

## Reviewing Our 2010 Goals

Thanks to the entire staff for your close attention to Mark and John as they presented Service West's key goals for 2010 in the recent branch meetings.

We'll be reporting the company's progress in achieving these goals as we move through the year. In this first Gazette of the new year we want to ask each staff member to give the goals a fresh look and think about how *you* can support the effort in your everyday work.

### Ensure Company-wide Customer Delight

- ▶ Make sure we understand our customers' expectations.
- ▶ Be highly effective in getting customer feedback.
- ▶ Communicate effectively and continuously with all customer categories—prospective, regular, recurring, and occasional.

### Win Through Effective Selling

- ▶ Increase coordination and collaboration across the enterprise.
- ▶ Implement a sales process that produces repeatable success at the branch and enterprise levels.
- ▶ Give OrderWorks powerful capabilities for marketing and sales.

## In the Community

We received the following message this week from the St. Vincent de Paul Society of St. Augustine parish in Pleasanton, California:

*Thank you so much for providing boxes to St. Vincent de Paul for our Thanksgiving and Christmas food basket projects. Because of your generosity, we were able to deliver food baskets to 67 families at Thanksgiving and to 65 families at Christmas. We could not do this without you! We wish Service West a happy and prosperous 2010.*



## Build Strong Branch-Level Businesses

- ▶ Help our Branch Managers be successful in measuring and driving their branch's operational performance, income and profitability.
- ▶ Help our Account Managers nurture strong customer relationships and be effective in sales and new business development.
- ▶ Help our leads become effective extensions of the Sales Team.

## Master the Art of Lean Operations

- ▶ Ensure that the gains we made in field and warehouse efficiency in 2009 become standard practice throughout the company.
- ▶ Take our efficiency to the next level, with a special focus on minimizing material handling.
- ▶ Maximize the contribution of every position and the productivity of every person.

## Compliments & Thanks

*Thanks to the staff members cited here for their attention to detail and professional problem solving. — Mark*

**LEAD: Roberto Parral**  
**CREW: Edward Bueno, Mario Lopez, Roberto Lopez, Sam Lopez, Jesus Martinez, Jaime Navarro, Salvador Pedroza, Oscar Torres**  
**WAREHOUSE: Sal Lopez**  
**AM: Benny Diaz**

[WO 121861] The East Bay team installed 37 Knoll Reff stations plus seating, monitor arms and files and customized a large conference table at a healthcare facility in Palo Alto. The client dealer's account manager sent this:

*"Everything went great (as usual). Installation looks wonderful. We had a few issues with our core locations but Robert made everything work. I just hope that the guys were able to get home at a decent hour on Christmas Eve! Sal was also wonderful yesterday in our adventure to receive the monitor arms on site. So please tell him thanks! I think Sam did the bulk of the conference table grommet cut? It looks beautiful. So kudos to him! On to the next one!"*

**INSTALLERS: Thai Doan, Paula Fukofuka, Jaime Navarro, Brian Trujillo**

[WO 121861] The ergonomics and move coordinator for a program office of the US EPA for Region 9 sent this feedback regarding ongoing service work under a contract that started a couple months ago:

*"The guys are absolutely fantastic, professional and polite to our internal customers. I truly enjoy having them on site to manage the various projects we have in the Region. Thank you!"*

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## Quote of the Week

*Defer no time, delays have dangerous ends.*

WILLIAM SHAKESPEARE (1564–1616)  
ENGLISH PLAYWRIGHT

## JANUARY SAFETY MEETINGS

LEAD MEN: Please note that our Jan safety meetings are scheduled for Tue 1/12. Check your LeadMail Inbox on Mon for the topic.

## ALWAYS...

- \* Remember to say "Thank You" to your co-workers who help and to our clients who give us business.
- \* Fax your paperwork daily before 9 AM.
- \* Keep the following OFF the job site: radios, iPods, MP3 players or similar devices; private cell phones; food and drink. (Note: Having food and drink on site may be allowed in situations where lunch on site is allowed, in which case the lead man will let you know in advance.)
- \* Bring your company ID, union card, and tools (including hard hat, orange safety vest, safety glasses) to work—even night jobs.
- \* Help our drivers fold pads.
- \* Come to work showered, groomed and shaved. When you look like a professional, you'll be treated like a professional.
- \* Call in your equipment counts daily.
- \* Get signatures on all work orders, change orders, delivery tickets, freight bills, and dealer paperwork.

## DRESS CODE FOR FIELD STAFF

- ✓ Keep shirt tucked in at all times.
- ✓ Wear black pants or blue jeans. No camouflage pants.
- ✓ Keep pant waist at waist height and wear a belt or suspenders.
- ✓ Ankle-high leather boots with steel toes are required footwear.
- ✓ If you wear a hat while on a job site, wear a Service West hat and keep it on straight, not backwards or sideways.

## CORRECTIONS & OMISSIONS

Lou Bettino's official start date as Los Angeles Branch Manager was incorrectly stated as Jan 4 in our 12/23 issue. Apr 1 is the official start date.

Peter Birger was omitted from the list of January birthdays in our last issue. Peter's birthday is Jan 11. There's still time to order flowers and candy!

## SERVICE WEST TRIVIA

**12/23 Winners:** Peter Birger, Craig Rusch.

**Correct Answer:** Mizaru (see no evil), Kikazaru (hear no evil) and Iwazaru (speak no evil) are the three wise monkeys.

**New Question:** What Roman god is the origin of the month January?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



*Thank you,  
Mark*

## Thinking About Our 2010 Goals

Mark filed these reflections after the general meeting early this week at Service West-Las Vegas.

Today I just finished introducing our 2010 Company-wide Goals face to face to all of our US branches. (We're going to introduce them to Service West-Australia by phone). Achievement of these goals is very important to our success and my #1 job this year is to remind everyone about them, aid you in meeting them, thank you when you make progress, and celebrate your accomplishments.

This week I want to highlight the goal **Ensure Company-wide Customer Delight**. It's first on our list because it's the most important: Without our customers we don't have a company.

Now that we're focusing on it I'm noticing how good we are at delighting customers (although we can always get better). Here's some of what I've seen or heard just this week:

- ★ Responses to our recent client satisfaction surveys are all positive.
- ★ Customers who are stressed about their project relax when Sam Lopez shows up at a pre-install meeting, takes notes and takes charge.
- ★ In providing quick and thorough responses, Lou Bettino instantly wins over some new customers in LA.
- ★ A very large customer in New York gives us all of their work because of the confidence they have in Anthony Retaleato and John Cerruti.
- ★ Guy Casciola sends out handwritten thank you notes to customers.
- ★ Herb Faatz sends followup emails to customers to make sure they're happy with the job we just did for them.

I'm sure I'll have more examples for you as the year progresses.



Staff at SW-LV listen to Mark and John present the 2010 Company-wide Goals. More photos on page 2.

## CAREER MILESTONES

This week we honor 10 co-workers with January employment anniversaries:

<b>Carlos Davalos</b> .....	<b>10</b>
Jose Pedroza .....	7
Oloseti Fifita .....	6
Aaron Christensen .....	4
Valentin Alonzo .....	3
Deborah Martinez.....	3
Adia Hamilton .....	2
Andrew Scalese .....	1
Fabian Dingwall .....	1
Albert Kernaja .....	1

And we welcome 3 co-workers who began their Service West careers in January:

<b>Los Angeles</b>	<b>New York</b>
Michael Gonzalez	Kenneth Ragusa
Edgar Ortiz	

## ORDERWORKS UPGRADE

We are upgrading to FileMaker 10 over the weekend. OrderWorks will be down part of the weekend. There are bound to be hiccups so please be patient. (We're good at that, right?)

## NEW BLACKBERRY SMARTPHONES

Communication between the field, the office and our customers is getting a big boost with the issuance of 30 BlackBerry 8350 smartphones to master leads and service techs at our Sacramento, East Bay, Los Angeles and Las Vegas branches. The phones are intended for business use only.

The BlackBerry 8350 has an on-board camera, which will make it possible for our leads and techs to take and send photos that show project progress, document change orders and damage, and illustrate issues encountered in the course of executing the scope of work.

Leads will use the BlackBerry to check their LeadMail. There's also a daily requirement to send an email reporting progress for the day and goals for the next day to the Service West account manager, the dealer contact for the job and, if required, the contact person at the job site — with a CC to Tony Navarro.

All leads who received one of the new BlackBerrys are reminded to send an email to Gaby Medellin, Tony Navarro and your branch manager **no later than Monday, January 25**, confirming that you have the BlackBerry and you have it set up for LeadMail. The email addresses are all in your LeadMail contacts list.

## Quote of the Week

*Those who say it cannot be done should not interrupt those who are doing it.*

CHINESE PROVERB

## ALWAYS...

- \* Remember to say "Thank You" to your co-workers who help and to our clients who give us business.
- \* Fax your paperwork daily before 9 AM.

## FEBRUARY BIRTHDAYS

Good health and best wishes to all!

2 Mel Gallarde	19 Tony Navarro Sr.
4 Roberto Parral	21 Eduardo Blanco
5 Ramon Dondoy	21 Craig Lewis
5 Carlos Torres	22 Joseph Cociolone
9 Ana Frizado	22 Rafael Montelongo
10 Guillermo Parra	22 Jamey Serie
11 Todd Stanley	26 Sergio Alvarez
14 Viliami Lotoaniu	26 Daniel Eynon
14 Seon Walcott	27 Edmund Deery
19 John Maghoney	27 Alcide Julian

## ON PAGE 2 OF THIS ISSUE

What's that thing in Bob O'Canina's hand? This story is for you, NCCRC local members.



Our wikis can tell you when there's something new. Read the set-up guide on page 2 and get instant, automatic notifications via email!

[My Wikis](#) · [My Account](#) · [Help](#) · [Sign Out](#)

)

## SERVICE WEST TRIVIA

**1/8 Winners:** Peter Birger, Pamela Escobedo (IOS), Arlete Franco, Rick Kelly (MSI), Jared Manning (Manning Group), David Pezzi (Hogue), Shuaib Rahman, Craig Rusch, FX Vignoles, Mark Vignoles, Dave Wutsch.

**Correct Answer:** January comes from the Roman god Janus, who was depicted with two heads, one looking back at the old year, one looking forward to the new.

**New Question:** Starting life as a producer of kitchen cabinets, The Home-O-Nize Company eventually became a major player in office furniture and supplies. What does the contract furniture industry know it as today?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



*Thank you, Mark*

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FROM THE BRANCHES

**Service West-New York**

The SW-NY Team sent the following note of thanks: "We would like to thank the Service West Oakland team, especially Benny Diaz, Debbie Martinez, Maria Creasey, Felicia Furr and Sal Lopez, for all their help and guidance in getting us up and running on DeliveryWorks and AssetWorks. We appreciate all your patience."

**Service West-Los Angeles**

A procedural reminder: Any staff member who enters the warehouse and deactivates the alarm must call the alarm company and give them your password. If you are the last one out, whether or not someone else is coming in later, be sure to set the alarm on your way out.

A message from Lou Bettino: "I would like to thank all of the LA staff for making me feel so welcome during my first few weeks here."

**Service West-Las Vegas**

A message from Guy Casciola: "My thanks to everyone who attended the meeting this week to kickoff our 2010 Company-wide Goals. I look forward to working with each of you and being the best we can be. Thanks, too, to Mark, John and Ruben."

**Service West-Melbourne**

Rob Fyffe, operations manager, sends congratulations and thanks to this Melbourne installer [it's lead man Benny Fountain] who was caught on camera "actually putting left over liquid nails and silicon back where they belong in the warehouse."



Above: More shots from the 2010 Goals meeting this week at the Las Vegas warehouse.

**Get Behind the Wheel of a Free F-150: Support Your Local and Win a Truck!**

Our thanks to Jay Bradshaw of the Northern California Carpenters Regional Council for providing this story and supplying the photo of Bob O'Canna.

Looking for a hard-working Ford F-150 with fewer than 50,000 miles on it? Attend eight union meetings this year at the same Local (be sure to sign in at the meeting!), and you will be entered into the Northern California Carpenters Regional Council truck raffle.

For the fourth consecutive year, the Regional Council Executive Committee approved a truck raffle for calendar year 2010. The existing rules remain the same, and the drawing will be held at the Regional Council meeting in January 2011.

Considering that less than 500 members qualified for the 2009 raffle, the odds are far better than many raffles. Hopefully, more members will qualify in 2010. Even if the number doubles, your odds would still be better than 1 in 1,000! Maybe it's time to attend more union meetings!

The ground rules are as follows:

1. The raffle is open to all members in good standing throughout the year except officers and employees of the NCCRC, local unions and affiliated entities (for example, trust funds).

2. Members will earn one entry in the drawing by attending at least 8 union meetings at the same Local in calendar 2010 (limit is 1 meeting per month). All 8 meetings must be attended while qualifying under rule number 1, above. Limit 1 entry in the raffle per member.

3. Locals will be responsible for documenting which members qualify for the drawing under these rules, and will send the NCCRC Controller a list of such members after their last union meeting in December 2010.

4. The drawing will be held at the Regional Council delegate meeting in January 2011.

5. The truck will be an F-150 with no more than 50,000 miles at the time of the raffle. It will be given on an as-is basis and a Form 1099 will be issued to the winner, as required by law.



Congratulations to Bob O'Canna (SW-SAC), the winner of the NCCRC's truck raffle for calendar year 2009.

**Note:** Jay also provided the meeting schedule for the NCCRC locals. The Gazette editor will make that information available to our Northern California branches sometime next week.

**Attention: Wiki Members**

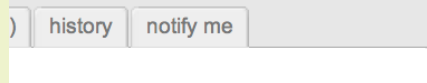
Our wiki websites have become a very important part of how we communicate, work together, and meet our goals at Service West.

To get full value from our wikis, we need to utilize their **notification-by-email feature**: The wiki server *automatically and instantly* sends you an email whenever a wiki page changes or someone posts a discussion item.

Mark wants everyone who is a member of a Service West wiki to be getting wiki-wide notification emails. **Here's how to set it up:**

1 Click the **notify me** tab on any page in your wiki.

My Wikis · My Account · Help · Sign Out

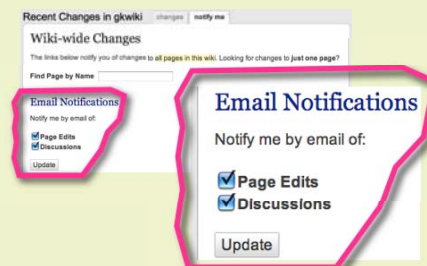


2 Next screen: Click the link to the **wiki-wide changes page**.



The links below notify you of changes to visit the **wiki-wide changes page**.

3 Next screen: Below the Email Notifications heading, click the check boxes to select **Page Edits** and **Discussions**. Then click **Update**.



**Repeat the setup for every wiki you're a member of.** Here are our wiki addresses:

- Leadership Team > <http://sw-leadershipteam.gkwiki.wikispaces.net/>
- Efficiency Challenge > <http://sw-efficiency.gkwiki.wikispaces.net/>
- LeadMail > <http://leadmail.gkwiki.wikispaces.net/>
- Photo > <http://sw-photo.gkwiki.wikispaces.net/>
- Sales Team > <http://sw-sales.gkwiki.wikispaces.net/>
- Government Team > <http://sw-gov.gkwiki.wikispaces.net/>
- Service West-Australia > <http://sw-aus.gkwiki.wikispaces.net/>

## Compliments & Thanks

Excellent effort on the part of everyone cited here. There will be more next issue—we still haven't reached the end of the feedback received in January! — Mark

**TRADE SHOW INSTALL TEAM: Luis Lucero (lead), Adrian Lucero, Andrew Pierce AM: Jim Milano**

[LV-WO125148] The Las Vegas team delivered and installed a small array of office furniture to be used at the Consumer Electronics Show at the Mirage. They returned late the same evening to disassemble one of the pieces, re-box everything and remove it to our warehouse, where it was later palletized for shipment back to the manufacturer. The client dealer's project manager forwarded these comments from two of her contacts at the manufacturer:

[first note] "Your installers were great! Thanks for the help." [second note] "Your guys were punctual, professional and good sports. Hope we can do it again next year."

**INSTALL LEAD: Mark Wright**

[LA-WO120107] Virtually every member of the LA field staff was involved in this weeks-long, 4-floor project involving on-site receiving and installation of some 390 workstations, 44 conference and training tables, 14 credenzas, 1,000+ chairs and miscellaneous freestanding items. Mark Wright stepped in as the lead while the primary lead, Raul Aquino, traveled out of town on another job for the same client dealer. The dealer's project manager had good things to say about Mark's performance:

"I wanted to let you know that Mark did an excellent job standing in as lead while Raul was away. He was very communicative about progress every day and checking in with me, and kept the crew on track with all the work required.

"Even now, as the job continues, I always see him working hard, with a good attitude and no one having to remind him of what needs to be done next. He is a reliable installer and in my opinion would make a good lead on any project."

**INSTALL TEAM: Sam Lopez (Phase 1 lead), Kevin Chamberlain (Phase 2 lead), Geoffrey Castillo, Michael Cowie, Omar Diaz, Stephen Ivy, Roberto Lopez, Cristian Martinez, Steven Pacheco, Jorge Perez, Jesse Porras, Fernando Sandoval, Danny Triolo, Javier Valencia AM: Lou Bettino | PC: Anne Trotter**

[LA-WO116822] This FF&E job at Miramar Naval Base in San Diego involved furniture and miscellaneous small items for a variety of room types, 64 ft of architectural wall product, a

*Continued on Page 2*

## LEAD MEETINGS

Mark reports that the East Bay leads had a great meeting last Friday. He expressed appreciation for the fact that the leads spoke frankly about their concerns and he credited Tony Navarro and John Luque for effectively addressing them.

The discussions, coaching and information exchanges that go on at our lead meetings are especially important these days as we implement new techniques to make us more efficient in the field, improve our communications between the field, the office and our clients, and generally raise the bar for everyone across the company.

In addition to all that's new, let's never lose sight of the basics that make us effective day in and day out. For example:

- Review your job packets thoroughly, plan your jobs carefully, determine your goals for each day, and use your Ty Cards to make sure that every member of your crew knows the team's goals and his personal responsibilities.
- Be faithful about holding your morning team meetings. That's the time when each guy checks in with you and every other member of the team. That's when you communicate the goals and methods for the day, clear up any misunderstandings, and get everyone going forward together. Remember: Communication, Organization, Planning, Perspective.
- Hold every member of your team—as well as yourself—accountable for accomplishing the goals for the day. You are the leader on the front lines of change, you are in charge, and it's up to you to make sure that every person pulls his weight and performs effectively.
- Get your paperwork turned in on time...every day...without fail.

## FROM THE BRANCHES

### Service West-Las Vegas

- SW-LV leads are reminded to let clients know that we still have available storage space. When a client agrees to a one-year or longer commitment, we will relocate their assets to the warehouse at cost.
- Jim Milano would like to remind leads to call the office immediately upon completing a job.

### Service West-Los Angeles

SW-LA has an opening for another Class A driver. If you know of someone with an "A" license and a clean record, please alert Lou Bettino and have the person call the office to schedule an interview.

## Quote of the Week

*You can't build a reputation on what you are going to do.*

HENRY FORD (1863–1947)  
FOUNDER OF THE FORD MOTOR COMPANY

## ALWAYS...

- \* **Keep the following OFF the job site: radios, iPods, MP3 players or similar devices; private cell phones; food and drink. (Note: Having food and drink on site may be allowed in situations where lunch on site is allowed, in which case the lead man will let you know in advance.)**
- \* **Remember to say "Thank You" to your co-workers who help and to our clients who give us business.**

## BLACKBERRY SMARTPHONES

All leads and techs who were recently issued a BlackBerry are reminded to check your LeadMail frequently and send an email twice daily to report progress and goals. This email should go to the Service West account manager, the client contact for the job and, if required, the contact person at the job site. Remember to Cc your email to Tony Navarro!

## SAFETY MEETINGS

**Attention, Leads:** Our February safety meetings are scheduled for next Tuesday, 2/9. Please cover the topic at the bottom of page 2 with your crew.

## RACKING AT BURROUGHS

The racking continues to go up in Building 2 at the Burroughs complex. Thanks to Liz Diaz for taking pictures as the work progresses.



## SERVICE WEST TRIVIA

**1/22 Winners:** Peter Birger, Ed Burke, Shanna Dollarhide (KBM Workspace), Cristina Figone (Hogue), Rick Kelly (MSI), MaryAnn Mohamed, Shuaib Rahman, Mark Vignoles.

**Correct Answer:** The Home-O-Nize Company is known today as The HON Company, the largest operating company of HNI Corporation.

**New Question:** Which independent contract furniture installation company in the US has a field staff with collectively more than 1,400 years of industry experience?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



*Thank you, Mark*

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**More Compliments & Thanks**

kitchen, a pool table and 29 pieces of artwork, all of which was received at the warehouse, delivered and installed. The dealer's account manager sent this email:

*"Overall, this job was 98% a success!*

*Though I felt the quantity of men was a bit low, the QUALITY of men was outstanding.*

*"They worked incredibly hard, especially Kevin—he was amazing. Never would say "No." He was great to me and the client. I would highly recommend him to be lead on my next job.*

*"You were all accommodating and a pleasure to work with. Look forward to the next one."*

**WALL TEAM: Sam Lopez (lead), Salvador Alcalá, Jose Alfredo Franco, Jesus Martinez**

**AM: Lou Bettino | PC: Andrea Solis**

[EB-WO122239] The job involved receiving, delivery and installation of 50 lineal feet of SCA architectural wall product with seismic bracing. The dealer's corporate account manager forwarded this email from her customer:

*"The 4th floor wall is up. Service West did a fabulous job. I am referring my colleague [name] to you for an upcoming tenant improvement project in the North Bay where he is considering the use of demountable partitions for private offices. Again, my appreciation for a really nice project completed on time, as promised."*

**WALL TEAM: Frank Navarro (lead), Gabriel Arechiga, Sergio De Leon, Jose Alfredo Franco, Luis Franco, Sam Lopez, Roberto Lopez, Viliami Lotoaniu, Javier Navarro**  
**AM: Lou Bettino**

[EB-WO122677] The East Bay team was charged with installing 1,359 lineal feet of DIRTT architectural wall product plus another 187 lineal feet of complementary DIRTT door product for huddle rooms on 3 floors of a corporate high-tech campus building. (Service West did a similar project for the same end user last year.) Mark received this message from the DIRTT representative overseeing the job:

*"I was out at [customer job site] today. Your guys are doing an awesome job and your lead, Franky, has a great attitude."*

**INSTALL TEAM: Pete Devita, Tom Marcus, Agustin Flores**  
**AM: MaryAnn Mohamed**

[NY-WO120150] The NY team received, delivered and installed 16 offices, 10 workstations, 3 meeting tables and assorted casegoods and files at a Long Island BMW dealership. Andy received this note from the project contact:

*"Just wanted to let you know that the job completed successfully on Friday. Tom Marcus and Pete Devita did a great job on the install. They were very capable and both have a very positive attitude, which is always a plus. Having Tim there for the touch-up before the job ended was also a big help. Thanks for making everything go smoothly."*

**INSTALL TEAM: Gilbert Garcia (lead), Linh Doan, Salvador Pedroza**  
**PC: Andrea Solis**

[EB-WO122728] The job involved receiving, delivery and installation of 4 Knoll Dividends add-on desks with peds plus worksurface cuts and some related electrical work. Our client dealer's project manager forwarded this note and photo from her customer:

*"Service West were done in around 2.5 hours, were professional, and cleaned up the area well once they were done."*



**INSTALL TEAM: Dan Baker, Glenn Cornish, Richard Gabriel, Steve Harris**  
**AM: Dean Constable**

[MEL-WO17401] The Melbourne team delivered and installed approximately 45 metres (1,575 cu ft) of high-end furniture (lounges, sofas, tables, beds, lighting and more) at the penthouse residence of a regular and very important customer of the client dealer. The dealer's comment on the closeout paperwork was short and sweet:

*"Awesome job as always—thank you!!"*

**MOVE TEAM: Thien Hoang & Efren Llacer (lead installers), Robert Beevers & James Montoya (movers), Michael Hamilton, Juan Carlos Hernandez & Brian Trujillo (installers)**  
**AM: Terry Zachery**

[SSF-WO126234] The team relocated furniture from 3 Department of Veterans Affairs locations in the Bay Area to re-outfit rooms at the VA hospital in Palo Alto. Terry's main VA contact for the job sent this:

*"A big thanks to you and your crew! They were here on time every day despite the rain and traffic problems around the Bay Area. They always show up ready to work with smiles on their faces. They are always great to work with and are very efficient. Thank you, thank you, thank you!"*

**INSTALL TEAM: Sam Lopez & Eric Freeman (leads), Wayne Baroncini, Edward Bueno, Maria Cuevas, Alfredo Diaz, Michael Gomer, Jose Hernandez, Juan Carlos Hernandez, Charles Hopkins, Larry Huddleston, Alcide Julian, Mario Lopez, John Maghoney, Jesus Martinez, Gustavo Perez, Victor Vargas**  
**AM: Lou Bettino**

[EB-WO121230] The team KD'd, relocated and reinstalled a total of 113 cubes and offices over 4 days at the offices of an international producer of high-end clothing and accessories. These comments came from our client dealer's project principal:

*"We completed the [customer] move this afternoon on schedule! Thank you for your commitment to getting this done. The space looks better than we and they could have hoped for...and much better than their old space! Every spine was straight and every cubicle and office was clean and ready for them to move into.*

*"As always, Sam Lopez and Eric Freeman and their team did a fabulous job. They were always there ready to assist with any requests and made sure the product looked good. Thanks again for a great working partnership."*

**TOUCHUP TEAM: Brenda Cuevas (lead), Maria Cuevas**

[EB-WO126060] Brenda and Maria applied their customary fine craftsmanship to a table in need of restoration at a client site where we do ongoing service work. The project contact sent this note:

*"I wanted to let you know that your team did a great job on the table. It looks great."*

**Safety Topic: 7 Common Causes of Accidents**

Have you ever been guilty of any of these attitudes or behaviors? If so, you may not have been injured but next time you may not be so lucky.

**Taking shortcuts.** Do time savers ever risk your own safety or that of other crew members?

**Being over confident.** "It will never happen to me" is an attitude that can lead to improper procedures, tools or methods in your work. Any of these can lead to injury.

**Starting a task with incomplete instructions.** To do the job safely and right the first time you need complete information. Don't be shy about asking for explanations about work procedures and safety precautions.

**Poor housekeeping.** Housekeeping is an accurate indicator of everyone's attitude about quality, production and safety. It involves both pride and safety.

**Ignoring safety procedures.** Purposely failing to observe safety procedures can endanger you and your co-workers. Being casual about safety can lead to a casualty!

**Mental distractions from work.** Having a bad day at home and worrying about it at work is a hazardous combination. Dropping your "mental" guard can pull your focus away from safe work procedures. You can also be distracted when you're busy working and a friend comes by to talk. Don't become a statistic because you took your eyes off the task at hand "just for a minute."

**Failure to pre-plan the work.** Being hasty in starting a task, or not thinking through the process can put you in harm's way. Instead, plan your work and work your plan.

**Watch out for attitudes that can lead to accidents. Don't let an unsafe act be the cause of an accident or a near miss.**

## Thinking About Our 2010 Goals

I want to remind all Service West leads to:

1. Check in by 8:30 AM every day by emailing a photo of your Ty Cards to the customer, the account manager, John Luque, Tony Navarro, your branch manager and Mark;
2. Review your goals for the day at your morning team meeting; and
3. Email a progress summary at the end of every day to the same group noted above.

Maintaining a personal discipline about each of these activities helps to ensure the success of your project by keeping you and your team focused and driving forward and your support network fully informed.

And look at what else you're accomplishing:

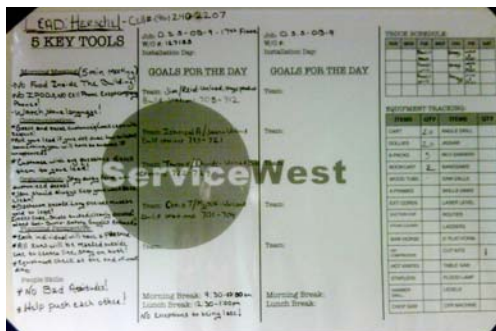
- ★ You're ensuring that the gains we made in field efficiency in 2009 become *standard practice throughout the company*—a goal under **Master the Art of Lean Operations**.
- ★ You're *communicating effectively and continuously* with our customers—a goal under **Ensure Company-wide Customer Delight**.
- ★ You're acting as an *extension of the Sales Team* by demonstrating key values of the Service West brand—a goal under **Build Strong Branch-Level Businesses**.

That's huge efficiency when one person can contribute to the achievement of three company goals by doing three simple things every day!

Herschel Pleasants, at our Sacramento branch, is doing a great job with this while running the biggest project we have going right now. No wonder he is a very successful lead.

My thanks to Herschel for setting a fine example, and to every Service West lead who's stepping up to help write the new chapter in the Service West story.

Mark Vignoles



Herschel checked in Tuesday morning by emailing this photo of his Ty Card (WO127155).

## CAREER MILESTONES

*This week we honor 33 co-workers with February employment anniversaries:*

<b>Michael Gomer</b> .....	<b>25</b>
Todd Stanley .....	24
<b>Mario Lopez</b> .....	<b>15</b>
Salvador Alcalá.....	13
Carlos Curiel .....	12
Brandon Sy .....	12
<b>Cezar Lozendo</b> .....	<b>10</b>
Efren Llacer.....	8
Rich Lewis .....	7
Lemuel Moi Jr. ....	7
Ricardo Cruz Tejada Sr. ....	7
<b>Thien Hoang</b> .....	<b>5</b>
Peter Birger .....	3
John Cerruti .....	3
Tom Conroy.....	3
Edmund Deery .....	3
Jeffrey Gick .....	3
Juan Carlos Gonzalez .....	3
Rick Hanson .....	3
Peter Livelli .....	3
Mark Mross .....	3
Thomas Marino .....	3
Luigi Munno .....	3
Terence Quinn .....	3
Anthony Retaleato .....	3
Angel Rivera .....	3
Raymond Spina Jr. ....	3
Kyle Watkins .....	3
Stephen Ivy .....	2
Wally Messer.....	2
Jesse Porras .....	2
Cecilia Ray .....	2
Terry Zachery .....	2

*And we welcome 5 co-workers who began their Service West careers in February:*

<b>Sacramento</b>	<b>Los Angeles</b>
Reid Barnes	Raymond Gipson
Daniel Katko	New York
James McQuade	Douglas O'Grady

## Fight for Air Climb Fundraiser

SW-LA lead **Fernando Sandoval** is participating in the American Lung Association's 2010 Fight for Air Climb in Los Angeles on April 24. The agenda for this "vertical road race" is to climb 63 flights of stairs in less than 30 minutes. The goal is to raise funds to fight lung disease and air pollution. This is a great opportunity to support a co-worker and benefit a good cause. To donate, go to [FightForAirClimb.org](http://FightForAirClimb.org) and click the "Sponsor a Climber" link.

## Quote of the Week

*Efficiency is doing better what is already being done.*

PETER F. DRUCKER (1909–2005)  
U.S. WRITER & MANAGEMENT CONSULTANT

## ALWAYS...

- ★ **Bring your company ID, union card, and tools (including hard hat, orange safety vest, safety glasses) to work—even night jobs.**
- ★ **Remember to say "Thank You" to your co-workers who help and to our clients who give us business.**

## MARCH BIRTHDAYS

*Good health and best wishes to all!*

1 Alvin Taylor	18 Raul Aquino
3 Kevin Christensen	19 Mike Luque
4 Carlos Ceron	19 Francisco Sandoval
4 Cristian Martinez	19 Fue Thao
5 George Kauwe	22 Linda Roman
8 Nancy Nguyen	23 Rich Lewis
9 John McEnaney	24 Guy Casciola
9 Steven Pacheco	25 Wayne Baroncini
10 Larry Garland	25 Christian Muniz
12 Joe Alongi	25 Jose Salazar
15 Clif Gazich	26 Jason Crifasi
16 Damaso Alatorre	28 Luis Lomeli
16 Francisco Pizano	30 Rick Hanson
17 Jim Milano	31 Pat Aldorasi
18 Ricardo C. Tejada Sr.	

## WINE AND WISHES

Service West donated services and materials again this year for Wine and Wishes, the annual fundraiser of the Greater Bay Area Make-A-Wish Foundation®. Read the full story on page 2 of this Gazette.



Above, left to right, are Service West-South San Francisco staff members Maura Camacho, Jose Gordian, Jaime Garcia, Eloy Gonzalez (lead) and James Montoya.

## SERVICE WEST TRIVIA

**2/5 Winners:** Shuaib Rahman, Mark Vignoles.

**Correct Answer:** Service West has a field staff with collectively more than 1,400 years of industry experience.

**New Question:** Where does the term Ty Card come from?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



*Thank you, Mark*

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### Compliments & Thanks

Thanks to everyone cited here for your dedication to meeting our clients' needs with excellence.— Mark

#### INSTALLER: Cecilio Portillo

[EB-WO126558] Cecilio was on site recently doing service work for an ongoing client account. The facility manager forwarded a brief note of thanks from an end user, adding:

*"Please put this note in Cecilio's file...he is great and very much appreciated."*

#### INSTALL TEAM: Steve Pacheco (lead), Javier Valencia

AM: Clif Gazich | PC: Anne Trotter

[LA-WO126592] The LA team executed the relocation of 3 workstations along with the installation of 6 desks and a large reception unit. The client dealer's project manager sent this:

*"Steven, who did the installation at Pacific Crossroads today, was excellent. The client was SO happy with everything that they asked me if it was okay to tip the guys!"*

*"I want to report that Steven was very professional in handling the situation that came up with some damage from the manufacturer. He pulled me aside to let me know what had happened instead of ranting in front of the client. I was impressed with his discretion and professionalism."*

*"Thank you all for your hard work."*

#### INSTALL TEAM: Jesse Lester (lead), Alcide Julian, Gerardo Lara, Rich Lewis, Joseph McMichael, Alberto Navarro, Carlos Perez, Isidro Sanchez, Carlos Tinajero, Kyle Watkins

AM: Bernie Sweeney

[EB-WO125743] The team did a demo installation of 11 workstations designed for an Internet travel company, then reinstalled the stations on site. The client dealer's operations manager provided this feedback on the morning following the first night of work:

*"Just wanted to give you some great feedback. The guys on the [dealer client's]*

*job are doing a fantastic job so far. [Our project manager] was very impressed with the communications she's gotten back so far."*

#### INSTALLER: Linh Doan AM: Todd Stanley

[EB-WO122789] Linh was involved in the KD and building-to-building relocation of 20 small stations and computers in December. He was back on site at the end of January to deliver and install 2 tiles to complete the punch, prompting this note from the end user's representative:

*"I just want to give a compliment for Linh Doan. He is one of the best workers: always on time, competent and really a pleasure to work with. I know I am in good hands when he comes out to work on one of my projects. Thanks for sending him our way."*

#### INSTALL TEAM: Poki Pohahau (lead), Eli Bailey, James Gallagher, Robert Hamlin, Daniel Janac, Jack McCarthy, Levi Rankin

AM: Lee Phillips

[SYD-WO23167] The Sydney team has been handling a 7-stage churn project over a 3-month time frame for an international real estate management corporation. Sydney Branch Manager Chris Orchard reported that the client's project manager "made a point of mentioning to me how pleased they have been with the guys and what a great job they have done throughout the project."

#### INSTALL TEAM: Anthony Vierra (lead), Brenda Cuevas, Ruben De Leon Sr., Humberto Gonzalez, Minh Huynh, Fernando Toscano, Mike Velles, Kyle Watkins

AM: Todd Stanley

[EB-WO12639] The East Bay team handled the installation of 7 Allsteel Concensys workstations plus assorted files, tables, whiteboards and seating for a New York-based client dealer. The dealer's project manager forwarded this comment from the end user's top executive for operations:

*"I especially wanted to let you know that Anthony, who was in charge of the furniture*

*installation, was a real professional. [Our team] in SF were very impressed by him and the way he carried out the installation."*

#### INSTALL TEAM: Eric Freeman (lead), Mario Lopez, Brian Trujillo

PC: Andrea Solis

[EB-WO126446] The team pulled a fairly extensive list of miscellaneous product from asset management in San Leandro to execute a small installation for a Bay Area client.

*"Eric and his partners were great! They were helpful and easy to work with! Please let them know how much I appreciated their help."*

#### SERVICE TEAM: Kevin Chamberlain, Fernando Sandoval

AM: Anne Trotter

[LA-WO127333] The guys made a service call to raise workstations and install keyboards for a federal customer in San Diego, who sent this feedback:

*"Kevin and Fernando were very professional and did a great job! We appreciated their cooperation with the additional adjustments that were needed."*

#### SERVICE TEAM: Herschel Pleasants (lead), Juan Jose Robles

AM: Bob O'Conna

[SAC-WO122504] The SAC team handled a variety of tasks including on-site receiving and installation of trim pieces, re-positioning of 4 stations to create a wider aisle space, and more. The client facilities manager sent this:

*"Wanted to alert you that Herschel Pleasants and his co-worker, Juan, did a great job reconfiguring and handling the employee requests for further last-minute changes (moving peds, etc.). Makes my life great as the office is happy. Thanks and well done."*

To receive the Gazette via email, go to the Newsletter page at [ServiceWest.com](http://ServiceWest.com) and join our mailing list.

### Service West Supports Wine and Wishes 2010

Our thanks to Elaine Kauffman, Public Affairs Director at the Greater Bay Area Make-A-Wish Foundation®, for providing this report.

For the third year in a row, Service West has played an integral part in the success of Wine and Wishes, benefiting the Greater Bay Area Make-A-Wish Foundation®. The event, which draws over 800 people to the Gourmet Food & Wine Tasting, including 400 people who then attend the Winemaker Dinner, is held on Treasure Island in San Francisco Bay. To serve so many guests, Make-A-Wish starts collecting cases of wine, an assortment of auction items and auction displays, signage and serviceware each November. Over 160 cases of wine, 100 signs and an odd array of hundreds of auction lot items begin to accumulate in all the nooks and crannies of the non-profit's office until the event in early February.

When the event was first held, and for several years after that, the Make-A-Wish staff rented a 16-foot truck and moved everything from the office into the event space on Friday, packed it all up on Saturday night and moved most everything back again on Monday morning. Along with all the other

responsibilities of putting on this major fundraiser, the move took an incredible amount of staff manpower and time. Thanks to a partnership between Service West and Make-A-Wish, Service West started donating their services three years ago to do the entire Wine and Wishes move for Make-A-Wish. The value of this donation over three years is \$10,500—a

substantial savings for the non-profit and a vital service to the staff! In addition, Make-A-Wish moved to a new office building in February. Service West agreed to help keep moving costs down with aggressive pricing and also donate some moving supplies.

According to Sabrina Soulis, Make-A-Wish Events Director, "Having the support of Service West is just wonderful! They are incredibly organized, very efficient and willing to help wherever needed. I can't believe our staff used to do the Wine and Wishes move every year. With Service West's help, we can now concentrate on our role as event planners and leave the moving to the professionals."



## Thinking About Our 2010 Goals

Our leads are developing some very important new skills, including how to communicate with their BlackBerries and how to take effective pictures on the job site. Mastering these skills will improve our communications between the field, the office and the customer and ultimately will increase our collective efficiency.

The most important skill we are working on now is the use of Ty Cards, primarily because Ty Cards teach us how to plan our jobs, set daily goals, and keep a crew focused on achieving those goals. The end result is that we do our projects better and faster and thereby **Master the Art of Lean Operations**, which is one of our four main goals this year.

Our use of Ty Cards is also helping us to **Ensure Company-wide Customer Delight**. By putting the Ty Cards in front of our customers every morning, we show them our goals and plan for the day, and that information helps them do their job and better understand our job.

I can't tell you how many customers have commented on how great the Ty Cards are. So let's get really effective at using them. We've packed this Gazette with information that should help you.

Mark Vignoles

## The Origin of Ty Cards

It was a few minutes past 7:00 on the morning of February 12, 2009 when a young, novice lead stood up at a meeting of the East Bay master leads to explain how he had used a Magic Marker and some poster boards to organize the work, motivate his crew, and communicate with the client on a recent multi-day installation.

The lead was **Thai ("Ty") Doan**, whose nickname we use both to honor the source of a great idea and to identify the poster sets that have become a standard tool of Service West leads.

## It's Time to Get Time Sheets Right!

Let's get squared away on some critical points about the handling of time sheets.

First, please make sure your time sheets show the date and time. And time should be indicated as AM or PM.

Second, time sheets are due to Payroll by 9:00 AM Pacific Time the next day. (By 9:00 AM Monday in the case of weekend work.) Remember that 9:00 AM is when the branches must have all their time sheets submitted to Payroll. So turn your time sheets into your local office as soon as possible, preferably the same day you complete the work.

Third, time sheets can be dropped off, faxed or emailed. Here are the appropriate fax numbers and email addresses:

### East Bay

Fax to 510 430 0969 OR email Nancy Nguyen ([nancy@servicewest.com](mailto:nancy@servicewest.com)) or Ana Frizado ([ana@servicewest.com](mailto:ana@servicewest.com)) OR drop off in Dispatch.

### South San Francisco

Fax to 650 827 0161 OR email Bob Revel ([bohr@servicewest.com](mailto:bohr@servicewest.com)) OR drop off in office.

### Sacramento

Fax to 916 649 3700 OR email Chris Hernandez ([chris@servicewest.com](mailto:chris@servicewest.com)) OR drop off in office.

### Los Angeles

Fax to 714 779 5777 OR email Anne Trotter ([anne@servicewest.com](mailto:anne@servicewest.com)) OR drop off in office.

### Las Vegas

Fax to 702 399 7105 OR email Jim Milano ([jim@servicewest.com](mailto:jim@servicewest.com)) OR drop off in office.

## Safety Meetings Next Tuesday

Leads are reminded to hold the March safety meeting with their crews next Tuesday, 9 March. Please cover the topic provided on page 2 of this Gazette: Back Protection.

## Why We Use Ty Cards

The key benefits of using Ty Cards are as solid and important now as the day that Ty Doan first presented his idea:

- ➔ Ty Cards provide a clear and simple framework for planning each day of a job, including the manpower and equipment requirements.
- ➔ Ty Cards help the lead come up with a sensible division of labor and a strategy for maximizing individual and team efficiency.
- ➔ Ty Cards force the lead to be crystal-clear about what is expected of each crew member, every day.

Continued on Page 2

## Quote of the Week

*The quality of a leader is reflected in the standards they set for themselves.*

RAY KROC (1902–1984)  
FOUNDER OF MCDONALD'S

## CLASS A DRIVER WANTED

Service West-Las Vegas is seeking candidates for a driver position. Must have Class A license, good driving record, demonstrated competence in loading and securing furniture, and knowledge of the Las Vegas area. Furniture installation experience is a plus. Please email contact information and experience summary to Guy Casciola, Branch Manager ([guy@servicewest.com](mailto:guy@servicewest.com)).

## DRESS CODE FOR FIELD STAFF

- ✓ Keep shirt tucked in at all times.
- ✓ Wear black pants or blue jeans. No camouflage pants.
- ✓ Keep pant waist at waist height and wear a belt or suspenders.
- ✓ Ankle-high leather boots with steel toes are required footwear.
- ✓ If you wear a hat while on a job site, wear a Service West hat and keep it on straight, not backwards or sideways.

## ALWAYS...

- \* Remember to say "Thank You" to your co-workers who help and to our clients who give us business.
- \* Fax your paperwork daily before 9 AM.
- \* Keep the following OFF the job site: radios, iPods, MP3 players or similar devices; private cell phones; food and drink. (Note: Having food and drink on site may be allowed in situations where lunch on site is allowed, in which case the lead man will let you know in advance.)
- \* Bring your company ID, union card, and tools (including hard hat, orange safety vest, safety glasses) to work—even night jobs.
- \* Help our drivers fold pads.
- \* Come to work showered, groomed and shaved. When you look like a professional, you'll be treated like a professional.
- \* Call in your equipment counts daily.
- \* Get signatures on all work orders, change orders, delivery tickets, freight bills, and dealer paperwork.

## SERVICE WEST TRIVIA

2/19 Winner: Peter Birger.

**Correct Answer:** The term Ty Card comes from the originator of the idea, Service West lead Thai "Ty" Doan.

**New Question:** History will forever link Maewyn Succat with what country, and why?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



Thank you,  
Mark

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**Why We Use Ty Cards continued**

- ➔ Ty Cards are the natural focus for the crew’s morning meeting. They’re a great tool for motivating crew members and testing their understanding of the lead’s expectations.
- ➔ The information provided on Ty Cards is continuously available to whomever may need it—Service West staff, dealer staff, other on-site contractor staff, and end users.

**How to Use Ty Cards**

- ➔ Use Ty Cards for every installation job except those that are under 10 stations.
- ➔ Prepare your Ty Cards before you arrive on site.
- ➔ Post your Ty Cards in a prominent location on the job site. Your crew should be able to easily refer to the Ty Cards throughout the day. Customers and visitors should be able to easily spot them.
- ➔ Make your Ty Cards the focus of your crew’s morning meeting.
- ➔ Shoot a photo of your Ty Cards at the start of every day and attach it to the check-in email you send to your customer contact, your Service West account manager, your Service West branch manager, Tony Navarro, John Luque and Mark Vignoles.
- ➔ Use only dry-erase markers and cleaning cloths on your Ty Cards.
- ➔ Don’t allow marker writing to remain on your Ty Cards for a long period of time as it can become almost impossible to remove. It’s best to wipe Ty Cards clean after each use.

**Compliments & Thanks**

*An interesting set of missions. Thanks to all for your close attention to our clients’ needs. — Mark*

**MOVE TEAM: Herb Faatz (lead), Carlos Ceron, Charlie Vela**

[SSF-WO126412] The SSF team supported one of our key GSA Region 9 customers by handling the relocation of the snack bar at a downtown federal building from its original site to a temporary location and, later, to the newly remodeled store. The job included moving the stock room to the new storage area and transferring goods from the old shelves to the new. The regional concessions officer for GSA Region 9 wrote a letter to Herb which reads as follows:

*“I would like to thank you for Service West’s excellent job on the relocation of Mr. Sam Tang’s Snack Bar at the Appraisers Building, 630 Sansome Street, San Francisco. “Not only were the physical moves into ‘swing’ space and the renovated Snack Bar handled with the utmost professionalism, but you went ‘above and beyond’ with the*

*adjustments to Mr. Tang’s new shelving. Your efforts have enabled Mr. Tang to work comfortably in his new surroundings. Given the fact that Mr. Tang is visually impaired, your help is all the more appreciated.*

*“Please accept our thanks for a job very well done.”*

**INSTALLERS: Dave Fyffe, Craig Harkin AM: Robert Fyffe**

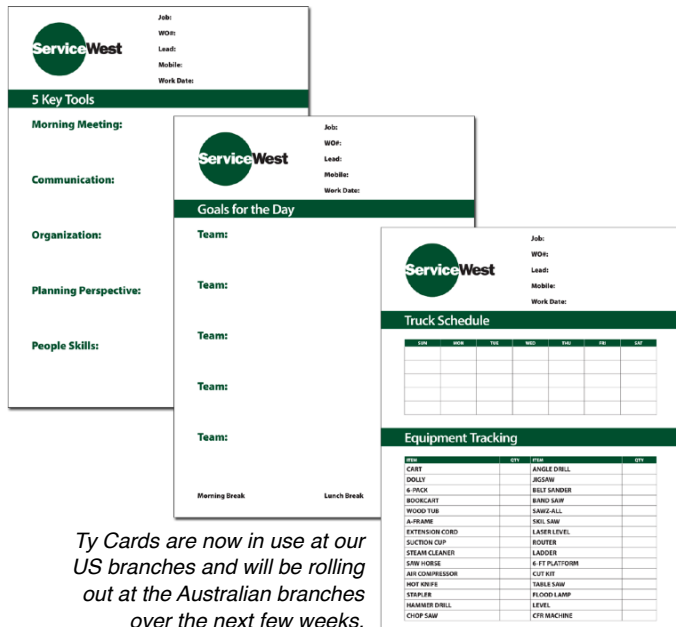
Here’s one to make your head spin: a competitor praising our guys’ work and complaining about the price. On a Wednesday night in mid-February, Rob Fyffe got a call from a client dealer in distress. The dealer was using another installation company on a job that had to be completed the next day. He’d just received word that the company’s entire team had been “poached” by still another company. So now the dealer is asking Rob if Service West can provide two installers the next day to “help out” the other install company. Ever committed to our clients’ success, Rob accommodated the dealer’s request and the job proceeded to completion. Late Thursday, Rob got a call from the owner of the other installation company. He was full of praise and thanks, adding:

*“You’re more expensive than other companies but you definitely get your money’s worth. I wish I had guys as good as your installers.”*

**MOVE TEAM: Herb Faatz (lead), Edgar Alderete, Frank Grimesey**

[SSF-WO125690] The team earned a nice compliment upon completing a job of a type that has become repeat business for a client law firm: moving legal documents and equipment to a remote office that’s being established near a trial site, then returning the materials to the home office once the case is closed. The client point of contact wrote:

*“Everything went great. The guys are really, really good! Many thanks for everything you have done to make this process much easier. I look forward to working with you in the future.”*



*Ty Cards are now in use at our US branches and will be rolling out at the Australian branches over the next few weeks.*

**Safety Topic: Back Protection**

Have you ever given much thought to your back? It’s there when you need it, but only if you don’t abuse it.

The back is made up of four major parts: the spine, nerves, muscles, and the spinal cord. There are 33 bones in the spine and 31 pairs of nerves branching out from the spinal cord. All of them must work together. If they don’t, you could end up with anything from a strain to a ruptured disk, fractured vertebrae, and/or a debilitating disease like arthritis.

To help prevent a back injury you should exercise, practice good posture, eat the right foods, and watch your weight. Check with your doctor for muscle strengthening exercises for the back.

Other things you can do to prevent back injuries include using work-saving devices—hand trucks, forklifts, wheelbarrows, and dollies can assist you. When you have an object to lift that is too heavy or

bulky, ask a co-worker for assistance. Remember, two backs are stronger than one.

What can you do when you have to do some lifting? Check out the object to be lifted. Think about how you are going to grasp the load and make sure there is a clear path of travel so you won’t stumble. Before you lift, stand close to the object, bend at the knees and straddle it, get a good grip, and lift with your legs while keeping your back straight. The secret is to let your legs do the work.

It doesn’t have to be a heavy load—even a small, very light object lifted incorrectly can trigger a back injury.

Back injuries can be painful, disabling, paralyzing, and sometimes even fatal. Protect your back by following the guidelines above. You’re here today—we want you BACK tomorrow. THINK BEFORE YOU LIFT, THEN DO IT CORRECTLY.

## SAC Project Team Prevails on PIA Job

Here's a story the Gazette has been sitting on until we had enough space to do it justice. We are pleased to be able to quote here in its entirety the note sent by Jonathan Wilkes, the telecommunications officer for the CAL FIRE Fire Protection Headquarters at Camino Interagency Emergency Command Center, to SW-SAC Account Manager Rick Hanson on the evening of Friday, 22 January 2010.

Our thanks to Mr. Wilkes for offering firsthand observations that reveal just how much the combination of expert account management and first-rate field work can mean to our customers. This was a PIA punch list job, WO120808. Mr. Wilkes's note and photos follow below and on page 2.

"I wanted to send you a short note and a few pictures from today at the Camino Interagency Command Center. As you know, this is a joint CAL FIRE and US Forest Service emergency dispatch center and the motto here is "Dedicated Service Through Cooperation." Today, I have seen an example



of dedicated service as provided by

Service West! So I would like to take a moment to acknowledge the extraordinary effort and exceptional service that we received today from Service West.

"Unstable and stormy weather has continued throughout the night and today. We have had rain, sleet, and snow here in the Camino area. Mostly snow last night and today. On our phone calls early this morning, you and Craig Lewis were positive and optimistic about being able to make it up to Camino in the hope that road conditions would be improved by mid-morning. At the



*Continued on Page 2*

## Thinking About Our 2010 Goals

I'd like everyone to think about our goal to **Ensure Company-wide Customer Delight.**

I see the positive effects of achieving this goal in the feedback from customers when they see our Ty Cards or receive a daily progress email from a Service West lead...when a Service West delivery driver takes an extra minute to make sure a customer's chair is exactly where it's needed...when we get a quote off to a customer right away...when a customer finds it easier to understand a Service West invoice because we've improved how we do billing...when a field team braves treacherous weather conditions to keep a job on schedule (see the CAL FIRE story starting at top left).

What it largely comes down to is this: Are we easy to do business with? Everyone in the company has the ability and opportunities to help with the achievement of this goal.

What have *you* done today to ensure customer delight?

*Mark Vignoles*

## Benny and Tony Visit Allsteel

Benny Diaz and Tony Navarro saw snow of their own when they left San Leandro on 18 February for two days of dialogue and planning with product, packaging and logistics specialists at Allsteel's Component Plant and Distribution and Logistics Center in Muscatine, Iowa.



In addition to updating their knowledge of Allsteel packaging and transportation techniques, Tony and Benny were there to clarify some installation details on the Stride product line and collaborate on the optimization of delivery sequencing for an ongoing Stride project.

## Quote of the Week

*Great things are done by a series of small things brought together.*

VINCENT VAN GOGH (1853-1890)  
DUTCH PAINTER

## SEEKING ACCOUNT MANAGER

Service West-Los Angeles is seeking candidates for an account manager position. Candidates must have modular furniture experience, knowledge of the LA market, computer skills, good written and oral communication skills, and the ability to multitask in a fast-paced environment. Must be able to develop a clear understanding of a project as a whole. Essentials include the ability to quote, plan, schedule and manage large projects and the flexibility to make changes as needed. This position functions as the principal interface with clients and must provide extraordinary customer service. Salary negotiable dependent on experience. Email resume to [lou@servicewest.com](mailto:lou@servicewest.com).

## IN THE COMMUNITY

● Service West-Sacramento recently donated boxes which were used for shipping 300 or so health kits to Haiti through UMCOR, an international relief organization. Thanks to Linda Taylor [pictured far right] for providing the photo. Linda is a member of the United Methodist church group that organized the health kit project locally and the owner of Facilities Solutions in El Dorado Hills, CA.



● Service West is a corporate sponsor of the upcoming 2010 "Pioneers in Design" Honor Awards organized by the Northern California Chapter of the International Interior Design Association (IIDA). Rico Petrini will represent Service West at the March 25th dinner event.

## ALWAYS...

\* Remember to say "Thank You" to your co-workers who help and to our clients who give us business.

\* Fax your paperwork daily before 9 AM.

## SERVICE WEST TRIVIA

**3/5 Winners:** Peter Birger, Jared Manning (Manning Group), MaryAnn Mohamed, Shuaib Rahman, Mark Vignoles

**Correct Answer:** Maewyn Succat will forever be associated with Ireland. History knows him as Saint Patrick, the patron saint of Ireland.

**New Question:** The L.A. Galaxy has lost three MLS championship games. Which other team has lost three MLS Cups?

Send answers to [trivia@servicewest.com](mailto:trivia@servicewest.com) or call your branch office. Answers must be received by 12:00 PM PDT on the Friday following publication of this Gazette issue. The prize is FIVE Service West Bucks, good for Service West apparel and equipment items.



*Thank you, Mark*

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**CAL FIRE Project Team continued**

time we first spoke on the phone, chain restrictions were in effect down to Camino Heights, which is below the town of Camino.

“Even with intermittent light snow falling and about 3”-4” of snow on Mt. Danaher Road leading up to the Command Center complex, Craig Lewis and Herschel Pleasants were right on time!



“The weather here has continued to change hour by hour, with continuing snow-fall. Craig and Herschel continue their work here on the Command Floor, always displaying a professional, hard working, and positive demeanor. Even with the stormy conditions, they press on toward the goal! They are both fine examples of a consummate professional in their trade. My compliments to your company for send-



**Overview of FSN February Meeting**

Braving sunny skies and daytime temps that at times dipped below 60°F, owners and other key representatives of the Facilities Services Network member companies convened at the Mirage in Las Vegas on February 11-12 for two intensive days of presentations and discussions focused on continuous improvement, installation and logistics efficiency, and best practices for contract furniture and related facility services. It was the 28th such meeting since the group’s establishment in 1999.



Rob Bilotti, Mark Vignoles, John Luque

Thirteen of the 15 FSN member companies were represented, including the firms based in Canada and Australia. The participants from Service West were Mark Vignoles, John Luque, Rob Bilotti, Tom Conroy, Rico Petrini and, from Service West-Australia, Chris Orchard, Lee Phillips and Dean Constable.

The Thursday session kicked off with a thorough review and update of the FSN by-laws and the election of two new Executive Committee members. Immediately following those administrative actions, FSN



Lee Phillips



Dean Constable, Chris Orchard



Rico Petrini, Barry Coyle

ing these fine gentlemen. Please convey my personal thanks to Craig Lewis and Herschel Pleasants for a job well done, and again I want to acknowledge their efforts as above and beyond the call of duty!



“I also want to give my personal compliments to you, Rick. Over the years that you have managed the CAL FIRE projects while representing Service West, no matter what the issue has been (project scheduling, punch list, or follow up) you have been fantastic to work with. Your attitude has always been professional and positive. You have a "can do" attitude and it does not go unnoticed. From a customer standpoint I want to say ‘Thank you.’ You are a pleasure to work with.

“You, Craig Lewis, and Herschel Pleasants are a real asset to Service West. Bravo for a job well done.”



Sergio prepares to chip in for birdie.

**SAC Enjoys Winter Tourney**

About half of the 20 or so golfers who signed up to play ended up bailing on the event due to the threat of rain. But the 12 who showed up for Service West-Sacramento’s golf outing on 30 January enjoyed a beautiful sunny day of fun and fellowship on the course.

Pairing golfers from the SW-SAC staff with some of their Kaiser contacts, the outing was a trial run to see what kind of response could be expected for a more “official” tournament to be held later this year, explained SAC installer Pete Cervantes. Pete tells us that the organizers are now targeting mid-September for the tournament, with the exact to be announced in August. Plans for a luncheon and player prizes are in the works.

Regarding the day on the course pictured here, “It was a good day to just associate and kick back with our co-workers and job contacts without the pressures of work-related issues,” Pete said. Thanks to Sergio Alvarez for the photos.



Dave Perrin putts for par.



Sergio Alvarez, Luis Cambell and Pete Cervantes.

Executive Director (and the group’s resident economist) Barry Coyle provided a sobering yet very enlightening presentation on the state of the industry.

The rest of the agenda for Thursday and Friday consisted of topics that ran a pretty wide gamut, including opportunities for expanding service offerings, innovative uses of smartphones in the field, benchmarking for wall and furniture installations, selling to the federal government, receiving best practices, and plans for the new FSN website and our members-only wiki.

The group’s traditional roundtable presentation of great ideas and best practices was, as always, a highlight of the two-day event.



Tom Conroy