



The Mulvaney Pipeline

Mulvaney
MECHANICAL, INC.

MECHANICAL CONTRACTORS

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Energy Star Service and Product Provider Partner



Mulvaney Mechanical has recently partnered with the Environmental Protection Agency Energy Star Program to assist and encourage energy awareness in new construction and renovation projects. Members of the specialty group of Service and Product Providers (SPPs) have been an essential part of helping commercial buildings run more efficiently. Partnering with ENERGY STAR service providers provide customers with the most current information and resources to help bring increased value to any mechanical project, large or small.



As more and more commercial and industrial operations realize the added benefit of combining energy conservation within their normal site improvement or new construction projects, interest has peaked in new products and services. Using an SSP registered service provider, engineer or architect is the single best way to get the most value out of your investment. The partnership with Energy Star insures customers that they are dealing with environmentally conscious service providers and will be getting the best and most recent information, new products, processes and services.

We at Mulvaney Mechanical have long recognized the value of sustainability, conservation and environmental stewardship. This new partnership helps us assist our entire customer base take the best possible advantage of new products, conservation tools, utility rebates and tax incentives.

Possible Liabilities of "Going Green"

"Going Green" is the new buzz word for being environmentally aware. It is an honorable and desirable effort to improve the environment and diminish our "carbon footprint". What could possibly cause us added liability exposure in greening our operations?

It seems insurance underwriters are becoming more and more concerned about added liabilities from environmentally green projects. Although there has not been an increase in premiums, underwriters fear that may be the next step. In the rush for doing the "right thing" many companies are purchasing equipment, making alterations and specifying green products that may not measure up to existing standards. Untested goods, substandard materials and less than quality workmanship opens up an exposure, all in the name of going green. Underwriters are concerned that the demand for energy and environmentally related products and services will outpace the prudent testing and control of such products.

Whether you manage your projects, do your own work or contract out such services, the EPA advises that you fully review all aspects of your work. This will protect you from substandard materials and workmanship.

FEMALE PLUMBERS? THEIR TIME HAS COME

It wasn't too long ago that women plumbers were few and far between in this normally male dominated trade. Sure there was always the exception; however, recently that trend has changed. More and more women are entering the plumbing trades working alongside their male counterparts. With few exceptions, female plumbers lacked the brute physical strength needed to succeed as fully capable plumbers.

So what has changed to open up the plumbing trades to women? Well, it took a host of different minor changes to accomplish this. Some of the changes in technology and materials have lowered the physical aspects of plumbing. PVC, ABS and other lighter materials have almost totally displaced much heavier materials. Glued, heat fused and gasketed joints have replaced flanged, threaded or welded connection. The vast shortage of technically qualified tradesmen has further opened up the field. All these changes and advancements helped ease the way for women who wanted to be plumbers. Although important, there is a strong social aspect to why women are becoming more successful in plumbing.

The past decade has marked a sharp rise in single mother households. What was once a minor phenomena has become an increasing segment of the general population. Single mothers, like most other family units, have their plumbing problems just as we all do. Today's women are far more independent and fearless than their predecessors, however when it comes to having a stranger working in their home, there is a higher level of comfort with a female plumber.

So, do potential customers take a woman plumber seriously? You bet they do, according to industry polls, women in particular feel very comfortable with a female plumber, as well as the gay community. Women plumbers have a far more relaxed attitude that enables customers to ask anything they want. The big surprise was that the same reaction comes from the average male out there as well. Polls show that the male population feels just as relieved to have a female plumber turn up as the gay community and women do. There is a proven repeat customer base among women who live alone. Such women prefer to call a woman plumber, if they can find one.

As a real example of successful marketing, the United Kingdom has had all female plumbing companies for some time now. One of the best recognized firms of this nature is Plumb-Hers which fields only female plumbers.



Good to Know, Facts and Tidbits

-Contrary to long-standing theories, there's no reliable evidence that Alzheimer's is caused by exposure to aluminum.

- Worldwide estimate: 100 people die each year from jumping off of a bridge. (About 25 of them jump off of the Golden Gate Bridge).

- A high fever can cause brain damage--but typically only if it goes above 107.6 Degrees F.

-Sunglasses first became popular in the 1920s, when movie stars wore them to protect against reporters' flashbulbs

- World War I killed 25 million people in four years. The 1918 flu epidemic that followed killed 25 million people in four months.

- Due to underwater volcanic activity, some parts of the ocean are as hot as 194 degrees F.

- The chronic health problems of painters Vincent van Gogh and Claude Monet may have been caused by their use of Emerald Green paint, which is made with copper and arsenic.



GARMIN
NAVIGATOR

"Where all roads lead to Mulvaney Mechanical"

We are disappointed to report that no one claimed our free Garmin Navigator. The correct answer to: Name the feature topic from our 1998 inaugural issue of the Mulvaney Pipeline.

The answer was

"The Big Chill" - Phase Out of CFC's.



WHAT THE HECK IS IT?

If you can name the item pictured, you may.

GET A 2ND CHANCE AT WINNING THE GARMIN

If you e-mail your entry, you must write "NEWSLETTER CONTEST" in the subject line to avoid our SPAM filter. Please mail to janette@mulvaneyinc.com

HISTORY in the year 1981

- Mulvaney Mechanical Incorporated - opens doors for business
- International Year for the Disabled begins
- U.S. and Iran sign agreement to release 52 American hostages
- Ronald Reagan inaugurated as president
- Walter Cronkite signs-off as anchorman of CBS Evening News
- 1st class postage raised to 18 cents from 15 cents
- President Reagan shot and wounded by John W Hinckley III
- Pope John Paul II shot, wounded by assailant in St. Peter's Square
- Mark David Chapman pleads guilty to killing John Lennon
- Sandra Day O'Conner becomes 1st female Supreme Court Justice
- Supreme Court upholds male-only draft registration
- Prince Charles of England weds Lady Diana Spencer
- U.S. national debt tops \$1 trillion
- Unknown rocker Prince opens for Rolling Stones at LA Coliseum
- 2nd shuttle mission-1st time spacecraft launched twice (Columbia)
- Muhammad Ali's 61st and last fight
- CNN Headline News debuts
- Yearly Inflation Rate 10.35%
- Year End Close Dow Jones Industrial Average 875
- Interest Rates Year End Federal Reserve 15.75%

WHAT'S GOIN' ON?

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|--------------------|-------------------------------------------------------------------------------------|
| Oct 25 - 27, 2009 | CMAA Conference & Tradeshow
Orlando, FL |
| Nov 11-13, 2009 | Green Building Expo
Phoenix, AZ |
| Nov 16 - 18, 2009 | Biofuels Environmental and Economical Sustainability Summit
Washington DC |
| Nov. 18 - 20, 2009 | Alternate Energy and Building Efficiency Expo 2009
Santa Clara, CA |
| Jan 25 - 27, 2010 | AHR Expo 2010
Orlando, FL |

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