

# RBC CABLE NEWS

September  
2016  
Edition



Volume #5

## FROM THE PRESIDENT

Hello Team RBC,

I want to start by saying, "I concede!" as you can see in the picture, I was out fished by my son Will. My only concession at this point is when he enters the ditch in 4 short years I get revenge just kidding of course. Yes, as many of you, I also started in this industry with a shovel and empty pockets. Unfortunately or maybe fortunately, the silver spoon didn't touch my lips but this is what inspired the leadership of RBC and myself to build a company to help others have the chance to be successful.

We want RBC to have the reputation of a company that cares about you and your family. We want you to have an opportunity to graduate through the ranks if that is your aspiration. There is and will continue to be a vacuum in our industry and we are positive there is room for growth within this industry at RBC to excel. You are not just a number here so please take advantage of leadership roles and lead by example. We can save so much money on efficiencies through production, negligent spending, needless damage and preventive personal injuries.

We currently wrapped up our second year of RBC week with Jerry Brown Owner/Operator of Kingfisher Guide Service. We shuttled customers, vendors and employees for seven days of salmon fishing. We want to have these types of trips in every region that we currently operate. I have a challenge for you, blessed by our CEO and management in general, we will commit up to \$3,000 each quarter for an operations center activity whether it be outdoor or indoor (fishing, bird hunting, barbecue/picnic, movie night, bowling or a dinner party). Since we are currently in between quarters we will make the first activity allocation on December 1, 2016.

The safest and most cost efficient i.e.: (accidents, damage property/utilities, negligent personal injuries) operations center will win. This will be judged by Dan Cook your COO and Joe Bergren your Safety Manager. The criteria will be based on the percentage of needless cost due to negligence based on percentage of overall revenue. Results will be sent to each operations center every 6 weeks to post on your message board and employee movement between centers will be traced back to origin of employment for that quarter. Specific projects will be in competition if ongoing through a quarter start to finish and compete in the pool or if less than a quarter will be incorporated in closest operations center. Let's make work more than a weekly paycheck and have some fun. Thank you for your ongoing effort to set RBC above our competition!



Mike & son Will with a nice Chinook Salmon

# From the Chairman and CEO

Just a follow up to Mike's article. I second everything he talked about. I have also asked that our top management take time to get out to our field operations and projects more. I feel it is very valuable to hear from you our TEAM mates as well as our customers and inspectors on issues or concerns. I was in Denver last week and will be in Eastern WA., Idaho and Coos Bay in the weeks to come to visit job sites. I hope you all strive to be the best and win the \$3000 quarterly award Mike laid out in this letter. As we continue to grow throughout all of RBC's operating centers it becomes even more critical we all keep our eye on the ball. I also want to thank everyone that contributed to the newsletter and encourage all of you to continue to send pictures or anything you think would help enhance the newsletter. Send to [RBCCABLENEWS@GMAIL.COM](mailto:RBCCABLENEWS@GMAIL.COM) if you need to reach me you can email me at [MSORENSEN@RBC-UTILITY.COM](mailto:MSORENSEN@RBC-UTILITY.COM). The next newsletter will be before Christmas in December. Enjoy the read and be productive and safe out there. **WIN EVERY DAY!**

## A note on Safety

All, with the summer months still upon us I would like everyone to keep ongoing awareness on Heat Related Illness and Fire Danger, I have received good feedback through our Safety Meetings and Daily JHA'S, Thanks to all.

I recently spent a day on site visits with our Insurance and risk management companies (Brown& Brown/CNA) they were very impressed with the attention payed to all aspects of field safety and production.

We are also ramping up on our OSHA 10 and 30 Hour training classes, both management and field employees will be contacted individually going forward on dates and time of certification Training. Again, thanks to all on your dedication to both safe and productive operations.

Sincerely Joe Bergren RBC Field Safety Supervisor



# EMPLOYEE RECOGNITION:

Oscar Frias - 8/3/16 Received RBC Folding Buck Knife for completion of a difficult bore shot safely (Colorado)

Dakota Booker - 6/27/16 Received RBC Folding Buck Knife for clean truck unit # 11049

Tim Cooper - 6/15/16 Received RBC Folding Buck Knife for excellent work on finding a utility deemed un-locatable (Cle Elum, WA)

Ed Thompson - 5/31/16 Received RBC Folding Buck Knife for excellent walk around and follow up (Othello)

Sergio Chavez & Ariana Morneau - 5/17/16 both received RBC Folding Buck Knife for clean truck (Barco Rental)

Jose Quintana - 8/9/16 Received RBC Buck Knife for safe productive work on the San Juan Colorado Project

Bert Pegg - 5/2/16 Othello WA Received RBC Thermos for excellent walk around discovering faulty trailer equipment.

Shane Soares - 8/23/16 Received RBC Hydro Growler for excellent in leadership skills (Kettle Falls Job)

Shannon Stiles - 8/23/16 Received RBC Hydro Growler for exceptional equipment maintenance (Othello)

Charles Keegan - 8/23/16 Received RBC Hydro Growler for exceptional equipment maintenance (Othello)

Jerry Pearsall - 8/23/16 Received RBC Hydro Growler for exceptional leadership skills (Kennewick Office)

Steve Gorham - 8/31/16 Received RBC Hydro Growler for clean and organized truck & equipment

Jason Odell - 8/31/16 Received RBC Hydro Growler for clean and organized truck & equipment Vancouver Region

Donny Oja - 8/31/16 Received RBC Hydro Growler for clean and organized truck & equipment Vancouver Region

Dakota Booker - 8/31/16 Received RBC Polo Shirt for safety & Production

Jerry Jones - 8/31/16 Received RBC Hydro Growler for good DOT inspections (Alaska Job)

Mark Ireland - 8/31/16 Received RBC Hydro Growler for good DOT inspections (Alaska Job)

Al Johnson - 8/31/16 Received RBC Hydro Growler for clean truck Seattle Region

Robert Plaquet - 8/31/16 Received a Hydro Growler for leadership in the field Seattle Region

Cole Whittendale - 8/31/16 Received a Hydro Growler for a good DOT inspection

Aaron Martin - 8/31/16 Received a RBC Hydro Growler for clean truck Idaho region

Gene Lougee - 8/31/2016 Received a RBC Hydro Growler for a clean truck Idaho region

## Marty Miller RBC CFO

When Merle asked me to contribute an article to the newsletter, my initial thought was to write about company events related to finance, accounting, tax compliance issues, or pressing government regulations that might have an effect on you and this business. Being a CFO, this would make sense.

As I thought about my topic, the word “You” caught my attention. And while I admit that I haven’t been with RBC very long, it’s this incredible group of individuals RBC has assembled that has impressed me the most since joining the Team, and so I decided to dedicate this space to YOU!

So, who are you?.....

YOU are the Karley Lampman’s in the Shop who always have a smile on their face, no matter what task they’re being asked to do; You are the Marvin Porfily’s who should be wearing rollerblades with a cell phone duct taped to their ear to handle all of our changing needs. YOU are Jim and Leslie Cooper’s and the entire CW Team who quarterbacked and execute one of RBC’s largest projects this year; and in the heat of battle, took the time out of a crazy schedule to host RBC’s Bankers and Bonding Group. YOU are the Joe Bergren’s in Safety who really care about your Team Members and want to make sure crews work safe and get home at the end of every day with the same ten fingers and ten toes.

To bring it a little closer to home, YOU are the Casey Sheleny’s, Katie Meyers’, Toland Severson’s, Martina Tarango’s, Holly Akimseu-Leitgeb’s, Mary Hargrave’s, and Sharyl Bourcier’s that make up the Accounting/Finance Group. These people work their butts off every day to support all YOU do. Behind the scenes, these individuals work long hours, late evenings, weekends, and are committed to doing whatever it takes to get the job done and support Team RBC.

I have been associated with some very talented people over my thirty-five years in the construction industry, but I have never experienced this level of commitment, professionalism, drive, and passion. It is truly an honor to work with YOU and I’m extremely proud to be a Member of Team RBC!



**260 participants**

**\$1.423m**



# The Mechanics

To all, I would like to introduce our shop Mechanic team, Mark Vermeulen and Craig Villacorte, both come with extensive experience in both shop and field maintenance and repair. Mark Has been with RBC for 4 years and Craig 10 Months. Between the 2 they have combined Mechanical experience of 55 years and both are very valuable assets in keeping our fleet Safe and DOT compliant.

I am also happy to announce our fleet DOT Compliance ratings are getting much better, over the last 12 Months we have dropped several points, with that said we still need to see improvement to reach our goal.

Thanks to all on your ongoing efforts to achieve this goal and together I am certain we will continue to improve.

Sincerely Marvin Porfily, V-P of Logistic's



Craig Villacorte & Mark Vermeulen

## New Manager For Oregon Coast Division

RBC is pleased to announce the hiring of Duane Schoeneck to manage our Oregon coast division in Coos Bay and Roseburg Oregon. Duane has many valuable years of experience in the telecom, cable tv industry and comes to use with a wealth of knowledge. We also want to thank Mike Isabell for the great years he gave us previously managing the coast and wish him good luck in his new position with Frontier Communications. Mike now feeds us the work.



# Accolades for Jerry and Team RBC

Good morning Teresa,

I wanted to take the time to provide you my feedback regarding Jerry Pearsall and his performance in his newly assigned position. Let me first start by saying that the even though the level of communication between RBC and Frontier Engineering and Construction Departments was good prior to the recent internal changes, since Jerry has “stepped up” to assume the responsibilities of Project Manager, it has never been better. Jerry communicates with Frontier personnel, and customers at all levels clearly, intelligently, and professionally. Jerry conveys a “positive” image for RBC and Frontier to all.

The general mood and attitude of the RBC field crews as I have observed, have greatly improved under Jerry’s direction primarily (in my opinion) as a direct result of his ability to motivate others through encouragement, relatability, and his willingness to listen. The end result is evidenced by the quality of work that we are seeing in the field – projects are not only being completed right the first time, but the crew is taking pride and a sense of ownership in their work (a fact that I have heard from several of your employees); this is a true testament to Jerry’s leadership style. Jerry’s years of experience, leadership abilities and personality would make him a valuable asset to any organization; we are fortunate to have such a partner working with us.

Please allow me to pass along our thanks to you, RBC executive officers, and most importantly – Jerry Pearsall.

Sincerely,

Gary K. Taylor

OSP Network Engineer

Frontier Communications

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## A letter to Mike Kelley RBC’S PM in Denver

Good morning Mike,

Thanks for the work you all did on the CSU tear down. I received emails from CSU expressing how pleased they were with the expertise and timely response. Moving forward, CSU is offering to assist with splicing when the new cable is strung. I can coordinate the dates with them once we’ve decided on a plan. You mentioned that 2700’ of 96 fiber will be necessary for the repair. Do you have the material on hand for this job, or does it need to be ordered? If it needs to be ordered, I can look around to see if we have some in our area. I just need the type and length that will be needed. I can check with CSU to see if they need any materials (cases, trays, etc.).

Regards,

*Jorge Lugo*

**Project Manager - Construction**

**OSP Engineering Dept**

**PO Box 4100**

**Fairview, NM 87533**

**Cell [\(575\) 263-3899](tel:5752633899)**

[Jorge.Lugo@windstream.com](mailto:Jorge.Lugo@windstream.com)



# FISH ON



Mark Letham, Abbey Davidson,  
Brant Davidson & Jerry Brown our  
fishing guide

The RBC office team Toland Severson,  
Sharyl Bourcier, Martina Tarango, Casey  
Sheleny



Jim Cooper & Guide Jerry



Marvin Porfily VP of logistics took out some valued suppliers.  
Jerry Saures owner of ERS. Byron Rose with Feenaughty Equip.  
CO. And Kyle Liebman with Ditchwitch NW



# Frontier CAF Job In Vernonia



Drillers Steve Gorham & Jason Odell  
Vernonia, OR. project



Buck Davenport trenching Veronia,  
OR. project



Trench Crew left-right Chris Smith,  
Dakota Booker, & Roderick Gray



# Alaska Job



Look what's at the fuel station in Prudhoe Bay Alaska.



White fox scratching his backside on a marker post in Prudhoe Bay



Going across the tundra on the Prudhoe Bay job



RBC's snowy man camp on June 7, 2016 Prudhoe Bay

# Robinson Brothers Construction Inc.

## Independent utility contracting in the Northwest

Produced by Shaun Emery and Written by Tom Faunce

**F**or more than 52 years, Robinson Brothers Construction Inc. (RBC) has been a full-service provider of utilities construction to the electrical, communications and renewable energy industries. Headquartered in Vancouver, Washington, RBC manages offices in Colorado, Oregon and Idaho. The company maintains a management team with extensive experience on challenging projects in remote areas. Working throughout the Western United States, RBC provides quality turnkey solutions with a high degree of customer service, while maintaining a safe work environment for its employees and the general public.

Founded by Bud Robinson in 1964, RBC focused primarily on communication network installations for its first four decades in business. The company has been involved in the deployment of fiber optic networks across the country for some of the nation's largest communication companies and has installed more than 4,000 miles of fiber-optic cable.

RBC provides underground electrical distribution installation services to private and public electric utilities. By utilizing multiple methods, including

boring, RBC can install systems in either manhole and conduit, or direct buried architecture. "Our team understands the challenges presented in developing underground infrastructures," says Mike Rakoz, president of RBC. "RBC is equipped with the proper knowledge and tools to fulfill your project specifications."

### Expanding the market

In 2005, RBC was purchased by Rakoz and Craig Sorenson with Merle Sorenson joining the company in

2008. The company then entered into the renewable energy sector and has since installed the MV collection and supervisory control and data acquisition (SCADA) systems on wind generation projects producing more than 1,141 megawatts. These projects have been located throughout the United States, and have included terminal connections to more than 696 wind turbine generators (WTGs).

For the niche market in which RBC operates, the company has gained an advantage by remaining independent.







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"Compared to a lot of the conglomerates out there, we are able to remain flexible in how we move and operate," says Rakoz. "This also allows the client the ability to deal directly with the owners of the company." RBC has established relationships with repeat clients, which has generated a personal aspect to doing business with the company.

Numerous projects with which RBC is involved often stretch over hundreds of miles. The company is currently working on a project in central Washington that is approximately 200 miles long. This job will traverse contrasting soil types and ground conditions.

### Success through experience

While most of the construction industry felt the repercussions when the economic downturn hit, RBC was able to maintain a steady workflow, primarily due to its reputation for quality, safety and customer service. Working in the private sector, the company is able to maintain a strong estimating format by streamlining opportunities into individual departments, which allows it to be monitored at a higher level.

"Before, our customers would deal with individual project managers and we've changed that to bring it into the company itself," says Rakoz. "We have a person in charge of delegating the bids. Many of our customers are private companies but are publicly traded, so you have to prequalify to even bid on those jobs. We've really worked to diversify our business and broaden our footprint, which has established a lot of opportunities over the last 10 years."

Rakoz began his career in 1988 with Sorenson Construction. In 1990 he seized an opportunity to get involved with a startup company based in Seattle that installed telecommunications infrastructure. With this company, Rakoz managed a general construction and maintenance contract with Verizon for two years. Later while still with the company, Rakoz joined two other partners to form Fiber Flow, a cable placing contractor that was one of the first in the nation to utilize the new technology of installing cable by using the air-driven method. After major success in growing these companies, Rakoz utilized his knowledge and experience to partner with Sorenson and acquired RBC. As president of the company, Rakoz says he still makes every effort to get out in the field on the jobsite. "I still love getting out there and getting dirty," he says. "It brings me back to my roots."

Rakoz is an entrepreneur at heart. The fact that so many people rely on his company to be successful in order to make a living is the driving force for him every day. "We set new goals for the company every quarter," says Rakoz. "Fortunately we have the management and staff to achieve every one of those goals."

With its strong customer base and level of quality, Robinson Brothers Construction Inc. will remain a leader as an independent utility contractor. •



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**Othello Office**

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Office Phone: 509-488-3324

**North Pole Office**

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North Pole, AK 99705

**ATTENTION ALL EMPLOYEE'S**  
**\$500 REWARD**



This is a program we have implemented  
to try and add new employees to our  
team. If you as an employee recommend  
someone to RBC and they are hired and stay  
a minimum of 6 months you will receive \$500.00

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