



## 2011 and Beyond

“Business as Usual”, a phrase that once was constant in the construction industry, is quickly becoming a statement of days gone by.

Total private construction employment, which includes specialty trade contractors and accounts for 7,125,000 jobs nationally, fell by 35,000 jobs in September and is down by 464,000 jobs since September of 2009. This is a 6.1 percent decline in jobs. The last time the nation lost this many construction jobs on a year-over-year basis was September 1991. During that period job losses stood at 469,000 and the economy was operating at recessionary levels.

### What This Means

Today's numbers in the nonresidential building construction job market is further evidence that the U.S. economy is now deteriorating rapidly. Since early 2009, the credit crunch has deepened, the tax rebate money has been spent and the global economy has begun to decelerate rapidly. Construction volumes will continue to decline as developers find it more difficult to make their projects profitable and as banks become increasingly wary of making loans to developers and contractors.

As we at Long continue to forge our way through these difficult economic times it can no longer be “Business as Usual”. We are entering a new era of construction.

Cut throat bidding, poor sequencing of work and every man for himself construction management is becoming the “**New Normal**” in our industry. Profits, even when our performance is excellent, are nearly absent as well. One has to ask; shall we jump off this wild merry-go-round now or find a way to compete in the “**New Normal**”?

### What is the Plan?

In short, we will survive in the “**New Normal**” construction world in which we live. Will changes be made? You bet they will. This ship can afford no passengers as we row forward. Every employee will have to be pulling on the oars with both hands. If the oar does not fit your hands, you will not be allowed to continue with us. Otherwise, our ship will go completely off course.

Our current bids have historic low margins to perform our work and this work will be done on an increasingly more chaotic construction site. More is expected of each and every one of us to perform. We will remain aggressive in our search for work. We will begin rolling out some mock-up testing areas to see if our current and future work forces have the skills required to perform in this new environment. We will focus on keeping and hiring only the **BEST PEOPLE** at every level. We have embarked on a significant product testing program to ensure we are putting the most efficient materials and tools in the hands of our outstanding craftspeople. We will need every edge to survive.

We have been in business for 44 years and have always been nimble and wise enough to move and change with the times. This “**New Normal**” world we find ourselves in will be the most difficult we have seen so far. So if you don't have an oar in your hands that is paddling in the right direction, I suggest you pick one up and get to paddling because we're in it for the **LONG** haul.

❖Mike Cassidy



## Mike's Corner: 2011 and Beyond

As 2010 is getting smaller and smaller in our rearview mirrors, we embark on a new year with new challenges and new opportunities. Mr. Cassidy discussed the “New Normal” relating to the ever-changing economic/construction market that is filled with nearly impossible production rates, historically low margins, and challenging work environments. These factors concern safety professionals as it is typically this type of fast-paced scenario that breeds corners being cut, undue risks being taken, and little things being overlooked.

Therefore, it is our collective responsibility to continue focusing our efforts to ensuring a safe work environment for our employees. We must remember that while we make individual decisions regarding our own personal safety, those decisions can also affect those around us. Dan Santos, Superintendent M/I Group based out of Kent likes the term “slow is fast.” Sometimes we need to slow down to be more efficient and safer. In the end, that philosophy will succeed. Going forward we need to maintain a high level of attention to the details. The “little things” when overlooked begin to add up and oftentimes can lead to an incident. Keep an eye out for your co-worker and others on the jobsite. Safety is NOT proprietary and we should share our team approach to safety with everyone at work. Our success this coming year and that of years to come will not be achieved by the efforts of just one, but by the efforts of each and every one of us, AS ONE! Keep both hands on the oars, keep rowing in the direction that our owners are guiding us towards and keep making good decisions – EACH AND EVERY DAY. Be safe! ❖Mike Wilkinson

**CORRECTION:** Last issue, the South Park Bridge story failed to mention **Bill Frady, Kelly Todd, and Ryan Cramer** as part of the crew. Our regrets!

# safety@home

## Family Fit Lifestyle

January is Family Fit Lifestyle month. What better way to begin a New Year? A lifestyle change, even incorporating a few new habits, is a much longer lasting and healthier approach to “resolutions”. Healthy is Safe, so lets review some subtle lifestyle changes that are easy to make, whether just for yourself or for your whole family.

Do you have a dog? Make a commitment to walk your pet at least thirty minutes a day. Both of you will feel better and be healthier by making this a habit. And why not make this a family affair? Bundle up and get some exercise together.

Make it a new ritual to “play outside” on Saturday mornings. From just going to the neighborhood park to a day hike to enjoying a day at the beach, a few hours outside helps shake off the tension of the workweek as well as encouraging fitness goals.

Part of being fit includes not only activity, but watching what we eat.

Evaluate your food intake. Do you eat more prepackaged and ready to eat foods than fresh? Try it the other way around. Not only is it easier on your wallet to eat fresher, more than likely you'll have increased energy to enjoy all the new fitness habits you've begun. As Spring begins, try shopping your local Farmers Market. It's a wonderful way to get outside, take a stroll, and grab some fresh grub.

Cook with your kids. Involve them in meal planning and grocery shopping. Kids are more likely to eat healthy snacks when they have had a hand in preparing them. Learn to read labels and teach your kids to look for hidden sugars in foods. Are your cooking skills needing a little improvement? Take cooking classes together, either you and the kids, or take the opportunity to go with your sweetheart. Eating better can be the most enjoyable part of a lifestyle makeover!

### TRY THESE RESOURCES:

**Active.com**, tips/info on sports, nutrition, calculators, training logs and more!

**Kidshealth.org**, tips for parents, info and activities for kids and teens

**InGoodTasteStore.com**, Portland cooking classes

**HipCooks.com**, Seattle and Portland cooking classes

**PCCNaturalMarkets.org**, Seattle cooking classes



**WIN**

## Valentines Quiz

1. Which notorious crime boss was behind the St. Valentine's Day Massacre in 1929 Chicago?
2. English explorer and navigator Captain James Cook was murdered February 14, 1779. Where?
3. Penicillin was discovered February 14, 1929. Who discovered it?
4. How many new STD cases are reported each year?
5. Which of these three is NOT an aphrodisiac: strawberries, kiwi, or pomegranate?



6. Cupid is the Roman name for the son of Venus. What are their Greek names?

7. St. Valentine's Day was not declared an official holiday until 1537. Who is responsible for bringing us this day of romance?

Send your answers to [CindyM@longpainting.com](mailto:CindyM@longpainting.com), for your chance to win a Red Robin gift card.



# 2011 SAFETY COMMITTEE

The 2011 Safety Committee Members have been selected and here they are by office:

**Kent:** Ed Henningson, Josh Santos, Johnny Heard, Reuben Ohlenkamp, Patrick D'Andrea, Leonard Donlan, Dan Santos, and me!

**Portland:** Kyle Crowley, Derek Fraser, Sean Carpenter, Doug Bartholomew, Anthony Camarana, Glenn Johnson, and me!

**Eugene:** Dan Beachem, Don Casteel, Travis Stephens, John Music and me!

**Reno:** Luis Munoz, Oscar Martinez, Mark Gutierrez, and me! The Committees meet every month after each Foreman's meeting and they have already come up with some good ideas and comments. Some of those include:

*Confined Space Training* – it was suggested that the next round of confined space training go more in-depth on air monitoring equipment/techniques, rescue procedures, and exactly what defines a space as a confined space.

*Personal Protective Equipment* – it was discussed about getting the message out to remind everyone to wear the proper PPE during work activities. Safety glasses were specifically addressed.

*Toolbox Safety Topics* – Mike W mentioned a new batch of toolbox safety topics were going to be disseminated to all foremen in the near future.

## Mele

### Kalikimaka!

Can you recognize John Fisher? This is what happens when Mr. Fisher loses a bet! He surprised us all by

wearing his Hawaiian shirt to our 2010 Christmas gathering (pictured below).

