

The Contractor's Contractor

There isn't a recommendation much higher than that of your peers. Would you rely on your mechanic for a foot doctor referral? Would you ask your doctor to recommend a transmission shop? Maybe, but it's not your best bet. It takes one to know one, so when you're looking for an expert, rely on the experts.

In this issue of *Kemp Quarterly*, we've highlighted some very special projects. These projects were completed for major players in the construction industry. They've chosen Kemp because of our reputation for producing outstanding results, providing a quality product and service like no other. These industry leaders have entrusted the expertise of Kemp to build the facilities on which their companies depend day-in and day-out. They became successes by making wise business decisions. Those in the know choose Kemp.

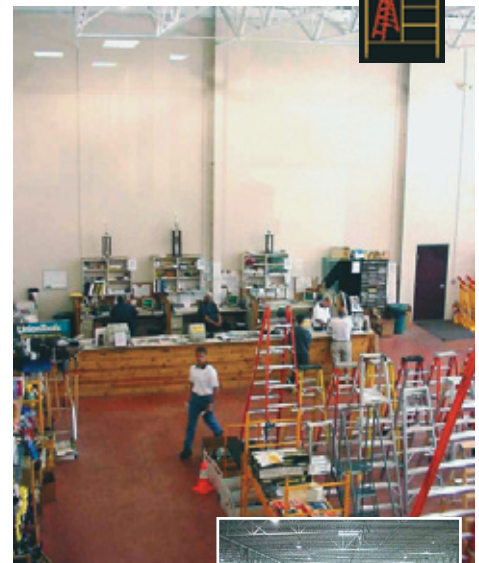
Dan's Excavating Inc.

Don't let the name fool you. Dan's Excavating (DEI) isn't a "mom and pop" operation. They're one of the largest construction companies in Michigan, specializing in large scale, high profile underground projects, site preparation, road construction and structural concrete work. Since 1974, they've grown to be a leader in the industry by earning a rock-solid reputation for professionalism and performance.

This 50,000-square-foot building, designed and built by Kemp in 2000, serves as DEI's headquarters and maintenance facility for their multi-million dollar fleet of state-of-the-art equipment. From \$250,000 residential developments to \$100 million airport infrastructures, it's DEI's passion for the job that drives each and every project.

Ajax Paving Industries

This summer marked the completion of a 12,000-square-foot hi-tech maintenance garage for Ajax Paving in Orion Township, Mich. Kemp completed this facility to service all of Ajax's vehicles and machinery, totaling more than 400 pieces of equipment. Established in 1951, Ajax is the largest paving company in Southeastern Michigan. Their projects vary from small commercial parking lots to airport runways to miles of interstate highway. Ajax is well known for its quality, innovation and expertise.



National Ladder & Scaffold Co.

National Ladder & Scaffold Co.

In 1999, Kemp designed and built the 40,000-square-foot corporate headquarters for National Ladder & Scaffold in Madison Heights, Mich. Being the largest of their three locations, this facility features a two-story showroom, administrative offices and the Contractor's Clothing Division. National Ladder, family owned and operated since 1935, is Michigan's premier source for ladders, scaffolding, truck and van equipment, lifts and fall protection equipment. If you're unfamiliar with National Ladder, look at the next contractor's vehicle you pass on the road. Odds are the ladder on their rack carries the National Ladder & Scaffold name.

continued on page 4



Dan's Excavating



Ajax Paving Industries



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How To Make People Like You In 90 Seconds Or Less

People decide if they like you within two seconds of meeting you. Here is how to make sure your first impression is a good one...

- **Smile.** If you are worried that your smile doesn't look natural, try standing six inches from a mirror and saying the word "great" in funny voices. This will almost certainly make you smile. The next time you meet someone, think great. A natural smile will form.
- **Notice eye color.** This ensures that you are meeting the other person's gaze. Poor eye contact suggests you have something to hide. But don't stare—it may make him/her uncomfortable. Oddly enough, occasionally looking at your hands conveys the impression of active listening.
- **Use "open" body language.** Keep your arms uncrossed and hands unclenched. If you are unsure of what to do with your hands, put them in your back pockets or at your sides. Point your heart toward the heart of the other person.
- **Mirror the other person's gestures and body language.** People take an instant liking to those who are similar to themselves. If you meet someone who is loud and talks with his hands, be equally loud and use the same gestures. If the person laughs a lot, do the same.
After a few moments of matching, change your movements. If the other person follows suit, he feels in sync with you. If not, continue matching movements and try again. If you are dealing with an angry person, gradually lower your voice and open your body language. If you are speaking with someone who seems bored, lean forward and see if he becomes more animated.
- **Ask open-ended questions.** Who, what, where, when, why and how questions are conversation starters. Questions beginning with Have you...?, Are you...? and Do you...? are conversation killers. They can be answered with one word—yes or no.
- **Relax.** A Princeton University study found that trying too hard to be liked is a big turnoff in first encounters. Before meeting someone, take a few deep abdominal breaths to relax. When you are nervous, you take shallow breaths. This makes your voice high-pitched and shaky. Deep breaths make your voice richer and more confident.

—from *How to Make People Like You in 90 Seconds or Less*
by Nicholas Boothman

Go Ahead! Throw It Out!

If you hold onto papers, mail and other types of office clutter longer than you should because you worry that you'll need some of it later, try this suggestion from Lisa Kanarek, author of *Organizing Your Home Office for Success*: "Create a 'safe' trash can," she says. "Nothing goes into it except for paper—no apple cores, no soda cans, nothing that you wouldn't want to have to see again if you had to rummage through the trash can."

Wait a few weeks to empty the safe trash to allow a grace period for second thoughts. "This system may make it easier for you to pitch stuff," Kanarek says.

Don't Confuse The Numbers

If you've ever been faced with the dilemma of wondering whether a number you've jotted down is a fax number or a telephone number, try this trick: Make it a point to write fax numbers differently than telephone numbers. For example, use a hyphen rather than a slash for fax numbers, so just by glancing at 717-555-8190, you know it's a fax number and 717/555-8100 is a phone number.

The Laws of Life

We all know Murphy's Law: "Jelly rolls fall jellied side down." However, the Laws of Life don't stop there:

- **Kauffman's Paradox of the Corporation:** The less important you are to the corporation, the more your tardiness or absence is noticed.
- **The Salary Axiom:** The pay raise is just large enough to increase your taxes, just small enough to have no effect on your take-home pay.
- **Miller's Law of Insurance:** An insurance policy covers everything except what happens.
- **Isaac's Strange Rule of Staleness:** Any food that starts out hard will soften when stale. Any food that starts out soft will harden when stale.
- **Lampner's Law of Employment:** When leaving work late, you will go unnoticed. When leaving work early, you will meet the boss in the parking lot.

—from *Reader's Digest*

What A Mess!

The FBI has known for decades that you can judge someone by his or her workspace, which is why special investigators descend en masse on the workplace of many a criminal. Though the FBI keeps all its findings confidential, the University of Texas has a few words of wisdom. A study there found that a messy office can scare away possible promotions, and can make the owner of the desk seem less efficient and less creative.

Even if you are just as efficient and as creative as your next-door neighbor and his clean desk, employers won't see it that way. A dirty desk gives the impression that you cannot handle your position, or that you might lose something as soon as it is given to you. In short, it instills a lack of confidence, and superiors are likely to go elsewhere. So clean your desk and clear your head this month.

—from *Bankrate.com*

The Writing's On The Stall

Some people believe that some of the best reading takes place while in the restroom. It's what many refer to as "bathroom reading," a place where one goes to think. So it comes as no surprise then that companies are starting to place their product advertisements on the bathroom stalls. National brands like TNT and Perrier certainly aren't above it. According to The Indoor Billboard Advertising Association, bathroom advertisements grew 14% in 2002, filling a total 185,000 spaces inside the restroom, whether it was above the urinal or in the stall. Flush Media, an all bathroom ad agency, says people spend 15 minutes a day staring at a stall door. The biggest decision among advertisers is which bathroom to pick, whether it's in a gas station loo or in an opera house.

—from *Fortune*

Words of Wisdom...

"Search and you will find that at the base and birth of every great business organization was an enthusiast, a man consumed with earnestness of purpose, with confidence in his powers, with faith in the worthwhileness of his endeavors."

—B.C. Forbes

SPEED BUMP

Dave Coverly



Comments From 1957

- "I'll tell you one thing, if things keep going the way they are, it's going to be impossible to buy a week's groceries for \$20."
- "Have you seen the new cars coming out next year? It won't be long before \$5,000 will only buy a used one."
- "If cigarettes keep going up in price, I'm going to quit. A quarter a pack is ridiculous."
- "Did you hear the post office is thinking about charging a dime just to mail a letter?"
- "How much did the plumber charge? Fifteen dollars an hour? WOW!"
- "When I first started driving, who would have thought gas would someday cost 29 cents a gallon. Guess we'd be better off leaving the car in the garage."
- "Kids today are impossible. Those duck tail hair cuts make it impossible to stay groomed. Next thing you know, boys will be wearing their hair as long as the girls."
- "Did you see where some baseball player just signed a contract for \$75,000 a year just to play ball? It wouldn't surprise me if someday they'll be making more than the president."
- "I never thought I'd see the day all our kitchen appliances would be electric. They are even making electric typewriters now."
- "It won't be long before young couples are going to have to hire someone to watch their kids so they can both work."
- "I'm just afraid the Volkswagen car is going to open the door to a whole lot of foreign business."
- "Thank goodness I won't live to see the day when the government takes half our income in taxes. I sometimes wonder if we are electing the best people to Congress."
- "The drive-in restaurant is convenient in nice weather, but I seriously doubt they will ever catch on."
- "No one can afford to be sick any more; \$35 a day in the hospital is too rich for my blood."

Listen Up

Obviously a good listener does not talk or interrupt when the other person is talking, but business consultants say total silence is not the best policy either. To let your customer or co-worker know that you're following the conversation, make eye contact, nod your head, and from time to time say things like "I see" or "please continue." If a controversial point is raised or you feel like interrupting for another reason, jot down some notes, so that you can revisit those issues once the person has finished.

On Committees...

"Having served on various committees, I have drawn up a list of rules: Never arrive on time; this stamps you as a beginner. Don't say anything until the meeting is half over; this stamps you as being wise. Be as vague as possible; this avoids irritating the others. When in doubt, suggest that a subcommittee be appointed. Be the first to move for adjournment; this will make you popular; it's what everyone is waiting for."

—Harry Chapman

Being Flexible

"To my mind, flextime is the essence of respect for and trust in people. It says that we both appreciate that our people have busy personal lives and that we trust them to devise, with their supervisor and work group, a schedule that is personally convenient yet fair to others."

—David Packard

The Contractor's Contractor...

continued from page 1

Painters & Allied Trades – District Council 22

District Council 22 of the Painters and Allied Trades Union contracted with Kemp in 2002 to design and build its new administrative and training facility in Warren, Mich. The 25,000-square-foot facility serves the painting, paperhanging, drywall finishing, glazing and other allied union trades. The building has multiple classrooms and shop areas where expert instruction hones the talents of skilled workers. In addition to training, District Council 22 is the local representation for these trades and serves to improve the working and living standards of its members.



Coming Soon! Rauhorn Electric, Inc.

We are pleased to announce that Rauhorn Electric has selected Kemp to design and build their new headquarters in Macomb Township, Mich. This 30,000-square-foot building is scheduled for completion early next year.

Since 1978, Rauhorn has experienced steady growth to become one of the elite electrical contractors in Southeast Michigan. Rauhorn is specialized in all areas of electrical infrastructure installation, including traffic



Painters & Allied Trades – District Council 22

signals and controls, street lighting, runway and taxiway lighting, illuminated signs, control tower and control systems installation. They have completed extensive projects at Detroit Metropolitan Airport and Selfridge Air National Guard Base.

Rauhorn has installed the changeable message signs you've seen on the highways, which convey important information to motorists. They are approved contractors for the Michigan Department of Transporta-

tion, Detroit Edison and the U.S. Department of Defense. We're very excited to work with Rauhorn and look forward to a successful relationship.

The companies we've highlighted have two things in common: (1) they're powerhouses in the construction industry, and (2) they've selected Kemp to be their builder. Trust the experts and continue your success with Kemp.

Are You Planning A Project?

Kemp Building & Development can be a valuable resource in helping you get started. Call Tom Kemp or Justin Jeris at 248-583-9030 or e-mail us at sales@kemp-company.com.



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