



CONNECTIONS

Nov. 2011

Changes at UMC

You have seen many changes at UMC this year, and surely more will follow.

As we see the world around us changing at a rapid pace, we are responding with our own changes. We have, time and again, proven our viability in the construction and facility market. Our ability to continue this success leans heavily on our ability and willingness to look to the future and position our company for the greatest possible opportunity for success.

The nature of our business requires us to take great risks every day. Our ability to accurately estimate, safely and productively execute and assure quality of installation is paramount to our longevity as a business. These are the basics. Now enter the multitude of additional challenges we face. Not the least of which is worldwide economic instability, a growing and misguided anti-business sentiment, increasing competition from a variety of fronts and so on.

In business, we have two choices, as did our primitive ancestors: Fight or Flight. And while the ever-increasing complexity of the fight is resulting in many businesses taking the seemingly safer flight option – I choose to fight. And I do so with confidence. Not Pollyanna, but confidence. My confidence comes from the UMC Team and the depth of intelligence, skills, abilities and drive that each of you possess. Unlike our ancestors, our weapons are intellect, creativity and perseverance.

With the future in mind, as well as present challenges and opportunities, we continue to maximize the effectiveness of our team (our weapons) through training, reorganization and unyielding support of each other. Further, we are taking on the many other fronts of the fight including legislative and regulatory threats. UMC is heavily involved in the local and national legislative process in an effort to preserve an environment where business, free market and our jobs are secure and have every opportunity to thrive.

I look forward to the New Year and the pursuit of the many opportunities in front of us. Keep fighting the good fight!

-Jerry Bush

SAFETY

Emergency Preparedness: Have a Kit

A critical element of emergency preparedness is to have a kit with necessary supplies such as food and water. Depending on the severity of the disaster and your location, you may need supplies for a period of three days up to three weeks. You may want to have a kit at home and a smaller one in your vehicle

Your main emergency supply kit should be stored in portable containers as close as possible to the exit. Your kit should contain:

- the food and water (one gallon per person per day) your family would need for approximately 72 hours or more
- a portable, battery-powered radio and extra batteries
- flashlight and extra batteries
- first aid kit and manual
- sanitation and hygiene items (hand sanitizer, moist towelettes, and toilet paper)
- matches in a waterproof container
- whistle
- extra clothing and blankets
- a tent or tarp for shelter
- duct tape
- kitchen accessories and cooking utensils
- photocopies of identification and credit cards, for replacement purposes, and photos of family members to give to searchers
- cash including coins
- tools and work gloves for shutting off utilities, building shelter, and starting the clean-up
- special needs items such as prescription medications, eye glasses, contact lens solution, and hearing aid batteries
- items for children and infants, the elderly
- pet supplies.

Emergency preparedness is an evolving concept. Your plan and kit have to change with changing needs and as items spoil. You may not be able to cover all of the possible scenarios. But if you consider what you might need and gather some items, it will ease some of the worry and stress, and give you more control if an emergency occurs.

COMPANY WIDE SALES STRATEGY

As previously reported, back in September 2010, the leadership team sought to focus on developing a plan to sustain our position as an industry leader. We identified three critical areas that will continue to be our focus moving forward.

- We will continue to develop a series of strategies designed to help us attract, train and retain talented team members.
- We will continue to design a series of programs to further encourage and reward the innovation for which we are already known in the marketplace.
- We will build a focused sales strategy, targeting “like minded” clients who value our innovation creative thinking we bring to projects.

This is an update for the third critical area, the Company Wide Sales Strategy. Since our retreat in September of 2010, our Team Leaders have developed and began implementing a plan for a company wide sales strategy that targets like-minded clients that buy/value innovation.

Some of the accomplishments thus far are:

- Developed a list of existing and potential (like minded) clients and accounts that include key decision makers contact information, account contact information and their market segment category.
- Determined our preferred market segments which include: Hospitals, Life Sciences, Datacenters, Industrial which includes; Mills, Power Generation, Manufacturing, and Water/Wastewater Plants. Commercial and Medical Office buildings were initially identified but they did not sustain the “like minded” status as we went through the qualifying process. We do a lot of business outside of these categories with clients in: Federal, State and Local Government, Colleges and Universities, Municipalities, Hospitality and Technology. However, based on our “like minded” client criteria, they do not qualify and the preferred market segments identified is where we see our growth. Detailed market segment sales and marketing plans are being developed that identify leaders or champions and teams for each preferred segment identified.
- A Controls Group was developed and implemented.

- Continuing to rollout Outlook Business Contact Manager (BCM) to a select group of people involved in Client communication. Rollout started in May and the latest completion date is 1st quarter of 2012. A new sales activity data input sheet was developed to assist in generating the data that will reside in the BCM database.
- Seven (7) Sales training classes were performed rolling out a negotiated sales process for gaining and retaining “like minded” customers as well as additional sales training for DDC Controls that took place in July and August.
- Monthly sales meetings are currently being revamped to include the new activity reporting input that includes communicating sales performance, forecasting and target projects.
- Developing and implementing an owner-direct sales force including; sales plans, job descriptions, hiring process and compensation package.

This process will be ongoing and continue to insinuate into or daily sales and marketing activities. Once we have put the finishing touches on our company-wide sales strategy we will launch a communication campaign with both employees and our clients.

NEW HIRES



Mario Pozzo started at UMC on October 24th as a Cad Drafter, reporting to Lloyd Lagutang. Mario graduated from the Savannah College of Art and Design in 2008 with a degree in Architecture. Since then he has been freelancing as a designer and project manager. He has a strong interest in building mechanics, sustainable building practices, and new materials, systems and approaches to built infrastructure. In his free time, Mario enjoys photography and the arts, as well as spending time outdoors with his family and dog.

2011 Events Calendar

DECEMBER



****Dean Petterson's Retirement Party****

Wednesday, 12/7

4:00pm-7:00pm

Rosehill Community Center

304 Lincoln Avenue

Mukilteo

Santa Party

Thursday, 12/8

5:00pm-7:00pm

UMC

JANUARY, 2011

Holiday Party

Saturday, 1/14

6:00pm-Midnight

Lynnwood Convention Center

Anniversaries

15 Years:

Ronny Clark, Sr. (Dec)

10 Years:

Doug Neilson (Dec)

Birthdays

November

1 Marc Dodd

2 Dennis Charles

4 Jim Carlson

7 Andrea Szalda

7 Michael Crook

9 Steve Brooks

10 Peter Boileau

11 Sonja Cotterell

12 Randy Adams

13 Randy Bailey

13 Nancy McConnell

15 Rick Davison

15 Greg Ferguson

22 Brigid Beavin

29 Bill Laughlin

30 Nels Keith

December

3 Josh McGaffey

4 Steve Stamm

5 Paul Idzik

8 Rick Coulter

10 Paul Schuler

11 Jerry Bush

17 Liz Spell

24 Ian Footer

COMING SOON!!

The UMC Wall of Honor is being finalized and will be displayed outside the Central Plant in the coming weeks, so be sure to watch the progress!!

We are starting a program to honor and keep in our thoughts the employees and 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).

If you have any questions or would like to email your information for the wall of honor, please contact Marj at mschmidt@umci.com.