



# CONNECTIONS

March 2011

## Strategic Initiatives

The following is an update from the January 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. The process was developed and the 1st training class was accomplished on January 17, 2011. This is the first in a series of classes to establish a professional sales force by implementing a disciplined sales process for negotiating with Corporate “C” level managers. The 1st class was also made available to the Project Managers on February 18, 2011. The next in the series for the sales team will be held on February 28, 2011.
- 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 until complete. Classes for strategic sales will commence early in the 2nd quarter.

### ➤ *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 will require multiple stages starting with a small group of users that will start building the database and creating the standards. Training will be rolled out in small groups anticipating completion during the first half of 2011.

### ➤ *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 is scheduled for 3/11/11.
- Develop customer focused groups for strategic markets in Healthcare, Industrial, higher education, etc. These groups would become the go to sources for vertical market expertise. The first vertical market group of concentration is Healthcare. A team leader has been identified (Max Harshman) and will transition into the position over the next 4 to 6 months.

### ➤ *Controls:*

- Selections of LynxSpring and KMC as UMC’s control manufacturing partners. Contract negotiations are currently underway.
- Direct factory purchase of valves and actuators from Belimo.
- Sales training for service group scheduled for 2/21/11.
- Technical training for LynxSpring and KMC scheduled and completed by Richard Farmer.
- Factory sales training to be scheduled upon contract acceptance.

### ➤ *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.
- In order to streamline and avoid redundancy within UMC’s sales and marketing efforts, the Marketing Manager (Gail Kinner) will be reporting to the Corporate Director of Sales. A transition plan was initiated and her full time commitment will begin on 6/1/11.

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.

## Safety



### Safety Teamwork

An element of the UMC safety culture is that all accidents are preventable. An accident results from a particular series of events, actions and conditions. If the series is interrupted and corrected, then the accident will not happen. UMC management and supervision have the responsibility to provide a safe working environment, to provide training and planning, and to foster a team environment so that our crews perform work safely.

Each individual worker also has responsibility for safety. Each must utilize all necessary personal protective equipment and safety devices for the task at hand. Each must perform all work according to safe work practices and refrain from unsafe acts that may endanger themselves, co-workers, or the public. Each worker must participate in safety meetings, and other gatherings that provide the opportunity to discuss and provide feedback regarding safety issues and workplace conditions. In short, each crew member must function as part of the safety team.

A critical element of each worker's responsibility is to correct or report any unsafe conditions that they see on the jobsite. From small housekeeping issues like electric cords in the pathway to more significant conditions like inadequate tie-offs for fall protection, each worker has the responsibility to recognize the hazard and get it corrected. This is an essential part of being a member of the safety team. **UMC management empowers each worker to stop any work that is being done in an unsafe manner. This is not simply a right - it is the responsibility of each worker to stop unsafe work. If each worker meets this responsibility, then we can achieve our goal of zero accidents.**

## New Hires



Bruce Dull started working with UMC on Feb. 28 as a Senior Project Manager. Bruce's last position was with Desert Plumbing and Heating, located in Las Vegas, NV as Senior Project Manager managing multimillion dollar Private and Public Works projects. Prior to that Bruce has worked in Arizona, Michigan, Oregon and Washington State. Bruce has 32 years of experience in the Mechanical and General Construction industry. In his spare time Bruce enjoys backpacking, skiing, tennis and many other outdoor activities.

## 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

### 10 Years:

James Flint (Apr)

### 5 Years:

Kevin Kephart (Mar)

Steve Champion (Mar)

Wayne Denton (Mar)

Rene Soucy (Apr)

Steve Elwood (Apr)

Sergey Sapozhnikov (Apr)

## Birthdays

### March

6 Bruce Lincoln

7 Ryan Hoggatt

8 Chris Bondelid

11 Max Harshman

12 Mike Harshman

14 Henry Biggs

14 Randall Gaylor

14 Dave Babington

14 Tiffany Nunez

15 Dori Jenkins

15 Brian Will

18 Billy Sulfridge

23 Krista Powers

23 Dave Johanson

29 Bruce Dull

30 Mehrdad Rad

31 Maria Boyer

31 Ryan Lynn

### April

1 Al Howell

5 Clarice Kellogg Olson

9 Deborah Black

15 Judy Gaylor

15 Ed Tyoji

20 Mark Budke

21 Daniel Vu

24 Marshall Nichols

26 Brent Johnson

27 Bill Coston