



CONNECTIONS

July 2011

Strategic Initiative Update

The following is an update from the March Newsletter of progress toward building a focused sales strategy, targeting “like minded” clients who value our innovation and creative thinking that we bring to projects.

- *Training:*

- Sales Process - In order to promote strategic selling, a sales process is being developed and implemented. Five sales training classes have been completed so far this year with additional sales cycle focused classes in the planning stages.
- Strategic Sales - Although we currently are having selective meetings for existing clients, until we have trained our sales team on a sales process, it would be premature to introduce a strategic sales training class. However, classes for strategic sales are in the planning stages.

- *Business Contact Manager:*

- Several Contact Manager and CRM software programs were demonstrated, analyzed and tested including Microsoft Dynamics, Salesforce.com and Outlook Business Contact Manager. Business Contact Manager (BCM) was selected since the first step in any CRM program starts with a standard contact management program. Since the company is upgrading the Microsoft Office program from 2003 to 2010, BCM is a “no charge” addition for Microsoft Outlook 2010 with some of the features found in the most popular CRM programs.
- Implementation began in May and is continuing with a select group of people involved in client communications. After the first couple of group classes, the experience has led us to provide training to smaller groups and one-on-one instruction so it becomes a hands-on exercise. Implementation is anticipated to be complete in August.

- *Sales Meetings:*

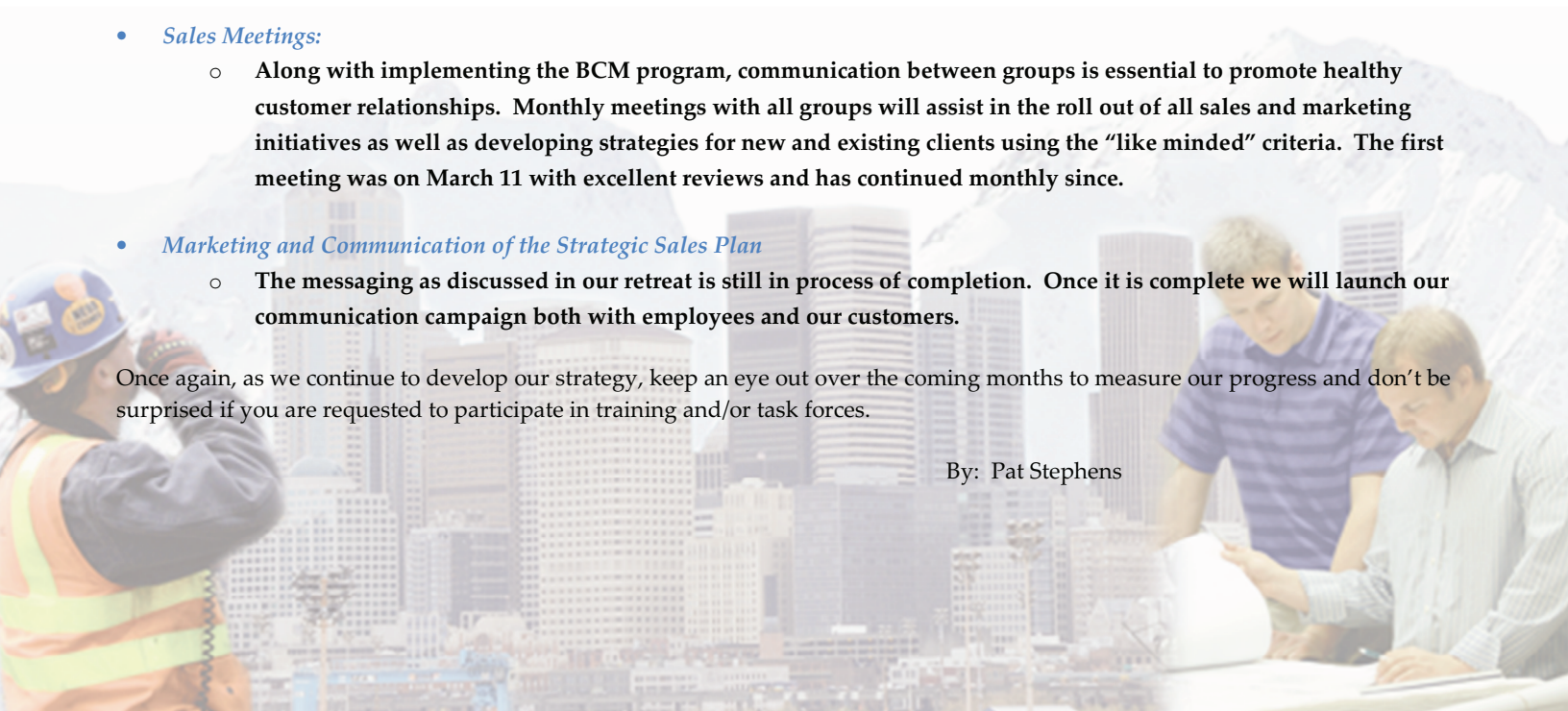
- Along with implementing the BCM program, communication between groups is essential to promote healthy customer relationships. Monthly meetings with all groups will assist in the roll out of all sales and marketing initiatives as well as developing strategies for new and existing clients using the “like minded” criteria. The first meeting was on March 11 with excellent reviews and has continued monthly since.

- *Marketing and Communication of the Strategic Sales Plan*

- The messaging as discussed in our retreat is still in process of completion. Once it is complete we will launch our communication campaign both with employees and our customers.

Once again, as we continue to develop our strategy, keep an eye out over the coming months to measure our progress and don't be surprised if you are requested to participate in training and/or task forces.

By: Pat Stephens



Safety



SLEEP & SAFETY

Sound sleep is vital to good health and to peak performance in any line of work. Yet, according to the National Sleep Foundation, most Americans don't get the optimal eight hours of sleep each night. In fact, 40 percent of people surveyed recently say they experience disruptive on-the-job sleepiness at least a few days every month.

People who don't get enough sleep are at greater risk of obesity and diseases like diabetes, stroke, heart disease, depression, and high blood pressure. Workers who suffer from these conditions may be absent more often and may be more at risk when they are on the job.

Anyone who's ever worked construction knows it's often both physically and mentally demanding. Lifting heavy tools and materials, the constant motion of equipment, fatigue from noise and stress, elevated temperatures and other factors can all lead to weary workers. Add to that insufficient sleep and you have the recipe for a possible workplace disaster.

Lack of sleep can lead to poor concentration, poor judgment, and more mistakes, all of which can make workers less safe. Sleepiness breeds inattentiveness and that can lead directly to costly construction mistakes and, worse yet, to industrial accidents.

Poor sleep quality affects safety performance in other ways as well. Many workers who sleep less than 6 hours per night report symptoms such as:

- Becoming impatient with others
- Finding it difficult to concentrate
- Making errors in their work
- Having trouble organizing or failing to finish assigned tasks on schedule

The following suggestions will keep you wide awake and safe on the job by improving your sleeping habits.

- Set a regular schedule for going to bed every day—you can't make up for a big deficit on weekends. Make a point of organizing your life so you can get 7 to 8 hours of sleep a night.
- Get regular daily exercise, but not right before going to bed.
- Avoid caffeine, alcohol, nicotine, or heavy meals close to bedtime. Drink sufficient water throughout the day.
- Don't use bedtime to start planning—or worrying.
- Long summer days can make it difficult to get enough sleep. Consider using light-blocking shades in your bedroom. Also keep your bedroom cool enough to avoid tossing and turning.

We don't often think about sleep as a component of safety. But adequate sleep can keep you attentive and aware of hazards both at work and at home.



2011 Events Calendar

AUGUST

Summer Picnic

Saturday, 8/13

10:00am-2:00pm

Cottage Lake Park, Woodinville

SEPTEMBER

Golf Tournament

Sunday, 9/11

7:00am-2:00pm

Harbour Point Golf Course

OCTOBER

Trick or Treat Party

Thursday, 10/27

3:00pm-5:00pm

UMC

DECEMBER

Santa Party

Thursday, 12/8

5:00pm-7:00pm

UMC

JANUARY, 2011

Holiday Party

Saturday, 1/14

6:00pm-Midnight

Lynnwood Convention Center

Anniversaries

20 Years:

Eric Oswald (July)

15 Years:

Danny White (Aug)

10 Years:

Shawn Hawker (July)

5 Years:

Mehrdad Rad (July)

Tim Turner (Aug)

Jake Monsaas (Aug)

Catherine Waldren (Aug)

Birthdays

July

5 Brittney Spurlock

5 Jake Gustafson

8 Ralph Schaeffer

10 Julie Blanchard

12 Greg Lincoln

14 Richard Farmer

14 Dean Harriman

15 Linda Weisberg

18 Terry Parmley

20 Vicki Rozis

29 Mike Spencer

31 Matt Mifflin

August

13 Tommy Kadoya

15 Doug Smith

17 Bruce Freeman

23 Toni Adams

24 John Strand

24 Les Bouck

25 Curtis Watson

26 Kyle Richard

27 Troy Lowery



Wall of Honor



REMINDER TO SUBMIT INFO...

We are starting a program to honor and keep in our thoughts the family members of UMC employees who are **actively** serving in the US Army, Navy, Marine Corps, or Air Force. We are very appreciative of their dedication and service to our country, so we would like to acknowledge them and need your help.

If you have any family members, (son, daughter, mother, father, sister, brother, aunt, uncle, cousin, and / or any in-law of the same) now serving in the Armed Forces, please send me the following information:

- Name
- Rank
- Branch of Service
- Relationship to you (the employee)

** Also, we would like to include a photo (preferably in uniform) on our wall of honor.

In addition to active members of the Military, if you personally or if you had a family member (s) that has **previously** served in any war or branch of service, please send me their name, rank, and relationship as we will be listing this group of people separately (no photos).

Once the wall of honor is complete, it will be on display at the UMC main office, so please get your submissions to Marj (mschmidt@umci.com) ASAP.

