



# WEST TEXAS CHAPTER

## Associated General Contractors of America Inc.

February 21, 2019

### News & Quick Links

#### 5 Signs Your Small Business is Becoming Irrelevant (and What to Do About It)

Many entrepreneurs fail to notice the subtle signs that their products or services are becoming obsolete. When they finally take note, their once thriving enterprises are in jeopardy. Ensure that your small business flourishes for years to come by taking notice of the following telltale signs that your company may become irrelevant: [Read full article HERE](#)

- 1) *Shift in Trends*, 2) *Drop in Sales of key Products*, 3) *Customer Requests*, 4) *Lack of Direction* and 5) *Complacency*

#### Three Steps to Being a LEED-friendly General Contractor

*Three key things that a LEED-conscious contractor should focus on to deliver a successful certification*  
Now more than ever, it is important that you are LEED-friendly to ensure you continue getting considered for the jobs you are bidding on. According to Jonathan Kraatz, Executive Director of the Texas Chapter of the US Green Building Council, "For a contractor working on delivering a LEED project, the fear of the unknown is often the first obstacle to overcome. By relying on your team of professionals — from design through commissioning — a project can be delivered in a smooth and efficient fashion."

Here are three key things that a LEED-conscious contractor should focus on to deliver a successful certification: [Read article and three key things HERE](#)

#### A Closer Look at Creating a Strong Brand Identity

If you are starting a new business or growth in your existing business has stalled, you should understand how your brand identity impacts the success or failure of your business.

Brand, branding and brand identity describe different concepts, although they're commonly and often incorrectly used interchangeably. *This is a condensed version of a complete guide to brand identity.*

[Read condensed version HERE](#)

*For the complete, 17,000 word guide, read [What is Brand Identity and How to Create a Great One: A Complete Guide for Marketers and Businesses \(2019\)](#).*

### Safety Tips

#### PPE's Personal Protective Equipment – OSHA Fact Sheet & Checklist

Perhaps you have a newer employee or one that just needs a reminder that the basic safety protection gear, PPE, are very important and often mandatory. The Fact Sheets cover the requirements and the checklist may be used as a guide during a safety meeting and consistently on project sites by superintendents to confirm what PPE's are necessary for the various stages of the project.

Never neglect the basics of safety! Please contact West Texas AGC for a specific topic or assistance in regard to your next safety meeting or safety training.

West Texas AGC Membership Required for access to Planroom

#### West Texas Chapter AGC Contact Information

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#### 2019 Officers

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Resources on line at

[wtagc.org](http://wtagc.org)

for

Legislative Updates

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Chapter

Opportunities

**2019 West Texas AGC Scholarship Golf Tournament  
Sponsorships & Team (Golfers) Register Now!**

**April 26, 2019**

**The RAWLS Course | Lubbock, TX**

**[Click HERE](#) for Golfers Registration and Sponsorship Form**

Questions or Additional Information

Contact Cassie Hughes at [chughes@wtagc.org](mailto:chughes@wtagc.org) or Bryan Walters at [bryan@henthorncommercial.com](mailto:bryan@henthorncommercial.com)

**2019 WEST TEXAS AGC SCHOLARSHIP – Applications Available**

**Due Date is March 31, 2019 | Scholarship Application Form is online at [wtagc.org](http://wtagc.org)**

**Academic Scholarships are now available** for graduating seniors, current college undergraduates or others who will pursue post graduate work at a technical trades school, with all pursuing degrees in a construction related field. We encourage our members to forward this information and to encourage students to consider programs that may be applicable to the student's goals and pursuit of a construction career.

**AGC-TBB Legislative Day – February 26<sup>th</sup>**

All West Texas AGC Chapter Members are encouraged to participate and have the opportunity to speak with West Texas area legislators. A reception will be held February 25<sup>th</sup> at 5:30 PM with Legislative Day at the Capital commencing on Tuesday, February 26<sup>th</sup> at 7:30 AM. Contact West Texas AGC, Cassie Hughes [chughes@wtagc.org](mailto:chughes@wtagc.org) to attend and for more details. We hope you will join AGC members from across Texas for this important event!

**Complimentary Fall Protection Class in Spanish**

**Monday, March 4<sup>th</sup> | 8:00 AM – 5:00 PM**

**Seating Is Limited – Register Today**

Construction workers make up approximately four percent of the country's workforce but account for an average of 19% of all job-related fatalities each year. Consistently, over the past five years approximately 35-39% of those fatalities are from falls. Falls account for the greatest number of fatalities in the construction industry, especially among small businesses and businesses with Hispanic workers. In addition, fall protection violations continue to be among the most cited standards in the construction industry. AGC of America is pleased to offer this one-day training program based on OSHA standards and best practices to answer the need for quality training within the industry.

**[Register – Click HERE](#)**

**Who Should Attend?**

- Company Officers
- Managers
- Project Managers
- Supervisors • Foreman
- Both Union and non-union Contractors

**What will be taught?**

- Fall Protection Statistics
- OSHA Standards for Fall Protection
- How to Identify Fall Hazard Locations
- Selection and Criteria of Fall Protections Systems - Equipment
- Fall Protection Training Requirements

**Location:** TEXO's Dallas Conference Center |  
11111 N. Stemmons Frwy., Dallas, TX 75229

**Did You Know?** Friday, March 1<sup>st</sup>, is EMPLOYEE APPRECIATION DAY!

This is an opportunity to recognize and remind the employees we work, that they are appreciated for what they contribute day in and day out to this great industry.

**West Texas AGC | your Chapter • AGC | your Association**

*Working together on your behalf, to be the most professional and profitable company,  
in your specialized field and area of expertise*

**AGC of America • Building on Experience | Focused on the Future**