



## SPECIAL POINTS OF INTEREST:

- Job Forecast
- Healthcare Certification
- Airmatic Inc.
- Videon Dodge
- Driving Safe
- Code Corner
- 2009 Goals

# The Keares Insider

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## ECONOMY IS GLOOMY....BUT AT KEARES ELECTRIC

### TIS THE SEASON TO BE THANKFUL!!!

You cannot turn on any news channel without knowing that our economic situation is the worst it has been in decades, and how bad will it get??? At Keares we have been hit with the economic crisis in many ways and it has cost us money. We have customers who were involved with banks that pulled their commitments and we have customers who are just paying slower due to their ability to get money. It is very scary in operating a business and not knowing if your customer will pay on time. Fortunately we have many great attorneys and vendors who work with us to secure our position but nevertheless it leaves us with a cash flow problem in an industry that is driven around Cash-flow. We will strive to always limit our exposure but in times like this we must all assist in doing our jobs to assure that simple tasks such as roughing in a wall correctly or completing a punch-list on time does not result in a reason to hold our funds or even worst freeze our funds.

With this kind of economy comes cutbacks, or even worst; Layoffs. Currently the Unions are at a record high of Unemployed personnel. The Electrician's Union has thousands of employees "on the bench". Our General Contractors are cutting back by lying off Project Manager, Superintendents, and Estimators. Our vendors are cutting sales people it is truly an unpredictable scary situation to be in. If you know someone who has been laid off during the last 6 months I am sure you know that it has been very difficult to get a new job and especially this time of year when things are slow due to

weather and Holidays it could be another 2-3 Months before the job market opens up.

So why does this article say we at Keares Electric should be thankful? Well the last 6



Months we have had nearly a 10% increase in employees, we have hired several part time employees to assist in warehouse and vehicle management tasks. We have hired additional Electricians as well as Apprentices and helpers to assist in field operations in our Projects & Service Divisions. We have also hired or placed personnel in our estimating department to assist in the increase of bids that we have been involved with. This year we will have bids in excess of 700 Projects; wow! Yes we are grateful for this and are excited for 2009 but we must all do our jobs to the best of our abilities to assure that we are giving our customers the best possible service.

We also need to not get comfortable. Many of our employees are aware that we have cut back on OT, raises, and other things such as company picnics and Holiday parties. They are also aware we have maintained a zero tolerance for personnel issues that negatively affect our representation of our company. These items will continue and in fact will be at the top of our managers' list this new year to assure we are all doing our part in maintaining a strong company morale and representation to every current customer and every potential customer.

This week on the verge of layoffs I was faced with making a tough decision but THANKFULLY our aggressive estimating department, and well represented Project Management department has successfully locked us in for several new Jobs. These jobs include Best Buy, Marriott Residence Inn (yes another Hotel) Dicks Sports, Bed Bath & Beyond and a couple others. This is a GREAT opportunity for our organization to keep our employees working, but it is also a great opportunity for us to make our customers confident in our abilities. We all must make an effort to assure that we are putting our best foot forward on every job and on every task by doing Quality work in a timely manner with Safety never-ever taking a break. Thank You to all that were involved in securing these projects and thank you to everyone that will give their best to make these successful and safe projects.

If you have any questions or would like the opportunity to advance within please see Bob Keares and or write him a note on what you're are thinking of and he will make time to meet with you.



American Society for  
Healthcare Engineering  
of the American Hospital  
Association



## KEARES ELECTRIC ACHIEVES PROJECT MANAGEMENT CERTIFICATION- SETTING THE PATH FOR MORE HEALTHCARE WORK.

Well it is the holidays and we should all be focusing on the fact that we have so much to be grateful for, with another Thanksgiving passing us by we all need to reflect on what really is the meaning of the holiday's. Well I am on a flight back from Phoenix, Arizona and although there weather is nothing like ours they are definitely in the Holiday mode. Christmas decorations everywhere and music heard throughout. I was in Phoenix for a Healthcare Engineering Construction Certification program. This two day certification program was filled with educational information and nearly 100 other construction professionals including engineers, architects, general contractors and subcontractors. We reviewed protocol and regulations that govern the healthcare industry and we focused on how important communication is on these projects. It really is a life or death process and we as construction facilitators are very much liable in making the best possible conditions that we can to assure the best possible Healthcare standards. I always felt it was the Doctors

& nurses were solely responsible for the on-goings of a hospital, but it's amazing how many people actually have an effect on a patients care.

Keares Electric now celebrating 36 YEARS of successful Business and having done several projects within the healthcare sector of construction including work for large urban & regional Hospitals such as Lancaster General, Children's Hospital of Philadelphia, University Of Pennsylvania, Brandywine Hospital & VA Hospitals throughout our service area. We have always done our jobs and completed them to the best of our abilities with direction of the owner and our General Contractors. However becoming members of ASHE (American Society of Healthcare Engineers) has allowed us the ability to not only become members of the greatest healthcare resource available to the construction industry but has also allowed us the ability to be certified in their construction Project Management Program. Although there are only 5000 certified in this program, Keares Electric has become the *First Chester County Electrical*

*Contractor* to be certified. Obviously with the certification we will be marketing ourselves to General Contractors and owners in our service area allowing us the opportunity to partake in upcoming Healthcare projects.

Not only has Keares Electric maintained an active-foot-forward approach to our business including areas such as Project Management and CAD but again we have taken the opportunity and have successfully passed another stepping stone in what will be our future as well as job security and potentially growth in such a difficult economy.

If you have any questions or would like to be a part of the Healthcare work that will be coming to our company please see Bob Keares and prepare yourself to be a solution of the Healthcare process. It is truly an amazing feeling when not only you get a job done successfully but you know you are helping save patients lives. Keares Electric is part of the solution and committed to be a partner in Healthcare construction.

## Attitude Affects Your Driving

How does attitude affect the way you drive? Attitude changes behavior. If your attitude is other than positive, you tend to be a little irritable. Irritability transforms minor annoyances into major emotional events that can cause a reaction that would not otherwise occur.

Most of us have been driving for some time. We all know the driving rules, although a refresher is always helpful. And we all know how to drive defensively, but when your attitude is not

positive, we sometimes fail to see the dangers of the road and react to situations in a manner that could potentially cause an accident.

Remember, we all make driving mistakes, especially other drivers. When another driver makes a mistake or is rude, there's nothing to gain by letting it affect your behavior. Just forget the event, give up the right of way, and avoid an accident. A few minutes later, you won't remember what happened.

## Two Large Projects wrap up within the same 2 weeks!

With the deadlines quickly approaching on 2 jobs which ran simultaneously, Keares Electric employees rallied together and pushed them over the finish lines, in brilliant fashion.

The Two projects included:  
**Airmatic Inc.**, Malvern PA

This project was completed under the direction of General Contractor, F. J. Rossi, also located in Malvern. Keares Electric worked very closely with Rossi, as well as the Architect Craig Hough, in designing and implementing many electrical components for the customer. Foreman Bobby Campbell ran 90% of the project, until the hotel he was slated to run next started early. The project was successfully completed by his successor Lee Miller, as well as the support of



Airmatic Inc. Malvern, PA



Videon Dodge, Newtown Square, PA

Dustin Finger and Chris Paranzino.  
**Videon Dodge**, Newtown Square PA

Videon Dodge is also a distributor of Jeep and Chrysler brand vehicles. Now the 3 lines of automobiles can be displayed beautifully at their New dealership, located right on Route 3. This project was successfully completed by 1<sup>st</sup>-time foreman Brian Yanuzzi. Working closely with General Contractor, A.T. Construction, Brian was able to effectively keep the project on schedule as well as efficiently complete a high quality installation.

Keeping safety as a priority, Brian and his crew safely installed many lights for the show room, service bays, and other areas such as the offices and waiting areas. Videon is proud of their new dealership, and Keares Electric is proud of the job well done!

By Brian Marinari  
 Project Manager

### CODE CORNER Electrical Service

When a building or structure is supplied with electrical power, the equipment and conductors at the point of delivery to the premises are defined by the *National Electrical Code* as the *service*. This definition (Article 100-1) reads: **“Service”**. The conductors and equipment for delivering electric energy from the serving utility to the wiring system of the premises served. Using this definition, one must determine where the utility company stops having responsibility and regulation and the customer and *NEC* start having responsibility and regulations (Articles 230). It is at this point where the *NEC* is required to be applied to the premises wiring. An example is at a simple weather head for a residential dwelling unit; typically the serving utility company will provide a service drop to connect to the service conductors at this weather head. This is the service point for this particular situation, and applies to overhead service and not to a lateral service (Underground Service Feed).

When installing a new residential electrical service or a service upgrade, ascertain the utility company’s policy regarding “point of attachment” for their service drop. For example, Met Ed requires either a 100 or 200 amp bolt-through clevis, while PP&L allows the use of a “crow’s foot”. Additionally, the attachment point of the service head should be six (6) inches above the point of attachment of the service drop. Utility companies also require a three (3) foot tail of your service conductors protruding from the service head so that the tap will allow for an adequate drip loop. Service drops can not be within five (5) feet of a window which can be opened, awnings and/or fire escapes.

Additionally, service cables must be strapped twelve (12) inches below the service head and in thirty (30) inch intervals thereafter (article 230.51A), and twelve (12) inches above the electrical meter. Article 230.51A

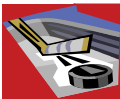
must also be observed for the service cable leaving the electrical meter base until its point of entry into the panel.

Clearance of the electrical meter base in proximity of gas meters should be a minimum of thirty-six (36) inches from the supply side of the gas meter, or ten (10) inches from the house side. NEVER BOND the supply side of the gas meter to the electrical service. Also, electrical meters need to be sixty (60) inches from ground level.

With all of this having been said, remember the above information above is only a thumb nail review of things to consider when installing a Electrical Service and does not take into account the panel board, grounding/bonding or over current devices.

Always use your National Electrical Code book to verify information, no matter who gives you their advice about implementing electrical services.

By Richard Strobbe



# SSSS 2009 GOALS – CAN YOU SCORE A GOAL? SSSS



Well those of you who have been around know that I seldom move into a project or a task without setting goals so surely I am not going to move into a New Year without setting some goals! Although some goals are private, most are shared especially within a company. If everyone who has an ability to effect the Goal at hand is aware of the Goal, there is a much higher likelihood that it will be achieved. Ok some people, well most people are pessimists/realist; whatever they call themselves. I will refer to them as NN (Negative Ninnys). They will argue with you that setting goals only sets you up for disappointment and goals in an economy like this are not able to be achieved and setting goals is a waste of time ..... hogwash these are excuses!

I have committed to myself that when I retire I will be writing a book and it will be a comedy; a comedy of excuses, and although I do not want to make light of peoples situations and understand and I am very sympathetic to many events that result in us not achieving our goals. I often laugh at the NN who never set a goal, failed, and blames everyone but himself for not achieving it. Well if you never set it you really never failed, oops that the optimist in me again. I want everyone I know to succeed this year I want you to be a safer employee, a more educated employee, a higher paid employee, and a more efficient productive employee. Ok so I am now helping you set goals, here comes the hard part; actually not for a motivated, positive individual but for a NN I can assure you the pencil excuse or could not find paper is surely at the tip of their tongues.

- Write down your goals (at least 5 and all work related)
- Put a suggestion next to each goal on what you may need to achieve this goal. For example if you want to be a better conduit bender – you will need a conduit bending class, book, ruler, whatever you think.
- Email these Goals to [Bobk@keareselectric.com](mailto:Bobk@keareselectric.com) \* mark the subject “2009 Goals” ( make sure your name and contact info is included).
- Meet with Bob and discuss ways that Keares Electric as company can assist you in meeting your goals.
- Maintain some form of communication with Bob

throughout the year to discuss the success of goals and potentially the setting of new goals. ( a Facebook account will be setup to allow us as a group to share ideas and assist each other)

The person who achieves his or her goals, and by a jury of our peers proves to be successful in them will be given a \$2,009.00 check – if multiple people achieve their goals the \$2,009.00 pot will be split. Now that being said, the pot will have the ability to be increased. Every month any employee (not involved in the safety committee) who shows that they have taken an active approach to better safety on their specific job and if agreed in majority by the safety committee will be #1 published in the newsletter as well as have \$20 thrown in the pot for the 2009 GOALS Challenge. I think with the number of employees and the Safety Committee promoting this incentive, this pot has a potential of reaching \$5,000.00 or even more. Pessimists will sit back and frown at the idea. They’ll tell us why this is a waste of time, why someone is lying or stealing from you or the sky is falling; whatever your excuse I will be sure to include it in my future book. But I can assure you me and my goals will be submitted and I’m getting my piece of the pot.

*Deadline for Goals is January 15<sup>th</sup>* however anyone turning them in before January 1st will help increase the Pot by 5 Bucks each. You see the Pot is growing already. I am also not going to be posting this throughout are shops immediately in hoping that everyone reads about it and their family can assist in the goals, because like I said even though they are work related your family can definitely help you achieve them ONLY if they know about them!

I am very excited about this and hope everyone partakes and I am even more excited about helping you achieve your work related goals and maybe spread a little optimism into your lives. I would also like to encourage all of you to sit down with your loved ones and set goals family goals. In a world of so many negatives, we need to work a little harder to achieve happiness and I can assure you that if you work at your family, work, hobbies, whatever you will become better and happier person. Failure is not to be a discouragement. Failure is a stepping stone; an adjustment. May all of you & your families have blessed Holiday season with Safety & Health! He shoots and he scores..... **GOAL!**

**Q: The Christmas tree industry is big business. How many acres of Christmas trees are planted annually in the United States?**

- 500,000 acres
- 5,000,000 acres
- 1,000,000

Christmas Tree Quiz  
Christmas Tree Quiz

**Q: In 1979, the National Christmas Tree was not lighted except for the top ornament? This was done to remember...**

- actor John Wayne's death and honor his 50-year movie career
- the American hostages in Iran
- President Reagan's Tax Relief

Package

**Q: Christmas trees take both time and effort to develop into that beautiful symbol of the holiday season. On average, a tree takes...**

- 3 to 5 years to mature into a Christmas Tree
- 7 to 10 years to mature into a Christmas Tree
- 12 to 15 years to mature into



• • •  
1,000,000  
American hostages in Ira  
7-10 years to mature