

# PIPELINE

piping systems inc.

COMMERCIAL/INDUSTRIAL/INSTITUTIONAL MECHANICAL CONTRACTORS

FALL 2014

## Piping Systems, Inc. Earns Platinum Level in ABC's Prestigious STEP Program

*Award recognizes zero recordable incidents for more than two years*

**A**ssociated Builders and Contractors' (ABC) Safety Training and Evaluation Process (STEP) Awards are presented to contractors achieving low on-the-job accident rates and demonstrating the highest commitment to safety," says Pauline L. Lally, president of Piping Systems, Inc. (PSI). "Being honored with the Platinum STEP Award is testament to the dedication of PSI in its continuing efforts to strive for a goal of zero accidents so employees may return home safely every day."

The award was formally presented to PSI safety manager Greg Brewer. Greg has been with Piping Systems, Inc. for 17 years. Not only does he lead the safety program at PSI, but he also handles customer service, project management, building maintenance, and project estimating and scheduling.

"Receiving a STEP Award is a team accomplishment," says Lally. "Our team at PSI, alongside Greg Brewer, is continuously teaching, correcting and monitoring best practices. And ultimately, the foremen and supervisors in the field deserve the credit for owning our safety culture and disseminating the 10 Life-Saving Rules throughout their crews. Our employees step up every day to meet an aggressive schedule, safely, and with workmanship, quality and precision second-to-none."

"Every day we need everyone, on every jobsite and in every workplace, to get involved and practice good safety," adds Jason Taylor, PSI vice president of operations. "Safety is everyone's responsibility."



*Gregory Brewer (center), Piping Systems Inc. service manager, accepts the ABC STEP Award from Ian Quinchia (left), chair of the Gould Construction Institute and Thomas Descoteaux (right), ABC chair/trustee.*

### **About Piping Systems, Inc. (PSI)**

PSI specializes in, commercial/industrial/institutional mechanical contracting, process piping, plumbing/heating, fire protection, pipe welding/fabrication and ASME "S" and "U" stamps. As a team, PSI offers a talented staff who are reliable, high-performing, professional, knowledgeable and efficient problem-solvers. They work together to build business by creating and nurturing meaningful relationships with customers. To learn more about PSI, please visit [www.PipingSystemsInc.com](http://www.PipingSystemsInc.com).



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# Motivate Your Workforce The Jack Welch Way

General Electric chairman Jack Welch was one of America's most respected CEOs in his day. One key to his success? His ability to motivate employees. Welch's results were based on these principles:

- **Permit employees to tell the truth.** Build an environment where employees are free to speak their minds, even if they disagree with the boss. When workers lose that freedom, managers lose the benefit of their intelligence and experience.
- **Constantly refill your talent pool.** Be relentless about promoting good people—and also turning poor performers loose. In particular, learn to weed out managers who turn their employees into victims. You can recognize them from their high rates of staff turnover.
- **Evaluate employees honestly.** Don't fall into the trap of giving the same above-average evaluations to everyone. In any group of people, learn to recognize who's the best and who's at the bottom. If you can't help the person at the bottom to move up, it may be time for him or her to move on. But be careful not to punish those in the middle for not being at the top.
- **Challenge employees to give you growth ideas.** Goals can too often become limiting: People work to achieve them, then step back and rest. Challenge your employees to bring you every idea they have for growing your business or doing your organization's work better. You don't have to approve every idea, but your conversations will be much more productive.
- **Reward people.** Employees respond to cash, trophies and recognition. Balance money and praise to get the maximum from each.

# Get A Good Start On Building Social Media Success

A solid presence on social media can help you reach a broader audience and win more attention for your work. But the options seem infinite: Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, Instagram—the list goes on and on. Without getting bogged down in discussions of individual social media channels, here's a look at a few practical steps you can take to make your mark on the Internet:

- **Start small.** The three main platforms that can drive results and interaction are probably Facebook, LinkedIn and YouTube. Depending on your business model, others may be just as useful. If you are just getting started, this is a great set to begin with.
  - **Go wide, then deep.** You can have a presence on a number of different social media platforms, but you'll drive yourself crazy trying to keep up with all of them at the same level of intensity. Determine which channels draw the people you want to attract, then target your efforts accordingly.
  - **Set tangible goals.** Think of it as a marketing campaign: Decide what you want to accomplish and how you'll measure it, then plan your strategy around that. Be ambitious, but realistic. Getting 150 Twitter followers when you start out is more likely than reaching half a million. You can always adjust your goals as you move forward.
- **Commit to it.** Too many people and businesses set up a Facebook page, work hard at it for a few weeks, then drop it when they get busy with other things or don't see immediate results. Start out at a level you can handle and stick with it. Post something daily, or at least weekly, and stick to it so your audience has a reason to come back. Don't give up just when people are starting to pay attention.
- **Analyze and adjust.** Stay on top of the data you collect. Use it to make whatever changes are necessary to widen your scope. You need to stick to your strategy, but don't be stubborn about it. If something's not working, change course before you waste time and lose credibility with your audience.



# Engage Your Brain



- 1) What did Hannibal's forces use to attack enemy ships?
  - a) Arrows covered in bees
  - b) Pots full of poisonous snakes
  - c) Dogs covered in spikes
  - d) Elephants on rafts
- 2) What was Fordlandia?
  - a) A short-lived Gerald Ford theme park
  - b) Henry Ford's ill-fated rubber plantation in the Amazon
  - c) The Ford Company's unfinished nuclear fallout shelter below Detroit
  - d) An infamous car dealership in Chicago
- 3) What's the Hryvnia?
  - a) Ukrainian currency
  - b) Russian hovercraft brand
  - c) Mythical cat-walrus hybrid
  - d) Polish car brand
- 4) What are you suffering from if you have stepmother's blessing?
  - a) Dandruff
  - b) Shingles
  - c) Baldness
  - d) Hangnail
- 5) Which president's doodle later became a popular fabric pattern?
  - a) Herbert Hoover
  - b) William McKinley
  - c) Ronald Reagan
  - d) John Kennedy

—from *mental\_oss*

**Answers:** 1) b (Shot by catapult.) 2) b 3) a 4) d 5) a (The famous drawing was mostly used on children's clothing.)

# Piping Systems Inc.: Antelopes for a Cure

The following is a reprint of an article that appeared in the May 2014 issue of Members Only, a publication of the Massachusetts Chapter of Associated Builders and Contractors, of which Piping Systems, Inc. is a member.

**M**egan Lally was just 30 years old when she lost her battle with breast cancer in 2011, but part of her legacy is all the people she inspired during her more-than-two-year battle with the disease.

Among the inspired was her mother, Pauline, an ABC member and owner of Piping Systems, Inc., who has been dedicated to supporting the Megan Lally Memorial Fund since it was established by Megan's husband, Rusty Gray, and several of Megan's friends. One of the fund's activities is the "Run Like an Antelope 5K Run and Fun Walk."

The third annual race will take place on October 4, 2014 at

the Worcester Hibernian Cultural Center at Fiddler's Green, 19 Temple Street in Worcester. It will be followed by a gathering featuring live music, food and beer generously provided by a local brewery.

All net proceeds from the event will go directly to the UMass Cancer Center to support metastatic breast cancer research. Thus far, the fund has raised more than \$46,000.

If you can't make it to this year's activities and you'd like to donate, you can send a check to the Megan Lally Memorial Fund, Inc., P.O. Box 332, Worcester, MA 01613. And don't forget, many employers have matching gift programs for donations to non-profit organizations.



Check out our redesigned website at [www.PipingSystemsInc.com](http://www.PipingSystemsInc.com)



## Have You Visited Our Newly Remodeled Website Yet?

PSI is pleased to announce that the revamp of our website is finally complete. New features have been added, such as our "No B.S. Warranty," referral opportunities, our signature "33-Point Checklist" and lots more that's new. Visit us at [www.PipingSystemsInc.com](http://www.PipingSystemsInc.com) and let us know what you think.

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