Changes Reflect a Quest for CONTINUOUS IMPROVEMENT

The New Year was the launch of a number of changes at Bergelectric that will lead to enhanced performance well beyond 2014. Several dedicated and proven professionals are in new positions throughout the company, which reflects an expanded management structure that will better serve our clients from coast-to-coast as well as our more than 2,500 personnel. In addition, implementation of a new operating system for Bergelectric accounting and project management is aimed at providing consistent methods in offices across the country. And those are just a few of the many progressive changes we’ve initiated in our quest for continuous improvement.

As Berg has been consistently growing and expanding, I have had the opportunity to travel extensively for our company. One constant that I’ve observed is that both the people and the projects that make up Bergelectric are impressive. And equally impressive is the diversity of our clients.

From the East Coast to the West Coast and many places in between, Bergelectric has enjoyed great opportunities in serving these clients. Whether it’s work as a prime contractor or establishing project-specific joint-venture partnerships, we at Bergelectric are aligning ourselves in new ways and doing whatever is necessary to go to market as aggressively as possible to help ensure a win. These new structures, programs, means and methods that we are putting in place are important because they will help Bergelectric apply the full strength and resources of our company in order to achieve our goals—and both Bergelectric’s clients and employees will ultimately benefit.

While we’re excited about being on track for record sales this year, you’ll find that our core foundation that has contributed to Berg’s successes over the past 68 years has and will remain the same. As a nationally-established electrical contractor and a leader in the industry, Bergelectric has:

• Established an excellent safety record, which keeps improving;
• Secured new contracts that have resulted in over $550 million in backlog;
• Created new delivery methods to secure continued success.

Bergelectric’s core management team has been fully engaged with the changes we’ve initiated in our quest for continuous improvement. A tale of two cities—Portland is on fast track to recovery. As Berg faces the opportunities deeply rooted Berg team. The guiding light behind the carefully-put-together strategy that will unfold the next decade is Bergelectric’s Mission Statement, which is quite simply its reason for existence:

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“Our plan is to create a management structure that promotes consistency and accountability across the company, which achieves alignment with the way Berg looks and functions with our clients and enhances customer satisfaction—whether it’s in California, Florida or any location in-between,” said Marshburn.

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Advancing Technology—Senior Vice President Ron Wood

As newly-appointed Senior Vice President, Ron Wood will expand his role from overseeing the San Diego Region to also serving on the Berg Electric Board of Directors. According to President Alan Marshburn, Wood is the perfect example of the ability to advance at Berg Electric—one that he’d like to see replicated by other aspiring professionals.

With the addition of Ron Wood to the board, Berg Electric is preparing for the San Diego Region to continue to thrive.

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Construction Zone: Our WORK

- Abbott Laboratories, Tecomia, CA
- Banana Resort & Casino Upgrades, Lake Tahoe, CA
- Cymer, San Diego, CA
- Dart NeuroScience, San Diego, CA
- General Atomics 5 Predator Drone Facility, San Diego, CA
- J. Craig Venter Institute, La Jolla, CA
- Scripps Prebys Healthcare, La Jolla, CA
- The San Diego Zoo, Balboa Park, CA
- Viejas Casino, New Hotel and Casino Upgrades, Alpine, CA
- Palomar Medical Center, Escondido, CA
- Scripps Poway Hospital, San Diego, CA
- The University of San Diego
- SDSU

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POWERING San Diego’s Economic Engine

San Diego’s marketplace is fueled by economic engines as diverse as the region itself—including defense, manufacturing, tourism and international trade—and Berg Electric has devoted time and energy to helping each of these sectors grow.

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View From the Top: Senior VP Ron Wood

How does the Berg San Diego Region deliver “best-in-class” performance? Our teams conduct a planning session at the outset of every project—and as along the way as specified milestones are met. At a management review process in place, identifies key-hand items to ensure critical paths are on track. The team’s proactive approach to assessing and managing risk, as well as crises, determines and tracks goals. Our teams are dedicated and focused on achieving our objectives.

What are the greatest accomplishments of the Berg San Diego Region?

We’ve had the honor of completing some of the largest and most complex projects ever undertaken by Berg Electric, including the $550-million infrastructure for the Scripps Memorial Hospital, the $500-million at Naval Hospital at Camp Pendleton, as well as a $100-million infrastructure program to support the Marine Corps Base.

How would you describe the attributes of your staff?

They are experienced, knowledgeable and possess the right can-do attitude. Each one is racing to be in and tend a hard-to-sustain tray needed and ready to do whatever it takes to assist Berg customers.

What do your clients value most about Berg Electric?

They value our ability to manage complex projects, deliver on time and exceed expectations while providing the caliber of resources necessary to keep the job done. We keep our finger on the pulse of a project by conducting performance checks with our clients, including President and CEO Marshburn, Senior Vice President Ron Wood.

How do you serve your community within the Berg San Diego Region?

Berg San Diego is a big supporter and sponsor of the San Diego Fire Rescue, as well as an organization that mentors high-school students who are interested in pursuing careers in the trades.

What are the biggest challenges Berg faces and how does it overcome them?

The biggest challenge is the need for new and innovative approaches to providing scholarship money. We serve on the board of the San Diego Fire and Rescue Foundation, which provides scholarship opportunities for college students interested in pursuing careers in the industry. We also partner with the San Diego Fire Rescue Foundation (SDFRF) to provide ongoing scholarships to students who are pursuing careers in the electrical industry.

How do you collaborate with our clients to ensure success?

Our team works closely with our clients to understand their goals and objectives. We take a collaborative approach to ensure that our services align with their needs and expectations. This includes regular communication and feedback to ensure that we are meeting their expectations and delivering on our promises. We also make sure to provide timely updates and communication to ensure transparency and trust in our partnership.

How do you manage the balance between profitability and growth?

We focus on providing high-quality services that meet the needs of our clients while maintaining profitability. We prioritize projects that align with our core competencies and have a strong return on investment. Additionally, we invest in training and development to ensure that our team members are equipped with the skills and expertise necessary to deliver exceptional service.

What are the biggest challenges you face in managing growth?

As we continue to grow, we face challenges in managing the increase in workload, maintaining high standards of service, and ensuring effective communication and collaboration among team members.

What are your plans for future growth?

We plan to continue to invest in our team, equipment, and processes to support our growth. We also aim to expand our services and capabilities to meet the evolving needs of our clients and the industry.

What are the biggest opportunities you see for the future?

The biggest opportunities for the future include expanding our services to new industries, such as renewable energy and smart grid technologies, and expanding our geographic reach to new markets.

What are your biggest goals and objectives for the next year?

Our biggest goal for the next year is to maintain our high standards of service and quality while continuing to grow our business. We also aim to strengthen our relationships with current clients and establish new partnerships with potential clients.

How do you measure success?

We measure success by the satisfaction of our clients and the quality of our service. We also focus on financial performance, such as profitability and return on investment, as key indicators of success.
View From the Top: Vice President Rob Moreno

What do your clients value most about working with you?

Consistency and the caliber of both our product and our people, plus the customer service quality provided and always professional quality.

How do you serve your community within the Berg Los Angeles Region?

Berg provides a broad variety of services to the core community. Berg’s involvement in community service can be directly attributed to the vision and leadership of Berg’s Regional Manager, Steve Parks. With his unselfish dedication to our clients, he has expanded Berg’s involvement in community service, and our clients have come to expect this involvement.

What do you envision about the future of the Berg Los Angeles Region?

With the Torch Passed, the Flame Burns Bright in LA: Rob Moreno Named Vice President

Steady growth in Berglectric’s Los Angeles and Ventura regions—both in revenue and organizational structure—reinforced the need for a Vice President to oversee the vibrant operations here. Rob Moreno, who has served in increasingly responsible roles at Berglectric over the past eight years, adds 16 years of experience in the electrical industry, holding the position of vice president of Berglectric. "With Rob’s executive involvement, we feel very confident that we have the right group of experienced and dedicated leaders in the LA and Ventura regions," said Executive Vice President Ed Bilk. Moreno is a big heart for the community. In addition to being a driving force in the creation of the Berglectric Charitable Foundation, he is also the Children’s Hospital of Orange County’s (CHOC) Corporate Partnerships Committee and is actively involved in a number of community outreach programs. To continue providing services on high-profile assignments outside of the Ventura region.

Construction Zone:

- AAA Critical Infrastructure Phase A, Costa Mesa, CA
- Ala Moana Center Lighting Retrofit, Honolulu, HI
- AT&T Fiber Installations, CA
- AT&T Microwave Backhaul Tower Installations, CA
- Boeing B712 Tenant Improvements, CA
- Cedars Sinai Gi Lab Renovation
- Huntington Hospital Phase 3 & 4, Pasadena, CA
- LA Metro Division 3 Bus Facility
- Loma Linda University Medical Center Outpatient Pharmacy, CA
- Mission Hospital Neuroscience Center, CA
- Northridge Hospital Medical Center, CA
- Parkview Community Hospital TV Infrastructure Project, Riverside, CA
- UCLA Teaching and Learning Center, CA
- USC Student Learning Center Tenant Improvements, CA

View From the Top: Regional Manager Steve Parks

What does the Berg LA Region deliver "best-in-class" performance?

In the LA region we focus on communication and collaboration—always with a client-centric mentality—from leadership to the estimator. We like what we see in our own city or any city for that matter.

How would you describe the unique qualities of the clients that you serve in the Berg Ventura Region?

The types of projects and clients are as unique as the architects themselves and as those involved in helping them build their projects.

What do you envision about the future of the Berg Ventura Region?

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What are the greatest accomplishments of the Berg Los Angeles Region?

Berglectric has placed a premier electrical contractor for California healthcare, particularly in work that is tremendously challenging but in control.

How would you describe the best attributes of the clients that you serve in the Berg Ventura Region?

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Since Northwest Regional Manager John Nason joined Berg in 2002 he has been a valuable asset to the firm throughout Oregon, enabling the company to become firmly anchored in the marketplace. John has proven that Berg is a powerhouse firm firmly entrenched in the marketplace. “John has carried the Berg banner throughout areas across the entire US. We are well-trusted and have the resources established to do our jobs well. We monitor our projects for field and office performance very closely and provide support where needed. That teamwork, teamwork and cooperation. Everyone is happy to help and truly works as a part of a successful team. We don’t hesitate to celebrate our successes! Everyone is happy to help and truly likes working as a part of a successful team.”

Construction Zone: OUR WORK
- Block 15—3-story High-Rise Apartments, Portland, OR
- Broadstone Capitol Hill, Seattle, WA
- Gonzaga University New Student Union Building, Spokane, WA
- Williamette West Student Housing, Salem, OR
- Kennecott General Hospital, Kennewick, WA
- Lloyd Blocks, 1,1-Million-sf Mixed-Use Development, Portland, OR
- Orenco Pedestrian, 40-unit Apartment Development, Milwaukie, OR
- Portland State University College Station Housing, Portland, OR
- University of Oregon Matthew Knight Arena, 12,364 seats, Eugene, OR
- Semeca Apartments, 32-story, Seattle, WA

Collaborative Team Serves Diverse Client Base

Construction Zone: OUR WORK
- Madera Courthouse, Madera, CA
- Madera County Public Info Complex Design-Build, Ione, CA
- Naval Support Activity Monterey, Wats Mullen Restoration, Monterey, CA
- Rideout Memorial Hospital, Marysville, CA
- Rose Bowl Mixed-Use Project, Cupertino, CA
- San Diego County North County Complex Design-Assist, San Jose, CA
- Santa Clara Family Justice Center, Santa Clara, CA
- Sam H. Lawson Middle School, Cupertino, CA
- Telecommunications Facility Repair/ Addition, Beals Air Force Base
- UC Davis Temann III Student Housing Design-Assist, Davis, CA
- VA Medical Center Veterinary Medical Unit (VMU) Replacement, San Francisco, CA

National Technology Systems Group

LANDS 10 MILLION in Low-Voltage Contracts

Much of the widespread success of Berg’s National Technology Systems Group (NTSG) can be attributed to making its skilled design and construction resources available across the country. As Vice President George Stivers explains, one year into the year, the work performed by the NTSG as a prime contractor now exceeds one-third of the group’s 270 active contracts. With a growing trend of larger integrations segregating low-voltage packages as a stand-alone bid, Berg’s ability to draw on resources like those available in the nation’s largest electrical contractors in the nation enable NTSG to pursue projects as prime and offer a more efficient installation by providing all the required manpower under one management umbrella and a single source for cost estimating—whether it’s for a healthcare facility in California, a county courthouse in Oregon or a Veteran’s Administration education center in NV.

While structured cabling (bic/a) is an increasingly important portion of the mix, according to Stivers, NTSG’s work is a fairly even split among systems—the fire alarm, security, nurse-call, public-address—and structured cabling duties, in part, to some massive NTSG projects from coast-to-coast. One of Berg’s latest undertakings is the fire alarm and structured cabling for a 360,000 sf office tower—La Jolla Center 3, which is The Irvine Company’s first high-rise construction project in San Diego. Another monumental endeavor is at the Regional Medical Center in Huntsville, NY, which is a 31-bed state-of-the-art healthcare facility featuring 800,000 feet of Cat 6 cable feeding 4,000 Cat 6a jacks, in addition to 16,000 feet of fiber-optic cabling and 14 telecommunications rooms that will serve as the hospital’s nerve center.

Berg’s ability to efficiently respond on a high-end JW Marriott in Austin or a major medical center in LA is the mission of Doug Mora, who heads up the group’s national operations. With 30 project managers and 140 field offices—Mora says his strategy has been to keep project managers and estimators in Berg regional offices while rotating field crews between assignments where needed. Supporting the field operations is the NTSG’s ability to efficiently bid and win high-voltage applications like Autodesk® Revit®, a Building Information Modeling (BIM) collaborative software that helps streamline installation on the over $65 million in highly-specialized projects Berg NTSG currently has under contract.
POISED TO PERFORM IN ORLANDO

A recent “Tampa Bay Times” article reported that the Sunshine State’s construction industry is preparing for a strong hiring year in 2014. In hot pursuit are other growth sectors such as Professional and Business, as well as Education and Health, which may get a boost from a proposed $60-million complex at the Central Florida Research Park in Orlando. While much of the work performed by Berglectric out of the Orlando regional office has been in other areas including North Carolina, Texas and Georgia, the local office is trending upward and attracting projects like the 150,000 SQF Bioresearch Center near Health Village, Orlando, which is being developed by Windsor Healthcare Equities, LLC—and Berg is perfectly poised to provide “best in class” service to its clients in these areas.

Construction Zone: ORLANDO

- Advanced Regional Manager Rob Ford, most of the work now undertaken out of Orlando is comprised of new construction endeavors that encompass a scintillating range of project types from officers buildings and healthcare facilities, to airport projects at Orlando International and industrial waste assignments. Growing populations and aging facilities have led areas like Hillsborough County, FL to invest over $2 billion in its South County Advanced Wastewater Treatment Plant (AWTP) expansion, for which Berg is serving as the electrical contractor.

As a Florida native and 18-year-old electrical-industry veteran, Ford brings a wealth of knowledge in design-build and design-assemble as well as a substantial resume of more than 500-million of construction on healthcare-related facilities throughout the state. He is proud of the developing healthcare landscape, which when completed will be a valuable asset in Berg’s pursuit of expanding opportunities in the area. Ford himself has reported recent projects becoming as real as individuals live in the region, with the construction sector continuing to enjoy a steady increase through 2016. With local opportunities abound, the main focus of the Orlando office will be to have a larger presence closer to home.

Construction Zone: CENTRAL FLORIDA

- Sierra Providence East Medical Center, El Paso, TX
- North County Advanced Waste, Plant Hillisborough County, FL
- The James Royal Palm Miami Beach, FL
- Verizon Indoor Building, Orlando, FL
- Water Tank Replacement, Cape Coral, NC
- Windsor Bioresearch Center at Florida Hospital’s Health Village, Orlando, FL
- Northwest Water Reclamation Facility, Apache, FL

Reaching New Heights: Alan Stout Promoted to Vice President in Colorado Region

When Berglectric opened its first Denver-area office in 1998, market sectors feeding the region’s voracious economy were primarily comprised of energy, government/military and technology. In a region described as cutting-edge, sharp and creative, today’s robust marketplace includes healthcare and financial services, which are also sectors that Berglectric is focusing on serving through such projects as the $900-Million Denver Health Medical Center and a $155-Million multi-building service-center complex. Berg’s niche in design-build/design-assist projects is reflected in the growth and caliber of employees dedicated to providing “best-in-class” services in these arenas.

Speaking head the drive to provide peak performance throughout the Berglectric Colorado Region is Vice President Alan Stout. As a native of the Centennial State, this highly-seasoned professional brings a wealth of experience from his 35 years in the electrical industry and invaluable relationships he established in diverse marketplaces along the way including high-rise residential, healthcare, entertainment facilities, high-technology and data centers.

Berg’s plan for continued growth, which is driven by a highly-motivated workforce, is poised to serve the projected growth. LoValvo’s plan to successfully serve the developing markets will be to continue to build upon strategic relationships with general contractors and establish a local presence in marketplaces throughout Texas, including Austin, San Antonio, Dallas and Houston.

Construction Zone: COLORADO

- University of Denver, Office and Retail Tenant Improvements, Denver, CO
- Pepsi Center Upgrades Design Assist, Denver, CO
- One Union Station Office and Retail Tenant Improvements (TI), Denver, CO
- Life Care Centers of America On-Call Service Contract, CO, NM, ID, OR, AZ
- Byron Rogers Federal Office Building Design-Build, Denver, CO
- Rust Presbyterian Medical Center, Rio Rancho, NM
- Sky Ridge Medical Center Addition and Remodel, Lone Tree, CO
- Denver VA Medical Center, Aurora, CO
- University of Colorado East Campus Housing, Design-Build, Greeley, CO
- University of Colorado, Williams Village North Design-Build, Boulder, CO

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With the Colorado Region enjoying a strong economic recovery and robust employment market—which has performed well ahead of national averages—Berglectric has been able to sustain its level of peak performance and reach new heights in customer service. For the past 11 years, the reputation behind the success has been the manager of the region, Alan Stout, a Colorado native whose roots extend back into the 1980’s. According to Berg CEO Bill Wingering, Stout has been a stable and consistent presence in the market place for “every project large and small, and every customer and partner base. His management style is very personable and is very effective when delivering the type of excellence that Berg is all about—honesty, integrity and loyalty,” Wingering added.

Although the Berg Orlando Region has also experienced some prior success at the state has moved progressively forward with key-involvement. Stout has been instrumental in expanding Berg’s reach to encompass the wide-open spaces of both Utah, Wyoming, Nebraska and Colorado. Some of the larger projects completed under Stout’s leadership include the Utah’s Veteran’s Rust Medical Center in Salt Lake City, NM at the Office Building and EPA Headquarters; the Frimense in City Park South, a Tucker, two-tower residential development; and the FBI Region 8 Headquarters in Denver. From tech-savvy sports venues to design-building space-rich high-rise apartment buildings and cutting-edge healthcare facilities, the nearly 300 field and office personnel under Stout’s direction maintain “best-in-class” service to each and every project undertaken.

“When the Berg Orlando Region enters a new market, the leadership team” the dedication and hard work they offer every single day in order to best serve our communities in the region has made our success possible,” Stout said. “This is a team that I am proud to be a part of—a team that has been able to maintain a steady and professional approach, demonstrated loyalty to the company and its clients and been respectful of both our personal reputation and the reputation of Berglectric in the region,” said Mashburn. Our new VPs all have expanding regions—these promotions will not only help them to better manage their regions, but will also clarify their stature with the company,” said Mashburn. Our new VPs all have

According to a recent regional report, Denver is poised to serve the projected growth. Stout’s plan to successfully serve the developing markets will be to continue to build upon strategic partnerships with general contractors and establish a local presence in marketplaces throughout Texas, including Austin, San Antonio, Dallas and Houston.

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**Raleigh-Durham on Fast Track to Recovery**

Economists at North Carolina State University forecast a robust recovering economy, particularly related to job growth, to continue in 2014. A majority of the employment opportunities over the past four years have been in areas of the Tar Heel state known as the Triangle and the Triangle, which has attracted bioscience and technology-driven companies to their progressive developments. Berglectric is at the forefront of this trend through its work at Perimeter Park which, according to a recent article, is “the latest sign of the Triangle office market’s improving health.”

In fact, the vital signs are so strong that approximately 97 percent of the two million square feet of office space is already leased. Berglectric’s Raleigh-Durham staff, led by Regional Manager Ray Murfello, is involved in the operations of the building. In addition to the building improvements for Scopost, a company that specializes in cloud-based business-automation services, the company has performed tenant- and subcontractor-repair facilities and solar-energies-related projects. Berg professionals have also made a name for themselves in the healthcare and higher-education arenas through such projects as the University of North Carolina (UNC) Hospital’s 61-bed facility in Hillsborough. White Berg regional staff has performed work with clients in places like Virginia, West Virginia and South Carolina. Murfello will be looking at additional opportunities in real-estate, school and data-center markets to broaden its service outreach outside the Raleigh-Durham area in order to pursue an expanded Mid-Atlantic presence for Berglectric.

**Construction Zone: OUR WORK**

Hot Streak in the Desert

Downtown Las Vegas is seeing a resurgence of its own with a flurry of activity on projects like the D Las Vegas Hotel and Casino’s historical grounds for which Berg is installing electrical for signage lighting and concert sound. When visitors dare to hop on the Stratosphere— a zip-line project traversing Fremont Street—they’ll be able to view their launch experience from the 12-story-tall slot machine through the casino, sound systems and monitors installed by Berglectric crews.

View From the Top: Regional Manager Justin Knipe

**How does the Berg Las Vegas Region deliver “best-in-class” performance?**

We get our input straight from the source—the feedback from our client base is what it comes down to. We’re not just there to help, our address and their concerns and Berg’s installations are always done right the first time.

**What are the greatest accomplishments of the Berg Las Vegas Region?**

From a single project perspective, the largest and most ambitious project was the VA Medical Center, which encompassed $70 million in electrical, computer and communications controls, a massive scope that included all electrical and installation of every modern hospital system—room-light, fire alarm, security and gas-dit. Berg delivered on time, on budget with a peak of 900 electricians highly-confined on the project site to keep the work on track.

**How would you describe the unique qualities of your project team in the Berg Las Vegas Region?**

As someone striving to be a major revenue generator for the state, they’ve established the pace for projects in Nevada and our staff work as a team as efficiently as possible. We’ve set the tone for the operation industry as a whole with owners and contractors alike.

**What do you envision about the future of the Berg Las Vegas Region?**

We’re excited about the larger-longer big-picture projects that are coming back to life and we see a lot of good opportunities for Berglectric to continue to flourish here.

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