



Winter 2003

# KEMP Quarterly

## Welcome To Kemp Quarterly

If this publication looks unfamiliar, it's because you're holding the very first issue. From now on, you'll be able to greet each season with the arrival of *Kemp Quarterly*.

*Kemp Quarterly* has three objectives:

1) to provide you with a bit of useful information that can help you manage your life and your business more effectively; 2) to tell you a little about Kemp Building & Development, our projects and our people; and 3) to entertain you. We believe that one of the best ways to cope with the stresses of life and work is to laugh a little, and some of what you'll read here is designed to accomplish that, and that alone.

We hope you enjoy this and future issues, and we encourage your feedback. As in running our own business, we're always striving to improve, and by having you tell us what you like and don't like about *Kemp Quarterly*, we can work to make it better.

Many of you reading this are part of our family of friends and clients. We want to thank you for contributing to our success and look forward to servicing all your construction needs. For those of you who haven't gotten to know us yet, this newsletter will help you get to know us better and, hopefully, join our growing family of industry leaders.



## Project Profile:

### Tire Wholesalers

*What:* 43,000 sf addition to the distribution facility

*When:* Completed November 2002

*Where:* Troy, Mich.

*Why:* To meet the growing warehousing requirements of one of Michigan's largest tire wholesalers.

*Special features:* Smoke evacuation system, fire protected steel columns, eight loading docks.



## The Promise of the New Year

The year just past was one filled with challenge and change. Security concerns, the threat of war, an anxious economy, volatile stock market and corporate scandals all helped to remind us that life isn't always easy and predictable.

Nevertheless, we live in the greatest country in the world, and remain confident and optimistic about the future. Our faith in family, friends, freedom and God sustain us as individuals, while as a business we are fortified by our relationships with our employees, building team partners, corporate friends and, of course, our clients.

As we begin the new year, we remember everything for which we have to be thankful. Never will we take our blessings for granted.

The entire staff of Kemp Building & Development hope that you and your loved ones enjoyed a healthy, happy and safe holiday season, and wish you a New Year not quite as trying as the last one.



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## Wanted: Attention Spans

People are multitasking themselves silly. The Information Age has duped us into believing we are more productive because we are juggling all kinds of information coming at us. “Taking in information these days is like trying to drink from a fire hose,” writes Martha Beck, author of *Finding Your Own North Star*.

As a result, we end up with our brains shorting out—literally “blinking out” on us by shutting out any stimuli. Our brains are designed to handle only a few tasks at once, not 50.

*The Attention Economy*, published by Harvard Business School Press, offers strategies for managing what gets our attention and what we should leave behind:

- Accept the notion that you can't stay on top of everything.
- Prioritizing really matters. Start each day with a clear plan.
- Keep an eye on the big picture. Jettison tasks that don't fit into your grand scheme.
- Focus on the task in front of you, and put all others aside.

—from *O, The Oprah Magazine*

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## 10 Business Success Principles That Still Apply In The Internet Age

- 1) Customers matter.
- 2) One day, revenue needs to exceed costs.
- 3) Trust is the basis of business relationships.
- 4) There are only 24 hours in a day.
- 5) There will always be value in brands.
- 6) There will always be competition.
- 7) People are self-interested. So are companies.
- 8) People need a powerful incentive to change their behavior.
- 9) Sex sells.
- 10) No one really wants a relationship with a telephone company.

—from *Business 2.0* magazine

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## If You Build It, They Will Come

Anyone with children is probably familiar with Legos, those small plastic building blocks that snap together. The Lego company was founded in 1932 by Ole Kirk Christiansen, a Danish maker of wooden toys. The name “Lego” comes from the Danish words “leg godt,” which mean “play well.” Later, people realized that “Lego” is also Latin for “I study” or “I put together.”

In 1949, Lego came up with the first plastic building blocks of various sizes, called “Automatic Binding Bricks.” In 1958, the interlocking coupling system still used today was patented. Lego headquarters are in Billund, Denmark, the site of LegoLand, an amusement park built of 44.5 million Lego bricks. In 2000, Fortune magazine and the British Association of Toy Retailers named Lego the “Toy of the Century.” According to the company, cumulative global sales of Lego bricks have topped 320 billion, roughly the equivalent of 52 for each of the earth's six billion inhabitants.

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## What Box?

*“The best way to get people to think out of the box is not to create the box in the first place.”*

—Martin Cooper

## A Little Look At Lefties

Left-Handers International of Topeka, Kansas, honors the 10% of the population that is left-handed. Of that percentage, though, only a few are totally left-handed; many southpaws often use their right hands to golf, hit a baseball, or do other tasks.

Archaeologists note that Stone Age tools indicate that the population was once evenly divided between right-handers and left-handers. Different theories exist about why right-handedness became more prevalent.

One suggests that sun worship played a part because, to follow the sun in the Northern Hemisphere, one must move from left to right throughout the day, thus giving the right side more significance.

Another holds that, because the heart is on the left, warriors had to hold their shields with their left hands to protect their hearts, wielding weapons with their right, which became the dominant hand.

Religion also seemed to favor right-handedness. The Bible contains more than 100 favorable references to the right hand and 25 unfavorable references to the left. This may have been the reason that many parents actively sought to make their left-handed offspring right-handed.

### A Few Lefty Facts:

- Among twins, there's a strong tendency for one to be left-handed.
- Left-handers, particularly those who were forced to use their right hands, are more prone to stuttering and dyslexia.
- Lefties excel in tennis, baseball, swimming and fencing.
- Left-handers usually reach puberty later than right-handers.

## Just In Case You Were Wondering...

The zipper was invented by Whitcomb Judson of Chicago, who had already devised improvements to motors and railroad braking systems. Judson was seeking a replacement for shoelaces in men's and women's boots. On Aug. 29, 1893, he patented an early version of the zipper called the "clasp-locker."

In 1913, engineer Gideon Sundbach, a Swedish immigrant living in Canada, streamlined Judson's invention and it became a commercial success. The U.S. Army used zippers for soldiers' clothing and gear in World War I.

By the late 1920s, zippers were being used on many kinds of clothing, shoes and carrying cases. The term zipper was coined by B.F. Goodrich as an onomatopoeia (a word that imitates its sound) when it began marketing galoshes in 1923.

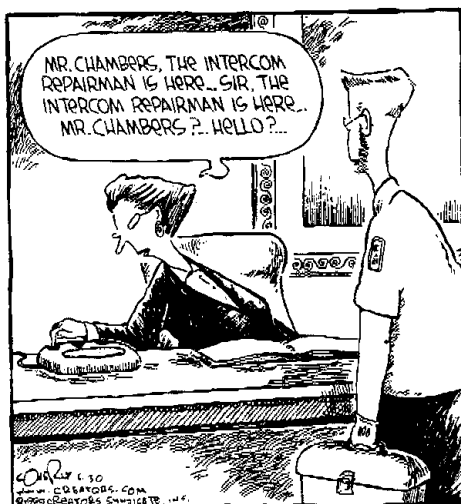
## Wise Words

*"Take away my people but leave my factories, and soon grass will grow on the factory floors. Take away my factories but leave my people, and soon we will have a new and better factory."*

—Andrew Carnegie

### SPEED BUMP

Dave Coverly



## Four Ways To Deliver Great Value

When customers feel they have gained value from doing business with you, they will return again and again—and they will refer others. To give customers full value:

- 1) **Take advantage of every encounter.** Make sure everyone who interacts with customers radiates energy and enthusiasm. Encourage co-workers and employees to smile, greet customers by name and ask friendly questions.
- 2) **Promise concrete benefits.** Give customers a high level of service that they can measure. For example, put guarantees in writing, post your generous return policies where customers can see them and commit to answering service calls by the second ring.
- 3) **Be reliable.** Level with customers from the start. If you anticipate a problem, tell them and present a solution. Remove the mystery by alerting them to what they will receive and when they will get it.
- 4) **Exceed expectations.** Give customers something extra that delights them. Delight them by reducing wait times or offering free items or discounts. For example, a fish market includes a free lemon with every order.

—from *communication briefings*

## Common Sense

An eccentric philosophy professor gave a one question final exam after an entire semester dealing with a broad array of topics.

The class was already seated and ready to go when the professor picked up his chair, plopped it on his desk and wrote on the board: "Using everything we have learned this semester, prove that this chair does not exist."

Fingers flew, erasers erased, notebooks were filled in furious fashion. Some students wrote over 30 pages in one hour attempting to refute the existence of the chair.

One member of the class, however, was up and finished in less than a minute.

Weeks later when the grades were posted, the rest of the group wondered how he could have gotten an A when he had barely written anything at all.

They found his answer consisted of two words: "What chair?"

## Thoughts For Your Penny

- Number of pennies made in 2001: 10.3 billion.
- Approximate life span of a penny: 30 years.
- Cost of making a penny: .81 of a cent.
- Pennies were made of 100 percent copper from 1793 to 1837.
- The Lincoln cent was issued in 1909 for the 100th anniversary of his birth.
- The penny featured an American Indian princess from 1859 to 1909.
- Lincoln is the only president who faces right on a coin.
- Look closely at the tails side and you'll see Lincoln's statue inside the Lincoln Memorial.

—from CNNMoney and the U.S. Mint

## Playing Hooky Doesn't Pay

A recent study of workplace absenteeism found that three out of five employees who phone in sick feel fine. They are simply playing hooky. Andrea Nierenberg, president of a management and consulting firm in New York City, says this practice is unwise and hurts your career in the long run. "Someone else will have to pick up the slack or you'll miss deadlines," she says. "This is a bad move that won't win you any fans at the office."

# What's Goin' On?

## Recently Completed Projects

- Tire Wholesalers, Troy, Mich., 43,000 sf addition to distribution facility
- Ogne, Alberts, Stuart; Troy, Mich., 10,000 sf custom law offices building
- Roy O'Brien Ford, Saint Clair Shores, Mich. 2,200 sf renovation of dealership administrative offices
- Painters & Allied Trades–District Council 22, Warren, Mich., 25,000 sf training facility and administrative offices
- Maple Office Center, Shelby Township, Mich., 9,600 sf custom commercial/medical office building
- Trugreen Chemlawn, Macomb Township, Mich., 16,000 sf branch offices and truck terminal
- E & E Engineering, Warren, Mich., 5,000 sf addition to manufacturing facility
- Lasertec, Sterling Heights, Mich., 6,000 sf addition to printing facility
- Amarr Garage Doors, 10,000 sf administrative offices and warehousing facility

## Projects Under Construction

- Hydro-Cam Engineering, Sterling Heights, Mich., 22,000 sf manufacturing facility
- Goldon Windows & Mirrors, Warren, Mich., 25,000 sf corporate headquarters and manufacturing facility
- Detroit Medical Center, Madison Heights, Mich., 72,000 sf records management center
- Universal Marble & Granite, Madison Heights, Mich., 2,000 sf showroom build-out



Maple Office Center

## Project Profiles:

### Maple Office Center

*What:* 9,600 sf multi-tenant commercial and medical offices

*When:* Completed January 2003

*Where:* Shelby Township, Mich.

*Why:* To meet the need for a first-class free-standing office building with capacity for up to four tenants.

*Special features:* High-end finishes, 12-foot ceilings, custom millwork, glass doors throughout.



Painters & Allied Trades–District Council 22

### Painters & Allied Trades–District Council 22

*What:* 25,000 sf training facility and administrative offices

*When:* Completed December 2002

*Where:* Warren, Mich.

*Why:* To meet the need for a larger training facility with meeting rooms and administrative offices.

*Special features:* 135 parking spaces, three training areas, extensive shop offices, multiple meeting rooms.



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