



BCH Mechanical, Inc.

Exceeding expectations with a constant sense of urgency and rigorous standards of quality.

The Industry LEEDer Newsletter ♦ First Quarter 2013

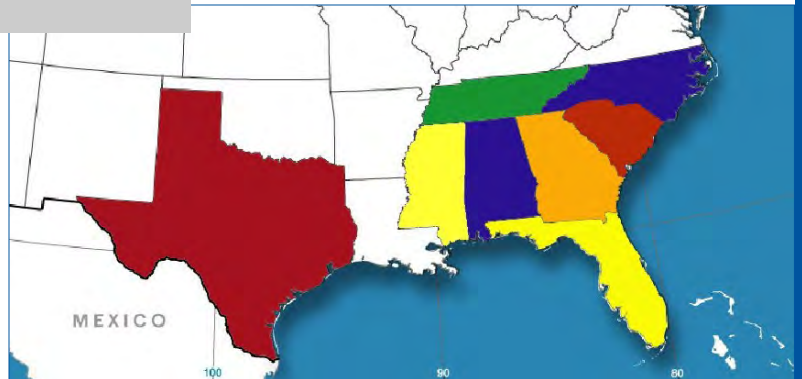
ConServ Prepares for Expansion

Serving the Southeastern United States

Despite the economic challenges of the last three to four years and the trickle down impact to our industry, **ConServ Building Services, Inc.**, the owner-direct service division of **BCH Mechanical**, has continued to expand. Our national customers asked us to provide a broader base of service coverage utilizing our own personnel and we responded. We achieved these company goals both organically and by strategic acquisitions, creating a very different company from the **ConServ** of five years ago. **ConServ** now provides service throughout the Southeastern United States, including Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Texas, from seven strategically located offices.

The growth in these markets would not have been possible without the skilled and dedicated staff of technicians and administrative personnel who joined our team, now nearing two hundred in eight states.

Of course, there were challenges with rapid expansion, an expansion we expect to continue throughout 2013 and beyond, but we were ready. We realized that organizing



thousands of service calls per month, collecting and reporting data, and customizing programs to meet the unique administrative requirements of each client would tax our software platform. We launched an extensive search for a solution that would accommodate our future growth.

In March of 2012, we finalized our selection with a version of *Sam-Pro* by *Databasics*, modified to suit our needs. This new platform ensures uniformity of service throughout our entire service area. We began the transition from the existing to the new platform in June and are scheduled to “go-live” in the first quarter of 2013.

(CONTINUED ON NEXT PAGE)

BCH Mechanical, Inc.

Daryl W. Blume
President

Dan Allen
Vice President-Operations

Brian Wilkinson
Vice President-Sales

John Fields
Chief Financial Officer

Contact Information:

BCH Mechanical, Inc.
6354 118th Avenue N.
Largo, FL 33773
Phone: 727.546.3561
Fax: 727.545.1801
www.bchmechanical.com

Contact Information for the service
division of BCH Mechanical, Inc.

ConServ Building Services, Inc.
6350 118th Avenue N.
Largo, FL 33773
Phone: 727.541.5503
Toll Free Service: 1.800.940.3241
Fax: 727.544.1924
service@conservonline.com
www.conservonline.com

BCH Mechanical, Inc. is a mechanical
contracting company, established in
1976, specializing in HVAC, plumbing,
piping, medical gas, sheet metal, and
service.



BCH
MECHANICAL, INC.

Copyright © 2012
BCH Mechanical, Inc.

(CONSERV PREPARES CONTINUED FROM COVER)

We are also replacing the laptops currently used by technicians with *Android* based *Samsung Galaxy* tablets. The increased speed, portability, and flexibility of this new hardware and software package resolves many of the challenges we faced in organizing our services throughout the region as well as measuring our performance.



Individualized dashboards analyzing real-time data will facilitate prioritizing and escalating our service calls while Key

Performance Indicators (KPIs) will assist both our team and our customers to measure and manage the daily workload based on real-time information.

2013 will be an exciting year as **ConServ Building Services** breaks out into another level of technology. With this technology, our veteran staff, and a dedication to constant and never ending improvement, **ConServ** is committed to remaining on the leading edge of the HVAC services industry.

Learn more about **ConServ** services and locations, visit: www.conservonline.com.



Tampa Bay Business Journal recognized **BCH Mechanical, Inc.** in the *Tampa Bay Business 100* list.

BCH is ranked the 70th largest business in the Tampa Bay Area (November 23, 2012 edition).

Pro-files: Frank Bradford

ConServ began providing HVAC services in the state of Texas in 2011. We recently interviewed Frank Bradford, the General Manager of the Houston location.

Q. Where are you from originally?

A. I'm from here—Houston, Texas. This is where I grew up, went to high school and trade school.

Q. How did you come to work for ConServ Building Services?

A. This location was actually *Bradford Mechanical*, which **ConServ** acquired in their expansion campaign. I've been the General Manager of this branch for roughly five months and look forward to working with the **ConServ** management team to increase our service offerings throughout the state of Texas.

Q. What does your position entail?

A. My position has a broad scope—managing service technicians and administrative staff, overseeing billing and receivables, as well as sales and estimating.

Q. How do you spend your off-time?

A. I enjoy fishing, hunting, and skeet shooting. I try to spend as much time as I can with family—my lovely wife and our son, who I am proud to say serves our country in the *United States Marine Corps*.



A MESSAGE FROM THE PRESIDENT:



Daryl Blume

Happy New Year! We look forward to a safe and prosperous 2013 for our clients and valued associates.

Our dedicated team recognizes that we have been in unprecedented times in our industry and has stepped up to do a remarkable job serving our customers. The year ahead looks promising: the **BCH Mechanical** backlog is up to three-year highs and **ConServ** continues to expand across the Southeast.

Two of my mentors passed away this past year, Stephen Covey and Zig Ziglar. I want to dedicate the rest of this column to one of those "life coaches", Zig Ziglar. I was 25 years old when I saw a business mailer on sales training and on impulse, purchased my first cassette series by Zig Ziglar. When it arrived, I pushed it into the cassette deck of my car for the first time and was greeted by a cheerful southern voice that changed my life forever.

In memory of Zig Ziglar, an excerpt of one of his stories:

"The name Howard Hill will probably ring a bell in the mind of some of you, but not all of you. Howard Hill was a good Alabama boy. He was an archer. Many people said that he was the greatest of all time...Now, I have never shot the bow and arrow professionally, but I am an instructor par excellence—that's French, which means I'm really good. As a matter of fact, I am so good as an instructor of archery that I could spend 20 minutes with any man or woman in the audience this evening, and provided your eyesight is normal

and your health is good, at the end of 20 minutes I would have you hitting the bulls-eye more consistently than Howard Hill could have hit it the best day of his life. Provided of course, that we first blindfolded Howard Hill— and then turned him around a few times so he would have no idea which direction he was facing. And you say 'Why Ziglar, that's the silliest thing I've ever heard. How in the world could a man hit a target he could not even see?' That's a pretty good question. Here's one even better. How can you hit a target that you don't even have? The question, my friends, is do you have your targets?"

That was my first serious introduction to goal setting. For me, Zig inspired those "aha" moments that made sense and became such an integral part of my



life and that of anyone who has worked with me since. I would listen over and over, and never tired of his stories and wisdom on sales, attitude and motivation. His homespun vernacular such as "stinkin-thinkin" and "you need a check-up from the neck up" helped me immensely to think about my attitude and to never limit my reach.

"If you can dream it, you can achieve it." This Ziglar quote hit home with me when he intertwined homespun stories of his meager beginnings selling pots and pans door-to-door which opened the proverbial door for him to other opportunities. He was soon nationally recognized as a top salesperson. His sales success led him to train others in

selling. He then became a nationally recognized author and eventually, one of the most highly compensated sales trainers and motivational speakers in the country. "*See you at the Top*" sold millions of copies worldwide and Zig went on to write more than thirty self-help and inspirational books.

Due in part to Zig Ziglar's inspirational words, I know there is never a limit to what great things we can accomplish, especially with the incredible host of talented individuals at **BCH Mechanical** and **ConServ Building Services**.

Thank you, Zig Ziglar, for influencing my life in a positive way and to those reading, pull up a *YouTube* clip of Zig Ziglar and be prepared to put a smile on your face.

MY FAVORITE QUOTES FROM ZIG:

- ★ "If you go looking for a friend, you're going to find they're scarce. If you go out to be a friend, you'll find them everywhere."
- ★ "Among the things you can give and still keep are your word, a smile, and a grateful heart."
- ★ "Feed your mind with the good, the clean, the pure, the powerful, and the positive."
- ★ "A successful marriage requires falling in love many times, always with the same person."
- ★ "The chief cause of failure and unhappiness is trading what you want most for what you want right now."
- ★ "Confidence is going after Moby Dick in a rowboat and taking the tartar sauce with you."
- ★ "The average person goes to the end of their life with their music still in them."
- ★ "When we do more than we are paid to do, eventually we will be paid more for what we do."
- ★ "You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win."

SERVICE SUPERSTARS

"I wanted to share some feedback with you from our customer. The customer was very thrilled with the job your tech [John Hardy] did today at this location, he was very professional and knowledgeable. I just wanted to reach out and let you know he did a great job!"

—Frank Bacchetta
Total Comfort Mechanical

"Your company must be the Cadillac of Air Conditioning repair service. Gary [Adkins] was great and our A/C was up and running within 24 hours of me contacting you. I couldn't even get the local companies to look at it until next week. I know who to call when we have A/C problems in the future!!

THANKS!"
—Steve Redolfi
Holiday Inn Express

UNDER CONSTRUCTION

- BANK OF AMERICA
- CHARTER SCHOOL: ST. LUCIE
- COCA-COLA HOLLYWOOD
- EPICUREAN HOTEL
- MACDILL AFB
- MEASE CUP
- MORTON PLANT HOSPITAL
- POINCIANA MOB
- ST. JOSEPH'S HOSPITAL
- TAMPA GENERAL HOSPITAL
- TAMPA INTERNATIONAL AIRPORT
- UNIVERSITY OF SOUTH FLORIDA

CHECK US OUT ON THE WEB: www.bchmechanical.com & FOLLOW US ON FACEBOOK! BECOME A FAN OF BCH MECHANICAL, INC.

HVAC • SHEET METAL • PLUMBING • MED GAS • SERVICE • LEED • DESIGN/BUILD

BCH
MECHANICAL, INC.

www.bchmechanical.com
6354 118th Avenue N.
Largo, Florida 33773

ConServ
Building
Services, Inc.

www.conservonline.com
6350 118th Avenue N.
Largo, Florida 33773

A Note for BCH Team Members: The Saver's Tax Credit

In addition to deferring income taxes on your contributions to the 401(k) plan, you may also be able to claim a tax credit for your retirement plan contributions. The Saver's Tax Credit is designed to help families save for retirement. The Saver's Tax Credit may allow you to reduce your annual income tax obligation, dollar-for-dollar, by up to \$1,000 for single taxpayers and up to \$2,000 for married taxpayers filing joint returns.

A taxpayer's credit amount is based on his or her filing status, adjusted gross income, tax liability, and amount contributed to qualifying retirement programs.

To qualify for the Saver's Tax Credit:

- ★ You must be at least 18 years of age and not claimed as a dependent on another person's tax return.
- ★ You cannot be a full-time student, or have been a full-time student for five or more months out of the year.
- ★ Your income for the year must not be over \$28,750 if single, \$45,125 if filing as a head of household, or \$57,500 if married filing jointly.

Employees eligible for the Saver's Tax Credit need to complete IRS Form 8880 when filing their annual tax return. Learn more at www.irs.gov.