



the OUTRIGGER

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R. Baker & Son Magazine
Veteran Owned Small Business

R. BAKER & SON Customers, Competition, and Finding Our Niche

In any industry, every successful business must find its niche. When R. Baker & Son was established during the Great Depression, competition was fierce among industrial contractors for the small amount of work that was available. My grandfather, Ruby Baker, found our niche early on, building a successful business by taking on the tough projects that other contractors wouldn't - or couldn't - do.

R. Baker & Son is still considered to be the "go-to" contractor for projects that are especially challenging: difficult rigging and assembly projects, seemingly impossible selective dismantling and demolition jobs, plant relocations complicated by complex logistics, where mistakes are not allowed. Customers know they can rely on us, and we've built a rock solid reputation as one of the most dependable firms in the industrial contracting industry.

While expertise and precise execution is a must in any successful business, much of our success can be credited to the loyalty and character of the men and women who have worked for us, combining their energy to make the R. Baker & Son the best it can be. As a generations-old family-run business, our level of dedication to excellence and integrity is a collective matter of pride among both family and staff, as opposed to a typically "corporate", more impersonal, mindset.

I recently called a few of our customers and asked why they continue to choose R. Baker & Son for their projects time and time again, and there is a simple, common thread in their answers: they have full confidence that they will receive a higher level of service, expertise, and care, and are always assured a successful outcome, no matter how difficult the project. Looking back to our origins, we're still filling the "niche" my grandfather found many years ago, still dedicated to providing our customers with unsurpassed excellence.



inside this issue...

customers, competition and finding our niche
lead: maximizing your rating points - d&b rating reaffirmed
national safety month - quality awards - back injury prevention

LEED: Maximizing Your Rating Points

Since 2000, when the LEED (Leadership in Environmental and Energy Design) Green Building Rating System was launched by the U.S. Green Building Council (USGBC), it has become the nationally accepted benchmark for environmentally sustainable construction. In the 11 years that have passed since then, the green building industry has grown from \$7 billion to one that is estimated to be nearly \$60 billion.

Buildings that are LEED-certified have been shown to provide healthier work and living conditions, greatly reduce environmental impact, and are more energy efficient. Green building also creates jobs, reduces strain on public infrastructure and resources, and inspires growth and innovation in the local economy. To encourage green building, state and local governments offer a variety of financial and structural incentives and initiatives based on LEED ratings.

R. Baker & Son provides the highest level of LEED compliance so that clients can earn all available rating points in categories pertaining to our portion of a project – up to 14 of the 110 possible points on new construction or major renovation. These categories include recycling of demolition materials, recycling of new construction materials, brownfield development, selection of existing site reuse, and more. To learn more about LEED and how R. Baker & Son can help maximize your project's LEED rating, please contact Damon Kozul, PE, CHMM, at 732-222-3553.



R. Baker & Son D&B Rating Reaffirmed

Dun & Bradstreet, the world's leading source of commercial information and insight on businesses, has once again reaffirmed R. Baker & Son's D&B Rating as 3A3. This, combined with our liability insurance of \$10 million, \$2 million in pollution insurance, completed operations coverage, and bonding capacity exceeding \$10 million, demonstrates R. Baker & Son's continued financial strength. Our clients can rest assured that we possess the financial solidity and resources to complete projects of any size.



Decide with Confidence

June Is National Safety Month

The **National Safety Council (NSC)** established National Safety Month to educate and influence people to adopt and maintain safe and healthy practices in the workplace, on our roads and highways, and in our homes and communities. Each week carries a theme, and this year's are Summertime Safety, Preventing Overexertion, Teen Driving Safety, Preventing Slips, Trips and Falls, and On the Road, Off the Phone.

A wealth of information covering numerous topics within these themes can be found at http://www.nsc.org/nsc_events/Nat_Safe_Month/Pages/home.aspx. At R. Baker & Son, safety is our top priority, and we encourage everyone to visit the NSC website and get involved.

NATIONAL
SAFETY
MONTH 2010



The R. Baker & Son Quality Award recognizes individuals for their outstanding achievements in **Safety, Project Execution and Customer Satisfaction**.

Congratulations to recent winners **George Sellers, Joe Ricci, Bob Fawcett, Wactaw Trzcinski, and Stanislas Augustin**.

BACK INJURY PREVENTION: Safe Lifting Techniques

- 1. Get as close to the load as possible.** The further the load is from the center line of your body, the greater the strain on your back. Squat down, if need be, and lift from between your legs. Avoid bending at the waist – the lack of leverage can make a load seem up to ten times heavier than its actual weight.
- 2. Avoid picking up heavy objects resting below your knees.** Place or store heavy objects between knee level and shoulder level when possible. If you suspect a load is too heavy to be lifted comfortably, don't chance it! Use a mechanical aid, break the load down into smaller parts, or get help.
- 3. Keep your back straight.** Bend principally from the hips while maintaining the arch in your back, rather than bending at the waist. Keeping the natural arch in your lower back helps distribute the load evenly over the surface of spinal disks.
- 4. Keep your spine aligned properly when carrying a load in one hand.** Try placing your free hand on the outside of your thigh to help maintain correct back alignment and avoid tilting to one side. Side bending can be just as stressful to the spine as bending forward.
- 5. Tighten your stomach muscles and avoid twisting.** If you need to place a load off to one side, turn by moving your feet, not your torso. If you wear a back support belt, wear it low on your trunk and loosen it when you are not lifting.
- 6. Stay in good physical condition.** A protruding stomach puts extra weight on the spine, increasing susceptibility to back injury. It also prevents you from holding a lifted object close to your body, the #1 most important rule for back injury prevention.
- 7. Stretch and loosen up before work.** Research has shown that trunk flexibility and mobility is significantly lower in the morning than later in the day. A few minutes of stretching can warm up cold stiff muscles and tendons and help you avoid injury.