

What's the Buzz...

Social media sites are revolutionizing how businesses communicate. **Burns & Scalo Roofing** uses **Facebook** and **Twitter** to communicate with both customers and employees, allowing all three of us to stay connected to the other. Not only can followers learn what's happening with the company, but they can also learn some interesting things about The City of Pittsburgh and the world in general.



Burns & Scalo @BurnsScalo
One group's take on what it would take to make #NYC completely green and sustainable.



Scalo Solar @ScaloSolar
World's largest solar-powered bridge opens in London.



Burns & Scalo @BurnsScalo
Construction finally begins next month on the world's tallest tower.

Join the conversation! Follow and Like us today!



The Work Force

Employee and Company News for the Scalo Companies



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Burns & Scalo Completes Acquisition of David Hood & Sons Roofing

Article contributed by: TJ Willetts

Burns & Scalo is proud to announce the recent acquisition of **David Hood & Sons Roofing**. The transaction brings together two companies, both with a rich history and shared reputation of quality craftsmanship, unparalleled customer service, and positive growth.

For many consecutive years, Burns & Scalo has experienced exponential growth in commercial roofing service offerings; however, the size of our Residential Division has stayed relatively the same. The addition of David Hood Roofing to the Scalo family will help **expand our residential service area** into the East Hills of Pittsburgh and complement the growth trend of its commercial business unit.

"This exciting development will **create many positive opportunities** for both customers and employees of David Hood Roofing," said Burns & Scalo President, **Jack Scalo**. He adds, "I am confident that the synergies of both companies will create the atmosphere for David Hood to flourish

for many more generations to come." David Hood Roofing was established in 1924 and has built a strong reputation and loyal customer base. The company continues to thrive as it **celebrates its 90th Anniversary** in business. The Scalo Family is excited to join David Hood Roofing in celebrating this very exclusive accomplishment. The company's next chapter will be filled with unlimited potential and continued growth, and we look forward to celebrating its 100th Anniversary as David Hood Roofing.

With David Hood Roofing poised to grow within the East Hills of Pittsburgh, the **Burns & Scalo Residential** division has been making arrangements to **grow its market share and geographic footprint**. The sales and marketing teams have created a strategy to increase business in these target areas through increased advertising, the creative use of social media, and neighborhood canvassing. According to Vice President of Sales & Estimating, **Mark Heckathorne**, "We have worked very hard to grow Burns &

Scalo's commercial divisions." He adds, "But the Residential division is a very important part of our company, and we need to ensure that Burns & Scalo **stays on top** as the leading roofer for homeowners in Pittsburgh."

The acquisition of David Hood Roofing and growth strategies for Burns & Scalo Residential will help the Scalo Family of Companies as we get **back to the basics** and grow our residential market share in Pittsburgh.

Welcome, David Hood Roofing!

Ray Puza	Steve Chianese
Tom Welsh	Chris Gold
Mike Chismar	Justin LittleJohn

STAY HUMBLE STAY HUNGRY:

2014 Theme Revealed at Town Hall Meeting

On April 9th, employees from all of **The Scalo Companies** gathered at Scalo headquarters for the first Town Hall meeting of the year.

As with every year, the executive team first discussed the good and bad of the previous year before moving onto the fu-

ture. And though the hard work every employee was seen in the overall success of 2013, each speaker made sure to emphasize the ideal that embodies the Scalo way: **good is great, but better is best**. And that belief is what lies behind the company's new mantra for 2014: **Stay Humble, Stay Hungry**.

The idea behind the first part of the motto—staying humble—is simple: a company that doesn't bother to look in the rearview mirror **cannot stay ahead of the game** for very long. By acknowledging that Burns & Scalo and its employees are never done learning, and by looking to competitors to gain that knowledge, the company can continue to remain where it belongs: at the top.

Our company *is* number one in the region. And that's where we want to stay. So we, as a company, can't relax, because the moment we do is the moment we lose our

spot at the top. And that's why staying hungry is such an important factor for continued success. If a company remains hungry, they never grow complacent. They always look for ways to improve, and they're always looking for ways to be better.

Each and every plan for 2014 embodied both aspects of Burns & Scalo's new mantra, emphasizing this year's focus towards **learning from both past mistakes and from each other**. Whether the topic was continued focus on customer service initiatives, further embedding technology into company procedures, or providing current employees with the knowledge they need to succeed, the meaning behind each and every goal was clear: **never stop learning, and never stop changing**. Because that's the Scalo way.

2013 Award Winners

Foreman 5-3-1 Award:
Commercial: Dolores Rodriguez
Sheetmetal: Keith Petrie
Residential: Dan Smith
R/M: Oscar Medina
Ohio: Pablo Valdes

Field Support Award:
James Hahn
Project Manager Award:
Dave Janosco

Commercial Sales Award:
Derek Dennick

Residential Sales Award:
Jim Lewis
Golden Eagle Award:
Heather Maurer

Ray Coulter Rookie of the Year Award:
Julie Booth

President's Award:
Mike Carnahan



Counseling

3 free sessions per issue per family member offered for drugs & alcohol, marital & family, as well as general stress & life issues



Wellness/Weight Loss

Get 3 free sessions per issue per family member in addition to the weight loss and wellness trackers and tips on the website

Legal Consultation

1 free hour with an attorney per issue per family member

Hey! Did you know...

There are a whole bunch of employee benefits you might be missing out on!



For more information about the employee benefits from Magellan, contact the HR Director, **Julie Booth** at **412-928-3060** or **boothj@scaloinc.com**

Financial Counseling

Including debt consolidation, tax preparation help, budgeting, and financial planning



The Benefits of Playing It Safe

Burns & Scalo is dedicated to providing meaningful employment and developing long-lasting careers for our employees. As such, we are constantly **focused on improving our training initiatives** so that employees with the aptitude to succeed at our company obtain the skills they need to do so. Our goal is to offer our employees opportunities and resources so they can **grow upward and outward**.

Our training programs, which are designed to help employees **advance their roofing skills**, include areas such as quality control, technology, and leadership training. But the most valuable of these programs is undoubtedly the safety training program.

But why do companies like Burns & Scalo put so much effort in making sure field employees—some of which have been roofers for years—are reminded of the proper procedures? Safety programs of any kind require a lot of time and money, but companies know that **investing in safety provides many benefits to many people**. The most important and obvious benefit is that it keeps workers alive and well. **Every person who leaves for work should return in the same condition**. Period. Employees dedicate themselves to doing good work—it's only fair that a company invests in those employees' good health. That alone is enough reason for most companies. But safety can influence other aspects of a company as well.

Financial success is another factor that safety programs influence. Companies exist, of course, to make money, and **an investment in safety significantly improves the bottom line**. Work-related accidents can create detrimental costs, including worker's comp claims, insurance costs, and legal fees.

These costs can quickly add up, turning a once profitable project into nothing more than a money pit.

Safety can further influence a company's financials by affecting productivity. When an incident occurs, workers naturally turn their attention away from the job at hand to focus on dealing with the problem. Thus, the project takes longer to complete, and the ripple effect of that delay can be easily seen. A good safety program can also allow for a much better end product. If a work area is free of debris, tangled cords, etc., workers can be much more efficient. Having a clean work area also increases focus, negating distractions and further increasing productivity.

And **an increase in productivity increases customer satisfaction**. A study was conducted by the National Safety Council that showed that projects that had more employee injuries also had more customers who were unsatisfied with the work that had been done. This makes sense, because of the productivity benefits of safety programs previously mentioned, but it also makes sense in another way as well. If a customer thinks a company lacks concern in regards to the safety of their employees, they might conclude that that carelessness could trickle down into the work being done, negatively impacting the final product.

"A company that invests in safety is reliable, efficient, and profitable," said **Jack Scalo**, President. "These are the characteristics not just of a company that customers want to hire, but also one that people would want to work at. And that's the kind of company Burns & Scalo strives to be."

Who Wore it Better?



Gregg Frank 3%
Dave Janosco 97%

Dave Janosco, Residential Project Manager, and **Gregg Frank**, Warehouse Helper, have geared up for the day. Both gentlemen sport Burns & Scalo's trademark orange fluorescent safety vest, as well as comfortable and durable workman's boots. But Gregg's vest is being hidden by his coat, and his gloves desperately need replaced. Dave, meanwhile, proudly displays his vest for all to see, and his safety goggles are, well, *not* upside down. That, in combination with his impressively secure helmet put him ahead of the game even further, and according to you, that makes him this issue's winner of "Who Wore it Better?"

Burns & Scalo remembers past projects by taking...

A Trip Down Memory Lane

Project: Trillium

Location: Fox Chapel

Year: Phase I: April - November 2010

Phase II: April - November 2011

Estimator: Tom Gamble

The Details: Trillium was a particularly massive project for the Burns & Scalo Residential department. The project scope was so large, it had to be broken down into two phases. Each phase involved an impressive 16 units, and each unit required an extensive amount of work. The project scope for Trillium included cedar shake installation, drip edge and flashing installation, full gutter replacement, and winter guard installation. In addition, crews were to replace plywood decking and downspouts if necessary.



Two crews worked on one house each for both Phase I and Phase II in order to complete on time.



A crew works to complete one of 32 units that were part of the two Trillium phases.

Face to Name: Meet Bob Brown

What is your position at Burns & Scalo?

Commercial roofer/helper

How did you come to work at Burns & Scalo?

Before I started working here, I was the compliance coordinator for a security company. And before that, I worked for 20 years as an accountant/controller. I think I'm possibly trying to re-invent myself.

Where did you grow up?

I mostly grew up in Meadville, but I was born in Kittanning and also lived in Ford City for a few years.

Can you tell me a bit about your family life?

Not much to tell. I have two younger sisters and two cats.

Favorite bands?

Modest Mouse, Johnny Cash, Violent Femmes, & Social Distortion



Recipe: Stuffed Peppers Serves: 4

Ingredients:

Directions:

Favorites movies?

Lost in Translation, Groundhog Day, Full Metal Jacket, & Reservoir Dogs

Favorite foods?

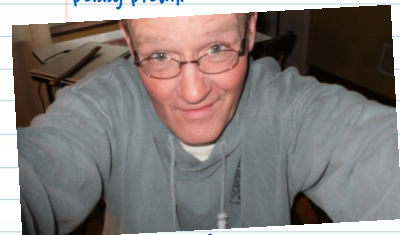
Stuffed peppers, Boboli pizza

If you could go anywhere in the world, where would you go?

Ibiza

A Case of Mistaken Identity

When I lived in Boston, I dated Sharon Stone's sister, Kelly. Giggling teenage girls would constantly call me, thinking that I was the infamous Bobby Brown.



↑
Me

↑
Not Me