

# PIPELINE

piping systems inc.

COMMERCIAL/INDUSTRIAL/INSTITUTIONAL MECHANICAL CONTRACTORS

SPRING 2015

## Happy Clients vs. Satisfied Clients by Pauline L. Lally

**E**ach morning, I give thanks for all the blessings in my life. One of the biggest blessings that I am thankful for is having the ability to own and operate a piping company.

Although some days are not as good as others, overall, being a small business owner is gratifying. I enjoy leading my fellow team members to strive to be the best they can be. When done properly, this translates into great service for our clients. Happy team members = happy clients.

I've learned over the years that it is more

important to have *happy* clients than *satisfied* clients. You might ask what that means.

Satisfaction can be a momentary thing. We can be satisfied after a great meal, however the satisfaction lasts only until we're hungry again. Causing someone to be happy can have a lasting effect, and it can be more memorable than being satisfied. Happiness is a mindset usually precipitated by an action. The lasting effect of happiness is controlled by our thoughts. If we continue to expose ourselves to that which causes happiness, the feeling can perpetuate itself. A happy client will usually be more loyal than a satisfied one.

We try to measure how you feel about our performance in many ways. We send out a request for our clients to complete a customer survey for all completed contracts and for service work of higher amounts. All completed customer surveys are reviewed by me personally. We collect all of the completed surveys, and once we have 10 completed surveys in hand, we hold a drawing for a prize. The prize is approximately \$100 in value and the recipient has a choice of gifts. The customer survey is posted on our website: <http://www.pipingsystemsinc.com/index.php?page=customer-survey>. Please feel free to complete one for

your recently-completed project if you have not already received an e-mail requesting that you do so.

### ***Our Happy Clients Say It Best...***

"Piping Systems performed the design/build fire protection contract for the Matouk Linen project. We had not worked with Piping Systems before, but since they had worked for Matouk, we considered them for this project. PSI performed the project without issue, on-time and within budget. We were pleased to complete the project with them, but more importantly, we gained a contractor that we will look to doing more work in the future. Thank you, Piping Systems!"

—S. Pratt, Cutler Associates, Inc.

"I want to say thank you for the hard work and effort you put forth on the TJX project. Overall it went smooth and TJX/Dacon are pleased."

—M. Iafrati, Environmental Systems, Inc.

"I just want to touch base with you guys to let you know what a great job you did. The customer complemented both pipefitters on the job. They did an awesome job in a small timeframe."

—M. Lynas, Frank I. Rounds Co.

"Awesome work all the time...nobody better than PSI."

—T. Kraft, Benjamin Moore Paints

"We are satisfied, and I have made referrals to other companies because of our past experiences. Thank you."

—W. Martin, Boston Land Co.

"Very professional and the quality of work is exceptional."

—M. Leger, Mid Cape Homes

Looking for a piping solutions provider? Contact us today and ask for Mike Moreira at 508.644.2221 ext. 102 or e-mail him at [mm@PipingSystemsInc.com](mailto:mm@PipingSystemsInc.com).



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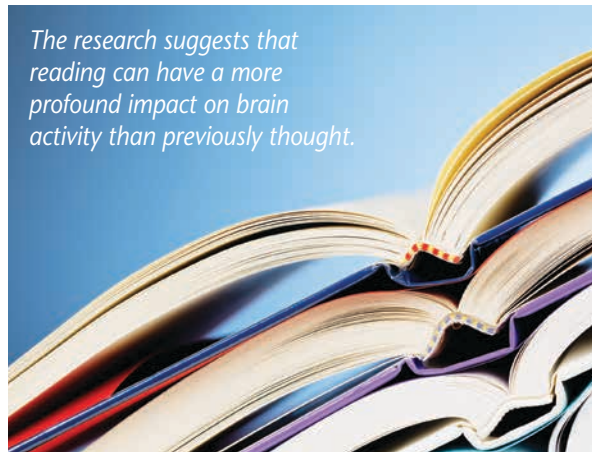


# Exercise Your Mind...With A Good Book

A good book can expand your mind—and may have a similar effect on your physical brain. As reported by [www.redorbit.com](http://www.redorbit.com), researchers at Emory University's Center for Neuropolicy have discovered that the experience of reading an absorbing novel can have a measurable impact on a person's brain.

Participants in a study were asked to read the 2003 novel *Pompeii*, a thriller about the eruption of the volcano Vesuvius in 79 A.D. They underwent a baseline functional Magnetic Resonance Imaging (fMRI) scan of their brains before beginning the book, and were asked to read the novel in nine sessions, with fresh fMRI scans every morning. The team found the left temporal cortex—an area of the brain associated with language—experienced

elevated levels of connectivity. They also observed high levels of connectivity in the central sulcus, the brain's main sensory motor region, which models body sensations (thinking about running, for example, can stimulate neurons associated with the actual action of running). These neural changes seem to imply that the brain can mimic the activity that's being read about, and that the brain retains the effects even after you put the book down—not unlike muscle memory. The research suggests that reading can have a more profound impact on brain activity than previously thought.



# Master These Three Skills To Become A Powerful Coach

When you take on the job of coaching employees, you may need to learn some new approaches and attitudes.

Here are the three skills you will need to embrace:

- **Flexibility.** The basic question to ask yourself is, "What has to happen so this learner gets what he or she needs?" You will need to keep trying until you find a technique that works—and remember that you will have to find new techniques for each person you coach. Everyone has their own style of learning. Discovering that style is key to determining how to successfully coach an employee.
- **Responsibility.** Finding the right way to teach and coach each person is your responsibility alone. So is setting a good example. If you blame other people for your failures, others will blame you for theirs. Remember to model the behavior you want to teach, and act like the person you want your learner to become.
- **Confidence.** You must assume that your people have the ability to learn what you need to teach. If they lack skills, it's your responsibility to make sure they receive the proper training. Remember that your confidence can inspire and motivate your learner to succeed.

## The Usual Suspects

Police were called to a construction site to investigate a murder. They quickly identified a bunch of potential suspects:

- The **electrician** had previously been suspected of murder, but he was never charged.
- The **carpenter** had been arrested for assault a year before, but he was never nailed.
- The **painter** had a brush with the law several years prior.
- The **heating, ventilation, and air conditioning (HVAC) contractor** was known to pack heat.
- The **bricklayer** had a reputation for getting stoned regularly, but his alibi was as solid as a rock.

The detectives finally arrested the window **glazier**, but he swore he was framed.

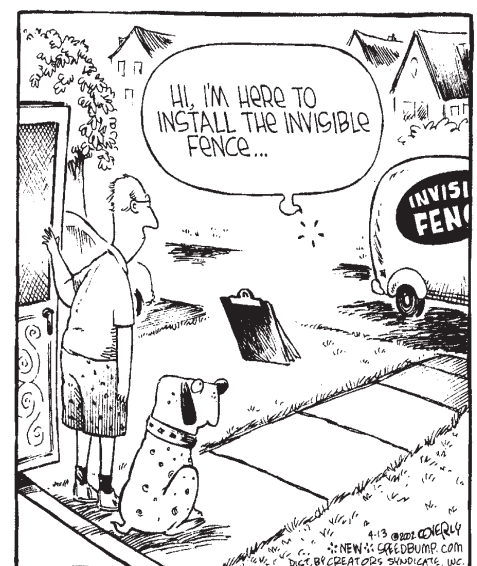
## The Benefits of Volunteering

Employees don't always immediately see the benefits of volunteering their time to local causes. If you're trying to inaugurate a volunteerism program in your workplace, point out some of these valuable rewards for joining a volunteer effort:

- Improve both your physical health and your self-esteem
- Make a difference in your community
- Make new friends and network with different people
- Enhance your current talents and master new skills
- Spread and receive positive energy
- Share your skills with other people
- Have fun

### SPEED BUMP

Dave Coverly





# Give Creative Workers An Environment In Which To Thrive

Organizations that want to grow and thrive need creative people. Just hiring a talented individual won't produce instant innovation, though. You've got to create the right environment. Here are some expert suggestions for the care and handling of your most creative workers:

- Give them what they need. Exercise some patience when managing imaginative and innovative employees. They need time, space, and resources to explore ideas and bring them to life.
- Don't force them to compete. A team of brilliantly creative people may not produce the kind of synergy you expect. Instead of generating imaginative ideas, creative types can clash or withdraw if they feel they have to compete for attention. Put them on teams with capable co-workers who'll support them instead of trying to prove themselves.
- Set clear goals. Imagination needs a focus. Tell your creative geniuses (and everyone in your workplace, really) what you most want to achieve, and coach them in the direction you want to go.

## Four Questions To Ask To Achieve True Success

For a long time, leadership guru Warren Bennis worked hard to achieve a key ambition: to become a university president. When he finally achieved his goal, however, he came to an unsettling realization. He liked having the prestige of being a university president, but he didn't enjoy doing the work it required.

That's when he started developing what ultimately became a four-question test for people seeking success in life. The four questions are:

1. Do you know the difference between what you want and what you are good at?
2. Do you know both what drives you and what gives you satisfaction?
3. Do you know both your own priorities and values, and those of the organization you work for?
4. Can you identify the differences between the two alternatives in each of the above questions—and can you overcome those differences?

"If you can," wrote Bennis later, "then success will be yours. In a nutshell, the key to success is identifying those unique modules of talent within you and then finding the right arena to use them."



## Elephants Get The Point

Folklore says that elephants never forget. Scientists now say that elephants have one other interesting trait: They understand the meaning of a human's pointed finger.

The discovery originated in Zimbabwe, where researchers from the University of St. Andrews in Scotland conducted a simple experiment with 11 elephants: A graduate student placed fruit in one of two buckets, then placed the buckets in front of an elephant and pointed to the one containing the fruit.

The elephants followed her pointed finger and chose the right bucket 67.5 percent of the time. Interestingly, primates and other animals have failed similar tests.



What did 16th century cartographers think about California?

## Trivial Matters

1) What was "the Great Counting?"

- a) A census of the number of grains of sand on the Oregon coast
- b) A 1999 *Sesame Street* special starring Count Von Count
- c) The world's largest jelly bean counting contest
- d) A 1982 inventory of the Smithsonian collection

2) How did Ben and Jerry's protest a 2005 Senate vote to drill in the Arctic National Wildlife Refuge?

- a) Refusing to sell ice cream to the bill's supporters
- b) Making the world's largest Baked Alaska
- c) Creating a limited-time flavor: Drill-Free Arctic Fudge
- d) Offering a lifetime supply of ice cream to opponents

3) Which classic science fiction film was originally titled *Journey Beyond the Stars*?

- a) *Star Wars: A New Hope*
- b) *2001: A Space Odyssey*
- c) *Close Encounters of the Third Kind*
- d) *Alien*

4) What has not been nicknamed "the noble science?"

- a) Martial arts
- b) Fox hunting
- c) Boxing
- d) Cancer research

5) What did 16th century cartographers think about California?

- a) It was an island
- b) It didn't exist
- c) It was populated by giant snakes
- d) It was part of India

—from *mental\_floss*

**Answers:** 1) d 2) b (At 900 lbs., it was plopped in front of the Capitol.) 3) b 4) d 5) a

# Fire Protection Services

Over the last six months, we have been working to streamline our fire protection services by offering service contracts that cover periodic inspections and maintenance services. On January 1, we began offering a new fire protection system testing service. Here's how it will benefit you:

- Provides worry-free service...PSI takes care of reminders, scheduling and archiving of completed testing reports
- Delivers 24-hour/7-day priority emergency service
- Provides historical record of all prior testing; this information is at the technicians' disposal during current testing
- Provides recording of additional valuable information, such as alarm panel type, contact name for alarm panel shut-off and model numbers of equipment
- Ensures less time between actual testing and delivery of the hard-copy final report
- Ensures price protection for two years

- Provides quicker billing
- Offers flexibility in choosing the time interval: quarterly, semi-annual or annually

We are currently in the process of contacting our existing clients to present this service to them. If you have not yet been contacted, or you have not yet joined our family of Happy Clients, please call our office and ask for Sharron Furtado at 508.644.2221, or send her an e-mail at: [sf@PipingSystemsInc.com](mailto:sf@PipingSystemsInc.com).

PSI is pleased to tailor services to the clients' needs. Can you say this about your piping contractor?



## Safety Update

PSI is pleased to have received notice that our Experience Modification Rate (EMR) for 2015 was lowered to .91—a rating below the industry average. The EMR is a number used by insurance companies to gauge both past cost of injuries and future chances of risk. The lower the EMR, the lower your

workers' compensation insurance premiums will be (a savings that we are able to pass along to our customers).

Up until this past November, PSI went 862 days without a single incident. This did not happen magically—it involved a lot of time and effort

from all our team members.

At PSI, we are constantly striving to work safe. Each day, our crew completes a Job Hazard Analysis (JHA) check-off sheet that identifies potential hazards that are present. In addition, "Tool Box" talks are held on a weekly basis, and our safety committee of five team members meets on a monthly basis to discuss on-going issues—such as future training topics, near-misses, progress on annual safety goals and other items relating to workplace safety. We hold company-wide safety meetings at least twice annually, and small group meetings are held quarterly.

We understand our greatest asset is our employees. As a business, the most important benefit our safety program provides is that we have healthy team members who are able to go home to their families each night injury-free.



We're doing our part!



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