use Care and Caution When Lifting.* Most muscle and spinal injuries are from overstrain. Know your limits. Do not attempt to exceed them. The few minutes it takes to get help will prevent weeks of being off work and in pain.
7. *Practice Good Housekeeping.* Disorganized work areas are the breeding grounds for accidents. You may not be the only victim. Don't be a cause.
8. *Wear Proper and Sensible Work Clothes.* Wear sturdy and appropriate footwear. These should enclose the foot fully. Avoid loose clothing, dangling jewelry, and be sure that long hair is tied back and cannot become entangled in the machinery.
9. *Practice Good Personal Cleanliness.* Avoid touching eyes, face, and mouth with gloves or hands that are dirty. Wash well and use barrier creams when necessary. Most industrial rashes are the result of poor hygiene practices.
10. *Be a Positive Part of the Safety Team.* Willingly accept and follow safety rules. Encourage others to do so. Your attitude can play a major role in the prevention of accidents and injuries.

RSS Safety, LLC

1122 Industrial Drive, Suite 113, Matthews, NC 28105

Telephone (704) 844-2519 Fax (704) 844-0291

Happy Anniversary

Mr. & Mrs. Ned Forsberg - 9/1

Mr. & Mrs. Bill Caldwell - 9/4

Mr. & Mrs. Will Thomason - 9/30

Welcome New Members

**Dawn Borgo - Carolina Fluid Air
Greenville, SC**

Concerns

**Steve Caswell - W. O. Blackstone, Columbia
Rhett Leake - James M. Pleasants Co., Charlotte**

Upcoming Event

1st Annual Pee Dee Blast Sporting Clays Event

**Friday, October 24, 2008
Back Woods Quail Club
Georgetown, SC**

Condolences

**Mr. and Mrs. Tommy Burkett and Family
Burkett Elec. & Electronic Systems, Inc. - Columbia
On the loss of her brother
John H. "Johnny" Gates**

Escape From Everything To An Island From Everything

MCASC 154TH SEMI-ANNUAL CONVENTION - JULY 31-AUGUST 3, 2008

DAUFUSKIE ISLAND RESORT & BREATHE SPA

MANY THANKS TO THE FOLLOWING

COMPANIES FOR THEIR GENEROUS SUPPORT

SPONSORS

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SMITH, KESLER & COMPANY

SUNBELT RENTALS, INC.

TRAVELERS

UNITED RENTALS, INC.

VICTAULIC

WALDROP, INC.

2008 MCASC Summer Convention - AWARD WINNERS
Daufuskie Island Resort & Breathe Spa
Hilton Head, SC

POKER AWARDS

<u>Champion:</u>	<u>Pete Bailey</u>
<u>Table Winner:</u>	<u>Pete Bailey</u>
<u>Table Winner:</u>	<u>Ophelia Brewer</u>
<u>Table Winner:</u>	<u>Tom Brock</u>
<u>Table Winner:</u>	<u>Mitch Knox</u>
<u>Table Winner:</u>	<u>Bob Robinson</u>
<u>Table Winner:</u>	<u>Travis White</u>

FISHING AWARDS

<u>Biggest Catch:</u>	<u>Wes Steinmeyer</u>
<u>Biggest Fish Tale:</u>	<u>Wesley Steinmeyer</u>

GOLF AWARDS

<u>Captain's Choice</u>	<u>Chip Allison</u>	<u>Pete Bailey</u>
<u>Winning Team:</u>	<u>Allison Knox</u>	<u>Mitch Knox</u>
<u>Long Drive:</u>	# 12 <u>Matt Patterson</u>	
<u>Closest to Pin:</u>	# 5 <u>Darlene McGee</u>	# 8 <u>Evelyn Smith</u>
	# 13 <u>Bo Beard</u>	#16 <u>Tony Redman</u>
<u>Best Dressed:</u>	Female: <u>Beth Higdon</u>	Male: <u>Ned Forsberg</u>

SHOPPING AWARDS

<u>Daufuskie Economic Improvement:</u>	<u>Joyce Kirkland</u>
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OTHER AWARDS

EDUCATION PICK A WINNER AWARD:

Adam Williams

EDUCATION PICK A WINNER AWARD:

Jody Blackburn

(continued from page 1)

- Initially, I asked the members what they get out of belonging to MCASC. Every item mentioned was entered into PowerPoint with the image projected on a screen. This was continued until adding value line items was exhausted.
- Next, we went back to each value item and discussed the real, honest and yearly sustainable dollar value received through association membership. This was quite difficult, as attendees had vastly different opinions on the numbers. Through patience, and a little prodding, members came to agreement on the dollar-value of each item listed.
- The last important number was how much it costs to hold membership in, and participate at the various local and state meetings of the MCASC: \$4,000.
- For a yearly investment of \$4,000, the yearly dollar-value to a mechanical contractor and others in the industry is \$17,600. Where else will you get that kind of return on your investment?

Below, I've listed the actual line items from the session. You may find that you receive additional items or services of value through your MCASC membership - that's all the better. While you might argue with the value of an item or two in your particular situation, I absolutely believe that you will have a difficult time arguing the total value you receive from your MCASC membership.

- **Research materials \$600**
- **Networking \$5,000**
- **Training and info on code \$2,000**
✓ (Tear down and loss of productivity +++)
- **Peer recognition/ Industry stature \$500**
- **Camaraderie, Peer support & mentoring \$500**
- **Conferences/meetings/ Local Chapters \$1,500**
- **Collaboration with other industry trade organizations (get jobs) \$2,000**
- **Opportunities for involvement & leadership \$1,000**
- **Gov. appointed/ technical committees \$1,500**
- **Assistance from Association Executive Staff \$2,000**
- **Insurance \$1,000**

Yearly MCASC membership investment: \$4,000

Yearly real dollar value from MCASC membership: \$17,600

ROI: Over 4X

Now I urge you, spread the word - tell others in your industry why they too, should be a member of MCASC. Call Mona and have her send you a supply of the MCASC's new membership brochure - it's pretty darn good and self explanatory. Well, I think so - I wrote it. Call Mona (803-772-7834) today!

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Ed Rigsbee, CSP was the keynote speaker at MCASC's 2008 Summer Convention at the Daufuskie Island Resort. He is the author of *PartnerShift*, *Developing Strategic Alliances* and *The Art of Partnering*. Rigsbee has over 1,500 published articles to his credit and is a regular keynote presenter at corporate and trade association conferences across North America. He can be reached at 800-839-1520 or Ed@Rigsbee.com. For additional information, ideas, and resources visit www.rigsbee.com.

Congratulations to MCASC Members
Listed In "The Southeast's Top Specialty Contractors"
Cullum Mechanical Construction, Inc.
Gregory Electric Company, Inc.
Waldrop, Inc.

"*Southeast Construction* presents its eighth annual ranking of Top Specialty Contractors. Compared to last year's list, the Top Specialty Contractors ranking listed here is deeper by about 45 firms. Whereas the ranking published last year included 155 contracting firms, this year's includes 202. (There was a seven-way tie at the #196 position, thus the 202 figure.) The Top 200 ranking marks a milestone in the magazine's history, making it the first time any of *Southeast Construction's* rankings has reached this number. The collective revenue total for this year's ranking represents yet another record, with roughly \$7.7 billion in 2007 revenues featured here the most ever."

For further information, go to www.southeast.construction.com

**Associate Member:
TURBEVILLE INSURANCE AGENCY**

The Turbeville Insurance Agency was incorporated in 1935 as a full service independent insurance agency serving Columbia and the surrounding areas. Since its inception Turbeville Insurance has worked to provide our clients with the highest degree of personalized and professional service. This attention to detail has helped Turbeville Insurance grow into one of the largest agencies in South Carolina with four offices conveniently located throughout the state. Our size enables our agents access to work with a broad range of insurance companies to find a very comprehensive program that meets our client's needs.

From a construction standpoint Turbeville Insurance understands that workers compensation coverage is a major expense and continually works to provide our construction clients the most price competitive program available. Our agency has recently added an experienced surety agent with access to a wide variety of surety products to meet all bonding needs.

For more information please visit our website www.turbevilleinsurance.com or contact one of our local offices.

Turbeville Insurance Agency

P. O. Box 6903

Columbia, SC 29260-6903

Phone: (803) 779-7666; Fax (803) 779-7444; Toll Free (800) 738-9918

LEXINGTON

Phone: 803.359.2222

Fax: 803.359.1172

Toll Free: 1.800.849.1791

BISHOPVILLE

Phone: 803.484.5462

Fax: 803.484.9288

Toll Free: 1.800.484.9288

BEAUFORT

Phone: 843.524.4500

Fax: 843.524.4501

Toll Free: 1.800.542.0299

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

Snider, Inc., Anderson - Associate Member

C. R. Hipp Construction, Inc., N. Charleston - Mechanical Member

SEPTEMBER 2008 MONTHLY AREA MEETINGS

MIDLANDS AREA

Thursday, September 4, 2008 @ 6:00 PM

Location: MCASC State Office, 1504 Morninghill Dr., Columbia

Sponsor: John J. Kirilin Company, Inc.

Topic: Technologies For Automating Our Industry

Speaker: Steve Maddox
Sunrise Technology Group

PIEDMONT AREA

Tuesday, September 9, 2008 @ 6:00 PM

Location: 8345 Taylor Colquitt Road, Spartanburg

Sponsor: Waldrop, Inc.

Topic: Seismic Restraint

Speaker: Mike Sturkie
The Chapman Company

PEE DEE AREA

Thursday, September 18, 2008 @ 6:30 PM

Location: Red Bone Alley, Florence Mall

Sponsor: Carolina Insulation Contractors

Topic: Construction Workforce Initiative

Speaker: Steve R. Sanders, PhD, PMP
Director CICA
Clemson University

COASTAL AREA

Tuesday, September 23, 2008 @ 6:00 PM

Location: 4447 Dorchester Road, North Charleston

Sponsor: ECK Supply Company

Topic: Apprenticeship Training

Speaker: John Autry
Director of Apprenticeship Programs
Trident Technical College



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*Serving mechanical contractors in
South Carolina since 1912.*

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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.