



Built To Withstand. Wired To Perform.

As we recognize **National Small Business Week (May 3-9, 2026)**, I find myself reflecting on what it truly means to lead and sustain a business in today's environment. For those of us in the construction industry here in Las Vegas, resilience is not a buzzword. It's a requirement.

We've all felt the pressure – market uncertainty, shifting project timelines, rising material costs, labor shortages, and evolving compliance expectations. These challenges are real. They test our operations, our teams, and at times, our confidence.

And for many, the weight has been even heavier. Some businesses have already made the difficult decision to close their doors, while others are seriously considering it as uncertainty continues.

Many have had to reduce their workforce, letting go of people who have helped build their companies. None of those decisions come easy – especially for small business owners. These are not just business decisions; they're personal, and we [small business owners] carry a responsibility that most people outside of ownership don't fully see or understand – but

even in that reality, these moments reveal who we are.

At LIVE ELECTRIC, we've built a Culture of Care – not just as a value, but as a daily practice. It's how we support our team, how we show up for our partners, and how we maintain consistency when conditions are anything but.

Years ago, I was told to “communicate your value beyond your bid price.” That lesson still guides me today because I understand that in uncertain times, value is not just what you do – it's how you operate. It's the confidence you bring to a job, the reliability your partners depend on, and the accountability and credibility that are developed through it all.

To my fellow small businesses, contractors, and partners – this is the moment to ensure your foundation is solid. Not just financially, but operationally and relationally.

Here Are 5 Essential Tips I Want To Share to Stay Ready and Resilient

1. Get Your House in Order

Tighten internal systems – financials, documentation, compliance, and TRAINING. Clean books, clear processes, and



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knowledgeable team members create confidence for clients, lenders, and partners.

2. Strengthen Your Culture

Your team is your backbone. Invest in communication, safety, and trust. A strong internal culture will carry you through external uncertainty.

3. Secure Your Relationships

Stay connected – not just with GCs and owners, but with your bankers, insurance providers, suppliers, and trade partners. These relationships sustain you when work slows and accelerate you when it returns.

4. Communicate Your Value Clearly

Price matters – but performance, reliability, and risk reduction matter more. Make sure your partners understand what sets you apart.

5. Stay Prepared for Opportunity

Slow periods are not idle – they are strategic. Use this time to refine processes, train your team, and position your business for the next wave of projects.

Resiliency doesn't mean avoiding challenges – it means being prepared to meet them. It means staying grounded in your values,

disciplined in your operations, and committed to continuous improvement.

To our clients, partners, and peers – thank you for continuing to build, adapt, and lead alongside us. The work we do matters, and the way we do it matters even more.

To the LIVE ELECTRIC team, thank you for your consistency, your care, and the pride you bring to work every single day. We are built to withstand. And we are wired to perform.

Best Regards,
Heather Avila
President & CEO