

Ways to Tell Employees Thank You at Christmas Time



Two things likely come to mind when thinking about how to show your employees appreciation this Christmas: have a party and/or give them a gift. Dozens of "working smarter" contractors were asked how they plan on saying thank you to their employees this holiday season. Read on to hear what they have to say—and maybe steal an idea or two.

Traditional party ideas

Most contractors like to stick with the traditional Christmas party—either at their facility or at some public venue. "A holiday party is a good way to get everyone together, invite their partners, and say thank you to employees," says Daniel Sadler of Michael Bellantoni & Sons in White Plains, NY. "Another great way to say thank you is to surprise them with a small gift. It doesn't have to be big or expensive, just something to say that we recognize their hard work and appreciate them."

Here's a look at some of the more interesting ways "working smarter" contractors are putting traditional Christmas parties together this year.

Christmas breakfast is held at a local resort hotel. Offer gifts for all employees, such as a pre-paid American Express card or a gas card. Think about hiring entertainment such as a magician or comedian. Think about a family potluck Christmas party with all employees and their spouses and children. Everyone can share their favorite holiday dish, which makes for a great way to enjoy each other's company.

We like to encourage employees to bring a guest to our party at a restaurant or place with a pool table place. I think they appreciate the meal as many of them don't get to go to restaurants too often. We also hand out a Christmas gift/check.

We have a party with a big thank-you theme right at our garage. I also get a small gift for my men as a token of gratitude, although I'm not a big fan of a monetary bonus as it just seems like the easy way out, although I'd be interested to hear what others think.

Excerpt: www.forconstructionpros.com/article/11281012/ways-to-tell-employees-thank-you-at-christmas

About the GDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on GDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Facilitate liaisons between the Prime Contractor and DBEs.
- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor.
- Provide access to training increases DBE
- Expertise in handling of daily business operations.
- Help DBEs produce sound bid proposals.

About the Program

The Construction Estimating Institute (CEI) works with GDOT as the statewide provider of the federally fund Disadvantaged Business Enterprises (DBE) Supportive Services Program.

We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient.

Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

Common Construction Marketing Mistakes



The construction industry is growing, and no one can afford mistakes in [construction staffing and marketing](#). Eager to reach the right kinds of prospects, many construction contractors put together a marketing strategy that doesn't exactly fire on all cylinders. As you make your marketing plans, consider some of these commonly made construction marketing mistakes.

Not having a solid marketing budget:

Your marketing budget needs to take in to account multiple factors, so it's important to give it a lot of thought. In addition to setting the dollar figure you're willing to spend on marketing, develop and estimate for increased sales. Develop a second estimate you're willing to work with if you don't see the increased leads you're looking for. Also, always have a plan for how you'll handle an unexpected increase in leads – such as a variable staffing plan.

Not choosing the right sources:

It's important that you're advertising in sources that are both credible, and legitimate to the construction industry. Low-cost advertising may seem like a great idea to save money, but it doesn't go a long way towards getting your name in front of the prospects you'd like to reach.

To Excerpt: <http://constructionlabor.com/common-construction-marketing-mistakes>

Putting too much hope in to referrals:

The word-of-mouth leads and referrals you get from other contractors are always useful. However, don't let your marketing campaigns end there. Often times prospects will still go online to look up construction companies, so follow up on these referrals early on and make sure you direct them to your website.

Not effectively communicating your strategy and proposals:

A well-tuned presentation will often win over prospects who were sitting on the fence, so make sure you give a winning presentation that leaves your prospects with a reason to choose you. Tell your story, and make sure you understand your prospects motivation and project goals so you can speak directly to them.

Having an ineffective web presence:

Making sure that you have a well-designed and updated website should be a key component of your marketing strategy. If a potential prospect can't find information about your company online when they look for it, they'll search for someone else.

Not having a flexible staffing plan:

Effective marketing will inevitably turn on leads and jobs that require more laborers than you currently have on staff. In a booming industry an effective construction marketing strategy will help you turn over new leads, generate new business and grow profits. Your marketing strategy is a great way to get your name in front of potential prospect.

Supportive Services Offered



- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website
- Plan Reading



CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.

Call 855-432-1DBE (1323) or visit us online at www.gadbesupport.com

CEI, 3350 Riverwood Pkwy, Suite 1900, Atlanta, Georgia, 30339