

MBCEA News

Vol 12 February 2014

**Dear Sasha,**

At last years Conference, we challenged Tula Thompson of Bay Insulation and Erin Sullivan of Chief to form a sub-committee to address a stagnant MBCEA program - the Certified Contractor and Erector. (another good reason why you should attend the conference!)

I would like to formally acknowledge their efforts and hard work. They did a tremendous job. When complete, this program will have huge implications for all of us.



Thanks to Tula and Erin, plans are well underway for a new and improved Certified Contractor and Erector program. We are working with the [International Accreditation Service](#) (IAS) to put together a meaty program that will be accepted by industry as the gold standard for pre-engineered metal building assembly.

The IAS is a nonprofit, public-benefit corporation that has been providing accreditation services since 1975. They provide objective evidence that an organization operates at the highest level of ethical, legal and technical standards.

Now that we have come this far, I need a review board. This will be a working sub-committee that is willing to add value to the details of the program. We anticipate it will take a few go-rounds to really flesh out the specifics. I do not anticipate any meetings just emailing of documents. If you feel you can contribute, please send me an email with a little background on you or your company.

I am also pleased to report that our Safety Handbook has been completely redone. It is available as a downloadable PDF in the members only section of the website. The Spanish version will be available shortly. I remind those of you who still have not joined - Membership does have its privileges - reduced rates at Conference, special "members only" sections of the web-site, Chapter benefits, etc. - so what are you waiting for?



Conference 2014
May 1-3, Boston
Keynote speaker:
Derek Sanderson

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New this year - download a Conference App to your smartphone

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[Derek Sanderson highlights on You Tube](#)

A special thanks as well, to Wade Hobbs, in the Southeast for organizing a Rigging Training Extravaganza in Orlando. About 30 MBCEA members attended and were certified.

Got something on your mind, drop me a line. I love to hear from you.

Sincerely,

Gary T. Smith
President, MBCEA
gtsmith@thomasphoenixintl.com

P.S. Hats off to Sasha who continues to fine-tune our web-site. Please check out the new and improved member directory.

Member Spot-Light



Tula Thompson, Bay Insulation

Please give a brief description of your company. Bay Insulation is the largest national manufacturer of metal building insulation, provides solutions for high R systems, and produces the full EXPI-Door line of pre-assembled walk doors, storefronts, and specialty doors.

Share some highlights of a newsworthy or success story about your company. We are proud to be members of organizations that impact our industry, such as MBMA, MBCEA, NIA, and have ongoing board positions that continue to improve our industry and its challenges in competing with conventional construction.

Who has been the biggest influence in your career? My parents, Doug and Joyce Deaton, have also been lifelong contributors to the Metal Building industry. They were members of Carolinas SBA, prior to MBCEA and have instilled the collaborative spirit and enthusiasm for this industry in our company, its employees and me.

How long have you been involved in the metal building industry? What roles have you played in your company? We began in 1982 in Greensboro, NC as Supreme Insulation. We were very small but grew quickly over the next few years from one manufacturing plant to finally 11 facilities. Bay Insulation acquired Supreme in 2004. I had been President since 1994. Prior to the insulation business I sold buildings for Wedgecor.

When Cupid strikes in the office

Valentine's Day is coming and love is in the air - even in the office. In a recent Careerbuilder poll, 39% of workers said they have dated a co-worker at least once. 30% said their office romance led them to the alter. As a business owner, it's the ones that don't work out that you need to worry about!



A soured relationship can lead to claims of sexual harassment, particularly when it involves two individuals on different rungs of the corporate ladder. In 2011, the US Equal Economic Opportunity Commission (EEOC) reported that it received 11,364 sexual harassment complaints. Of these 10.9% came to a settlement, 9.1% were withdrawn with "benefits" and 26.1% were resolved with merit. **Complainants won \$52.3 million in monetary benefits.**

In addition to the cost of settlements and litigation, employers facing sexual harassment claims can suffer a hit to their reputation and staff morale. As the EEOC says, prevention is the best tool to eliminate sexual harassment in the workplace.

JACQUELINE MEILUTA * 201 ASSOCIATES, LLC



New Members

CH Miller Construction
 Chris Miller
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What is the most exciting or rewarding part of your work? The most rewarding part of my position now with Bay is working with the National Accounts and allowing me a larger perspective of our industry and its needs and direction to continue to grow. All of that is great fun, but mentoring our DMs, is still the most rewarding.

What do you find the most challenging about your work? The most challenging part of my job is certainly the need to educate our customers. Many builders are unsure of the new codes and compliance issues, and they find it overwhelming. We at Bay try to educate and defuse the "fear factor" connected to these changes. We have a group called Bay Insulation Contracting that works directly with builders to solve compliance issues. This ever changing topic is one that I spend a considerable amount of time on. We feel staying ahead of the educational part of codes is a value added for our customers and our industry.

What is your advice for someone who is young and emerging into the field? This is a great industry with very big potential for the future. It's not "dirty work" anymore. The new computer programs we have developed for easy code compliance, computer generated quotes and cultists, drawing, and office to field tools make this a much more sophisticated industry than it used to be. I'm an optimist; I think our industry has a bright future.

What achievements are you most proud of? I'm glad I'm still involved in improving our industry. Being an advisor for the Carolina's MBCEA and on industry committees that focus on giving our industry more credibility is important to all of us and it makes me feel great to contribute.

Share your favorite networking tip. Listen! People are usually saying things that are important to them. We all rush to say what we want to be heard, but listening is the true key to understanding.

For more about Bay, visit www.bayinsulation.com

Prevent Good Meetings from Going Bad

"Another meeting! If I didn't 'waste' so much time in meetings, I might get some 'real work' done." If you feel this way, your meetings may benefit from some fine-tuning.



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Pacific Coast Building Erection Specialists Inc.
Ronald Ball

Take seven steps today to make your meetings more productive.

Have an objective and an agenda. Without an objective or agenda, time spent in a meeting can lead to less than stellar results. Set clear objectives, like project updates, creation of incentives to drive sales in a sector, or brainstorming cost-cutting measures. Be clear about the parameters of the discussion, and don't overload the agenda. Provide attendees with the objective and agenda prior to the meeting.

Limit the number of participants. Sometimes less is more. Too many participants can slow the meeting process down. Office staff may be able to handle some of the objectives before the meeting via e-mail or memo, which can reduce the number of participants to key representatives. Determine who needs to be present and create a plan to keep all those affected by the decision-making process "in the loop."

Be generous with time, but not too generous. Thirty minutes may be enough time to devote to a project update, but not enough if you are brainstorming on acquiring new technology for the office. Allow enough time for full consideration of the objective under discussion. Remember, meetings that last more than two hours can be draining. It may be best to schedule several meetings to discuss more complex issues, or, if you must meet for two or more hours, schedule one or two short breaks to allow people to move, check for important messages, and visit the restroom. When you break, set a firm time to resume and don't allow discussion to continue into the break. Be sure to resume sharply on time, even if not all are back.

Meet, don't eat! Have plenty of water available, but unless you are planning a social event, it is best to keep food out of the conference room. The focus should be on collaborative effort to create effective business solutions, not on passing the roast beef. If a meeting falls close to breakfast, lunch, or dinner, take a break to eat, or eat before or after the meeting. This solution offers time to socialize in a work setting and time to get down to the business of working.

Someone must lead so that all may succeed. A meeting with no facilitator can render meetings ineffective and inefficient. A facilitator encourages informative, yet succinct, input from everyone and allows time for everyone to offer their perspectives and viewpoints. Some of the best ideas may come from staffers who are often overlooked in light of more gregarious employees. The better and varied the dialogue and input, the better the decision-making process.

Be clear about follow-up. Dedicate time to set a follow-up meeting date and create a plan of action. Be sure that each of you knows what action is expected of you and when. It's best to publish pertinent notes immediately after the meeting, including action items,

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decisions, and concerns. Any information that needs to be gathered should be sent to all meeting attendees well in advance of the next meeting for review.

Take advantage of available resources. If you are having difficulty getting more from your meetings, there are many books available on the market that highlight meeting strategies. Better planning, time management, organization, and facilitation can go far in making meetings more productive.

JACQUELINE MEILUTA * 201 ASSOCIATES, LLC

5 Ways to Get Strong Referrals-And Lots of 'Em by Marc Washak

Running a small business in today's economy requires a departure from conventional business rules. In order to sell a product or service, businesses can no longer rely upon old-school sales tactics of bygone eras: Prospects are overwhelmingly distrustful of the traditional sales pitch, they're busier than ever and they have access to more information than ever before.

As a result, small business owners must master a new set of tactics in order to make sales. The key is to start with strong referrals.

It's no secret that getting referrals from clients who believe in your services is an effective way to connect with new clients. But in today's business world, it's not enough to just get referrals -- they have to be strong, and there have to be lots of 'em! Here are five ways to get lots of strong referrals:

1. Stop calling them "referrals"! Salespeople often tell me that when they ask for a referral, all they get is a name, a phone number and an instruction to "tell him I sent you." This is not a referral -- it is, at best, a warm lead. The term "referral" is vague and unclear, which is why requests for them can frequently lead to disappointing outcomes. Instead of asking for referrals, ask for introductions. You want to be introduced directly to the person you want to meet, after all. The introduction can take place via face-to-face meeting, phone call, email exchange, or social media, but the key is that an actual introduction is made. Now, promise yourself you'll never ask for a "referral" again!

2. Get over your fear and ask! I've done extensive research on what holds people back from getting more introductions, and it always comes back to the same issue: fear. Asking for introductions shows vulnerability and can feel uncomfortable. But the reality is that if you don't ask, people will not think to introduce you. It's your job to ask everyone in your network for introductions on a regular basis. The more you ask, the easier it becomes. In

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**It's time to renew! It's not too late to join!
Download the [application](#) and join today!**

Did you know that the MBCEA

- Offers inexpensive and sometimes free training seminars on a regular basis?
- Believes in the safety and education of all our members?
- Championed the MBI in having our trade recognized by the Federal Government?
- Helps you upgrade and certify your work force?
- Keeps you up to date with the ever changing developments in the metal building industry?
- Offers a mentoring program?

all of my years as a sales strategist, I've never heard of someone losing a client because they asked for an introduction. So what do you have to lose?

3. An introduction a day...really adds up. I have a challenge for you: Ask for one introduction every workday. It's a task that takes less than five minutes, but it holds enormous potential for your business. Here's how: One introduction per day equals five per week; five introductions per week equals 250 introductions per year. That's a lot of introductions! Let's say that you receive only one-in-five of the introductions you ask for -- that still means you'll receive 50 introductions in one year. If you turn half of those introductions into sales, then you'll have closed 25 new pieces of business. What are you waiting for?

4. Ask for help. Help. That simple four-letter word is one of the most powerful in the English language. When you ask for help, people generally want to give it to you. On the other hand, people are turned off by phony confidence and a reluctance to accept assistance. So ask for help when it comes to introductions, just as you would in any other context. Start the introduction conversation by saying, "I'm wondering if you might be able to give me a little help." Let the person say that she is happy to help -- which she probably will be if you have any relationship at all. Then ask for the introduction to the type of prospect you're looking to meet.

5. Help people help you. Salespeople frequently squander the chance to get introductions by not clearly explaining the exact type of prospect they're looking to meet. When someone says that he's willing to help you out with introductions, don't respond, "Well, who do you know?" This forces the person to have to figure out which of the 1,000 people he knows to introduce you to. Instead, be laser-focused on the exact type of person you want to be introduced to. For example, you might say, "I'm looking to meet CEOs of companies with \$10M-\$40M in revenues in the healthcare space that are looking to grow sales." When you get very specific, you narrow a person's mental rolodex down to 1-3 people. Bingo!

When you focus on receiving more introductions (and actually take action!), your business can grow exponentially. If each of your clients introduced you to one new client, your business would double. By following these five simple strategies, you can bring on more clients without a massive effort.

About the Author:

Marc Wayshak [<http://www.marcwayshak.com/>] is a sales strategist who created the Game Plan Selling System. He is the author of two books on sales and leadership including his latest book, Game Plan Selling [<http://amzn.to/15MdhA9>] and a regular online contributor to Entrepreneur Magazine and the Huffington Post Business section. Get his

- Maintains an on-line membership directory?
- Has available Employee Safety Handbooks and Tool Box Talks Sheets?
- Will help you bring the passion and excitement back into your business?



From the Executive Director

Thank you for your patience while we improved the Member Directory.

Check it out -

<http://www.mbcea.org/business-directory/>.

Click on Advanced Search where you can search on any field or a combination of fields. The distance search by zip code and map display are very useful tools. Click on Business Type to search by member categories. Contact a member using the email form in a company listing. Member companies are encouraged to email me their logo, a short description which displays in the search result and a longer description which displays in the "about this company" field when clicking on the company listing."

I will continue to update and fine-tune the web-site. I am always looking for feed-back so let me know what works, what's missing, what you want to see.

Thank you!

Sasha Graver
Executive Director
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free eBook on 25 Tips to Crush Your Sales Goal at <http://gameplanselling.com/>. (Twitter: @MarcWayshak)

Carolina Chapter News

Good Day! The MBCEA Carolinas Chapter 2014 Spring Scholarship Scramble will be held March 27th, 2014 at the Ballantyne Golf Club in Charlotte, NC. This is the 4th one for our chapter and the proceeds benefit our Scholarship Fund. Shotgun start for golf is at 1:00pm.



Even if you don't play golf, we have a barbeque scheduled at 5:30pm. Please come join us.

See attached [registration](#) and [sponsor](#) forms.

Deadline is March 13th, 2014.

See the following webpage to book a room at a discounted rate, if you should need one: <http://exclusives.lc.com/charlotte/ballantyne-setcat10>

The Golf Club at Ballantyne
10000 Ballantyne Commons Parkway
Charlotte, North Carolina 28277
Phone: 704-248-4383

We look forward to seeing you there.

Sincerely,
Meredith Miller
Administrative Assistant
MBCEA Carolinas Chapter
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Want to get involved? Click your region below and send an email with your name and contact information:

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[Northwest](#)
[Midwest](#)



Interested in being the next member spot-light? Have content or news to share with your fellow members? Do you want to advertise to MBCEA members and readers?

Contact Jackie Meiluta at jmeiluta@comcast.net

Quote of the day:

New England Chapter News

MBCEA Dinner Meeting, February 18th...Energy Codes & Metal Buildings!

Please join us on Tuesday, February 18th in Manchester New Hampshire, as we welcome Bill Beals of Therm-All!

Attached you will find your [reservation form](#), please fill out and e-mail back by 2/11/2014.

Thank You, and hope to see you soon!

--
Steven R. Webster
MBCEA-NEC President
www.mbcea.org



The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.

[Martin Luther King, Jr.](#)

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