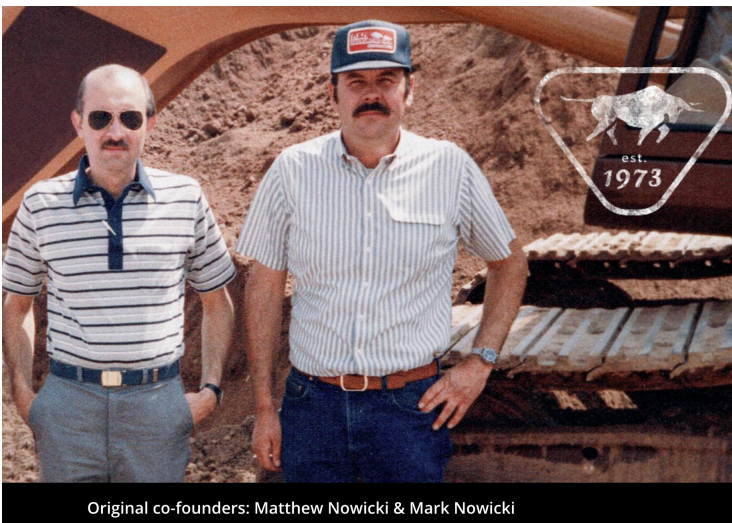




M&M Excavating - Building More Than Roads

Building Lives Through Behavioral Change and Data-Driven Safety

M&M Excavating, a cornerstone of Michigan's heavy construction industry, has forged a formidable reputation since its inception in 1973. Its origin story is as unique as its approach to business, born from a desire to create a meaningful life for themselves and their families. Matthew and Mark Nowicki traded their city lives in Detroit for the tranquility of Northern Michigan, initially planning to run a gas station and grocery store. However, fate intervened when the brothers discovered an opportunity to blend their natural talents to build a family legacy.



Original co-founders: Matthew Nowicki & Mark Nowicki

This unexpected venture rapidly gained momentum, fueled by the region's burgeoning oil and gas boom. M&M Excavating began by plowing well sites, then expanded into grading roads, clearing land for new wells, and ultimately constructing access roads. This hands-on experience proved invaluable, enabling them to qualify for municipal work, which demanded a proven track record. Demonstrating their proficiency in road building, culverts, and minor utility work, M&M Excavating secured pre-qualification with the Michigan Department of Transportation (MDOT) and various cities and counties, laying the groundwork for their future success. The grocery store eventually yielded entirely to the excavating business, as the founders focused on building their team and expanding their expertise.

What began with a rented bulldozer and a roadside "for rent with operator" sign has evolved into a multi-generational enterprise, navigating the complexities of the construction industry with a steadfast commitment to safety, integrity, and a forward-thinking adoption of technology. Specializing in mass earthwork, road building, airport construction, and underground utilities, M&M Excavating consistently delivers exceptional results, blending experienced professionals with advanced technology. Their dedication and rigorous adherence to industry standards has solidified their position as a trusted partner, playing a pivotal role in the region's development. At the helm of this evolution are cousins Ken Nowicki and Brandie Meisner, along with their partner, John Landrie, who are steering the company towards a future where employee well-being is paramount.

The Case for Change and Fostering Accountability

M&M Excavating's journey with Aclaimant is deeply rooted in a commitment to employee well-being, focusing on behavioral intelligence and mental health. This commitment transcends mere compliance, reflecting a fundamental belief in the holistic safety and productivity of their workforce. These efforts are spearheaded by M&M Excavating President, Brandie Meisner.

Brandie's path to M&M Excavating was unconventional. With a formal education in aviation and a focus on flight instruction, she initially pursued a career in flight training. A pivotal moment arrived when her father entrusted her with the significant responsibility of taking over her retiring uncle's role in the business. His unwavering faith, coupled with her technological acumen and a willingness to learn, set the stage for a new chapter in M&M Excavating's history.

Recognizing the potential of data to drive positive behavioral change, Brandie and her team sought to move beyond traditional safety measures, fostering a culture of proactive prevention. The integration of Aclaimant was a critical step in this transformation, shifting from reactive incident management to a proactive, data-driven approach that would ultimately enhance both employee welfare and organizational efficiency.

Upon joining M&M Excavating, Brandie identified the potential for technology to streamline operations, enhance efficiency, and foster a more transparent and accountable culture. Prior to adopting Aclaimant, the company's incident reporting process was fragmented and inefficient, relying on outdated paper forms and inconsistently utilized digital forms on iPads. This fragmented system hindered the company's ability to effectively track, analyze, and respond to incidents. Recognizing the need for a comprehensive digital transformation, the M&M team sought guidance and support from Aclaimant.

The primary organizational objective was to cultivate a robust culture of safety and accountability. Brandie envisioned empowering field teams to report incidents accurately and promptly, shifting accountability to the project level. This would enable the entire Field Leadership Team (Superintendents and Project Managers, along with the Safety Manager and HR Manager) to identify trends, implement preventative measures, and understand the true cost of incidents. Her goal was to achieve comprehensive data and transparency regarding incidents and injuries, facilitating effective corrective actions and encouraging a safe working environment. This initiative aligned with a broader company-wide focus on organizational whole health, emphasizing the importance of employee well-being in all aspects of operations.

Transforming Operations and Culture

Brandie, drawn to Aclaimant's flexibility and accessible development team, sought a customizable and adaptable tool. Unlike other solutions, she felt confident in her ability to tailor the platform to M&M Excavating's specific needs.

Current Modules and Services

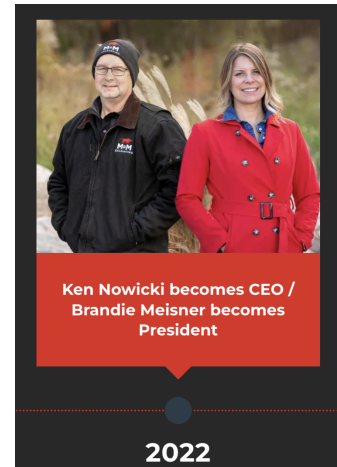
- Incidents & Claims
- OSHA Filing and Logs
- CSV API Integration
- Standard Analytics

The implementation of Aclaimant yielded significant gains for M&M Excavating, transforming their approach to safety management. The company set a targeted goal to reduce the average lag time for incident reporting to just one day by 2024, significantly improving their ability to address incidents promptly. The integration of an OSHA module streamlined regulatory reporting, minimizing administrative burdens. Furthermore, the adoption of Corrective Actions and Root Cause Analysis processes within Aclaimant, coupled with future integration of the Build Witt LMS training platform, fosters operational efficiency and proactive safety

management.

While field crews initially expressed apprehension about another administrative task, the emphasis on using the platform for improvement, not punishment, gradually improved transparency. The initial increase in reported incidents, though seemingly alarming, reflected a more accurate picture of the challenges being faced.

The adoption of Aclaimant yielded an immediate impact:



- **Increased Accountability:** Field teams are now directly involved in reporting incidents, understanding their impact on project costs and profitability, and taking ownership of preventative measures.
- **Improved Data and Analysis:** The platform provides comprehensive data for trend analysis, root cause analysis, and targeted training and process improvements.
- **Enhanced Transparency and Integrity:** Open reporting and addressing of incidents have fostered a culture of transparency and integrity.
- **Better Risk Management:** A clearer understanding of their risk landscape allows for better assessment of partnerships.
- **Foundation for Cultural Shift:** Aclaimant serves as a tangible tool for measuring and driving cultural change.

The shift towards data-driven decision-making has allowed M&M Excavating to implement targeted interventions, fostering a culture of transparency and accountability. Brandie Meisner's vision extends beyond mere compliance, aiming to create a workplace where employees feel valued and supported, ultimately contributing to higher morale, improved retention, and increased productivity.

Building a Legacy of Well-being

M&M Excavating continues to embrace technology as a driver of progress, integrating training platforms and leveraging field technologies like GPS, LPS, and LiDAR. This data-driven approach will provide actionable insights for informed decision-making.

“PEOPLE DON'T CARE HOW MUCH YOU KNOW, UNTIL THEY KNOW HOW MUCH YOU CARE.”

Brandie Meisner's vision extends beyond M&M Excavating, addressing the broader challenges of the construction industry, including mental wellness, substance misuse awareness, and suicide prevention. By prioritizing employee well-being and adopting a holistic approach to safety, the company aims to lead by example.

"We're trying to make a positive impact on society for a workforce that is often under-appreciated," Brandie explained. "We believe in the idea: 'People don't care how much you know, until they know how much you care.' If a crew member feels valued, they are less likely to make rash, unsafe decisions - both on the jobsite and off."

M&M Excavating's journey, from serendipitous beginnings to a technologically progressive and people-centric organization, exemplifies the power of vision, adaptability, and genuine commitment. Through the strategic implementation of Aclaimant and a steadfast dedication to employee well-being, M&M Excavating has not only transformed its safety culture but has positioned itself as a leader in an industry ripe for change. Their story serves as a compelling example of how embracing innovation and fostering transparency can lead to both operational success and a more positive impact on the lives of those who build our world.

