

comfort zone

in this issue

Preparing For The New Year

Not Worth The Wait

Important Websites For
Green Information

One Link of the Chain

preparing for the new year

As we begin a new year, it's important to reflect on the achievements and challenges from the previous year, to celebrate your successes and to put a plan of action together to tackle the issues you uncover.

An Executive Summary is a simple way to create a summary of your business year. You may want to include a brief summary for each of the following areas that includes highlights and important facts about your organization and achievements:

- **Business Conditions** in your market
- **Financial Results** financial results achieved for the year
- **Strategic Plan/Vision** general business results achieved
- **Marketing** programs utilized and their effectiveness
- **Sales Activities** tools used to measure and increase sales activity
- **Organization/Operations** operational achievements
- **Competition** in your marketplace
- **Report Card** critical success factors that impacted your business

Putting this information on paper provides a wonderful springboard to plan for the coming year. Now you can create a strategic plan to guide you through 2009. Focusing on too many business segments can be a daunting task. Instead, select three key areas in which focus and performance will have the greatest impact on your success. Below are some possible areas for consideration:

1. Sales revenue
2. Employee training
3. Profitability/expense control
4. Employee accountability
5. Customer relations
6. Competition
7. Operational efficiency
8. Marketing
9. Technology improvements
10. Employee morale

Now, for each area selected, define in one short paragraph why you believe it requires diligent attention and what you want to see accomplished or changed.

The next step is to define specific goals. Remember, a goal should be specific, measurable and realistic. Assign each goal to a project leader to shepherd the goal through your organization to its accomplishment.

Finally, think about the barriers you will encounter in implementing these goals and what you need to do to overcome them. Every attempt to implement a goal is at the same time an effort to create change. As we all know, change inevitably encounters resistance and opposition (no time, lack of accountability, etc.). By recognizing these obstacles in advance, you are more likely to overcome them. ☐☐☐





not worth the wait

With the state of the economy today, it might be easy to fall into the trap of opting for deferred maintenance for your HVAC equipment. When you're strapped for cash the idea of putting off service and saving the money until you really need it may seem appealing. However, the results of putting off maintenance too long can range from simple component failures, to major pieces of equipment dying much too soon, to the failure of an entire physical plant. Imagine the cost if just one of the above scenarios occurred in your facility or building. With so much at stake in terms of equipment, employee/tenant productivity and your own reputation, why run the risk?

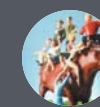
The operating cost for HVAC systems is made up of several components. Energy cost is a large segment. Repair and replacement costs can also be a big part of the operating cost. Maintenance cost is significant, and is different from the others in one critical characteristic: It can be deferred. Unfortunately, when maintenance is deferred, all of the other costs increase. Deferring maintenance seems like a shortsighted approach to cutting costs, especially when the results can be a lot more costly than performing the maintenance would have been.

There are many reasons to perform regular maintenance on your HVAC equipment:

- Minimize downtime
- Perform minor repairs rather than major equipment replacements
- Maintain productivity levels
- Extend the life of the equipment
- Reduce overall maintenance costs
- Equipment runs more efficiently if it is well maintained
- Savings in energy costs

Qualified contractors are able to catch many repair issues during regularly scheduled maintenance that would otherwise result in a service call, downtime, or potentially even unit damage. Sometimes it's the simple things that are performed during scheduled maintenance by a qualified technician that can make the biggest difference.

Don't wait until you have a major equipment failure. By performing preventive maintenance on your existing equipment, you can hold off on large purchases of new equipment and get the most return on investment from your existing systems. Call a quality service contractor who wants to become part of your maintenance solution. ☐☐☐



important websites for green information

U.S. Green Building Council
www.usgbc.org

Leadership in Energy and Environmental Design
www.usgbc.org/leed

Energy Star Program
www.energystar.gov

U.S. Department of Energy
www.energy.gov ☐☐☐

preventative maintenance: impacts and benefits

Metro Mechanical believes that working with and developing a comprehensive maintenance program for our customers' HVAC equipment can make a significant impact both financially and strategically. Our professionally trained union technicians bring a wealth of experience and knowledge to your facility. Appropriately timed intervals of properly performed preventative maintenance greatly increase HVAC system reliability, energy and efficiency. Our expertise and experience are used to thoroughly review your facility through detailed facility audits that uncover energy and operational savings opportunities. We can develop potential energy conservation measures, facility design concepts, and deliver comprehensive facility improvement projects. We self-perform design services, project implementation, installation, project management and system commissioning.

Our focus is to perform thorough preventative maintenance to keep your heating and air conditioning systems, facility climate controls, refrigeration, boilers and chillers performing efficiently and reliably.

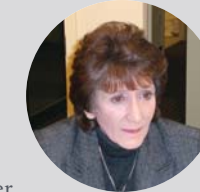
Significant Financial Impacts:

- Reduce equipment failures
- Less equipment downtime
- More efficient equipment operation
- Energy savings
- Prolonged equipment life
- Better building environment

Strategic Benefits

- Product quality
- Asset life extension
- Forecast and budget planning for future equipment outlays ☐☐☐

employee spotlight



The newest member of the Metro team is Fran Kenny. Fran has over 30 years of experience in accounting, administration and customer service. A graduate of St. John's University, Fran joined us to undertake the enormous task of reconciling accounts. Although she's been with the company *only* two months, she fits in as if she's been here for years. She is quickly learning the accounting components of our software and has been diligent and efficient in collecting financials for services rendered.

In her spare time, Fran enjoys bowling, movies and reading. She and her husband Bob have been married for 37 years and have two children; Kevin who is an engineer and Casey, a teacher. ☐☐☐

facility managers—juggling every day

As a Facility Manager, you often find yourself juggling demands for improved Indoor Air Quality (IAQ), escalations in energy costs, and desires for a maintenance program that is environmentally friendly.

Studies show that improved IAQ leads directly to increases in productivity, but do you have to sacrifice the environment or accept outrageous energy bills as a result of this enhanced production?

At Metro Mechanical we understand energy costs and have a proven track record assisting facility managers with the difficult task of juggling your responsibilities. Whether it is a system re-design, upgrade or control issue, we have the expertise to lend a helping hand. ☐☐☐





THE UNIFIED GROUP


together we make the difference

We are an independent association of the country's elite HVAC commercial contractors. We help our members increase productivity, profitability and customer retention, and we also provide a network for national and regional customer business solutions. Visit us at www.theunifiedgroup.com.

expert, where's that expert?

Everybody is an expert. Clients often ask, "Hey, aren't you guys the experts?" Sometimes they perceive themselves to be experts. Have you ever found yourself in need of an expert? Was the person really a card carrying member of A.C.E., The Association of Cardholding Experts?

At Metro Mechanical we employ members of A.C.E.: engineers, old-timer technicians and a research guru. When we have

a challenging situation, we turn to our principals. For getting things done day-to-day, we have Joe, Lenny and Jerry in the Service Department. For analysis, troubleshooting and conflict resolution, we have project managers and technicians. To make sure we invoice you promptly and correctly, we have Denise and Fran. Next time you have a tough situation, don't hesitate to call Metro Mechanical, a member of A.C.E. 

We provide a work environment where our clients and employees are treated with honesty, integrity and respect. We are dedicated to building quality relationships with all of our clients.

Mission Statement

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