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News Worthy Words

Succeed At Work With Hard, Smart Effort

Whatever career you're in, success is a matter of hard work. But it's more than sheer effort. You've got to work hard at the right skills if you want to achieve your goals, whatever they are. Try focusing on these:

- **Base decisions on data.** Trust your instincts, but be sure to have some hard facts to justify your decisions. You'll do a better job of convincing people that you're right if you have objective data.
- **Share information.** In school, the rule may have been "Do your own work," but in the workplace it's just the opposite. Tell co-workers and managers what you're working on, why it's important, how you decided on a course of action, and so forth. This will increase everyone's confidence in you.
- **Get feedback.** Don't jump the gun on your conclusions. Show your work to trusted co-workers who can tell you what you may have missed. You'll avoid embarrassing mistakes, and your colleagues will be more invested in your success.
- **Take responsibility.** You expect credit when things go right, so be ready to be held accountable when a project doesn't work out. Admitting failure honestly will build your credibility, as long as everyone knows you've made a good-faith effort.

—Adapted from *First Draft*

The greater part of progress is the desire to progress.

—Seneca

Ten Principles Of Error-Free Communications

Communication problems often result from not taking the time to make sure that everyone understands what is being said. This is especially true during the busy times of the day when a lot of information is being exchanged. Experts recommend the following ten principles to *minimize* communication problems:

- **Keep things simple.** As J.B. Priestly wrote, "The more elaborate our means of communication, the less we communicate."
- **Plan all your communications.** Listing the important points you want to make will improve both your written and verbal communications.
- **Keep copies** of all documents you send or receive. Make notes of all discussions.
- **Don't assume people understand** what you tell them. Ask questions to be sure they do.
- **Use multiple approaches** to communicate important messages. Don't rely on oral statements alone. Use visual aids or written examples.
- **Never violate requests for confidentiality** in regard to either personal or company information.
- **Don't rely on someone else** to handle important communications for you. Do it yourself.
- **Err on the side of completeness** rather than brevity.
- **Keep written records** of decisions involving precedents and items that may be needed for later reference.
- **Learn to listen effectively** as well as talk effectively.

—*Supervisor's Memory Jogger*

Identify And Develop Your Greatest Strengths

One of the secrets of success is making the most of your strengths. First, though, you have to determine what your strengths are—and that may not be obvious, especially if you're just starting out or looking to make a career change. Zero in on the skills that make you special by looking for these clues:

- What tasks attract you? Think of the types of jobs that you look forward to, that you'd find some way to do even if you weren't paid.
- What tasks do you lose yourself in? When you're involved in certain tasks, do you forget what time it is and how long you've been working? These will usually be the jobs that use your skills best.
- What do you learn quickly? You probably struggle with mastering some skills, but others you pick up effortlessly. That's because you have some natural talent and a deep desire to learn more.
- What do other people ask for help with? Pay attention to the jobs you're assigned and the favors people ask you for. They wouldn't come to you if you weren't good in those areas.
- Where do you succeed? This may seem obvious, but some people miss the forest for the trees. Take a look at the tasks you've done best at; they'll use your most important skills.
- What brings you satisfaction? No matter how tired you are, some tasks make you feel good at the end of the day. You'll do better in life and on the job by concentrating on work that you find fulfilling.

—*First Draft*

Three Keys To Effective Business Plans

Most business plans never pan out. Three simple keys can help you be more effective:

- **Get the facts right.** Don't let wishful thinking by people compiling the data lead you astray.
- **Distinguish facts from assumptions.** Decisions are hard enough with accurate data. Mixing in assumptions only makes the job more difficult.
- **Don't limit options.** There may be more than just a "right" way and a "wrong" way. The solution may lie somewhere in between.

—*Boardroom Reports*

A bore is a person who talks when you wish him to listen.

—Ambrose Bierce

Bringing Out The Best In People

Have you ever wondered at the way certain people bring out the best in others? We have all known them—chief executives, coaches, mentors, parents and friends. They seem to possess a knack for inspiring people. And this remarkable skill in the art of motivation makes them successful at almost everything they do. Here are key principals that can be mastered by anyone with the desire to inspire others—and in doing so, experience one of life's greatest joys.

1. **Expect the best.** People who like people, and who believe those they lead have the best of intentions, will get the best from them.
2. **Study other people's needs.** Too many leaders who see motivation as mere backslapping and pep talks ignore this essential early step. Real leaders know that if they listen long enough, people will explain how they can be motivated.
3. **Set high standards.** In successful families, as well as the best run companies, leaders tolerate a considerable amount of individuality. But they insist on certain core beliefs as well as high standards.
4. **Create an environment where failure is not fatal.** The best managers expect their people to make mistakes and, instead of replacing staff constantly, recognize that it is more efficient to teach people how to learn from their mistakes. A motivator knows that the fear of failure can destroy creativity and initiative.
5. **Use role models to encourage success.** Great persuaders are good storytellers, for they know that we are easily influenced by individualized experiences than by general principles.
6. **Recognize and applaud achievement.** The complaint employees most often express is this: "I never get feedback from the boss—except when something goes wrong." In the *One Minute Manager*, Kenneth Blanchard and Spencer Johnson advise: catch your subordinates doing something right, then praise them immediately.
7. **Place a premium on collaboration.** In his book *American Caesar*, William Manchester analyzes the fierce loyalty that Douglas MacArthur elicited from his men during World War I. The key: "He adored them in return." For all his egomania, MacArthur was able to convey his loyalty to his men.

—*Bringing Out The Best In People*

Be not the first by whom the new is tried, nor the last to lay the old aside.

—Benjamin Franklin

Five Business Basics Every Employee Should Understand

Whatever industry you're in, your workforce needs to have a solid understanding of how you make enough money to stay in operation. Whenever you have the opportunity, remind your employees of the importance of these five factors:

- **People.** Mediocre organizations hire mediocre people and accept mediocre performance. Let your workers know that you're committed to hiring only the best, and that you expect their best efforts. Back that up by treating them right.
- **Productivity.** How you get things done can be as important as what you ultimately accomplish. Train your people to keep their eyes open to inefficiency and waste. Encourage them to improve their skills and offer ideas as often as possible.
- **Customers.** Even if you're a nonprofit organization, you still have users of some type to satisfy. Emphasize the importance of keeping your audience happy with your organization.
- **Quality.** Whatever your organization provides to people should be clearly superior to what they can get from a competitor. Even if you're cheaper, in the long run customers will go elsewhere for reliable products and services.
- **Sales.** "Sales" is a flexible concept and applies to both profit-making firms and nonprofit agencies. If nobody uses what you provide, you'll go out of business before too long. Let everyone know how important sales is to the organization, and show employees how what they do contributes to sales—suggesting additional products, for example, or going the extra mile to complete a project on time.

—*First Draft*

Failure Can Give You Wings

In the 1952 Olympic Games Milt Campbell was the silver medalist behind gold medal winner Bob Mathias in the decathlon. Four years later Milt Campbell won the gold medal for that event and Rafer Johnson won the silver. Four years after that Rafer Johnson won the gold and C.K. Yang won the silver. And, in the next Olympics, C.K. Yang won the gold medal, and broke the world's record for the decathlon. All of which proves that failure can either be a weight, or provide the challenge that gives you wings.

—*Soundings*

---IDEAS & FACTS---

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Sugar: How much is too much? An American Heart Association study found that Americans consume an average of 22 teaspoons a day (at least during the period of 2001-2004). AHA guidelines recommend much less: six teaspoons a day for women, and nine teaspoons for men.

.....
Long term retention of facts is greatest when the information is absorbed in the early evening. Worst times: Early morning and immediately after lunch.

.....
One important lesson to remember is that there is no substitute for paying attention.

.....
Plan everything, but expect nothing to come out as planned. If you think about it, we spend three-quarters of our lives planning what we never do and doing what we never planned.

---Thought Starters---

.....
Hug your kids at home, but belt them in the car.

.....
The past should be a springboard, not a hammock.

.....
Don't get discouraged. No one is "perfect."

.....
Too many people are ready to carry the stool when there's a piano to be moved.

.....
The difference between a career and a job is about twenty hours more a week.

.....
You can pick out the winners in the game of life. They're the ones who aren't complaining about the officiating.

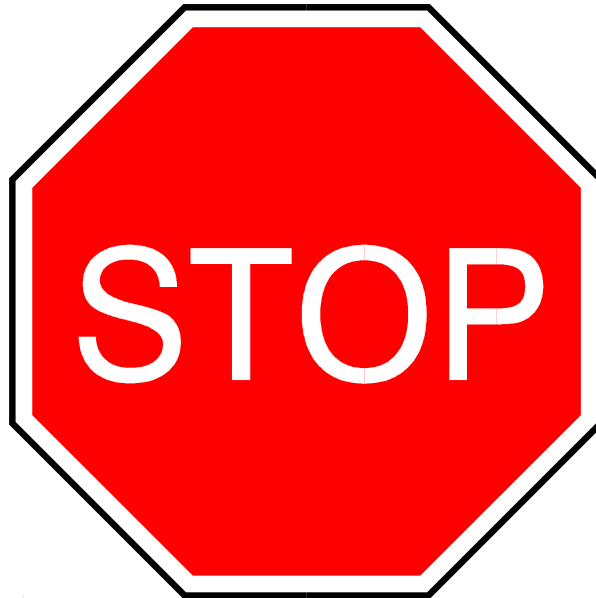
.....
You can't steal second base and keep one foot on first.

Thankyou Day is Sunday, August 12th.
Tell A Joke Day is Thursday, August 16th.

Labor Day is Monday, September 3rd.
Teacher's Day is Wednesday, September 5th.
Patriot Day is Tuesday, September 11th.
Rosh Hashanah begins Sunday, September 16th.
Summer ends Friday, September 21st.
Yom Kippur begins Tuesday, September 25th.



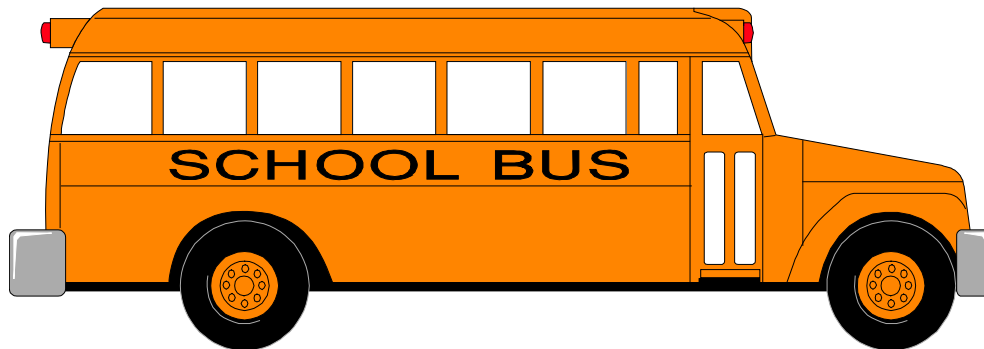
A Safety Message from the folks that
"Take The Load Off Your Mind"



AND LOOK!

It's back to school time and that means it's time to watch for school children and buses. You **MUST** stop for a stopped school bus that is loading or unloading passengers if you are following in the same direction behind the bus or if you are approaching the bus on any two-lane or four-lane highway where opposing traffic is separated only by painted lines on the roadway or by narrow gravel medians.

Remember, you must stop for a stopped bus whether or not signals are given. Please be prepared to stop and watch that child! Let's all do our part to protect our children and develop safe driving skills.



A Safety Message from N.W. White & Co.



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