



BEYOND BORDERS

RUTHERFORD

HIGH-MINDED SAFETY

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High up on any construction site, nothing is more important than the attitude and practice of absolute safety. Few companies have a keener appreciation of this than CSE of Madison Heights and Roanoke, Virginia. CSE does heavy lifting of plant machinery or millwright service, crane lifting and steel erection for which *Engineering News-Record* magazine recently named it one of the top 20 companies in the U.S. It's all big, heavy work – routinely high and very dangerous. So to the people at CSE, no job is bigger or more important than the job of safety.

"We had a good safety program," says CEO Lisa Moon Stinnette. "But we went through rapid growth and outgrew it."

Stinnette and her brother COO Robert "Bobby" Moon run the family business that their father, Danny Moon, started in 1968. They knew that to get CSE employees to think and act independently and proactively about safety would require 100% buy-in by everyone from the office to the field. How to go about it? That was the question.

At a brainstorming meeting with Rutherford's Vice President, Account Executive Lynn Aycock and Senior Vice President, Division Manager for Risk Services Rob Stiles, Aycock made a suggestion that resonated.

"This was Lynn's idea," Stinnette says. "Bring everyone in and give them a new perspective. So we shut this

company down for a day to emphasize how important safety is and train our employees. That was huge. That was really a defining moment for us."

With new momentum toward developing a new safety culture at CSE, the challenge then became how to sustain it.

Aycock says, "Next we suggested they form a safety committee to meet monthly to talk about how to get the word out and get field employees incentivized to watch each other's back. And Rob and I would be members."

Aycock and Stiles also recommended that CSE hire a second safety director, which the company did. CSE





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safety directors now have more authority in the field and can fire someone on the spot for certain safety standards infractions.

“We put together checklists for the field so they can analyze jobs daily,” Aycok says. “We helped them on their safety training and now they train their new hires to a much higher level and they do most of their training in-house.”

This close collaboration fostered the strongest kind of business relationship.

“CSE sees Rutherford as a professional partner like their attorney or accountant,” Aycok adds. “They have great respect for us and vice versa. It just works.”

Stinnette more than appreciates Rutherford’s involvement in her family’s business.

“Rutherford helps us analyze near-misses and accidents, gives us input into policy, enforcement and award programs. And they temper all that with real-world knowledge of contracting. They’ve helped us make it practical and profitable to make safety the biggest part of any job. Lynn and Rob are genuinely vested in our company and employee safety. They pour their hearts into it.”

Of her relationship with CSE, Aycok’s feelings mirror those of her client. “I frankly consider it a career accomplishment for me. It doesn’t feel like work.”

“They’ve helped us make it practical and profitable to make safety the biggest part of any job.”

Lisa Moon Stinnette
CEO
CSE, Inc.