

# The Filter

A Cary Services, Inc. Newsletter

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

Winter 2012

## Our Holiday Message

The holiday season is once again upon us. Though the problems we face as individuals, families, businesses and a country continue to challenge us, our spirit and resolve remain undiminished. Our nation has faced tough times before, and each time that we have turned back to our Creator and his written Word for answers, He has always allowed us to rise to the occasion, and emerge better and stronger—and without doubt, with His help, we'll do so again.



In the meantime, let us not forget all that we have to be thankful for, and 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 heart and soul of our company and the reason it exists.

On behalf of the entire Cary Services team, we pray you have a safe and healthy holiday and a new year filled with happiness, hope and great opportunity. Finally, let us remember that God is with us always and that all love emanates from Him through his son, Jesus Christ.

## We're Growing!

Please join us in welcoming two new members to the Cary Services Team.

**Amanda Smith** is our new administrative assistant in charge of accounts payable. Married to her husband Josh, who she describes as "wonderful," for two years, Amanda has two beautiful daughters: Mia, 11, and Cali, 7. Both girls are active in archery. Amanda is also a full-time student, and will graduate next September with a BS in Accounting. She enjoys riding four-wheelers, skeet shooting, and any type of target practice. When not studying or watching her girls and husband practice, she is out with her camera; photography is her true passion.



Amanda Smith

**Wendi Gober** is the new administrative assistant for the DFW area and is in charge of maintenance billing. Born and raised in Texas as part of a large family that included eight boys and three girls, she recently moved from Fort Worth here to Abilene. A lover of Mexican food, country music and a good comedy, if she could, Wendi would spend every weekend at the lake. Win or lose, she'll always love her Dallas Cowboys.

Wendi recently became engaged to her best friend and the love of her life, Adam. And as Wendi says, "At the end of the day, my mama's still my biggest fan."



Wendi Gober

## Reputation Means Everything in Commercial HVAC and Refrigeration

Cary Service offers you more than 27 years experience providing first-class cooling, heating and refrigeration services to companies in North and West Texas. Our strategically-placed local technicians and support staff ensure stellar coverage of more than 100,000-square-miles of our territory in West and North Texas. This provides our multi-location clientele the distinct advantage of realizing uniform service to their facilities with a single phone call.



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

Big Spring - Midland & Odessa | 432-264-7192 | 432-617-0173 | Charlie Beall, General Manager

San Angelo | 325-994-2580 | Jerry Eichhorst, General Manager

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# Get More Energy Throughout The Workday

Maintaining your energy level all day can feel like an insurmountable challenge. Don't ignore physical or mental fatigue, but don't surrender to it, either. Try these tactics for recharging:

- **Move around.** Take a walk, even if it's just a quick stroll around your office several times throughout the day. Getting your blood flowing speeds delivery of oxygen and nutrients to your body.
- **Take a deep breath.** Several, actually. Sit up straight to open your chest cavity and get more oxygen into your lungs. Here's an exercise: Breathe out through your mouth completely. Then inhale through your nose for four seconds. Hold it in for seven seconds, and then exhale for a count of eight seconds. Do this four times to refresh yourself.
- **Drink sufficient fluids.** Water, like air, delivers oxygen throughout your body. If you're dehydrated, you'll feel tired. Drink plenty of water or a low-calorie sports drink.
- **Get outside.** Sunshine and fresh air can have a rejuvenating effect, along with the exercise benefits of taking a short walk.



- **Learn something new.** Spend a few minutes with a book or on the Internet researching a subject that's really interesting to you. You'll stimulate your mind and make new mental connections.

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## Beyond "Bow-Wow"

Yeah, we all know you've got the smartest dog in the world—but scientists at Wofford College in South Carolina say they've trained a border collie to recognize the names of 1,022 objects and distinguish those names from orders to fetch them.

In one experiment, the researchers randomly combined objects with specific commands to test whether the pooch, named Chaser, would follow the right command with the right object. Chaser responded to each combination correctly right away, suggesting that she understands that nouns and commands have separate meanings.

Chaser also apparently understood the concept of categories. She was taught that the word "toy" referred to all the 1,022 objects she was allowed to play with, while keeping the individual objects straight, and was able to add a third category like "ball" or "Frisbee" to the category-name combination.

Of course, no dog is as cute as yours...

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## Home Work

About 2.9 million U.S. workers telecommute on a regular basis—but 50 million want to do so. That comes from a recent white paper by the Telework Research Network, which reports that from 2005 to 2009, the number of employees telecommuting on a regular basis increased by 61%. The rate of growth has been highest among federal employees (407%) and state workers (88%), although private-sector employees represent the greatest increase in raw numbers.

The white paper estimates that those 2.9 million telecommuters save 390 million gallons of gasoline each year, reducing the release of greenhouse gases into the air by 3.6 million tons. In addition, the report states that telecommuting can save employers up to \$13,000 per teleworker a year and can cut absenteeism by 25%.

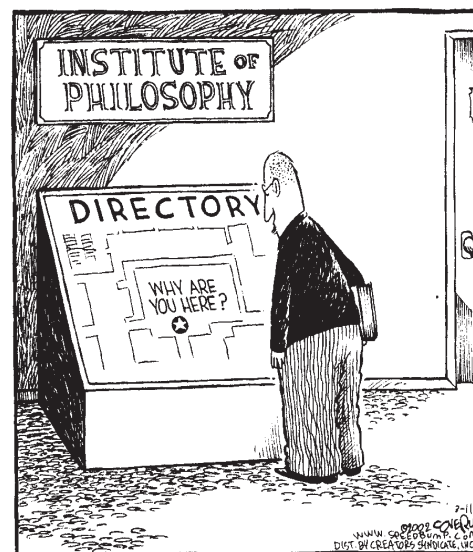
# Debunking The Myths Of Ingenuity

Creativity isn't some mysterious process like sorcery or quantum physics, but many people have misconceptions that limit their ability to be creative. Don't sell yourself short. Reject these myths about creativity:

- **People are born creative.** Creativity isn't genetic or inborn. Most of us can generate creative ideas if we're open to the process.
- **Pressure stimulates creativity.** Deadlines (or rewards) can sometimes give you a nudge, but in general, pressure interferes with concentration and an open mind.
- **Creative ideas spring fully-formed from the brain.** We've all heard of people solving complex problems in a single flash of genius (the "Mozart Effect"), but most of the time creativity is the result of long hours and hard work, not a single stroke of insight.
- **Competition beats collaboration.** There's widespread belief that internal competition fosters innovation. However, studies have found that creativity takes a hit when people compete. Conversely, the sharing and debating of ideas encourages creativity.
- **Older people aren't creative.** Child prodigies and twenty-something geniuses don't have a monopoly. People can retain their creative powers throughout their lives if they keep using their brains actively.

SPEED BUMP

Dave Coverly



# Create The Brand You Were Meant To Be

The concept of personal branding may have been born in 1997, with Tom Peters' article "The Brand Called You" in *Fast Company* magazine. Even if it predates Peters, it's become a legitimate career practice employed by entrepreneurs, CEOs, and even regular workers who want to distinguish themselves from the pack.

Take charge of your career—and your life—by constructing your very own personal brand. Just put these steps into action:

- **Identify your passion.** Your brand won't stand the test of time unless it's based on something you feel strongly about and want to do for the rest of your life.
- **Specialize.** Plant your banner in a niche that's narrow enough for you to stand out in. Look at what you already do better than anyone else, and concentrate on keeping your skills sharp in that area.
- **Market yourself.** Position yourself as a service provider. Let your manager and co-workers know what you're capable of and what you want to do. Think of yourself as a CEO, even though you have an employer. Your career is ultimately your responsibility, after all.
- **Keep a scorecard.** You know that setting goals is important to your career progress, right? Decide what you want your brand to accomplish, and establish some milestones—your next promotion, a new client, a completed project, etc. Track your brand's success over time.

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## Explain The True Value Of Employee Benefits

Do you get frustrated when members of your workforce don't understand the value of all the benefits your company provides? The real problem may be that you haven't effectively communicated that value to them.

Here are some tips for explaining benefits clearly:

- **Spell out the costs.** When you hire people, or review their salaries during the evaluation process, make sure they see in black and white just how much money benefits like insurance and pension plan contributions cost the company. Help them understand that a compensation package includes far more than a salary.
- **Keep things simple.** The financial details can get complicated, so simplify the terms you use when explaining benefits to your workers. Check with knowledgeable sources in your HR department when you're not sure what to say.
- **Provide the right benefits.** Employees won't care how much a benefit costs if they're not interested in it. Different employees have different needs. Find out which benefits your employees really want, and if possible, set up a cafeteria-style program that lets employees choose the benefits they'll use and value.

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## Get Better Answers From Job Candidates

When you're interviewing employee candidates, you've got to probe a little if you want to get a good idea of what makes them tick. Here are three sure-fire ways to draw more revealing answers:

- **"Can you give me another example?"** This question is good to use, whether you're dissatisfied with the first answer and need more information or you're fascinated by the answer and want to hear more.
- **"What did you learn from that experience?"** This question can give you a good handle on a job candidate's judgment and maturity. And it buys you more thinking and planning time for your next question.
- **Silence.** Don't follow up with another question right away once the candidate has finished answering. After a few moments of dead silence, most candidates will say something more just to fill the void. And what they say may reveal a lot.



Who invented the mercury thermometer?

## Trivial Matters

- 1) Which of these U.S. cities never served as the nation's capital?
  - a) Philadelphia
  - b) New York
  - c) Boston
  - d) Washington
- 2) Which of these particles of matter has a negative charge?
  - a) proton
  - b) neutron
  - c) electron
  - d) neutrino
- 3) Which type of artisan commonly employs a kick wheel?
  - a) potter
  - b) carpenter
  - c) diamond cutter
  - d) glassblower
- 4) Who invented the mercury thermometer?
  - a) Anders Celsius
  - b) William Kelvin
  - c) Daniel Fahrenheit
  - d) Galileo Galilei
- 5) *Sable*, *corkscrew* and *sickle* are terms used to describe which part of a dog's body?
  - a) tongue
  - b) ears
  - c) hair
  - d) tail

—from *mental\_floss*

**Answers:** 1) c; 2) c; 3) a; 4) c; 5) d.

## Did You Know? . . .

We offer 24-hour/7-day-a-week services, with our trained, professional service technicians. Give us a call locally or toll-free. We're ready to help!

**To contact our Centralized Service Dispatch, call toll-free: 888-229-1757**

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*Cary Services is the proud recipient of the Better Business*

*Bureau Torch Award (2005) for*

*Marketplace Ethics*



## How Can Cary Assist You?

### Service

In the event that your equipment needs servicing, you can rest assured knowing we're nearby and only a phone call away. And, yes, we offer 24/7 emergency service.

### Installation

We can install or design and build any type of heating, cooling or refrigeration system required in your commercial or industrial setting. We recommend installing only high-efficiency systems to obtain the most energy-efficient facility in the market. Although we have access to virtually any brand of equipment, we are not beholden to a particular manufacturer as a dealer, preferring instead to provide unbiased recommendations for you.

### Advanced Technology and Efficiency

You can easily achieve 30% energy efficiency savings with new commercial or industrial HVAC systems. Ask us about the latest technology for your particular needs. Our capabilities include Building Automation, Remote Monitoring and Energy Management.

### Investment Protection through Preventative Maintenance Agreement Programs

Proven to reduce operating costs and extend the useful life of your heating, ventilating, air conditioning and refrigeration system (HVACR), programs designed by Cary Services Inc. and tailored specifically for your needs are the differentiating factor from our competition. With multiple levels of service agreements, we can even cap your maintenance cost, providing the fixed budget all business owners and managers dream of. Visit [www.caryservices.com](http://www.caryservices.com) to learn more.

**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.



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