

Newsletter Under Construction...Name Forthcoming

Volume 2, Issue 2

April/May 2005

Did You Know?

Twenty-three years ago Neal Workman and two men decided to leave their jobs at a construction company to start what would become Trehel Corporation. One of those men was Buddy Mayes. Buddy, who has lived in Seneca his entire life, lives on Radio Station Road in Seneca with his wife, Christine. They are the proud parents of eight children: Clarence, Willy Jr., Michael, Ricky, Phyllis, Patricia, Cynthia, and Angela.



For the last twenty-three years Buddy has worked on all sorts of projects and in all sorts of capacities, but his favorite jobs are driving the fuel truck and carpentry work. He also enjoys fishing and hunting and was a big baseball player back in high school.

After twenty-three years of working for Trehel and witnessing its growth and success, Buddy can admit that he didn't expect those three men to turn into such a big company and have Trehel become what it is today. However, he is very proud of being a part of the company from the beginning and is looking forward to where it will go in the future.

"A certain amount of opposition is a great help to a man. Kites rise against, not with, the wind."

-Lewis Mumford

Congratulations to These Trehel Anniversaries:

April:

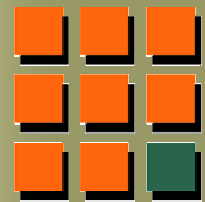
Jim West - 11 Years
Chris Craig - 8 Years
Bryan Yoder - 6 Years
Jack Weber - 5 Years
Jesse Black - 5 Years
Dianne Wise - 4 Years
Brad Stanley - 4 Years
Joe Steinbrecher - 3 Years
Larry Benson - 2 Years
Gus Ferrusca - 2 Years
Jimmy King - 2 Years

May:

Gary Roach - 11 Years
Will Huss - 8 Years
Brian Hancox - 7 Years
Brian O'Kelley - 6 Years
David Ramey - 6 Years
Raul Alvear - 4 Years
Jose Munoz - 4 Years
Keith Wilbanks - 4 Years
Samantha Gilbert - 2 Years
Kerry Hill - 2 Years
Eddie Herndon - 2 Years
Rich Bartels - 2 Years
Jon Hill - 2 Years
Jamie Buchanan - 1 Year
Admon Campbell - 1 Year
Robert Arthur - 1 Year
Marlie Floyd - 1 Year

"Respect commands itself and it can neither be given nor withheld when it is due."

-Eldridge Cleaver



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Please bring in any special happenings (births, marriages, etc.) or awards you or your family would like to share. We love good news! Send your news and pictures to dfisk@trehel.com.

Four Critical Steps to Manage Customer Relationships

Excerpt reprinted from *The Selling Advantage* - Don Peppers & Martha Rogers Columnists

Customer knowledge is the most important competitive advantage. Eighty-one percent of corporate executives polled in a recent study by Advantage Performance Group gave high marks to salespeople who build rapport with customers that encourages buyers to share personal confidences with them.

Changing Roles

Salespeople used to organize themselves to meet the needs of the products and services they were selling. That's changed. Customers aren't what they used to be. Now they expect salespeople to concentrate on meeting customer needs.

Here are three reasons why customer relationship management is critical today for every salesperson:

1. **Commoditization.** When customers are offered a vast number of similar products, all equally capable of doing the necessary job, they begin to see most products as commodities, distinguished only by price.
2. **Branding.** To differentiate themselves from the competition, salespeople and their companies began to emphasize and cultivate distinct brands. Brand preference and brand loyalty are the new touchstones of customer relationships management.
3. **Customer Information.** To ensure that their products and services meet customer demands, salespeople are now gathering and analyzing customer information like never before.

Customer Strategy

A customer strategy salesperson uses all available means to discover what the customer values and then supplies it. The key to success is to focus on each individual customer, not on a mass of customers.

IDIC & Trust

Customer information is a trust, not just an asset. Salespeople severely compromise their customer relationships if they violate that trust. The acronym IDIC stands for the four steps of the customer relationship: Identify, Differentiate, Interact, Customize.

Step 1. Identify. Standardize the way you collect and analyze customer information. Understand customers' business issues that can make or break a sale. Gather research that allows the customer to be recognized and remembered during every contact.

Keep the information current. If you stay focused on the customer, you will be able to spot problems or needs and respond quickly before things get out of hand.

Step 2. Differentiate. Some customers have a higher value than others. Customers who cost less to serve are higher-margin and higher-value customers than those who cost more. Customers who use more high-margin products or services are also higher value.

Differentiate among your customers based on their needs, buying patterns or other relevant characteristics. This is both possible and advisable.

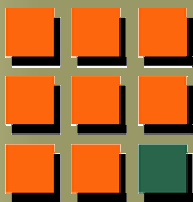
Step 3. Interact. Interaction with the customer involves both assumptions and understandings. To have dialogue, you and your customer must accept the possibility that the dialogue will cause a change in their approach, understanding, or attitudes.

Step 4. Customize. Quantify soft advantages, like quality reputation, service and reliability and make them tangible. Show how your products and services align with customer needs and priorities.



“A gift that isn't enjoyed is like a flower that doesn't blossom.”

-Cosmo Kramer



Trehel

Buildings and Relationships that Last a Lifetime

April/May 2005

Safety Information:

March Safety Inspections

	Trehel	Subs
Safety Glasses	1	5
Hard Hats	0	6
Body Harnesses	1	5
Hearing Protection	0	0
Scaffold	0	8
(Base Plates, Mud Seals, Walk Boards, Walk Board Laps)		
Drop Cords	3	11
Fuel Storage	2	1
Fire Extinguishers	3	2
Floor Openings	2	0
Fall Protection (Guardrail & Midrails)	5	9
Rebar Caps	0	0
Total:	17	47

April Birthdays:

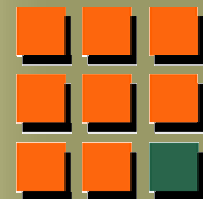
Jamie Buchanan	1st
Jon McDerment	2nd
Will Huss	2nd
Ben Bottoms	2nd
James Johnson	3rd
Jesus Rivera	9th
Brennon Belcher	9th
Linda Cowart	21st
Anselmo Bautista	21st
Robert Arthur	24th
Nathan Rogers	25th
Judy Lee	26th
Stan Lawson	28th
Brian O'Kelley	29th
Brad Stanley	29th

May Birthdays:

Don McCall	1st
Mark Smith	10th
Gary Caldwell	13th
Jim West	14th
Chad Lund	15th
Bill Hines	16th
Fernando Rosas	20th
Larry Medlin	21st
Ana Zambrano	21st

News:

- Congratulations to Matt & Ria Hydrick on their one year anniversary, which is May 24th, 2005
- Gwen & Tim Corder's son, Marcus was married March 12th in Cincinnati, OH. He and his new wife, Clare, are living there, but will soon move to Germany to continue service in the military. Congratulations to their family.
- Lyman United Methodist Church had a groundbreaking ceremony March 27th and construction will begin in April.
- Congratulations to the Spangler family! Phil and Pat Spangler's youngest daughter, Allison, got engaged February 10th to Joel Fowler. They will be getting married in December in Greenville.
- Kerry Hill's official last day is June 3rd. We will miss her around the office but wish her well in her new full time job of motherhood. Thank you for all of your hard work Kerry.



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Some Jobs in Progress:

- **Patio & Fireside ... Seneca, SC**
Project Manager: Jamie Buchanan, Superintendent: James Moore
- **Wofford College Dormitory ... Spartanburg, SC**
Project Manager: Chris McGarr, Superintendent: Pat Cooper
- **Dental Associates of SC ... Anderson, SC**
Project Manager: Jon McDerment, Superintendent: Glenn Hyder
- **Valley Walk ... Clemson, SC**
Project Manager: Jack Weber, Superintendent: Donnie Phaneuf



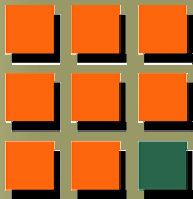
Correction:

In our last newsletter, we mistakenly reported that the superintendents for the new University Ridge Apartments project were Danny Pelfrey and Jim West. Actually, Danny Pelfrey is the superintendent for the new University Ridge Apartments project and Jim West is the superintendent for the Overlook at Lake Hartwell project. Our apologies to Danny & Jim for the

Thank You:

To the Trehel Staff,

Thank you for your support during my time in Iraq. Your prayers, thoughts, and care packages were well accepted and appreciated. Soldiers, sailors, airman, and marines can not survive this war without your support. So again, thank you from the bottom of my heart.



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Buildings and Relationships that Last a Lifetime

April/May 2005

Count Your Blessings:

People who are more involved in their faith seem to be happier and more optimistic than others, say researchers. But what is it exactly about faith that promotes this sense of well-being? Two professors say the answer is gratitude. All world's major religions - Christianity, Judaism, Islam and Hindu - view gratitude as an important quality that should be practiced daily. But, as the researches discovered, you don't have to belong to organized religion to benefit from being grateful.

The researchers divided several hundred people into groups of three. Each group kept a diary. The first group recorded daily events. The second group recorded their unpleasant experiences, and the last group listed things they were grateful for each day. Those in the last group reported higher levels of alertness, enthusiasm, determination, optimism, and energy. In addition, that group experienced less depression and stress, was more likely to help others, exercised more, achieved more personal goals and was more likely to feel loved.

And there's more. People in the gratitude group initiated a cycle of kindness in which one kind act encouraged another. The researches note that these benefits extend to the general population, regardless of faith or lack of faith. Therefore, say the researches, anyone can increase their sense of well-being and create positive social effects. All you need to do is count your blessings.

Reminders:

- Employees get your news to Marketing for inclusion in the next newsletter
- Visit the website: www.trehel.com

Foothills Gala:

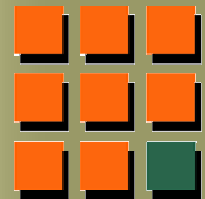


On February 26th, the Foothills Gala was held for local charities at Clemson University's Madren Center. The night consisted of dinner in the ballroom, music from the local group Pieces of Eight, dancing, a silent auction, and presentations about the charities. It was a fun filled evening for everyone involved and the Gala was able to raise \$7500 for Collins Home and Family Ministries, Anderson Interfaith Ministries, and MARYS House each.



"Take the first step in faith. You don't have to see the whole staircase, just take the first step."

-Dr. Martin Luther King



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Captain Kimberly Hampton Memorial Library

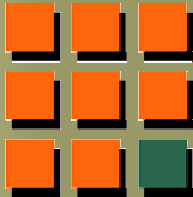
CLEMSON
PO Box 1707
1376 Tiger Blvd, Suite 104
Clemson, South Carolina 29633
Phone: 864-654-6582
Fax: 864-654-7788

GREENVILLE
PO Box 6688
643 Academy Street
Greenville, South Carolina 29601
Phone: 864-284-9439
Fax: 864-232-6952

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Although the official date of the library's beginning is April 30, 1935, efforts began as early as 1929 to provide a library in Easley. It was two bookcases, housed (rent free), in Edwin L. Bolt's store on Main Street in Easley. However small, this library was to become the nucleus of what is now the Pickens County Library System.

After expanding many times throughout the years, Pickens County wanted to build a new headquarters to meet their growing needs. In 2003, they turned to Trehel Corporation to design and build their new facility in Easley. From the ground up, project manager, Marty White, and superintendent, Dale Nalley worked with their crew to build a beautiful 63,000 square foot building with office spaces, meeting rooms, computer areas, reading sections, and space for over 70,000 books. Pickens County realizes it has come very far in its library system and its new building is one that both Pickens County and Trehel Corporation are extremely proud to have built.



Entrance



Upstairs

Alan Ours Pickens County Administrator

"Marty White was very receptive to understanding the needs of the county and to appreciate the vision of County Council and the Library Board of what they wanted the new facility to become. The ability of the contractor to listen and understand the needs of the client is the key to whether or not the project will be a success, especially in a design/build project. The project is a success for many reasons, but this one set the stage for the entire process."

