



## 8 Steps to Prevent Theft

Construction equipment and material theft is big business, and it's growing. Estimates say that theft and vandalism account for \$1 billion a year in losses and other costs to contractors, a number that steadily rose 10 percent since 2000 and is expected to continue growing.

Construction jobsite theft losses are more than just the costs of losing expensive equipment and materials. Contractors have to pay to replace or rent equipment to finish the job. There's also the costs of downtime and project overruns if the missing equipment and materials delay a project. Plus, insurance premiums may increase.

Construction sites can be easy targets because:

- Most job sites have poor security
- Open cabs are easy to access
- One key can fit all pieces of equipment
- Jobsites are often left unsecured at night or over the weekend
- There is a general lack of product identification numbers/records in the industry



Thieves target more than just construction equipment. Materials, especially copper and other metals, are targets of construction jobsite thefts. The construction industry is not only a main target for theft, but specifically theft of copper and other metals. According to an Unclassified Intelligence Assessment by the Federal Bureau of Investigation, "Copper thieves are threatening US critical infrastructure [...] targets have increased since 2006 [...] and present a risk to both public safety and national security."

Here are some tips for securing your jobsite and prevent equipment and material theft.

1. Increase lighting during off hours
2. Let employees know the boss is paying attention
3. Schedule supplies as needed
4. Keep good records
5. Practice effective inventory management
6. Secure your perimeter
7. Review your current security plan
8. Use theft deterrents and proven recovery systems

## Member News

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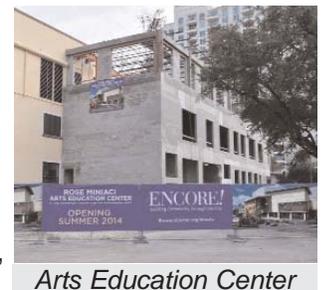
Jerry DuBois, President along with William J. Gallo, Vice President of **JWR Construction Services** have committed to a \$50,000 endowment at Johnson & Wales University's North Miami Campus which will provide financial aid to students who have experienced an unexpected financial hardship that jeopardizes their ability to complete their education and pursue their career dreams. JWR has been working with JWU since the mid 1990's with the design and construction of the University's North Campus Master Plan which has transformed the campus from its original two buildings on four acres to the 29 acres and 22 buildings that currently make up the campus today.



JOHNSON & WALES  
UNIVERSITY

**Stiles/Miller**, the joint venture contracting team handling Broward Center for the Performing Arts' major expansion and renovation, marked a key milestone in the multi-phase project recently, topping off the three-story, 27,630-square-foot Rose Miniaci Arts Education Center in Downtown Fort Lauderdale.

With one of the nation's largest arts-in-education programs, the Broward Center for the Performing Arts already hosts more than 150,000 Broward County public school students annually.



Arts Education Center

# Always Improving...Where & When Possible

Each month Construction FOCUS features a CASF member company, selected by drawing a business card from among those attending the monthly networking breakfast. The next breakfast, sponsored by Moss & Associates, will be held on Thursday, March 13, 7:30 a.m. at the Courtyard by Marriott-Cypress Creek in Ft. Lauderdale.

Southeast Mechanical Contractors was established in 1975 by Bill Catron. At the time, the economy was going through a recession and Bill saw the opportunity to start a non-union commercial industrial mechanical company. Since then the

and founder Bill Catron, President, Joey Manteiga, Executive VP's Robbi Macklin and Bill Bower, and VP's Brian Mueller and Todd Macklin. "Some of the best things about working for Southeast Mechanical are the loyalty, trust, openness and great advancement opportunities," explains Bower, who has been with the company for 13 years.

company has successfully installed in excess of \$600 million in mechanical systems. They continue to build upon their great reputation by upholding the original standards of craftsmanship and project management with a pledge to improve wherever and whenever possible.

The company provides HVAC installations in commercial, institutional, industrial, governmental and medical facilities throughout South Florida with competitive bids, as well as, conceptual, negotiated design-build and design-assist services. SMC furnishes, installs, and services almost all types and major brands of equipment and controls. They are able to optimize equipment and system performance through surveys,

commissioning and systems wide analysis. Quality training, safety and a team approach are a high priority within the company and it is their ultimate goal to have a satisfied customer at the completion of every job.

One of the biggest challenges the company recently had was installing \$16M worth of mechanical systems in the Dolphins Stadium expansion while working around the schedule of both the football and baseball teams and completing it within a 6-month period. Some other projects include Cleveland Clinic Hospital, NAP of the Americas, OMNI Technology Center, Palm Beach County Jail, FIU College of Nursing, BB&T Sports Arena, Calder Casino and Max Planck Research Institute. Some future projects are the Miami Dade College Central Energy Plant, Broward College SW Center in Miramar, Allegro ACLF in Boynton Beach, IKEA in Sweetwater and Braman Automotive in Miami.

SMC has been a member of CASF for 25 years and is an avid sponsor of numerous events. "CASF has given our company the opportunity to network and build relationships with the best in the industry. They have great networking events, great industry communication and also a unique Craftsmanship Awards program," expresses Bower.

Southeast Mechanical Contractors is located at 2120 SW 57th Terrace, Hollywood. For more information please call 954-981-3600 or visit [www.semechanical.com](http://www.semechanical.com).



## Southeast Mechanical Contractors

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# What Exactly is Business Development?

Ask ten VPs of Business Development "What is business development?", and you're likely to get just as many answers.

"Business development is sales," some will say, concisely.

"Business development is partnerships," others will say, vaguely.

"Business development is hustling," the aggressive folks will say, evasively.

The assortment of varied and often contradictory responses to the basic question of "What, exactly, is business development?" is similar to the way physicists seek to explain what, exactly, is the universe. With conflicting theories on the nature of black holes and bosons, the ultimate goal for those scientists is a single definition that can elegantly explain how the universe itself operates at every level.

Lacking any concise explanation of what business development is all about creates the need to unite the varied forces of business development into one comprehensive framework. **Business development is the creation of long-term value for a business from customers, markets, and relationships.**

Let's break that statement down:

## Long-Term Value

First, what does "long-term value" mean? In its simplest form, "value" is cash, money, the lifeblood of any business (but it can also be access, prestige, or anything else a company seeks in

order to grow). And there are plenty of ways to make a quick buck for you or your company. But business development is not about get-rich-quick schemes and I-win-you-lose tactics that create value that's gone tomorrow as easily as it came today. It's about creating opportunities for that value to persist over the long-term, to keep the flood-gates open so that value can flow indefinitely. Thinking about business development as a means to creating long-term value is the only true way to succeed in consistently growing a business.



## Customers

The "customers" portion of the definition may be slightly more obvious - customers pay the bills. They are the people who pay you for your products and services, and without them you won't have any business to develop. But not everyone is a natural customer for your business. Maybe your product doesn't have the features they are looking for. Maybe your product is perfect, but nobody knows your company sells it. Or maybe you're not reaching the customer because you're not knocking on their door.

## Markets

That's because customers

"live" in specific markets. One way to understand markets is by geography - if you only focus on building in South Florida, but an owner/developer builds projects in Georgia, then they are currently unavailable to you as a customer since you do not currently reach the Georgia market. But customers also "live" in markets that are defined by their demographics, lifestyles, and buying mindset. Identifying opportunities to reach new customers by entering into new markets is one important gateway to unlocking long-term value. Relationships

And then there are "relationships." All successful business development efforts rely on an underlying foundation of strong relationships. Building, managing, and leveraging relationships that are based on trust, respect, and a mutual appreciation of each other's value is fundamental to enabling the flow of value for the long-term. Relationships with partners, customers, employees, the press, etc. are all critical to the success of any business development effort and as such they demand a bold-faced spot in any comprehensive definition of the term.

So, is business development actually sales? Is it partnerships? Is it all about hustling? Well, yes, it's all of the above. It's a complicated and fascinating discipline that deserves a clear understanding and when done correctly will result in a well-done deal.

CONSTRUCTION  
**FOCUS**

CONSTRUCTION ASSOCIATION OF SOUTH FLORIDA

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ROUTE TO:

## 2nd Annual Charity Mini-Golf Tournament

Puttn' Around, Delray Beach - Wednesday, February 5



**1st Place - MOSS/ Baker**



**2nd Place - JMA of Florida**



**3rd Place - Suffolk Construction**



**Best Individual Score -  
Dana Nelson (I),  
Southeast Mechanical**

