

the contractor

S.M. LAWRENCE COMPANY HIRES NEW SENIOR EXECUTIVE

S.M. Lawrence
COMFORT SYSTEMS **USA**



Steve Brunett, Vice President of John E. Green Company

Through careful consideration and extensive research, the company is pleased to announce Steve Brunett, Vice President of John E. Green Company, will be joining S.M. Lawrence as a new senior executive. Brunett will assume his new position under the leadership of residing President, Bo Lawrence beginning October 2, 2013.

Lawrence noted, "I have a lot of confidence Steve will be a real blessing to our company. His wealth of experience in pipe prefabrication and his passion for business development will help usher us into the next level of business."

Brunett began his career at the young age of fifteen as an apprentice plumber for John E. Green Company.

He later advanced himself as a project coordinator to eventually becoming a project manager and estimator servicing multimillion-dollar jobs.

In 1993 he was chosen to relocate to Nashville, TN in order to establish a branch office and fabrication facility for the John E. Green Company. This branch was instrumental in the success of a company which has grossed over \$200 million in revenue and has been named one of the top 10 mechanical contractors in the United States.

His proven success in commercial fabrication and mechanical contracting earned him the title of Vice President in 2000 at the John E. Green Company.

Having spent his entire career with one company, Brunett is looking forward to aiding in the development of a new organization. He noted, "I am excited to be joining a company that is established in the community, well respected in the industry, and is family oriented."

Brunett has been married 35 years to his wife, Shelley, and has four children. He loves to spend his free time in the outdoors biking, playing golf or fishing. As a native of Detroit, Brunett also enjoys playing hockey from time to time.

"I look forward to meeting each of you and I hope my business experience will contribute to making all of us at SM Lawrence more prosperous," said Brunett. "My door will always be open and I would like to hear from anyone about how I might help improve the way we operate."

INSIDE CONNECTIONS

- Construction is Booming pg. 2
- Current Projects pg. 2
- New Initiatives pg. 3
- "The Contractor" Returns pg. 3
- Piping Pre-Fab Shop is Back in Business pg. 4
- Service Spotlight pg. 4



CONSTRUCTION IS BOOMING

It has been said construction work comes in waves. Well, a tsunami has struck S.M. Lawrence Company in its third quarter. The company is currently undergoing sixteen mechanical projects and eight electrical projects, all of which are repeat business. "Throughout my entire career, I have never seen this many jobs taking place at once," said President Bo Lawrence. "Although we have had to call in more reinforcements, I am confident our dedicated supervisors will successfully complete the task before them."

The company is also pleased to announce Danny Bates and Richard Coleman have rejoined our piping team as field superintendents. The electrical team also has two new superintendents – new hire, Steve Marberry and former employee, Chip Stone. In addition, Tim Capps will be heading up the "owner direct" supervisor team for the electrical division. Vice President of Operations, Sam Lawrence, noted "We are so fortunate to have capable leaders and journeymen at this challenging time in our company."



Engine test stand project at the Stennis Space Center in Mississippi.

CURRENT PROJECTS

Mississippi

1. Crop Production Services
Electrical Super: Benny Hendrix
Tunica, MS
2. Caterpillar, Inc.
Mechanical Super: Ricky Holmes
Corinth, MS
3. American Railcar Industries, Inc.
Mechanical Super: TBD
Brookhaven, MS

Ohio

1. Ferguson, DC
Electrical Super: Stanley Sanders
Celina, OH
2. Ascena Office Addition
Mechanical Super: Danny Bates
Pataskala, OH

Louisiana

1. Kinder Morgan
Mechanical Super: John McBride
Port Sulphur, LA

Tennessee

1. Maclean Power Systems
Mechanical Super: Newel Turner
Electrical Super: Mark Knepp and
Benny Hendrix
Sheetmetal Super: J.H. Jones
Trenton, TN
2. Jackson Regional ADA
Mechanical Super: Denny Holland
Electrical Super: Tony Norton
Jackson, TN
3. Volunteer Community Hospital
Mechanical Super: Richard Coleman
Electrical Super: Tony Norton
Martin, TN
4. Jackson Regional ED Addition
Mechanical Super: Denny Holland
Jackson, TN
5. Henderson County ADA
Mechanical Super: Rodney Head
Lexington, TN
6. Genco
Mechanical Super: Rodney Head
Electrical Super: Steve Marberry
Lebanon, TN

7. Martin (MTD)
Mechanical Super: Lane Todd
Martin, TN

North Carolina

1. FCC, LLC Paper Plant
Mechanical Super: Tim Sloan
Electrical Super: Herschel Bailey
Laurinburg, NC
2. FCC, LLC Expansion AG
Mechanical Super: Tim Sloan
Electrical Super: Chip Stone
Laurinburg, NC

South Carolina

1. Ross Stores #4
Mechanical Super: Shannon Mason
Fort Mill, SC
2. TaylorMade
Mechanical Super: Jeff Monsue
Liberty, SC

NEW INITIATIVES

S.M. Lawrence has faced many challenges over the past few years. Increased competition along with a shrinking economy has forced us to change how we operate. In an effort to grow our business, we are focusing on six initiatives to offset these challenges.

1. Owner Direct Sales: Vice President of Engineering and Fabrication, Brian Dougan, is currently leading this charge. His focus is to offer engineered solutions that help owners solve any mechanical problems their facility is experiencing. Genco is just one example of how successful this initiative is proving to be.
2. Growth in Our Service Division: We are following Comfort System's leadership and focus to grow our service groups in both Jackson and Memphis. We hope to achieve this with a stronger emphasis on marketing and sales.
3. Owner Direct Electrical Work: Eddie Tharpe is heading this effort up. Tharpe joined S.M. Lawrence in February and has proven to be a great asset to our company. He has a lot of connections with large customers such as Hillshire Farms, NSK,

Royal Building Products and Eaton Corporation. We are currently undergoing a lot of shutdown projects on weekends for these clients.

4. Piping Pre-Fabrication: This initiative is going to increase our efficiency and will also help support our field operations. We are planning to market our fabrication services to other companies as well.
5. Increase Our General Contractor Client Base: Steve Wood is managing this important effort. His main goal is to develop more relationships with design/build general contractors. The recent acquisition of Kijima and Arco is a start to what we should expect in the near future.
6. Market Our Sheet Metal Fabrication: Justin Johnson, manager of our sheet metal division, is trying to increase our sales within this division. Johnson has been very successful in landing fabrication-only projects with other contractors over the past year.

"THE CONTRACTOR" RETURNS

Since its infancy, S.M. Lawrence Company has strived to establish effective communication both internally with its employees and externally with its valued customers. One of the ways we have achieved successful communication in the past is through a company newsletter.

It began with "THE HEAT-O-METER." A collection of articles from this newsletter can still be found within the company boardroom. Here is one, penned by the company founder, Sam Lawrence Sr., which appeared in 1932.

Our Business Code

Realizing that most customers spend their money with the people they like best, we are making every possible effort to please you completely.

Here is listed a few rocks in our business foundation:

FIRST: We endeavor to be agreeable to our customers regardless of our inner feelings or the weather.

SECOND: We must have a thorough knowledge of our coal if we are going to supply your needs satisfactorily.

THIRD: We realize that arguing has no place in salesmanship.

FOURTH: We feel that it is our responsibility to help you reduce your fuel costs by suggesting coals or sizes of coals which will better serve your equipment and requirements.

FIFTH: We do not substitute or endeavor to substitute something "just as good."

SIXTH: We will not misrepresent to make a sale, because a good customer is more valuable than a single sale.

SEVENTH: Our office is our business home and we try to conduct ourselves as would an experienced host or hostess in his home.

EIGHTH: There never was any coal mined, but what someone could mine worse and sell it for less.

NINTH: We never become so anxious for new customers that we forget the ones we already have.

TENTH: To us the word, "service" means the prompt and careful execution of your telephone and personal calls. When the human element enters into a transaction, 100 percent performance every day in the year cannot be expected but we will consider it a favor if you will take the time and trouble to advise us of any error or omission of service which comes to your attention.

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Even though we are no longer in the coal business, many of these principles still govern how we aim to treat our customers. As with this one and many past, these newsletters tell the rich history of our organization and now we are bringing it back to you.

"The Contractor" will be distributed quarterly to customers, employees and friends and will be headed up by our new Marketing Advisor, Leila Rookstool. It will feature the latest news within the company, project updates, employee profiles and insights from company executives.

*"We never become
so anxious for new
customers that we forget
the ones we
already have."*

Sam Lawrence Sr., Founder of S.M. Lawrence Co.

PIPING PRE-FAB SHOP IS BACK IN BUSINESS

S.M. Lawrence’s new slogan is quickly transforming into “how much can we pre-fab on every project?” Ben Holmes is leading this important operation in order to give more support to our piping superintendents in the field. Ben’s valuable experience in plumbing and piping has enabled him to anticipate the needs of our field staff. Our team is working very hard to maintain accurate and efficient installations. David Walton is also working closely with Ben by modeling these projects in three-dimensional layouts to ensure our piping does not collide with any other trades.



SERVICE SPOTLIGHT

Jackson

The Jackson service team is looking forward to a year full of opportunities. This division has recently acquired Justin McClintock, who has over eight years of experience in the service field throughout the West Tennessee region. Anthony Barnes has also recently been promoted from field installation supervisor to salesman. He will be assisting Mike Eaton and Corey Thomason in building our client base and adding to the existing work of our current customer base. In addition, we would like to congratulate the install group team for their excellent work in installing a 200 ton air cooled chiller and associated piping and chilled water tank in only two weeks. Another happy customer.



Memphis

Things are looking up for the Memphis service division. According to Mark Watkins, our time and material work is very strong. This division has recently added three new customers and its small projects team is successfully completing their job at the American Snuff Plant. In addition to these, the Memphis team has also acquired some new employees, which have proven to be great additions to our company. We have recently added Kenneth Witt, who has over twenty years of experience in low temperature refrigeration, to the technician team and the energetic Kristen Deshields to our office team.