

In This Issue

[Introducing](#)

[Cast Stone Vs. Natural Stone](#)

[Subcontractors](#)

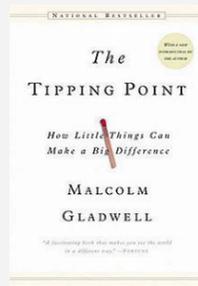
[Our Core Values](#)

[Photo of the Month](#)

Quick Links

[Visit Our Website](#)

Recommended Reading



The Tipping Point

By: Malcolm Gladwell

Review By: Elizabeth Toomey

The Tipping Point is defined as "the moment of critical mass, the threshold, the boiling point." Gladwell's book explores the social psychology of the world. He explains the tipping point as the magic moment when an idea, trend, or social behavior crosses a threshold "tips" and spreads like wildfire. Some examples of the tipping that Gladwell touches upon are the sudden popularity and rise in sales of the Hush Puppies shoe line, and the declining crime rate in New York City in the 1990's.

The author uses the "three rules of epidemics" to explain the tipping point. The three rules are: "The Law of the Few," "The Stickiness Factor" and "The Power of Context." The first rule explains how certain people possess particular social skills and characteristics that drive the epidemic. The second rule explains that it's the context of the message that makes it memorable.

In other words, if information is packaged in the right way, it becomes irresistible. The third rule proposes that environment greatly affects human behavior and courses of action.

This book offers an interesting perspective in its analysis of the psychology behind many of the major movements and events in the world.

October 2016 Newsletter

Greetings!

The following is the latest edition of the Sullivan Engineering newsletter. This newsletter is being provided as a courtesy, based on our professional relationship. As always, your feedback and suggestions regarding this newsletter as well as requests for future topics are appreciated. Please feel free to email us at newsletter@sullivanengineeringllc.com.

Quote of the Month

"When people say "No," I don't hear it. When people say, "That's a bad idea," I don't believe them. When people say, "It won't happen," I pretend they are joking."

- Jerry Weintraub

Introducing: Elizabeth Toomey

By: Elizabeth Toomey

We are pleased to welcome and introduce Sullivan Engineering's Client Relationship Coordinator, Elizabeth Toomey.



Her prior experience was arranging extensive promotional materials for various types of events, activities and initiatives. Working as a liaison between factories and clients, her history includes successful projects coordinated within a wide range of industries, such as sports marketing, entertainment events, and real estate recruitment. Now, at Sullivan Engineering, we are excited to have her handle our sales and marketing, which also includes managing our newsletter, website and social media campaign. She will meet and follow up with clients to ensure that we are always delivering the best possible services.

Elizabeth lives in Manhattan and enjoys attending Broadway shows and playing softball in Central Park. She also tries to visit her family in South Florida as often as possible. She loves football and is a die-hard Miami Dolphins fan. On summer weekends, Elizabeth can be found boating the on the Long Island Sound off the south shores of Connecticut.

Cast Stone Vs. Natural Stone

By: Kevin Duffy



There are several factors to consider when choosing the material for a stone restoration/ replacement project. The restoration budget, the desired aesthetic look of the building, and whether the building is landmarked are three such factors that should be taken into account when choosing between natural stone or cast stone. Limestone is a natural material that is quarried and delivered to the site, while cast stone is a man



Dinosaur BBQ

700 W 125th St, NY, NY
Review By: Rebecca Reilly

The Harlem branch of Dinosaur Bar-B-Que looks like an old brick warehouse. High ceilings, exposed brick, stacks of firewood and ornamental motorcycles give the spacious interior a cool retro vibe. Its location at the corner of 12th Avenue and 125th Street, one block from Riverside Park, is ideal for walking off their huge servings of delicious Southern-style BBQ. Dinosaur offers a unique selection of appetizers, The salty and sweet fried green tomatoes served with cayenne buttermilk ranch dressing are definitely a crowd favorite for a reason. The Tres Ninos is the perfect dish for first time diners. It includes portions of brisket, ribs and pulled pork accompanied by any two of the homemade and perfectly prepared sides. The 1/4 chicken, 1/4 rack of ribs house special and the Swag Plate loaded with spicy shrimp, wings, deviled eggs and fried green tomatoes are also great menu sampling options. All dishes come with piping hot, sweet smelling cornbread. The restaurant has an extensive beer and cocktail menu with flights for sampling and several seasonal options. The staff is friendly and patrons can enjoy live music on Friday and Saturday nights.



Mint

Review By: James Monahan

Mint is an excellent financial analysis and budgeting tool for iPhone and Android users. The app records all receipts, debits, credits and deposits associated with a user's bank accounts and tracks spending patterns. Mint allows a user to check the

made material.

Limestone is a traditional building material. Since it often comes from Indiana, it's often referred to as Indiana Limestone. This building material has been used on countless buildings throughout the country; Rockefeller Center, the Empire State Building and the new Yankee Stadium are some of the most notable examples in New York City. According to the National Parks Service, cast stone, in one form or another, has been in use in the United States since the mid 1800's. A notable historic cast stone structure is the Cleft Ridge span in Brooklyn's Prospect Park.

Limestone is relatively strong, durable ...[Read More](#)

Subcontractors

By: Mike Frech

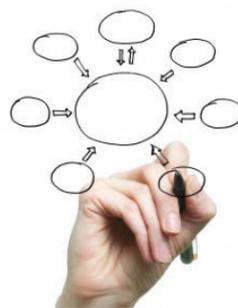


We have witnessed an increase in the use of subcontractors on NYC exterior restoration projects. A prime contractor paying a subcontractor for the labor on a project is the traditional arrangement. Some prime contractors simply act as "labor brokers" for subcontractors, while some subcontractors work exclusively for a single prime contractor, and are an extension of that prime contractor. Prime contractors, building ownership and design professionals often have very different opinions concerning the use of subcontractors at the building restoration projects they are involved with. Let's consider these various perspectives.

Utilizing subcontractors allows prime contractors to fix the cost of labor on a project. A prime contractor estimates the costs involved with performing a project's scope and establishes a budget. However, while the material costs are fixed, the labor costs can vary. Using a subcontractor mitigates the risk of weather delays, unforeseen conditions, or other factors that affect the construction schedule, wreaking havoc on the prime contractor's bottom line. Regardless of any complications, the prime contractor is only obligated to pay the subcontractor the agreed upon fixed labor cost. The subcontractor is responsible for any necessary increases in labor related...[Read More](#)

Our Core Values

By: Brian Sullivan



A process called the Entrepreneurial Operating System has enabled us to establish a new leadership structure and develop strategies and procedures that will allow us to successfully grow without losing our unique strengths as a team. One of the first steps in the EOS process is to identify our core values. In 2015, with the help of our business coach Mark O'Donnell (link to his webpage), our four-person leadership team did exactly that.

First we identified the values we admired in individuals we knew or worked with in the past. From that long list, we removed any "permission to play" values. These are defined as values that meet of our competitors share (e.g. intelligent, thorough, etc.). After further narrowing down the list through a process called

balances and fluctuations of a multitude of accounts including: savings, checking, investment and retirement in one simple convenient location.

Mint can also track how and where you spend your money and provide feedback. Users can establish budgets for groceries, restaurants, gas, travel, clothing, and other miscellaneous expenses. Mint will instantly alert them should they exceed a budgeted monthly quota. By seeing a full picture of their finances, users can adjust accordingly.

The App also provides constant updates on attractive new financial or banking services. For example, Mint will notify the user if a new credit card is being offered with a 0% APR for 12 months, or if a savings account with a higher interest rate is currently available.

Eliminate balancing a checkbook and advantageously adjust both savings options and spending habits by downloading Mint. And for the security skeptic, Mint is analyzed and certified by prominent third party providers like TRUSTe, VeriSign and Norton.

[Join Our Mailing List!](#)

"Kill, Keep or Combine," we were left with a list six core values. Lastly, we assessed each other and determined that we, in fact, exhibited these values. We were confident that we had accurately identified the right core values: Empower People, Team First, Work Ethic, Honesty & Integrity, Humbly Confident and Forward...[Read More](#)

Photo of the Month



View of From the Dumont Hotel on 150 East 34th Street, New York City

If you have any questions regarding this newsletter or any other topics that we have discussed please feel free to contact us at 973-706-8584 or via email at engineering@sullivanengineeringllc.com

Sincerely,

Brian Sullivan
Principal
SULLIVAN ENGINEERING, LLC
409 Minnisink Road, Suite 103
Totowa, NJ 07512
P: 973-706-8584
F: 973-860-0712
M: 973-997-5654
bsullivan@sullivanengineeringllc.com
www.sullivanengineeringllc.com