



Dear Customer:

During the 2010 year J. M. Davidson will be focused on Total Quality, Team Management. This will be our goal to achieve on every task, job, or project we perform.

Total Quality, Team Management

In the above statement what does **quality** mean to us? It means...

- Each part of the job ensures the right decision is made, from engineering to safety to installation and closeout.
- Providing follow up QC on all projects, not just for mechanical work.
- Giving the customer what they want.
- Going beyond the minimum specifications.
- Good attitude of the people.
- Superior craftsmen.
- Performing good work repetitively.
- Experience working together.
- Operating smoothly and on time.
- Verifying information is correct.
- No accidents occur and no shortcuts are taken.
- Communicating correct information.
- Eliminating surprises.



In the above statement what does **team** mean to us? It means...

- A group of individuals moving toward the same goal.
- A group of individuals that have a responsibility to a group.
- Each leg of the team is just as important as another.
- Conducting tasks that are high in complexity and have many interdependent subtasks.
- Combining experience to accomplish tasks.
- Communicating positively and realistically.

Total Quality, Team Management will mean more than just the words, but should be adopted as an approach to successfully performing our jobs and projects. To fully achieve this goal we will be focusing on excellent communication skills. People often do not realize how important proper and clear communication is to safely perform construction projects. Poor communication leads to many pitfalls all resulting in potential mistakes and mismanagement. Some important forms of communication include: Design Requirements, Contract Negotiations, Discussing Opportunities, Hazard



Communication, Schedule Constraints, Budget Constraints, Estimate Turnovers, Field Direction, and many others. We cannot assume every person already knows everything about a job or project prior to beginning that project. The purpose of communication is to help minimize the learning curve on each new job we perform. A smaller learning curve leads to higher quality, and this can only be achieved through a team effort.

J.M. Davidson offers an excellent advantage especially in a tighter market, lower cost with equivalent, higher quality than other construction firms. We will continue to prove that our quality in management and work will outperform our competitors, especially “big” functional management approaches to construction. We represent a close-knit team of construction managers who know what to expect from each member of the team. We focus on new ideas that never stray from old fashioned experience.

The Total Quality, Team Management approach assumes that quality construction is more than just pouring concrete, welding, or pulling cable, it includes each step of the construction process from design development, to purchasing, management, and construction. This focus enables the Davidson construction team to achieve what the customer needs i.e. your goals are our goals. We understand our industry is very sensitive to repeat customers and references. Therefore, we believe that without customer satisfaction at every step of the construction process then that particular project risks not being a success. This approach helps us avoid risks and gain successful projects from site work to start up.

We will strive to create satisfied customers.

Truly,

J. M. Davidson Inc. Construction Team

361-883-0983
