



3rd ANNUAL
COMPANY NEWSLETTER

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EXPERIENCE. QUALITY. RELIABILITY.

www.wheelerelectric.com

NOTE FROM THE PRESIDENT

One of our Founding Fathers, Thomas Paine, wrote that "These are the times that try men's souls". It was at the beginning of the American Revolution. So it seems today...these trying economic times have slowed our available work and brought a number of new competitors into our work arena. In order to weather this storm, we need synergy. Synergy is best explained as 'One plus one equals more than two.' It is demonstrated by what you see in a "V" formation of Canadian geese. Canada geese fly in V formation for a very pragmatic reason: a flock of geese flying in formation can move faster and maintain flight longer than any one goose flying alone. Synergy is a law of nature. We have a lot to learn from these geese.

- **By flying in "V" formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own.**
=>People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.
- **Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front.**
=>If we have as much sense as a goose, we will stay in formation with those who are heading in the same direction as we are.
- **When the lead goose gets tired, he rotates back in the wing and another goose flies point.**
=> It pays to take turns doing hard jobs, with people or with flying geese.
- **The geese honk from behind to encourage those up front to keep up their speed.**
=> We need to be careful what we say when we honk from behind.
- **Finally, when a goose gets sick, or is wounded by gunshot, and falls out, two geese fall out of formation and follow him down to help and protect him. They stay with him until he is either able to fly or until he is dead, and then they launch out on their own or with another formation until they catch up with their group.**
=> If we have the sense of a goose, we will stand by each other, protect one another and sometimes make new friends who seem to be going in our direction.

We so appreciate all your efforts and hope we can move forward together through these trying times and continue to find success as 'one' synergetic company! ~ Doug Wheeler

GRADUATIONS

We'd like to recognize Matt Bell and Cory Gneiting for completing their apprenticeship and graduating to Journeyman in 2009!

Congratulations!

RETIREMENT

Gary Jester retired at the end of 2009, after 28 years of service with Wheeler Electric.

We wish him the best and hope he gets plenty of time to play with friends & family!



Wheeler Electric is an *Equal Employment Opportunity* employer. Know your rights and responsibilities. Contact our EEO Officer, Josh Wheeler, with any questions or concerns.



“DEDICATED TO EXCELLENCE”

Wheeler Electric, Inc. adopted this slogan many years ago, and we still believe it holds true, even after being in business for over 48 years! Being “Dedicated to Excellence” takes constant work. One of the ways we can accomplish this is through better customer service. Customer relations play a key part in the business of electrical construction. If our focus is on serving customers, the company will have a better chance at success.

The way to compete successfully is to provide the same quality product as the competition, but with a much higher level of customer service. The way in which construction is delivered defines the company reputation and separates the company from the competition. Customer satisfaction is extremely important. It is vital for the contractor to take care of the customers, especially considering that it is far easier to maintain existing customers than to recruit new ones.

Bear in mind that service is an attitude, not a company policy.

Service means “exceeding”, not just “meeting” the customer’s needs and expectations. Customer service is not accidental or coincidental. It is the result of having a customer service attitude, a plan to exceed expectations, and executing that plan.

Here are 10 guidelines to incorporate & remember for successful customer service:

1. Our customers are our most valuable assets and the most important people in our business.
2. Our customers are not dependent on us. We are dependent on them. They do not owe us any favors.
3. Our customers are the purpose of our work and without them we would not have jobs.
4. Our customers are not just names and numbers in our books. They are real people who have as much right to be satisfied as we do.
5. How often have you gone into a business establishment and felt that you were an intruder? Our customers are not intruders but a very necessary part of our business and should feel appreciated.
6. Our customers do us a favor when they do business with us. We should anticipate their needs and work hard to meet them without being asked, and to see that they are completely satisfied.
7. Our customers are able to take their business wherever they wish, and we encourage that right whenever possible. We want them to evaluate the competition, but we’re confident in our reputation. Remember the Golden Rule - Treat our customers how you would like to be treated.
8. Our profits and our jobs depend not only on getting new customers but on keeping all of our current customers satisfied with everything we do on their behalf. New customers are great, but they should never displace existing customers. Go the extra mile to satisfy our customers and ensure they return.
9. Our satisfied customers are ambassadors of good will for our company. We cannot afford to have even a single dissatisfied customer. If you cannot assist with a customer’s concern, direct them to someone who can.
10. Satisfied customers are the life of our business and every business in this country. Much of an electrical contractor’s work comes through referrals. When a customer has electrical work to be done, they will find a company to do it. We want to ensure that ours is the first company that they hear about and reach out to.

Help us stay “Dedicated to Excellence” by treating every customer with ***outstanding service***. Our focus on customers should never end, but should grow increasingly stronger over time. ~ *Jeff Wheeler*

“Here is a simple but powerful rule - always give people more than what they expect to get.”
- Nelson Boswell

" The steeper the mountain, the harder the climb, the better the view from the finishing line! " -Anonymous

SAFETY INCENTIVE PROGRAM

As some of you may know, we are working on implementing a new Safety Incentive program. Obviously we remain committed to safety no matter what, even without an incentive program, but we also want to implement new ways to keep our focus on safety and reward elevated efforts.

We appreciate the cooperation from everyone to ensure that all scrap material (cooper wire, etc.) from job sites be returned to the shop, to be handled appropriately through recycling efforts. And those funds received will be utilized in a safety incentive program, along with other motivational efforts at the job sites! We have already enjoyed some perks, such as new gloves, pizza/lunches, and safety glass croakies.

Don't forget about the employee **site regulations and safety agreement checklist** that Wheeler Electric includes for all new hires – if you need a refresher on those details, please ask your Foreman or Diane in Payroll to give you a copy to

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PAYROLL NOTES

- ✓ 401(k) Profit Sharing Plan – Upon meeting certain requirements, you are automatically eligible to participate in our retirement plan (including pre-tax deferrals), and should have received the Enrollment Brochure package. Call us at the office or contact Ascensus at 888-800-5359 if you have any questions.
- ✓ Payday exceptions in 2010 – The week of Memorial Day, Independence Day and Labor Day will have **payday on Thursday**, instead of Wednesday! (except WY & T.F. unions)

COMMUNITY SERVICE

- We enjoy the opportunity to meet with the community on great projects, such as “Careers on Wheels” at Rocky Mountain Middle School. (see picture below)
- We are also a sponsor of the Museum of Idaho, which held excellent exhibits such as Titanic: The Artifact Exhibition and Lincoln: Preservation of a Nation, during 2009.



New additions to our list of employees with 10 years or more of uninterrupted service at the end of 2009:
**Leonard Comstock,
Casey Johnstone, &
Clay Hirning**

AWARDS

In January 2009, Wheeler Electric was presented with the coveted **2008 BBB Torch Award!**



Better Business Bureau

Even if you are on the right track, you will get run over if you just sit there.

- Will Rogers

