



Useful tips, news and information from James CRAFT & Son, Inc.



Grand opening and ribbon cutting with Pennsylvania Governor Tom Wolf.

A Better Chicken Dinner Starts at Birth!

Bell & Evans' New "First-of-its-kind" Hatchery

Bell & Evans believes "A better chicken dinner starts at birth!" And, its new facility in Fredericksburg, Pennsylvania shows just how committed the company is to that vision.

What began for us as an underground plumbing project, with a value of just under \$1 million, has evolved into a more than \$7 million dollar project. And, to achieve the targeted completion date of August 1, 2017, we had upwards of 25 people on the project providing our typical "Quality CRAFTsmanship."

This is an extremely "clean" facility, so much of the system piping on the project was installed in schedule 40 stainless steel, including the 10-inch headers serving the six 110-ton chillers. Our crews also installed high pressure piping to serve 30 high pressure hose reels, capable of delivering 900 PSI, plus six different chemical systems and air lines to serve the hatch equipment. Other systems under our contract were the domestic water piping and gas piping throughout the impressive structure.

more photos on page 4

110-ton chillers with 10-inch stainless steel headers



2780 York Haven Road • Manchester, PA 17345
TEL: 717-266-6629 • FAX: 717-266-6623

www.jamesCRAFTson.com



Which single recorded by Jan and Dean was the first “surf” song to top the U.S. Billboard pop chart?

Trivial Matters

- Advertising executive Gary Dahl was responsible for which of the following short-lived fad items?
 - Mood Rings
 - Pet Rocks
 - “Baby On Board” Signs
 - Troll Dolls
- “Conrad” was the first name of the founder of which hotel chain that still bears his surname?
 - Sheraton
 - Radisson
 - Marriott
 - Hilton
- Which of the following singles was recorded by Jan and Dean and was the first “surf” song to top the U.S. Billboard pop chart?
 - Surfin’ U.S.A.
 - Surfin’ Safari
 - Surf City
 - Surfer Girl
- The late Stanley Ann Dunham is the mother of which U.S. President?
 - Barack Obama
 - Bill Clinton
 - Jimmy Carter
 - Lyndon Johnson
- By what name was Shelly Duvall’s character, Winifred Torrance, known in the 1980 thriller *The Shining*?
 - Winnie
 - Willa
 - Wendy
 - Wanda

—from *mental_floss*

Answers: 1) b; 2) d; 3) c; 4) a; 5) c

Five Traits of Successful Team Players

Whether you’re forming a self-directed work team or leading a group that just needs to collaborate effectively, you have to recruit the right people. Keep your eyes open for these abilities and traits:

- **Willingness to contribute.** Is the person ready to put the team’s goals first? This doesn’t mean ignoring personal goals, but it does mean that team members must put their primary energy into contributing to the team so they can share in its success.
- **Acceptance of roles.** People on a team have specific jobs, tasks, and roles. Though they should stretch themselves, they won’t be effective or helpful if they insist on going outside the boundaries of what the team wants from them.
- **Eagerness to assist.** On a team, no one can say, “That’s not my job.” Look for people with a track record of pitching in to help wherever they’re needed.
- **Identification with the group.** Effective team members take pride in their association with the group. Find out what other teams, task forces, and committees a potential team member has worked on. How does he or she describe the experience?
- **Responsible attitude.** Everyone is eager to share credit. Is your team made up of people willing to accept responsibility for failure? Look for people who can be honest about their mistakes and willing to learn from experience.



Traditional Books Are Alive and Well

Publishers and traditional readers alike have long been worried about the rise of electronic books as sales of Amazon’s Kindle and other devices have grown, but their concerns may have been at least somewhat overblown. New studies suggest that the growth of e-book sales is leveling out—and possibly declining.

According to the *Chicago Tribune* website, during the first nine months of 2016 e-book sales dropped by 18.7% compared with the same period a year earlier. On the other hand, hardcovers, paperbacks, and audiobooks did not suffer a similar decline. In the same timeframe, e-books’ share of the total market fell to 17.6% from 21.7%. In addition, sales of hardcover books in 2016 outpaced e-books for the first time in five years.

Columbus’ Anchor Saved from the Depths

A team of explorers believe they’ve discovered an anchor from one of Christopher Columbus’ ships in the Caribbean. According to a story on the *Fox News* website, an analysis of the anchor shows that it dates from somewhere between 1492 and 1550. It weighed 1,200-1,500 pounds and probably belonged to a 300-ton vessel, typical of Columbus’ time.

The anchor is believed to come from a fleet of smaller ships called caravels, which included the *Pinta*. Captained by Vicente Pinzon on one of the “minor voyages” of Columbus’ third expedition to the New World, the ship sank in a hurricane near the Turks and Caicos islands in 1500.

In addition to the anchor, the team brought up other artifacts at the shipwreck site, including grappling hooks used for salvaging cargo from shipwrecks, as well as pieces of pottery and an olive jar painted with indigo.

Send Emails That Get Results

Do your emails get the attention and rapid response they deserve? Here's how to make sure people read and answer your messages while they're still fresh:

- **Grab them with your subject.**

The subject line should read like a compelling newspaper headline. One technique is to use the subject line to tell people what you want up front: "Please come to the 3 p.m. meeting," for example, or "Do you have the Jones file?"

- **Avoid sharing sensitive information.**

Email is not as secure as you might think. People can easily forward and share emails. Avoid sharing information of a personal or sensitive nature.

- **Limit yourself to one subject per message.** Don't overload readers with questions and data. Single-topic emails are easier to answer than lengthy essays or questionnaires.

- **Ask for action.** Tell the reader what you need him or her to do—present a report at the 3 o'clock meeting, or bring the Jones file to your office. Specify whether you want a response to your email. If it's not necessary, tell them.

- **Be consistent.** Tracking emails is easier when you keep the same subject line.

- **Proofread your email.** We have all done it: hit the send button just as we spy that misspelled word. Take the time to check spelling and grammar.

SPEED BUMP

Dave Coverly



Everyone Is Drinking More Coffee

For a growing number of people, a morning cup of coffee is part of starting the day off right. According to a National Coffee Drinking Trends consumer survey, the number of Americans drinking coffee daily has increased to 62%, up from 57% in 2016.

The biggest increase is in the 13-18 age bracket. Their daily coffee habit climbed to 37% in 2017, up from 31% in 2016. Adults ages 18-24 increased their coffee habit from 48% to 50%, and 63% of adults 25-39 drank more, up from 60%.

Sixty-four percent of Americans 40-59 drink a daily cup of joe, up from 53% last year. The 60+ crowd moved to 68% in 2017 from 64% the previous year.

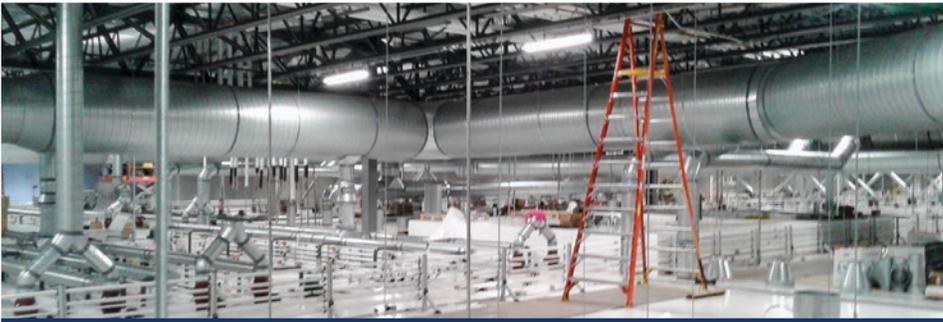
Build These Concepts Into a Culture of Innovation

You want to create a culture of innovation in your organization? Great. Take these steps to get everyone on board:

- **Set appropriate challenges.** Don't ask employees for the moon and stars. Find out what they're capable of, and ask them for ideas that relate to their interests and strengths.
- **Tolerate failure.** Innovation involves risk, and employees won't be motivated to suggest creative ideas if they fear being punished for failure. Let them know that a good-faith effort will be rewarded even if results aren't always what you hoped for.
- **Experiment before moving forward.** Run a pilot program for every promising idea before moving to full implementation. You'll see what works, what doesn't, what kinks need to be worked out, and what can be improved. Then you can apply the program on a wider scale.
- **Provide autonomy.** Give employees space to make their own decisions about developing and implementing their ideas. They'll be more willing to think outside the box and take risks if they don't feel you're watching and second-guessing their every move.
- **Encourage dissent.** You don't want arguments for the sake of having arguments, but a vital part of the innovation process is playing devil's advocate for every idea that comes down the line. Urge employees to examine each other's ideas and think critically so they can head off problems before they threaten the project.

"Things work out best for those who make the best out of how things work out."

—John Wooden



Boiler and expansion tank

Hot and chilled water piping and ductwork serving the hatcheries



High pressure hose station with scrub sinks and eyewash/shower

“This facility is said to be the first organic, humane, animal welfare-focused hatchery in the world.”

—*Lebanon Daily News*
(6/22/17)

Connect With Us...www.jamesCRAFTson.com

And, find us on Facebook and LinkedIn!



Quality CRAFTsmanship In Every Job

2780 York Haven Road
Manchester, PA 17345

ADDRESS SERVICE REQUESTED

