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N.W. WHITE'S

# *News Worthy Words*

## **To Be A Better Manager, Follow These Steps**

Managing people can be challenging at times, but it shouldn't be a constant struggle. Here are a few guidelines for making the job easier and building better relationships with your reports:

- **Tell people what to do, not how to do it.** You'll find employees more responsive and less defensive if you can give them guidance, not instructions. They'll show more initiative, more innovation, and more of an ownership attitude if they feel a degree of control over how they do their jobs.
- **Get out of your office.** "Management by Walking Around" does work. You make yourself more approachable. You get information firsthand. You find out what's really happening.
- **Manage the function, not the paperwork.** Remember that your job is to manage people and help them work more effectively. No matter how much paperwork goes with your position, don't let it distract you from your real responsibilities.

—Adapted from *First Draft*

**To be more productive** while you're "on-hold," keep a stack of unopened or unanswered mail by the phone. You can tackle the pile while you wait.

—Adapted from *What Do I Say When...*,  
Muriel Soloman, Prentice Hall

## **Qualify Prospects Using These 5 Points**

Are you wasting time with people who aren't really interested in what you're selling? Qualify your prospects better by asking yourself these questions:

1. **Awareness.** Is the prospect aware of his or her need for what you're offering?
2. **Willingness.** Is the prospect willing to listen to your solution?
3. **Urgency.** Does the prospect have a deadline? Does he or she feel the need to solve a problem promptly?
4. **Authority.** Can the person sign off on a deal without permission from anyone else?
5. **Trust.** Does the prospect trust you and your product's ability to solve his or her problem?

—Adapted from *Sales Management Report*

## **Become A Master At What You Dislike**

Lee Iacocca disliked reporters but became a wizard at dealing with the press. Ronald Reagan grumbled about staff meetings but bore down and demanded a lot from everyone who attended. Anybody can excel at the tasks they love. People who rise to the top also excel at what they don't love.

—Adapted from *Executive Leadership*

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## If You See A Chance, Take It—

### But Keep It Reasonable

You can't succeed if you don't take chances. But that doesn't mean that foolish risks are a good idea. People who succeed in any endeavor know how to evaluate the odds and make choices that are reasonable and realistic. Here are some risks to embrace:

- **Downside limited, upside huge.** Look at the worst-case scenario, and compare it against the best possible outcome. If you're risking complete disaster for minimal benefits, forget it. But in many cases the worst result is probably a little lost time or money, whereas the upside may be significantly larger. A good evaluation of risks and potential rewards will tell you what to choose.
- **Out of your comfort zone.** Stepping out to the edge of what's familiar can be scary, but that's usually where you learn the most. Don't attempt anything completely out of your reach—this isn't the time to teach yourself brain surgery—but accept risks that stretch your skills or call on you to learn something new.
- **Innovation.** Risking your time or money on the tried and true may be safe, but the payoffs will likely be larger if you're trying something new. Look for opportunities that break new ground. You'll draw attention and earn people's respect even if you fail.
- **Confidence booster.** Everything improves with practice, especially risk-taking. Take a chance when the challenge will show what you're capable of, even if you're not completely successful. At worst, you'll gain confidence from realizing that you can fail and survive—and start over with something new.

—Adapted from *First Draft*

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## The Three Hoops Of The Interview

When hiring sales staff, talk to top candidates in three separate settings: in the office, on the phone, and at a social event such as lunch or dinner. Why? Your most effective and successful sellers will have to be adept at talking to potential customers in all three milieus. Note how polished final candidates are in each one.

—Adapted from *SalesDoctors* magazine

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The greatest danger in times of turbulence is not the turbulence—it is to act with yesterday's logic.

—Peter Drucker

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## Prepare To Succeed In Your Boss's Job

When your boss moves up, it's a perfect opportunity for career advancement by taking charge of his or her responsibilities. But you need to be ready to take over the job. Here's how to prepare and position yourself for promotion:

- **Learn your boss's job inside and out.** Start with his or her daily routine: what's on the to-do list, whom the boss talks to, what the big projects and minor details are. Then analyze the broad picture. To whom does your boss report? What are his or her major responsibilities? What projects is the boss handling?
- **Ask for feedback.** Talk to your boss (and your peers) about what you do well and what skills you need to learn. Get training and experience in the areas you need to strengthen, and do your best to highlight your strengths.
- **Work closely with your boss.** Offer to take some tasks off his or her plate. Suggest a project to work on together. Find opportunities to collaborate on the boss's priorities. The boss who sees you taking initiative and working effectively at a high level will be more likely to think of you as a potential manager and possible successor.
- **Take the direct approach.** Let the boss know you're interested in promotion. Be diplomatic—you don't want to sound as if you're planning a takeover. Make your case by pointing out your experience and accomplishments, and listen to his or her reaction to show you're capable of responding to honest feedback.
- **Go above your boss.** No, don't sneak around behind his or her back. But make a point of getting to know top executives as well as managers and colleagues in other departments so your visibility increases. Stay on top of what's happening in your organization and your industry to demonstrate your commitment to the mission.

—Adapted from *First Draft*

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### SET GOALS—NO MATTER HOW SMALL

If you can't feed a hundred people, then feed just one!

—Mother Teresa

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Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

—Albert Schweitzer

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## A Leader Prepares By Gaining Knowledge

Knowledge of their industry, and the various components which make up that industry, is absolutely necessary for success. You must have a high degree of competence to be successful. You must study your industry from an intellectual, as well as practical, perspective to get the big picture of your industry and its relationship with the rest of the world. Leaders read trade magazines, newsletters and related publications. They belong to professional organizations and attend professional trade shows, educational seminars and appropriate social functions. Leaders strive to be the most knowledgeable and professional people in their field.

—Adapted from Common Sense leadership  
by Roger Fulton

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## Don't Fret The Net

When managers are nervous about their employees spending too much time on the Internet and losing productivity, they respond by monitoring Internet usage during working hours—or suspending Internet access altogether. **However, studies indicate that companies that don't see the Web as a threat to profitability have the advantage of higher employee retention.** The survey by Xylo, Inc., found that un-monitored Internet access improves employee morale—and also boosts productivity! Unlimited access to the Web helps employees check their facts, do research, and be more efficient. Moreover, Internet access sends a message to employees that their company trusts them and cares about their personal lives. Most employees who occasionally surf the Net for personal reasons claims that it lessens stress. **The lesson here is that as a manager, you have more important things to worry about.**

—Adapted from *Potentials On-Line*

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## FLAME OFF!

**ELECTRIC WAND MAY FIGHT FUTURE FIRES**  
A Harvard University scientist may have **invented a new way to fight fire—using electricity.** As the Science AGoGo site reports, it's long been known that electrical current can influence the shape of flames. Harvard's Ludovico Cademartiri attached a 600-watt amplifier to a wand-like instrument and then transmitted a burst of electricity toward a foot-high open flame. The device snuffed the flame almost instantaneously in multiple tests. **This electrical flame suppressant,** which may be practical using much lower wattage, could be useful in extinguishing fires in enclosed areas and at greater distances, saving water and avoiding environmental damage caused by chemical extinguishers.

—Adapted from National Geographic News  
by Charles Choi

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## ---IDEAS & FACTS---

- .....
1. Steve Jobs' annual salary was \$1, just enough to keep company health benefits.
  2. The first owner of the Marlboro Company died of lung cancer.
  3. The most productive day of the working week is Tuesday.
  4. Yahoo! was originally called 'Jerry's Guide to the World Wide Web.'
  5. Warner Chappel Music owns the copyright to the song 'Happy Birthday'. They make over \$1 million in royalties every year from the commercial use of the song.
  6. The creator of the NIKE Swoosh symbol was paid only \$35 for the design.
  7. Originally, Nintendo was a playing card manufacturer.
  8. It takes six months to build a Rolls Royce...and 13 hours to build a Toyota.
  9. Henry Ford produced the model T only in black because the black paint available at the time was the fastest to dry.
  10. Energy is being wasted if a toaster is left plugged in after use.  
(OK, so that last one wasn't very businessy but thought it was worth knowing!)
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## ---Thought Starters---

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**Take risks: If you win, you will be happy;  
if you lose, you will be wise.**

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**To really know a father,  
observe his behavior with a lady, a flat tire & a child.**

.....  
**When life gives you a hundred reasons to cry,  
show life that you have a thousand reasons to live.**

.....  
**A word and a stone once thrown away  
cannot be returned.**

.....  
**In prosperity, caution;  
in adversity, patience.**

.....  
**It isn't hard to make a mountain out of a mole-hill,  
just add dirt.**

.....  
**We will be known forever  
by the tracks we leave.**

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**Flag Day is Tuesday, June 14th.**

**Father's Day is Sunday, June 17th.**

**The First Day of Summer is Thursday, June 21st.**

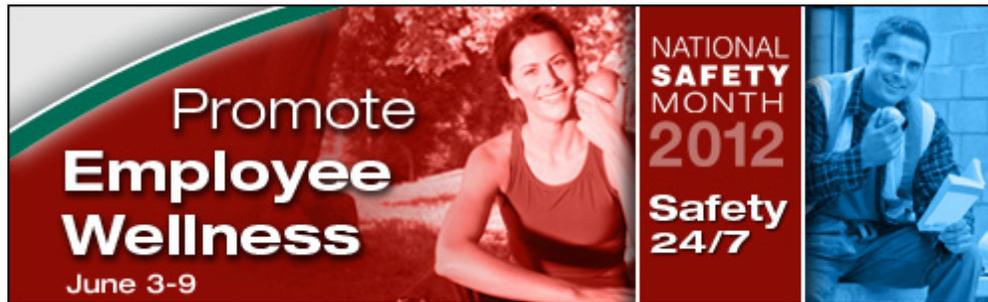
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**Canada Day is Sunday, July 1st.**

**Independence Day is Wednesday, July 4th.**

**Parent's Day is Sunday, July 22nd.**

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Small changes can make a big difference to your health and wellness. If people made the choices to eat better, engage in more physical activity and quit smoking, at least 80% of all heart disease, stroke and type 2 diabetes – and up to 40% of cancer – could be prevented, according to the World Health Organization.



Ergonomics involves designing the job environment to fit the person and is important to take into consideration at work, but also while working on projects at home. It's about learning how to work smarter and preventing conditions such as overexertion.



Most falls are preventable. Many people attribute falls to being clumsy or not paying attention, but many risk factors exist. Risk factors include physical hazards in the environment, age-related issues and health conditions. Reduce your risk and find fall hazards in your workplace and home to prevent injuries and keep others safe round the clock.



Driving is one of the most dangerous activities you will do each day. As traffic on the roads increases during the summer months, keep in mind tips on issues such cell phone distracted driving, safety belt use, impaired driving and aggressive driving to stay safe when driving for work or pleasure.



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

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