

3685 Hewatt Court, Suite E
Snellville, GA 30039
Voice: 770.469.8286
Fax: 770.469.5457
Toll Free: 800.417-3805

THE SECO OUTLOOK . . .

VOLUME 27

INSIDE THIS ISSUE:

PROJECT FOCUS	1-2
IN THE SPOTLIGHT	2
SALES HIGHLIGHTS	3
ASA LUNCHEON	3
ON THE LIGHTER SIDE	4
HARPER PROFILE	5-6
FAMILY NEWS	7
TOYS FOR TOTS	7
BIRTHDAYS & EMPLOYMENT ANNIVERSARIES	7
AROUND THE TERRITORY	8
FIRST AID AND CPR CLASS	8
MAIL ORDER PRESCRIPTIONS	8
WELCOME BACK	9
PROJECT PHOTOS	10

PROJECT FOCUS: LivN Nsidout



LivN Nsidout, located just outside of Greenville, SC, is an innovative, forward-thinking wellness facility whose primary goal is to help people maximize their health and how they feel, focusing on the inside first. The management team's approach is holistic and incorporates fitness, nutrition, education and entertainment all in one package. The facility includes a full-service restaurant, an arena/gymnasium, indoor/outdoor track, an indoor cycling studio, and even a "Cardio Cinema" that allows members to watch a movie in a dimly lit room during their workout!

Having such an original design, owner Todd Littleton understood he needed a general contractor with the experience and expertise to manage it. Early in the project's development, Todd and his team decided to work with Harper

Project: LivN Nsidout (pronounced 'Livin' Inside Out)
Location: Simpsonville, SC
Customer: Harper Corporation
SECO Contract Administrator: Bobby Stanfill
SECO Foreman: Dennie Neal
SECO Construction Manager: Troy Strickland

Corporation, and, with hindsight being 20/20, it's obvious they made the right decision!

SECO was chosen by Harper to perform the metal panel scope of work on LivN Nsidout and expertly installed the ACM column covers and canopies, produced by Altech Panel Systems, as well as the panels featured on the signature tower (see above photo). As usual with Harper/SECO projects, it was completed on schedule and on budget. Harper's project manager Matt

(continued on page 2)

Please visit

our website!

www.secoinc.biz

(Project Focus, continued)

Johnson says, “We couldn’t have had a better team. SECO understood the project as well as we did.” SECO’s team for this project included contract administrator Bobby Stanfill and foreman Dennie Neal. About them, Matt said, “They were very well educated and coordinated well with other subs allowing the project to flow smoothly.”

SECO is always proud of the work we do, and especially proud when we are able to work on first class projects like LivN Nsidout and with high quality, professional customers like Harper Corporation.

IN THE SPOTLIGHT

In this edition of *In the Spotlight*, we are excited to introduce you to SECO’s Controller, Ann Taylor. Although she was born in Birmingham, AL, Ann was raised in Sandy Springs, GA. She is a graduate of Oglethorpe University and has been working in the construction industry for 15 years.

Ann began her career as an accounting assistant for a general contractor who built shopping centers and office buildings. She enjoyed the fast paced environment, but, like most people working in Atlanta, she dreaded the commute. Ann found a job closer to home as a personal assistant; however, she soon realized she missed the excitement and challenges of the construction industry and decided to join SECO’s team. Ann has been with SECO for the past four years, and as SECO’s Controller she oversees all accounting related items, including billings, cash management, job cost, financials and commercial insurance. When asked what she enjoys most about working with SECO, she says, “Everything!”



Ann and her partner Ken while on a recent cruise.

And everyone! SECO is the best company I have ever been associated with and I feel honored to be a part of it.”

Working with SECO isn’t the only fun part of Ann’s life. She also enjoys riding horses and competes in several shows every year with her horse Petey. She has several animals on her “farmette” including another horse named Cessna and “too many cats to name.” She stays busy maintaining her farmette and by spending quality time with her partner of seven years, Ken. When they get free time, Ann and Ken also enjoy traveling, skiing and recently took a cruise to the western Caribbean.

Ann is an important part of SECO’s team, and we are extremely fortunate to have her as a team member!



Ann and her horse Petey competing in a local horse show.

SALES HIGHLIGHTS

SECO's customers continue to award our team with outstanding contracts to provide their building wall envelope services. Traditionally, SECO has been primarily a "metal panel" subcontractor, providing metal panel solutions to the industry for over 20 years. In fact, SECO remains one of the largest self-performing metal panel contractors in America.

It is worth noting, however, that with the advent of non-metal rainscreen materials, such as phenolic resin panels, ceramics, exotic metals and fiber cement panels, SECO is fast becoming a leader in the "rainscreen" marketplace, too. A growing number of building enclosures include rainscreen systems as architects and designers become more comfortable with the concept. Whether the building has a non-metal rainscreen panel system, a rainscreen metal panel system, a conventional metal panel system or a combination of wall systems, SECO has the

experience and expertise to provide what we always strive to provide...predictable performance!

Here's a partial listing of some of our recent awards, some of which include non-metal materials and rainscreen systems. If you would like additional information about rainscreen systems and technology, please feel free to contact Joe Creighton via email at joecreighton@secoinc.biz.

RECENT SALES ACTIVITY

PROJECT

SMALL ARMS FACILITY
 BAINBRIDGE COLLEGE – STUDENT WELLNESS FACILITY
 CDC BUILDING 24
 NORTHSIDE HOSPITAL MEDICAL/SURGICAL ADDITION
 UNIVERSITY OF GA – BUTTS-MEHRE EXPANSION
 3M ADDITION
 HONDA JET PRODUCTION FACILITY
 NORTH RALEIGH CHRISTIAN ACADEMY
 WESTERN CAROLINA UNIVERSITY HEALTH/GERONTOLOGY
 INSTITUTE FOR BUSINESS & HOME SAFETY RESEARCH
 SELF REGIONAL CANCER CENTER
 SPARTANBURG DAY SCHOOL
 CONWOOD TOBACCO PHASE II
 NEYLAND STADIUM PHASE 1C-2
 BEAR GARDEN POWER PLANT

LOCATION

ANNISTON, AL
 BAINBRIDGE, GA
 ATLANTA, GA
 CUMMING, GA
 ATHENS, GA
 SANFORD, NC
 GREENSBORO, NC
 RALEIGH, NC
 CULLOWHEE, NC
 RICHBURG, SC
 GREENWOOD, SC
 SPARTANBURG, SC
 CLARKSVILLE, TN
 KNOXVILLE, TN
 NEW CANTON, VA

The value of these great projects is well over 8 million dollars! Thank you 'SECOstomers'!!

ASA LUNCHEON

Recently, Ann Taylor, Dick Waldron and Joe Creighton joined a round table discussion at the state Capitol hosted by the American Subcontractors Association, GA Chapter.

Senator Dan Weber of Dunwoody was the honored guest at the luncheon. Senator Weber explained proposed legislation that would eliminate a requirement for an "affidavit of non-payment" to be filed in order to protect traditional bond and lien rights. Senator Weber explained that the little known provision is a potential pitfall for unwary contractors and feels strongly that the provision should be struck from the law.

SECO strongly supports Senator Weber in his efforts to effect this legislative change and further thanks him for all the hard work he puts forth in supporting the contractors and subcontractors of Georgia!



From L to R: Ann Taylor, Joe Creighton, Senator Dan Weber, and Dick Waldron share a moment together at a recent ASA luncheon at the Capitol.

The Lighter Side: What really goes on at SECO!



Rich Mihalyi, NC Sales, sits in the corner as punishment for talking out of turn during a staff meeting.



The famous Siamese twins, Cecilloyd pay a visit to SECO's Out Da House meeting.



Chris Hatfield, NC Operations, is caught giving in to his Coke habit during office hours.



Dick Waldron, Construction Manager, and Doug May, Contract Administrator, argue over who gets to keep the gift.



Rob Drane, NC Sales, flips the bird at SECO's office Christmas party.



SECO engineer Cecil Landress prepares to head to a shop drawing review meeting.



Rhonda Jeffries, Purchasing, sneaks out from her office cabinet hiding place.



Steve Helms, Safety Manager, poses for the L.L. Bean Catalog.



Stan Gantt, NC Sales, in anguish after Robbie Belew, Construction Manager, advised him Dunkin Donuts was out of apple fritters.

HARPER CORPORATION CUSTOMER PROFILE

Recently, SECO was awarded a contract to perform the metal panel work on a project located at Spartanburg Day School in South Carolina for Harper Corporation. This marks the beginning of what is sure to be yet another mutually successful project between SECO and Harper Corp. SECO and Harper have a long-standing relationship that goes back quite a few years. Together the two companies have teamed up on many unique and wonderful projects. While SECO and Harper have had a successful history together, Harper's history extends much further back. Over the last 60 years, Harper has grown into one of the largest and most highly respected general contractors in the Carolinas.

Harper Corporation was founded in 1950 by John Harper and John Harper, Jr as a family-owned contracting business in Williamston, SC. Today, Harper continues its tradition as a family oriented business, and with John Harper IV, the company has had four generations of Harpers as part of its organization. But the "family" doesn't end there. Anyone who visits Harper's office in the heart of Greenville, SC will easily recognize the family environment present among its associates. The Harper folks are a pleasant group of people who always greet visitors with a smile and warm southern hospitality. Indeed, SECO's observation is that Harper Corp. is not only, perhaps, the most professional group in our business, but they are also great people who are businesslike while still maintaining friendly, polite attitudes. Doug Harper, president of the company, proudly states that this family environment is not accidental, and the company works hard to cultivate family harmony.

In addition to its commitment to its employees, Harper is also deeply committed to the upstate SC community. In fact, a large number of Harper's staff is actively involved in a charitable organization called "Team Harper." Primarily a cycling team, Team Harper organizes numerous bicycling events aimed at raising funds for various organizations, such as Meals on Wheels. It's important to note that 100% of the money raised is donated to these well-deserving organizations. Team membership is voluntary, of course, but team members, which also include many members from outside of Harper's ranks, love participating with the team and enthusiastically look forward to each ride.



Team Harper

our business, the better off we will all be." Doug adds, "It all starts with our people. The strength of our company is our staff. We are highly skilled construction professionals both in the field and in the office."

Georgia native Chris Fay, Director of Business Development, says the quality, experience and expertise of Harper's staff differentiates it from other firms. A Clemson graduate, Chris has been a member of the Harper team for six years and understands how unique the company is. He proudly mentions Harper has a wealth of experienced people who are skilled in building any type of building, ranging from schools to labs to office buildings to hospitals



SECO Sales Administrator Felicia Hudson visits with Harper's President Doug Harper

More information about Team Harper is also available from Harper's website (www.harpercorp.com).

Another unique aspect of Harper is the in-house continuing education program developed by management team members, Doug Harper, Rick Richardson, and Tom Fuduric. The program is called "Harper University" and is intended to keep each and every Harper employee current with up-to-date information, innovative technologies, new methods and other contracting/business issues that arise in our ever-changing industry. According to Doug and Rick, the whole idea is to allow Harper employees to perform their jobs better and more effectively, which ultimately insures their clients are better served. Rick says, "The more our people know about

(continued on page 6)

(Harper Profile, continued)

to manufacturing buildings. He says an owner who decides to hire Harper is partnering with a high level firm totally dedicated and committed to meeting every one of the owner’s expectations.

David Wise, a Division Manager with Harper, sums it up best when he says, “We are totally committed to the needs of our customers. We work with companies that have an equal level of commitment. It’s just the way we do things at Harper Corporation.”

Owners looking to partner with a general contractor/construction manager would be well served to choose the Harper Corporation. If the selection criterion includes professionalism, integrity, experience and capability, then Harper will be at the top of the list!

Here are some more great projects that SECO and Harper have made a success!



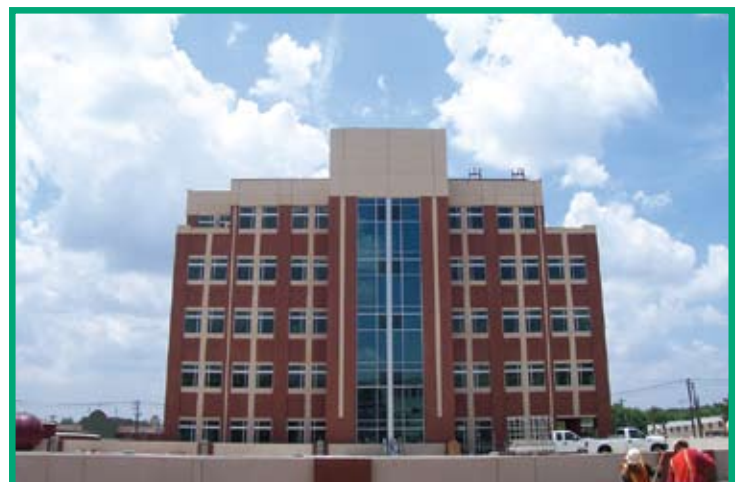
**ITRC/ICAR
Greenville, SC**



**First Baptist Rec. Center
Spartanburg, SC**



**Palmetto Bank
Greenville, SC**



**QS-1 Data Systems
Spartanburg, SC**

FAMILY NEWS

SECO engineer, Cecil Landress, is now a first time grandfather! On March 19th, Cecil's son John and daughter-in-law Kelly welcomed their first child, Brixton Landress. He is a very healthy baby weighing in at 8 lbs 5 oz and measuring 22 inches!

Before Brixton was born, his talented mother Kelly painted a beautiful Disney mural on the walls of his nursery. Kelly's talent is obvious just by glancing at the photo to the right, but to be able to create such a masterpiece while being pregnant is quite an accomplishment! Michelangelo himself would be impressed!

Congratulations to Cecil and his family! Everyone at SECO wishes you all the best!



Cecil with his new grandson, Brixton.



Part of the mural painted by Kelly, Cecil's daughter-in-law, on the walls of Brixton's room.

TOYS FOR TOTS

Recently, SECO participated in the Marine Corps Reserve Toys for Tots Campaign to collect toys for less fortunate children across the nation. SECO also registered to be a drop-off location so that those in our community could also participate and drop-off their donations at our office. In all, SECO employees donated close to 100 toys and helped contribute to what the Marine Corps calls "one of the most successful campaigns in the 62 year history of Toys for Tots." SECO is proud of the great effort put forth by its employees and is excited to participate in this great charity again this year!



Felicia Hudson next to SECO's Toys for Tots donation bin

EMPLOYMENT ANNIVERSARIES

1-4 YEARS

Justin Barclay	3/23/09
Shane Carey	5/04/09
Jamie Maxwell	6/01/09
Dustin Phillips	6/01/09
Jacob Gillen	6/02/09
Zach Gregg	6/29/09
Daniel Belew	3/10/08
Candace Jeffries	3/24/08
Gilberto Hernandez	4/03/08
Baltimore Lizama	4/03/08
Joey White	3/05/07
Tommy Cummings	6/04/07
Dianna Mitchell	3/27/06
Denny Osterrieder	6/01/06

5-9 YEARS

Troy Strickland	3/17/05
Carlos Hernandez	3/15/04
Rob Drane	6/01/02

10-15 YEARS

Bennie Teague	3/06/00
Sam Siler	3/20/00
Kenny Essner	5/11/98
Jim Hittle	5/11/98
Steve Helms	3/24/97

15+ YEARS

Cecil Landress	6/25/90
----------------	---------

BIRTHDAYS

MARCH

Buddy Barclay	3/01
Rob Drane	3/04
Dustin Phillips	3/04
Bart King	3/05
Dick Waldron	3/08
Ann Taylor	3/12
Jacki Gillen	3/18
Gilberto Hernandez	3/21
Jamie White	3/21
Cecil Landress	3/22
Mitchell Terry	3/24

APRIL

Kenny Parr	4/14
Justin Turner	4/16
Lloyd Hatfield	4/20
Tony Wilson	4/20
Wayne Manley	4/22
George Brown	4/30

MAY

Matt Bryant	5/01
Shane Carey	5/14
Justin Barclay	5/17
Glenn Phillips	5/18
Baltimore Lizama	5/19
Shawn Mann	5/20
Ken Earwood	5/23

JUNE

Gary Belew	6/01
Dianna Mitchell	6/05
Dennie Neal	6/07
Seth Zuehl	6/13
Steve Ayers	6/14
Scott Heyob	6/18
Ronald Rodgers	6/20
Duane Metcalf	6/27
Secundino Centeno	6/28
Steve Helms	6/28

AROUND THE TERRITORY



Construction activity kicks off with **KEN ESSNER, CC Rodgers, Ronnie Rodgers** and **Jack Barklay** on the Bear Garden (yes, Bear Garden) Power Generating Plant in New Canton, VA.

DENNIE NEAL, Tom Siler and **Duane Metcalf** are on the beautifully designed MCM Accu-Trac project for the Emory – Rollins School in Atlanta, GA.

LLOYD HATFIELD along with **Tommy Cummings, Doug Hatfield, Jason Leach** and **Matthew Hatfield** are putting the finishing touches on a nice Versawall foam project in Atlanta and are heading to the U.S. Army Small Arms Facility in Anniston, AL.

JASON BRUMLEY and his talented crew are on a challenging CENTRIA FWDS job for Western Carolina University (WCU) School of Health and Gerontology in Cullowhee, NC.

JABO LANDRUM is teaming up with **Matt Bryant** and **Matt McKern** on a MCM Accu-Trac and Versawall project for Bainbridge College in Bainbridge, GA.

BUDDY BARCLAY is tackling the spectacular next phase at the University of Tennessee Neyland Stadium in

Knoxville, TN. With Buddy are **Bennie Teague, Mitchell Terry, Bart King, Justin Barclay** and a number of others. This phase consists of CENTRIA Dimension Series Formawall and Altech Panel Systems' aluminum composite materials.

BOB HENRY is in Greensboro, NC working on the next phase for the Honda Jet Aircraft Facility. Capably assisting Bob are **SCOTT HEYOB, Seth Zuehl, TIM HENRY** and a number of new SECO personnel. The materials for this project are CENTRIA foam Dimension Series and Versawall.

TONY STRICKLAND, Shane Carey, Steve Ayers and **Matt Bryant** are on a unique project for the University of Georgia in Athens, GA. The material is Fibre C, which is a lightweight concrete fiberglass panel from Europe.

Rounding out the Territory on a "Big One" are **GARY BELEW, JOHNNY JEFFERIES, Tony Osborne, Sam Siler, Travis Belew, Jimmy King** and several others on this important CENTRIA Versawall and L-21 liner project for Conwood Tobacco in Clarksville, TN.

Many thanks and a tip of the SECO hardhat to our highly skilled field personnel!

MAIL ORDER PRESCRIPTIONS, ARE THEY RIGHT FOR YOU?

Do you take a maintenance medication? Do you want to save money? Do you want easy reordering of your prescriptions? If you answered yes to any of these questions then mail order prescriptions are right for you.

- **Savings** – time and money. Using mail order prescriptions for maintenance medications that treat chronic conditions such as high blood pressure, diabetes, high cholesterol and others saves time and money. Reordering is only necessary once every three months. Some plans will set up online refill reminders so you know when to reorder. Generally, you can save up to one month's co-pay or more.
- **Ordering/Reordering** – Using a mail order prescription company is simple and easy. Most companies offer internet, telephone, fax and mail for all reorders.
- **Delivery** – no more lines. Prescription will be confidential delivered directly to your home, workplace or any location you choose and you can check the status of your order 24 hours a day.

For more information, contact Dianna Mitchell, SECO's HR Coordinator.

FIRST AID AND CPR CLASS

Earlier this year, fifteen of SECO's finest underwent First Aid, Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) training. During this training, the men learned basic first aid, life-saving and injury assessment techniques that are an essential skill for all construction personnel. WELL DONE to Jason Brumley, Ken Essner, Bob Henry, Tim Henry, Carlos Hernandez, Scott Heyob, Jim Hittle, Hermas Ramos, Seth Zuehl, Kenny Parr, Jimmy Landrum, Steve Ayers, Matt McKern, Nick White and Shane Carey.

This type of training and continued education are just more ways we at SECO differentiate our skilled professionals from our competition!



SECO Foreman Scott Heyob shows off what he learned in the Red Cross training class.

WELCOME BACK!

One of the most gratifying sales occurrences a company can experience is when a former customer who has strayed away, returns again as a customer. This situation has occurred on several occasions recently, and we think it is worth taking a closer look to see if there is something we might learn.

First of all, it's never enjoyable to "lose" a project to a competitor, but when pricing goes so low that it seems irresponsible, it somehow makes it worse. Losing a project to viable competition with similar capabilities and standards is part of business, but losing to folks with "no bottom to their price" is, of course, a whole different ballgame.

In our current business climate, it seems that this type of activity happens more now than perhaps ever before. Many subcontractors are seemingly desperate to build backlog, even at little or no profit, and many general contractors are taking projects at little or no fee in hopes of "buying" the profit from subs during the buyout process. Like all negative things, this type of activity cannot sustain itself indefinitely, and there will be casualties, perhaps many casualties, before the marketplace recovers.

Some of the customers we have welcomed back veered off with some low-price wannabes who claim to be full-service subcontractors. Predictably, the wannabes that don't have an in-house workforce, in-house project management or in-house support staff all fall short on performance and end up costing these customers money, time and owner relationship/goodwill.

When asked why they strayed from SECO, the customers' biggest response is pricing. The customer fears if they don't use the low, often times irresponsible number on bid day another contractor will. If the customer uses SECO's responsible pricing in a market where the low price usually wins, the customer risks losing the project. If the contractor feels that they cannot win the project without using all low bidders, then they simply must be aware that they, as a rule, will not get a predictable performance from their group of subs. In other words, their risks increase, and sometimes greatly so!

In addition, we've been advised that on projects in which the owner participates in contractor selection, the owner frequently also decides major sub-contract awards. If an owner makes what they assume to be a sensible commercial decision, it is the construction manager or general contractor's responsibility to apprise the owner of differences between the bidding subs. If the owner

perceives all bidders as equal in wherewithal, capability and quality, then, of course, low bid wins. We have been informed that if bidders are generally viewed as equal by the GC or CM; they therefore will be considered all equal by the owner as well. If they are apprised of differences, then the decision is more subjective.

If we lose work based on the open bidding, "low-bid-wins" then so be it. SECO is not focused on this type of market.

If we lose work because we are lumped in as "equal to" lesser contractors, then shame on SECO for not doing a good enough job of defining our value and the worth of predictable performance.

If SECO is to thrive in a "down" economy, then we need educated customers, which is why former customers are coming back. They have been educated by the hard knocks that come from working with unpredictable performers. These customers have told us there is nothing like the "peace of mind" that comes from working with self-performing professionals. It is this "peace of mind" that is at the heart of their return to SECO.

We certainly appreciate the great customers of SECO who have not resorted to the "desperation" tactics; and although they demand an excellent price, they are still willing to pay for the value and predictable performance that SECO prides itself on delivering.



PROJECT PHOTOS



***CC Woodson Rec. Center
Spartanburg, SC***



***Center for Total Cancer Care
Lithonia, GA***



***University of TN Neyland Stadium
Knoxville, TN***