

# The Filter

A Cary Services, Inc. Newsletter

Facility & Product Temperature Management | Proactive Budget Control & Preventive Maintenance Specialists

Winter 2011

## Employee Celebration

**O**n Friday, September 24th, the Cary Services' Abilene corporate office staff gathered for a lunchtime celebration recognizing and celebrating employees Gary Gusler and Jay Arey for their long service with the company.

Gary's 15-year tenure with Cary Services began when Mark and Tony were still working out of one side of a duplex owned by Mark and his wife, Stephanie. Mark and Tony were impressed by Gary's work ethic on a jobsite where he was working and casually commented that "you should go to work for us."

That was on a Thursday; the following Monday morning, Gary knocked on the door and was reporting to work! At the time, we were worried to death that we would ever have enough work for the three of us. Now, a decade-and-a-half later, Gary is still with us and a part of our extended family.

Jay, who is celebrating his tenth anniversary with Cary Services, came to us after a brief period installing residential equipment for another company. Jay was rebuilding his life and looking for a new career path.

Always as honest as a fault, Tony asked Jay what he knew about the business. Jay answered, "Absolutely nothing," but added that if we would give him a chance, he would make a hand. Within four years, Jay had risen to a position as a lead technician and account representative for the company. Much of what Jay learned he soaked up reading manuals, tirelessly reviewing Internet sites, taking company-provided training and through good old OJT (on the job training).

Both Gary and Jay each received a beautiful desktop plaque and clock in recognition of their years of service to our customers and their peers.

The gathering also celebrated our monthly employee birthdays: Jennifer Rainey, Kevin Denman and Sheri Thompson.

After stuffing our bellies, the disclosure of the celebrants' ages and some humorous speeches, everyone reluctantly reported back to work.



Jay Arey (left) and Gary Gusler were honored, respectively, for their 10 years and 15 years of service to Cary Services.

## Investing In Technology To Better Serve Our Customers

After 16 years, including three years of research, we are in the process of making a significant investment to upgrade our business software. The fact is, we have simply outgrown the existing system. Our goal is to better serve our customers with GPS dispatching and handheld devices for all field workers. A sample of the enhancements include the ability to transmit work orders from the field, and upgraded preventive maintenance tasking that allows us to "push" the tasks list directly to technicians and record the completed items and readings to the back office, all in real time.

We'll also have the capability to provide better and more timely management of our business and, lastly, once implemented, allow customers to access their accounts through a portal to check on the dispatch status of calls, accounts receivable balances, service history and more.

We hope to "go live" by the first of the year and roll out the various features over time. Look for additional information in upcoming issues of *The Filter*!



Contact Us Toll Free 24/7 | 888-229-1757

Abilene | 325-695-7283 | Mark Cary, Chairman/CEO | Tony Cary, Vice President of Field Operations

D.F.W. & North Texas Region | 817-596-9877 | Kevin Dean, General Manager

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# 12 Traits To Cultivate For Achievement

Success depends on a certain amount of luck, but smart people don't leave it entirely up to chance. In the book *Work Your Strengths* (AMACOM), authors Chuck Martin, Richard Guare and Peg Dawson identify 12 strengths essential to success. These skills are:

- **Response inhibition**—the ability to think before you act
- **Working memory**—remembering information while you are performing complex tasks
- **Emotional control**—not giving in to anger, anxiety or other counterproductive feelings
- **Sustained attention**—the ability to focus on the immediate job
- **Task initiation**—getting started
- **Planning and prioritizing**—knowing what's important and what to do first
- **Organization**—having all the tools and resources available whenever you need them
- **Time management**—using your time as efficiently as possible
- **Goal-directed persistence**—setting goals and moving steadily toward them
- **Flexibility**—the ability to adapt to changing circumstances
- **Perspective**—seeing the big picture and your role in it
- **Stress tolerance**—ability to deal with stress



## Appointment Time-Savers

You've got places to go and people to see. And you can't afford to hang around waiting for an appointment to show up. Here are some tips for saving time:

- **Confirm your appointments the day before.** Let people know you're conscientious; they'll likely follow suit.
- **Don't arrive too early.** More than 10 minutes early is wasting time.
- **Bring some work with you.** If you must wait, it cuts down the wasted time if you bring something else you can work on in the meantime.
- **Set the appointment for an odd time.** Instead of 8 or 8:30, try 8:15 or 8:45. People will most likely do their best to make it on the dot.

## Want Creativity? Leave 'Em Alone

Managers who want their employees to be more creative and innovative may be interested in the results of a study on new product development. The Nielsen Co. looked at product development practices in 30 packaged-goods marketers and found that those where senior management was least involved in creating new products generated 80% more revenue from those products than companies where top-level managers were more hands-on.

When employees worked off site as part of a so-called "skunk works" project, companies realized 5.7% of their revenue from new products. Innovation teams working exclusively at company headquarters saw their products generate only 2.7% of revenue for their companies.

*Moral:* When you want creativity and innovation, stay out of your employees' way.

# Great Advice For Managers

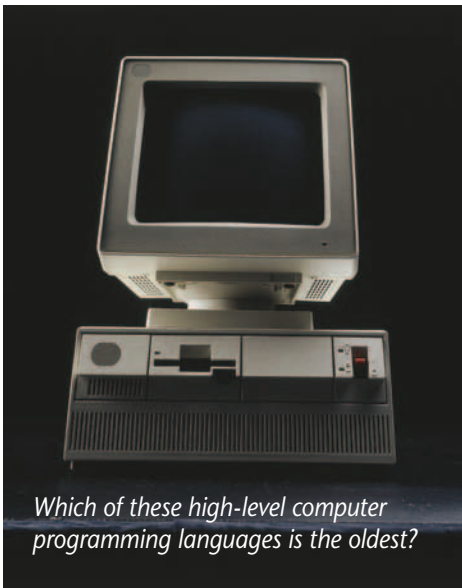
It's said that when former Atomic Energy Commission Chairman Gordon Dean died in a plane crash in 1958, an envelope was found among his personal effects. On the back of the envelope, Dean had scribbled nine lessons that he had learned in life. Every manager would be wise to take note of each one:

- 1) Never lose your capacity for enthusiasm.
- 2) Never lose your capacity for indignation.
- 3) Never judge people—don't type them too quickly. But in a pinch, never first assume that a man is bad; first assume that he is good and that, at worst, he is in the gray area between bad and good.
- 4) Never be impressed by wealth alone or thrown by poverty.
- 5) If you can't be generous when it's hard to be, you won't be when it's easy.
- 6) The greatest builder of confidence is the ability to do something—almost anything—well.
- 7) When confidence comes, then strive for humility; you aren't as good as all that.
- 8) The way to become truly useful is to seek the best that other brains have to offer. Use them to supplement your own, and be prepared to give credit to them when they have helped.
- 9) The greatest tragedies in world and personal events stem from misunderstandings. So communicate!

### SPEED BUMP

Dave Coverly





Which of these high-level computer programming languages is the oldest?

## I Didn't Know That!

- 1) How many 180° bends are in a common paper clip?
  - a) two
  - b) three
  - c) four
  - d) five
- 2) Hershey's Mr. Goodbar candy bars come in what color wrapper?
  - a) red
  - b) brown
  - c) orange
  - d) yellow
- 3) Which of these high-level computer programming languages is the oldest?
  - a) FORTRAN
  - b) BASIC
  - c) COBOL
  - d) LISP
- 4) Which of these common battery types is the tallest?
  - a) AAA
  - b) AA
  - c) C
  - d) D
- 5) Sales of what fruit plummeted in 1989 amid false rumors about a cancer-causing chemical known as Alar?
  - a) grapes
  - b) apples
  - c) pears
  - d) bananas

**Answers:** 1) b 2) d 3) a (FORTRAN was developed by IBM in 1954.) 4) d (D batteries are the tallest of the four, followed by A, C and AAA.) 5) b

## You're The Expert

People respond to authority. You'll be able to persuade them more easily if you can position yourself as an expert in your field or industry. Here are some tips for establishing your credentials:

- **Cite the experts yourself.** Show people you've done your homework. Quote authoritative sources of information that they already trust, and you'll build your reputation as a reliable resource.
- **Highlight your qualifications.** Don't beat people over the head with your degrees and accomplishments, but do look for ways to remind them of your expertise and knowledge. "When I was managing a marketing department at XYZ Company," is one way to establish your experience, for example.
- **Get testimonials.** Nothing enhances your credibility like recognition from other experts. Ask others to share their experience working with you. Their words will support your image.
- **Dress appropriately.** You don't have to wear a three-piece suit for every meeting, but pay attention to your appearance. Does it send the right message—that you're someone people can depend on?

## Things Your Hotel Desk Clerk Won't Tell You...

- The 1-800 reservations number will probably send you to a central office with set rates. If you call the hotel directly instead, you can negotiate.
- Hotels can pay a commission of up to 30% to online booking sites. So offer me 20% less than the online price, and we both come out ahead.
- Independently owned hotels are more likely to give you a discount. Some chains balk at dropping the rate.
- If you show up at 11 a.m. and check-in time is 2 p.m., please don't be upset if your room isn't ready. I can't make the housekeepers go any faster. And you don't want them to rush.
- Don't ask me for an upgrade when other guests are within earshot. Want a more spacious room without paying more? Request a corner room or a handicapped one.
- Some concierges get kickbacks for sending you to pricey tourist traps. If you want an unbiased recommendation, ask me.
- Sometimes my boss makes me lie, like when I tell you the elevator's not working and I tell you someone is coming to fix it soon. I know it won't be fixed until Monday, because the manager doesn't want to pay the repairman's weekend rate.
- Don't call between 9 a.m. and 1 p.m. with a special request. Chances are I'll have a long line of guests waiting to check out or in and will just want to get you off the phone.
- My official job description: errand runner, toilet plunger, bow-tie tier, towel deliverer and chef (that free continental breakfast doesn't appear from above). I've also sprinkled rooms with rose petals and dealt with dead bodies. All for about \$10 an hour.
- We love it when you steal the soap, shampoo and lotion. That's why we put our logo on them. But pillows, bedspreads and irons? We're billing your credit card.
- Keep it down. Even the best hotels aren't totally soundproof, and I'm the one who has to send the security guard up to knock on your door when someone complains.
- It's a lot easier for me to remove Wi-Fi charges from your bill at checkout than to agree to waive them in advance.
- No, we don't have an hourly rate. You don't want to be at a hotel like that anyway.



*We love it when you steal the soap, shampoo and lotion. That's why we put our logo on them. But pillows, bedspreads and irons? We're billing your credit card.*

—from *Reader's Digest*

## Did You Know? . . .

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*Cary Services is the proud recipient of the Better Business Bureau Torch Award (2005) for Marketplace Ethics*



## Our Holiday Message

This past year has been another challenging one for many of us. The hoped-for economic recovery has been slow to develop, causing continued strain on individuals, families and businesses, and sapping our confidence in the future.

Nevertheless, we all have much to be thankful for, and especially at this time of year, need to take time to appreciate our individual blessings. As a business, we are grateful for our dedicated, hardworking employees, outstanding building team partners, supportive corporate friends and, of course, our loyal clients, who are the reason our company exists.

Our nation has experienced tough times before, and we've always risen to the occasion, battled our way through our problems, and emerged better and stronger. This time will be no different.

On behalf of the entire Cary Services team, we wish you a safe and healthy holiday and a new year filled with happiness, hope and great opportunity.

**We're doing our part.** This newsletter is printed on environmentally-friendly paper—50% recycled, using 25% post-consumer waste, and is composed of a mixture of fibers from certified forests, post-consumer recycling processes and fibers from other controlled sources.



P.O. Box 5101

Abilene, Texas 79608

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