

# FOCUS ON ENGINEERING SERVICES

## McCarthy Engineering Associates Inc.

McCarthy Engineering Associates, Inc., with offices in Wyomissing and Boyertown, is proud to be celebrating our 20-year anniversary as a multidisciplinary engineering, consulting, planning, and environmental services firm. We provide services to industrial, commercial, health care, educational, governmental, and residential clients throughout the Northeast United States. The firm's capabilities range from civil engineering, land development, structural design, water resource management, surveying and mapping to mechanical engineering, plumbing design, electrical engineering, and fire protection design.

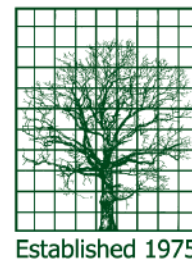
Owner Jim McCarthy incorporated the business in June 2000 with a vision to create a different kind of engineering firm; now McCarthy combines the latest technologies, the most knowledgeable associates and out-of-the-box problem solving to complete client projects.



McCarthy offers its clients a professional team that includes engineers, surveyors and designers, many of whom have more than 30 years of individual experience in their areas of expertise.

This knowledge has directly resulted in highly satisfied clients and hundreds of successful projects. Our strength is found in our team members' knowledge and desire to provide timely and high-quality service; this is the strong foundation upon which the company is built. The high ratio of repeat business can be attributed to our philosophy of doing things right the first time on time! If completing your upcoming project on budget and on time is a priority, McCarthy Engineering is your design partner.

McCarthy Engineering Associates Inc. is located at 555 Van Reed Road, Wyomissing, PA 19610; Phone: 610.373.8001; Web: [www.mccarthy-engineering.com](http://www.mccarthy-engineering.com).



## LUDGATE ENGINEERING CORPORATION

ENGINEERS ♦ SURVEYORS ♦ LAND PLANNERS

P: (888) 646-6161 F: (610) 404-7371  
[www.ludgate-eng.com](http://www.ludgate-eng.com)



## Earth Engineering Incorporated

Earth Engineering Incorporated (EEI) is a full-service geotechnical/environmental engineering consulting firm composed of a group of engineers and geologists dedicated to providing the swift, cost-effective, professional service needed to meet the demands of today's development projects. With offices located in East Norriton, Lehigh Valley and Mechanicsburg, Pennsylvania as well as South Jersey, EEI is well equipped to service the entire 422 Corridor.

EEI has specific expertise in Geotechnical Consulting, Subsurface Investigations, Infiltration Testing, Construction Inspection & Testing, Geotechnical Specialty Design Services, Environmental Site Assessments, and Clean Fill Analysis. Items such as cost-effectiveness of foundation alternatives are evaluated along with site development issues and geotechnical data to establish recommendations. This approach has enabled EEI to contribute to the successful development



of many large-scale projects by adding true value to the planning process.

At EEI, our goal is to combine quality consulting and investigative work with on-time, on-budget performance. We're committed to providing our clients with the higher level of service and experience they have come to expect from EEI.

For additional information, please call 610.277.0880 and visit [www.earthengineering.com](http://www.earthengineering.com).



CELEBRATING OUR  
**20<sup>TH</sup> ANNIVERSARY**

## CENTRALIZE RESPONSIBILITY & ACCOUNTABILITY

CIVIL-SITE | MECHANICAL-HVAC | ELECTRICAL

WATER RESOURCE | PLUMBING | ENVIRONMENTAL

GOVERNMENT & MUNICIPAL | LAND SURVEYING

**START YOUR PROJECT TODAY!**

LOCATIONS IN BOYERTOWN & WYOMISSING  
[WWW.MCCARTHY-ENGINEERING.COM](http://WWW.MCCARTHY-ENGINEERING.COM)  
**610.373.8001**



# EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists



- Subsurface Investigations
- Construction Inspection & Testing
- Geotechnical Design
- Clean Fill Testing
- Stormwater Infiltration Testing
- Laboratory Soils Testing
- Carbonate Site Assessments
- Environmental Site Assessments and Remediation

[www.earthengineering.com](http://www.earthengineering.com)

Corporate Headquarters: 610-277-0880 Central PA: 717-697-5701  
Lehigh Valley: 610-967-4540 South Jersey: 856-768-1001

**QUALITY \* COMMITMENT \* PERFORMANCE**






Proud To Have Served  
Southeast Pennsylvania  
Since 1973

Corporate Office:  
949 Easton Road  
Warrington, PA 18976  
215-343-5700

info@carrolleengineering.com

WWW.CARROLLEENGINEERING.COM

Connect With Us:   

## It Boils Down to Time

By Jason Bailey, PE, All County & Associates, Inc.



Why is it that people always question the cost of an estimate? Do they question if the professional is being fair or honest? No, it is because they lack an understanding of all the things that go into the project. It is time we, as professional service providers, start working with potential clients to help them understand what they are getting in return for the price they pay.

Simon Sinek is a well-known motivational speaker and author. After leaving high profile ad agencies in New York City, Simon wrote his first book, *Starts with Why*. In this book, he talks about "The Golden Circle." The concept is that you are selling three things: "Why," "How," and "What."

Far too many people think the engineering firm's products are the drawings, reports, and regulatory approvals. This kind of thinking simplifies the entire process to what makes all firms the same. It is "What" they provide. It is the result of the two more important and differentiating elements, "How" and "Why."

Think about the "How," it is the time. The consultant needs to dedicate time to the client. Though the more time the professional dedicates doesn't mean a better result. Instead, it is quality time, reputation, and ability to use experiences. It starts with time to listen to the individual and

understand their needs. It is the time they dedicate to practicing their trade, continuing their education, and being ready for the next question. Finally, it is the time it takes to prepare the needed documentation for submission.

Ultimately, it is the "Why" that is the hardest to explain, but it is the thing that sets firms apart. At ACA, our "Why" is Helping You Make Informed Decisions. As we started out saying, we are here to answer your questions and determine what you need. From there, we move into the consolatory phase and offer a service.

Jason Bailey, PE is the General Manager of All County and Associates, Inc., a civil engineering firm based in Pottstown, Pennsylvania. He leads the Civil Engineering team who prides themselves on "Helping You Make Informed Decisions". He runs a bi-weekly blog series on their website at <https://all-county-assoc.com/category/news-events/>. If you have a project or questions, All County and Associates can be reached 610.469.3830.

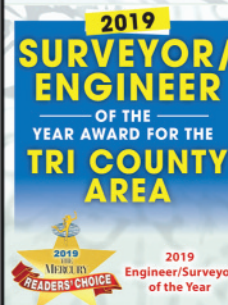
## The First Call is Always to All County and Associates

- Civil Engineering
- Environmental Permitting
- Flood Elevation Certificates
- Sewage System Designs
- Land Development Plans
- Subdivision Plans
- Property Surveys
- Feasibility Studies
- Sewage System Inspections



[www.all-county-assoc.com](http://www.all-county-assoc.com)

Helping you make better informed decisions.  
Experience • Knowledge • Innovation



**RE/MAX** OF READING **PREFERRED VENDOR**

Call Andrew Kearney  
610-469-3830

Serving Berks Bucks, Chester, Delaware & Montgomery Counties Since 1992