Evolving Opportunities in the Electrical Industry: Why Start Doing Integrations

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Introduction

I started my career in the construction industry in 1991, initially joining the IBEW. Over the past 32 years, I have influenced the way people see Low Voltage scopes of work. I have developed the skills in all responsibilities to lead the Special Systems, Highway, Aviation, and Transit groups for Rosendin since 2004.

Since Starting in 2004, I have grown my groups to over $100 million a year in Northern CA and is currently expanding nationwide. My responsibilities as Operations Manager include resource allocation, training, safety monitoring, improvement, hiring, customer relations, customer development, estimating, procurement, pre-construction services, and all operations. I have worked closely with the field on installation procedures and methods to improve and document install rates for all tasks.

I’m responsible for Rosendin’s success on a wide range of Design-Build projects all over the US within commercial, transit, hospital, airports, educational, and homeland security. These projects involve Bridges, Tunnels, Ports, Aviation, Smart highways, Structured cabling, Air Blow Fiber - both Micro and conventional, PON, Smart Buildings, and installation and integration of many systems. I support my cutting-edge teams from conception to implementation and post-installation.
Special Systems Leadership

- Installer from Apprentice up
- Project Manager
- Designer
- Business Development
- Coach/Teacher/Trainer
- Procurement
- Estimator
- QA/QC
- Playbook
- Growth
- Resources Recruitment
- NECA
- Task Force
- EIA/TIA
- BICSI
Agenda

• Starting Point
• Types of Projects
• Why Integration?
• Types of Systems
• One Hand to Shake
• Resources and Intelligence

• Fun Exciting and Unique
• What Does Success Bring
• Contract Values
• Staffing
• Overhead
• Profits
The Starting Point

- Structured Cabling Projects
- Competition and Scopes (not one size fits all)
- Market Type
  - Hospitals
  - Education
  - POS/Retail
  - Residential
  - Transportation
  - Commercial
  - Top 100 Companies
  - DATA centers/mission critical
  - Government
  - Renewables
- Resources/Minimal Training
- Profits Less Profitable and Smaller Projects/Bonding
- Great Starting Point for Low-Voltage or Electrical Contractors
Types of Projects

• Plans and Specs Started Here
  No Control and Zero Input to Cost Management

• Design Assist Progressed to Assist Roles
  Little Control Over Design and Cost Management

• Design - Build Progressed to Design – Build
  Target Budget and or GMP Type More Control

• Progressive Design - Build Preferred
  100% Control Over the Design and Cost
Why Integration?

- Customers Requested It
- No Competition with IBEW Contractors
- Project Labor Agreements in Place
- Substantial Jobs with Chunks of Scope
- Recession Proof
- Long Fuse Type of Projects
- Multi-Year Projects
- Day 2 Service Contracts Available
- Once in, you never leave
- Highly Profitable
- High Win Percentage
- We are Proficient at it and Have the Intelligence in House
- Competitive
- Fun and exciting scopes
Types of Systems to Consider

- Access Control
- CCTV
- Intrusion Detection
- PA /Mass Notification
- Sound Masking
- Digital Displays
- View Glass
- Parking Systems
- POE+ lighting
- Analytic Censors
- Electrical Scopes
- Smart Restrooms
- Network/Servers
- Telephony
- High Density WIFI
- Way Finding
- AVDGS
- Train Control
- Occupancy System
- Smart Buildings BMS/BAS
- SCADA Collection Systems
- PON
One Hand to Shake

- Control
- Union Job
- Schedule
- Playbook
- Economy of Scale, Savings, Competitive
- Working in the Same Space
- Safety, PM, QA/QC, Field Leadership
- Proven Track Record
- One Team Approach
- A Great Story for Future Projects
Resources and Intelligence

- Design Engineering
- CAD and Production
- BIM
- Constructability Means and Methods (Playbook)
- Field Intelligence/Training
- Certifications
- Systems Programming
- QA/QC
- Commissioning
- Testing
Fun, Exciting and Unique Projects

• Challenging and Diversified Projects
  • Ballistic Missile Defense Project DOD,
  • Bridges, Tunnels, and Smart Highways
  • Airports
  • Transit Projects High Speed, Freight, and Light Rail
  • Shipping Facilities, Ports, and Air Freight
  • Stadiums, Arenas, Mega Malls, and Outdoor Live City
  • Retail and Grocery Stores
  • Educational Labs and Training Centers
  • Research MBARI Marine Life
  • Mega Campus
  • High Rise Residential
  • Renewables
  • Data Centers
What Does Success Bring?

• New Opportunities
• Forever Relationships
• Unmatched Resume
• Seasoned and Unified team
• Can do Approach
• Sustainability/Longevity
• Enormous and Grueling Projects
• Easier Sale
• Savings on Recruiting
• Easier Mentor Program and Support Subs
Contract Values

- Structured Cabling 5% to 10%
- Reno Airport $150 Million – 500,000 Square Foot
- Stadium $110 Million and up - 60 Seats
- Transit Projects $25 Million to $510 Million
- Mega Campus $35 to $165 Million
- Service Contracts $550K to $5 Million a Year
- Design Services $5 Million to $15 Million a Year
Staffing

• Job Must Pay the Toll
• Design Staff of (8) per Job
• Estimating Staff (1) per Job
• SRPM, PM, APM and Staff (4) per Job
• Accountant (1) per Job
• QA/QC (2) to (4) per Job

• Commissioning Agent (2)
• Systems Integrator (2) per System
• Superintendent (1) per Job
• GF and F (6) per Job
• Project Executive (1) per Job
Overhead

• Divisional Overhead $2 Million to $9 Million
  • Safety
  • IT Costs
  • Executive Management
  • Estimating
  • Purchasing
  • Training
  • Entertainment
  • Business Development
  • Support Percentage HR, Training, Engineering, Estimating,
  • Home Office, Overhead Building, and Fleet
Profits

• Structured Cabling Projects 10% Gross

• Plans and Specs 10% to 12% Gross

• Aviation Systems Design Builds 30% Gross

• Transit Projects 15% to 30% Gross

• Divisional Returns on 100 Million 20% Net

• Divisional Returns on Aviation 25% Net

• Compensation and Maximized Bonuses
San Francisco International Airport
SFO Phase 1
Ductbank
ANY QUESTIONS