

## RJE Telecom

### From Yesterday to Tomorrow

- Purpose and objectives:** To provide a report on the Discovery Phase of the marketing initiative.  
In addition, a set of requirements for a web-centric marketing strategy are recommended.
- Intended Audience:** RJE Telecom Executives and marketing team participants.

*'Mr. Watson--come here--I want to see you.'*

March 10, 1876: Alexander Graham Bell to Thomas A Watson.

*'It will take me five days to get there now!'*

January 25, 1915: Thomas A Watson to Alexander Graham Bell.

( During a celebration of the first transcontinental telephone line )

## **Overview:**

The first phase of our project has been one of Discovery. In terms of marketing, Discovery is the process of:

1. Identifying the products and / or services provided.
2. Identifying the availability of the product or services.
  - A. Internally: Can we produce to match Marketing expectations.
  - B. Externally: Who are our competitors and why do we lose bids to them.
3. Identifying the demand for the product and services provided.
  - A. Who needs us now?
  - B. What will they need for tomorrow?
  - C. Who else will need us in the future?

In order to develop a cohesive Marketing or Branding strategy each of these questions must be assessed given equal weight. A boat load of bananas marketed as grapes to customers looking for grapes will cause those customers to avoid the boat after learning the product is not as advertised. Advertising hand made muffin mitts by the dozen while only having six on hand may lead to not being able to meet contractual obligations. And of course as in the case of the oft used example, we can't remember the name of that fellow who tried selling ice cubes to Eskimos.

Discovery by nature leads to Definition. In addition to reporting on our findings we will attempt to outline some specific requirements for an integrated, scalable, web-centric resource for addressing our marketing needs.

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## Tools and Methods

The information in this report was collected using the following tools.

### 1. Executive Surveys:

The primary function of the executive surveys was to gain an initial understanding of our industry, as well as more importantly – our team members.

### 2. Employee Surveys:

The primary functions of the employee surveys were to

1. Gain a sense of the services offered by RJE Telecom through the eyes of the Employees.
2. Gather Meta-Data Keywords and search phrases.
3. Gain an overall sense of the internet usage practices of the company's culture.
4. Bolster and instill a motivational sense of collaboration amongst the employee base.

### 3. Executive Interviews:

The primary functions of the Executive Interviews were to

1. Gain perspective on the operating procedures of RJE Telecom from a higher level.
2. Gain perspective on historical trends within the company.
3. Gain perspective on the current clients and their needs.

### 4. Internet Research:

Internet research began with the key-phrases provided in addendum I. *List of Search Phrases*. We investigated similar companies, direct competitors, customers, branch industries ( tower construction, Ford's planned intelligent vehicle-to-grid communications system, Vermont's commitment to 100% Broadband coverage by the end of 2010, etc.). We found a company with its own satellite, companies with extensively broader engineering expertise than RJE and companies outside the realm of telecom but in the construction industries, whose internet presence merits inclusion.

## Products and Services

### I. What services does RJE Telecom provide and in what units?

RJE Telecom provides services and crafts to regulated and unregulated sectors of the telephone industry.

RJE Telecom provides technical contract labor to telecommunications customers in order to supplement their engineering and technical work forces. These services can be used on an hourly or project basis, or for a completely outsourced function.

These services include but are not limited to:

- CAD work,
- Fiber Optic Engineering,
- Central Office Engineering & Installation  
*In telephone communication in the United States, a central office (CO) is an office in a locality to which subscriber home and business lines are connected on what is called a [local loop](#). The central office has switching equipment that can switch calls locally or to long-distance carrier phone offices.*
- Outside Plant Engineering,
- Fiber Installation and Repair,
- Facility and Installation Inspection,
- Site Surveys,
- Right of Way Acquisition,
- Cable Splicing,
- Cable Locating,
- Storm Damage Repair & Restoration.
- MDU Installation.

## Supply

### I. How does RJE Telecom respond to the demands of new clients?

Traditionally by acquiring the resources needed to meet the requirements of a contract upon award. A team of engineers will work on the project to the exclusion of all others for its duration. RJE Telecom primarily functions as a group of semi-autonomous units - one for each project or contract. There are both strengths and weaknesses in this model. The obvious strengths include a common purpose and the cohesiveness of familiarity. The inherent weakness is potentially slow response times to the demands of the market-place.

### II. Is RJE Telecom equipped for the centralized distribution of resources?

Not currently. In order to meet marketing demands more efficiently an effort must be made to closely align human resources with marketing goals. An internal “intranet-centric” culture should replace most paper processes. Project managers and marketing personnel should have the resources of the entire company available to them in order to effectively bid contracts and bring them in on target.

### III. Are the parts interchangeable?

Not necessarily. Different customers utilize different approaches to fiber optic technologies. In general our Verizon engineers are Verizon trained, AT&T engineers are AT&T trained, Embarq engineers are familiar with Embarq's implementation of technologies and so forth. As a result work on an AT&T project cannot be efficiently completed by a Verizon engineer. Clearly this does not apply to all craft and engineering personnel, as flaggers can most likely work on any flagging project with minimal cross training.

Regional offices are generally customer specific. For example, the bulk of the Kansas City offices work is with Embarq, now merged with CenturyTel to form CenturyLink (see <http://www.centuryteleembarqmerger.com/> for more). The needs of the Kansas City office most likely cannot be met just by utilizing “spare time” from other offices or localities. Indeed hiring for the expanded volume of contracts will require commitment to closely aligned marketing, contract procurement, and human resource practices.

## Competitors

### Telecommunications Today

The telecommunications industry of today is a broad, evolving, and necessary part of our economy and culture. The most significant trends in the industry that RJE Telecom is equipped to take advantage of in the immediate future are towards fiber to the unit (MDU), and wireless cellular coverage. Following are some highlighted pages from our competition, industry trends & patterns, and some approaches to a web-centric marketing strategy.

- Construction Highlight: Piper Technologies - [www.pipertechnologies.com](http://www.pipertechnologies.com)
- Energy Highlight: eTec – [www.etecevs.com](http://www.etecevs.com)
- Engineering Highlight: C.T. Male Associates, P.C. - [www.ctmale.com](http://www.ctmale.com)
- Fiber Highlight: AFL Telecommunications - [www.afltele.com](http://www.afltele.com)
- Phone Highlight: Telesoft - [www.telesoft.com](http://www.telesoft.com)
- Residential Highlight: Honeywell - [www.honeywell.com](http://www.honeywell.com)
- Staffing Highlight: Tek systems - [www.teksystems.com](http://www.teksystems.com)
- Wireless Highlight: CSI - [www.csicommunications.com](http://www.csicommunications.com)

Emphasis has been placed upon the following:

- Services offered.
- Industries served.
- Meta Data.
- Unique strengths & features.
- Current marketing emphasis.

**Construction Highlight: Piper Technologies - [www.pipertechnologies.com](http://www.pipertechnologies.com)**



**Piper Technologies offers the following services:**

- Proactive Project Management
- Equipment Staging
- Installation
- Administrative & Billing
- Site Survey
- Structured Cabling
- Equipment Installation & Configuration
- Network Integration
- Point-of-Sale
- Wireless Systems

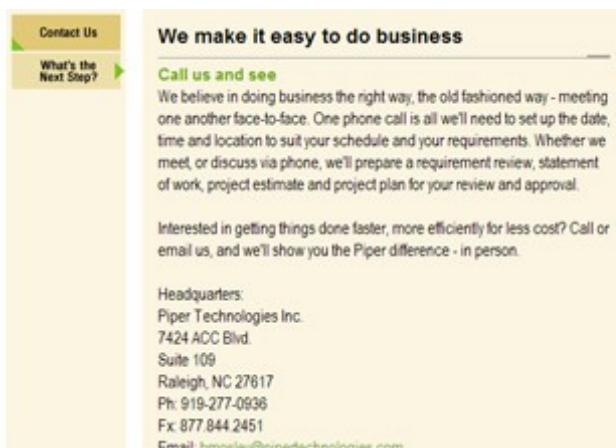
**They serve the following industries:**

- Retail
- Healthcare
- Financial
- Security

## Meta Data acquired from [www.pipertechnologies.com](http://www.pipertechnologies.com)

alarms, alarm system, access point, analog coax, analog coax cabling, antenna mounting, CAT3, CAT 3, cat three, CAT5, CAT 5, cat five, CAT6, CAT 6, cat six, CCTV, CC TV, cable installation, cable support, cable support hardware, cable up, cable up new building, cable up new location, cabling, cabling services, cabling solutions, connecting antennas to access points, connecting LAN to access points, connecting PoE to access points, coax, coax cable, coax cabling, communications, computer installation, computer networks, conduit trays, configuration, configure access points, configure equipment, configure hardware, data, digital structured cabling, disconnect and move, enclosure installation, equipment upgrade, Ethernet, expand network, fiber optic cable, fiber optics, follow-up, infrastructure, install hardware, installation, installer, IP data, IP security, IP voice, LAN, mounting access points, multiple-location, multiple-location configuration, national, nationwide, network, network cabling, network cabling installation, network configuration, network conversion, network design, network designer, network infrastructure, network installation, network installer, network integration, network integrator, network repair, network services, network solutions, network solutions provider, networked cameras, networked digital cameras, networked digital security cameras, networked security cameras, networking services, new construction, new location, new store, on-location, on-site, onsite, paging, paging systems, phone systems, piper, piper technology, piper technologies, point of sale, post-installation, POS, PoE, power over Ethernet, printer installation, RFID, radio-frequency identification, rack installation, remodel, remote access, remote access capability, remote power system, remote power system connection, remote power system installation, rollout, router installation, security, security alarm system, server rack installation, single-location, single-location configuration, site survey, staging and deployment, structured cabling, structured cabling installation, structured cabling installation services, switch installation, system design, system-wide upgrade, telephone systems, telecommunications, telecommunications closets, test and verification, verification of coverage, video cabling, video cabling systems, voice data, voice data video, voice over Internet, VoIP, WiFi, wireless, wireless access point, wireless system, WLAN, workstation configuration.

### Unique strength of their website:



Contact Us

What's the Next Step?

#### We make it easy to do business

**Call us and see**

We believe in doing business the right way, the old fashioned way - meeting one another face-to-face. One phone call is all we'll need to set up the date, time and location to suit your schedule and your requirements. Whether we meet, or discuss via phone, we'll prepare a requirement review, statement of work, project estimate and project plan for your review and approval.

Interested in getting things done faster, more efficiently for less cost? Call or email us, and we'll show you the Piper difference - in person.

Headquarters:  
Piper Technologies Inc.  
7424 ACC Blvd.  
Suite 109  
Raleigh, NC 27617  
Ph: 919-277-0936  
Fx: 877.844.2451  
Email: [business@pipertechnologies.com](mailto:business@pipertechnologies.com)



***“What's the Next Step?”***

*“We make it easy to do business”*

*“We believe in doing business the right way, the old fashioned way – meeting one another face-to-face. One phone call is all we'll need to set up the date, time and location to suit your schedule and requirements.”*

**Marketing Emphasis:**

**Comprehensive Solutions**

**eTec**  
An ECOtality Company

We are eTec... providing technology and service to put electric vehicles on the fast track.

Home Corporate EV/PHEV Activities Minit Charger Advanced Batteries Hydrogen Activities Advanced Vehicle Testing Project Management

Planning for tomorrow

8/10/09 ECOtality and eTec Congratulate Project Partners on Successful \$100 Million Proposal for Transportation Electrification

8/5 ECOtality's eTec Awarded \$100 Million for Transportation Electrification

7/6 ECOtality Establishes Joint Venture to Manufacture and Distribute Electric Vehicle

**Products, services and solutions for hydrogen, hybrid & electric transportation systems.**

From fast-charge systems for electric vehicles, material handling and airport ground support applications to the testing and development of plug-in hybrids, advanced battery systems and hydrogen ICE conversions, eTec is shaping America's transportation alternatives.

Currently, eTec has installed more than 5,500 charging stations for on-road electric vehicles, material handling, airline, marine and transit applications, and has conducted more than 10 million miles of vehicle testing on more than 200 advanced fuel vehicles. With the installation of more than 400 charging stations for on-road electric vehicles, eTec has installed more charging stations for on-road applications than any other company in the world.

To learn more about eTec's EV/PHEV Activities, [click here](#).

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An ECOtality Company

**eTec offers the following services:**

- EV/PHEV Activities
- Minit Charger
- Advanced Batteries
- Hydrogen Activities
- Advanced Vehicle Testing
- Project Management

**They serve the following customers:**

- Daimler Chrysler
- Ford Motor Company
- General Motors Corporation
- Toyota Motor Corporation
- California Air Resources Board
- National Park Service
- New York State Energy Research & Development Agency
- United States Air Force
- United States Department of Energy
- America West Airlines
- Southwest Airlines
- ALABC
- EPRI
- Nissan North America

Meta Data acquired from [www.etecevs.com](http://www.etecevs.com)

hydrogen, battery, power, alternate, fuel, green

Unique strength of their website:

*Product Development & Branding*



Marketing Emphasis:

Planning for Tomorrow

**Engineering Highlight: C.T. Male Associates, P.C. - [www.ctmale.com](http://www.ctmale.com)**



[Project Collaboration](#) | [About Our Firm](#) | [Services](#) | [Project Portfolio](#) | [News & Events](#) | [Careers](#) | [Contact Us](#) | [Home](#) | [Login](#)  
C.T. Male Associates, P.C.  
50 Century Hill Drive, Latham, NY 12110  
Tel: 518.788.7400 Fax: 518.788.7299  
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**C.T. Male Associates offers the following services:**

**Architecture**

Building Design  
Additions, Renovations and Adaptive Reuse  
Code Compliance  
Programming and Space Planning  
Budget Evaluation  
Bid Procurement  
Multi-Discipline Coordination

Construction Administration  
Existing Facility Evaluations  
Site Evaluation and Planning  
Agency Consulting Services  
Bond Vote and Financing Assistance  
Material Research and Specifications  
ADA Compliance  
Renderings

**Affiliations:**

AIA, CSI, NCARB, NYSBOC, Association of Fire Districts of NYS, NYS Association of Fire Chiefs

**C.T. Male Associates offers the following Building Systems Engineering services:**

**Mechanical Engineering Design Services**

**Heating Ventilating and Air Conditioning Systems:**

- Variable Air Volume
- Constant Air Volume
- Air to Air Heat Recovery
- Chilled Water Systems
- Hot Water Radiant Slab Heating Systems
- Infra-red Heating Systems
- Ventilation and Exhaust Systems
- Vehicle Exhaust Systems
- Existing Building Systems Evaluations
- Indoor Air Quality Investigations
- Process Piping
- Commercial Kitchen Exhaust Systems
- Industrial Ventilation

**Plumbing Engineering Design Services:**

- Domestic Hot and Cold Water Distribution
- Sanitary and Vent Piping Systems
- Primary and Secondary Storm Drainage Systems
- Gas Piping Systems
- Compressed Air Systems
- Domestic Water Heaters
- Oil/Water Separators
- Grease Traps
- Emergency Safety Shower and Eyewash Systems
- Fire Protection Delegated Design Services
- Existing Building Systems Evaluations

**Electrical Engineering Services**

- Power and Lighting Systems
- Site Lighting and Electric Utilities
- Fire Alarm and Security Systems
- Building Management and SCADA Systems
- Controls and Instrumentation
- Generator Systems
- Power System Studies
- Energy Analysis and Studies

**Structural Engineering Services**

- Building Foundations and Framing Systems
- Equipment Foundations and Support Structures
- Structural Investigations, Assessments and Evaluations
- Load Capacity Analysis and Reinforcement
- Restoration and Repair of Concrete and Structural Steel
- Building Condition Surveys

**C.T. Male Associates offers the following Civil Engineering & Environmental Services:**

**Civil Engineering**

Wastewater Collection &  
Treatment  
Water Storage, Treatment &  
Distribution  
Stormwater Management  
Water Resource Engineering  
Wastewater Treatment Plant  
Operation  
Water Treatment Plant Operation  
Industrial Waste Treatment  
Industrial Facilities Engineering  
Hydraulic & Hydrologic  
Analysis  
Geotechnical Engineering &  
Materials Testing  
Dams & Reservoirs  
Town Designated Engineering  
Services  
Fire Protection Systems  
Telecommunications (Outside  
Plant)  
Highway & Traffic Engineering  
Geotechnical Engineering  
Investigative Engineering  
Construction Administration &  
Observation

**Environmental Services**

Asbestos Survey, Design,  
Abatement Project Monitoring  
Lead Survey, Design, Abatement  
Project Monitoring  
Microbial Survey & Design  
Industrial Hygiene  
Indoor Air Quality  
Preliminary Environmental Site  
Assessments  
Phase I & II Environmental Site  
Assessments  
Hydrogeologic Services  
Water Supply Services  
Brownfield Investigation &  
Remediation  
Air Resources and Pollution  
Control  
Environmental Compliance  
Industrial Waste Treatment  
Minimization  
Wastewater Treatment &  
Disposal  
Solid Waste Management  
Hazardous Waste Engineering  
Remedial  
Investigation/Feasibility Studies  
Underground Storage Tanks,  
Above Ground Storage Tanks &  
Containment Systems  
Environmental Permits  
Wetland Identification,  
Delineation & Mitigation  
Ecological Services  
Planning Services  
Grant Writing Services

**C.T. Male Associates offers the following Geographic Information & Land Development Services:**

**Geographic Information Services (GIS)**

Infrastructure Data Conversion  
Facilities Management  
Needs Assessments  
Master Planning GIS Support  
Customized GIS Training  
GIS Implementation  
GIS Needs Assessments  
GIS Implementation, Technical Support and Training  
GIS Distance Analysis  
Empire Zone Mapping  
GIS Facilities Management  
GIS Zoning Maps  
Airport GIS  
Data format conversion  
GIS based Pavement Management  
Pipeline Mapping – GIS support to Surveying  
Land Development GIS support  
Fire District Mapping  
3D Visualization and Viewshed Analysis  
Master Planning GIS Support

**Land Development**

**Development Types**

Commercial / Industrial / Institutional Development  
Land Planning  
Open Space, Cluster Housing, Planned Urban & Mixed Use Development  
Multi-Family, Townhouse & Apartment Development  
Recreational Planning & Development  
Single Family Residential Development  
Landscape Architecture

**Services**

Pre-design  
Concept Design  
Final Design  
Special Services  
Construction Documents

**Land Surveying**

Boundary Surveys  
Topographic Surveys  
Route Surveys, Right-of-Way & Easement Surveys  
Engineering & Architectural Survey  
Control Surveys  
Construction Stakeout

**Special Services**

Hazardous Waste Site Surveys  
Hydrographic Surveys  
Deformation Surveys  
Accident Surveys  
Investigative Engineering  
Industrial Surveys  
Global Positioning System (GPS) Technology  
Wetlands Surveys  
High Definition LIDAR Laser Scanner

**They hold land surveying licenses in the following states:**

New York, New Jersey, Pennsylvania, Massachusetts, Connecticut, Maine, Vermont, North Carolina, and Florida

**Unique strengths and features of [www.ctmale.com](http://www.ctmale.com)**



*Universal Marketing Strategy:  
Global Green*

*Community Building:  
Reasons for Return*

*Recruiting for Expansion:  
“Discover rewarding careers”*

**Marketing Emphasis:**

**98 years of...**

**experience**

**excellence**

**expertise**

**confidence**

**consistency**

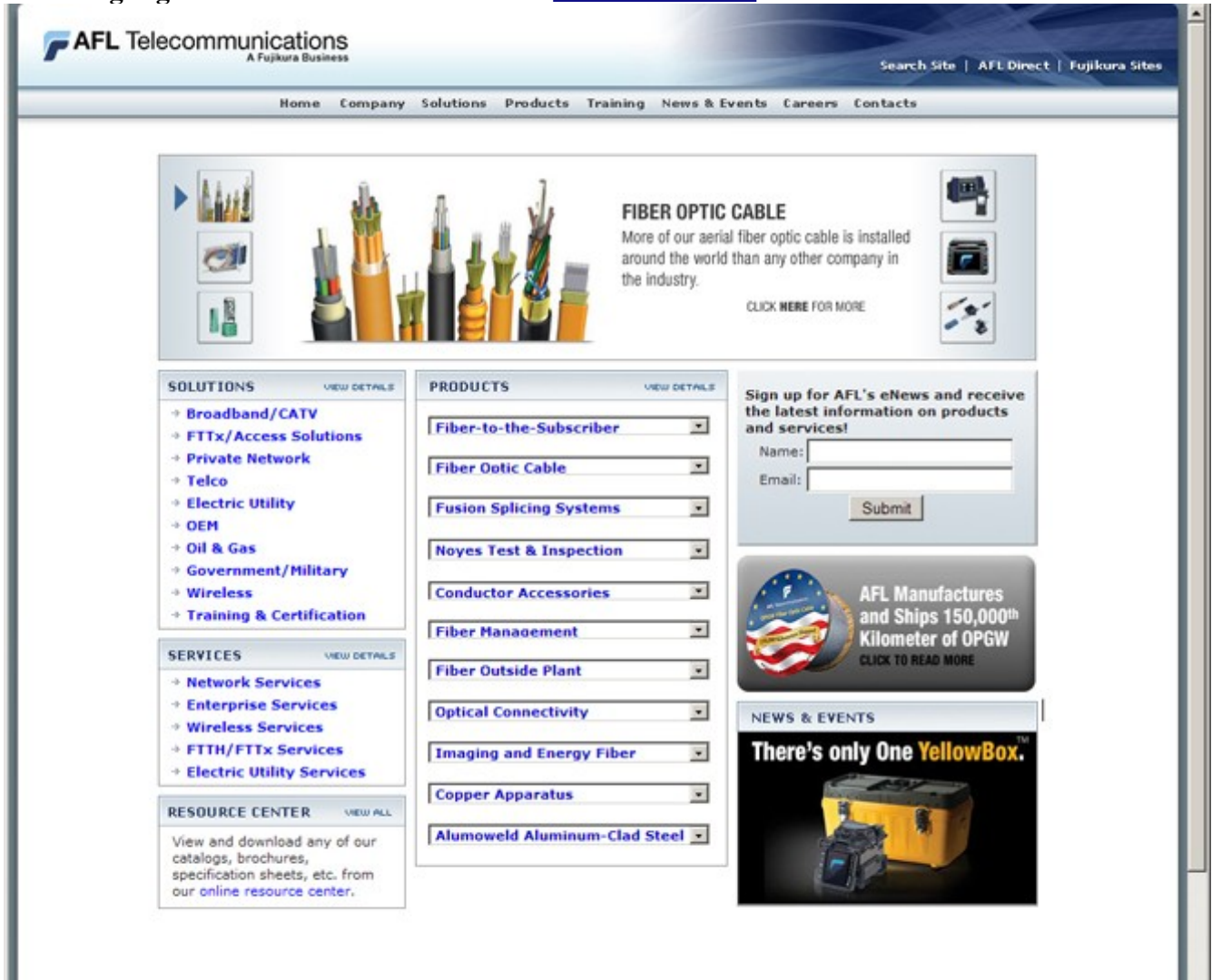
**commitment**

**quality**

**reliability**

**integrity**

**Fiber Highlight: AFL Telecommunications - [www.afltele.com](http://www.afltele.com)**



**AFL Telecommunications offers the following services:**

- Network Services
- Enterprise Services
- Wireless Services
- FTTH / FTTx Services
- Electric Utility Services
- Fiber-to-the-Subscriber
- Fiber Optic & Coax Cable
- Fusion Splicing Systems
- Noyes Test & Inspection

- Conductor Accessories
- Fiber Management
- Fiber Outside Plant
- Specialty Fiber
- Optical Connectivity
- Copper Apparatus
- Aluminum-Clad Steel
- Cleaning Supplies & Kits
- Training & Certification

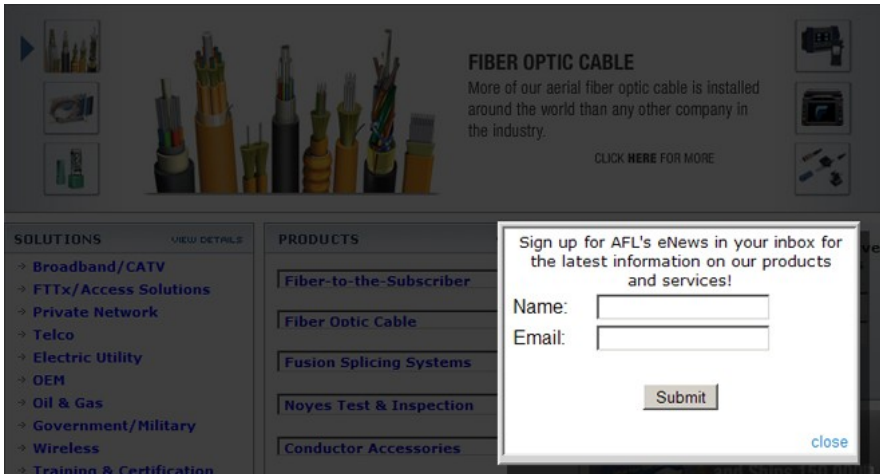
**They serve the following industries:**

Broadband / CAT V, FTTx, Private Network, Telco, Electric Utility, OEM, Wireless

**Meta Data acquired from [www.afltele.com](http://www.afltele.com)**

fiber optics, fiber optic products, fiber optics accessories

**Unique strength of their website:**



***Community Building:***

*Newsletter Pop-up*

**Marketing Emphasis:**

**Largest International Supplier of Fiber Optic Cable**

Phone Highlight: Telesoft - [www.telesoft.com](http://www.telesoft.com)

Customer Portal

**TELESOFT**  
Total cost management made easy.

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**Speed Up Invoice Processing Time and Reduce Cost per Invoice**

[Learn more »](#)

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- Mobility Management
- Call Accounting
- [Live Demo »](#)

**Telesoft: Complete Telecom Expense Management in a Single Solution**  
For most enterprises, telecom services are one of the single largest expense items. Telesoft reduces fixed and mobile telecom spend to improve your bottom-line. [Learn more >>](#)

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Where are you overspending on telecom services? Discover 5 steps to successful telecom expense management reporting.

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*Reduce Telecom Expenses*

- » **Invoice Management:** Reduce cost per invoice
- » **Mobility Management:** Decrease mobile costs
- » **Call Accounting:** Drive down telecom costs
- » **Asset Management:** Streamline work orders
- » **Telecom Audit:** Recover refunds and credits

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- Invoice Management
- Call Accounting
- Mobile Management
- Asset Management
- Resources
- Company
- Press & Events
- Contact Us

**1.800.456.6061**  
3443 N Central Ave, Suite 1800  
Phoenix, AZ 85012

Telesoft offers the following services:

- Invoice Management
- Mobility Management
- Call Accounting
- Asset Management
- Telecom Auditing Services
- Telecom Implementation
- Telecom Training
- Telecom Support

Meta Data acquired from [www.telesoft.com](http://www.telesoft.com)

telecom expense management,tem,tem software,telecom expense management software,reduce telecom expenses,reduce telecom spend,telecom audit,telecom invoicing

Unique strengths and features of [www.telesoft.com](http://www.telesoft.com)

**TELESOFT**  
Total cost management made easy.

Home Solutions Services **Resources** Press & Events Company

**Resources**

- » Live Demo
- » Wireless Cost Analysis
- » Whitepapers
- » Research Reports
- » Success Stories
- » Datasheets
- » eNewsletter

**Get the Latest TEM Expert Resources**

**Telecom Expense Management Resources**

Get the latest industry information, case studies, market trends, and other resources from the experts in the Telecom Expense Management space.

- Live Demo**  
Find out how to save hard dollar costs and optimize your telecom spend.
- Free Cost Analysis**  
Get a personalized report pinpointing how to lower your wireless expenses.
- Whitepapers**  
Get best practices, tips, and tricks for optimizing Telecom Expense Management.
- Research Reports**  
See the latest industry information from key analysts.
- Success Stories**  
Find out how Telesoft has helped hundreds of clients save millions of dollars.
- Datasheets**  
Learn more about Telesoft Telecom Expense Management solutions.
- eNewsletter**  
Get the latest industry, customer, and product tips and tricks.

**LIVE DEMO** »  
**FREE COST ANALYSIS** »  
**LEARN MORE** »

**NEW WHITE PAPER**  
**Tackling Wireless Expenses: Choosing Corporate or Employee Liable**  
**GET IT NOW** »

**FREE Wireless Cost Savings Analysis**  
Pinpoint opportunities to lower your wireless expenses!  
**TRY IT NOW** »

**The Telesoft Newsletter**  
Stay up to date on product updates, industry news and more.  
**Sign up today!**  
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**Explore**

- Invoice Management
- Call Accounting
- Mobile Management
- Asset Management
- Telecom Audit
- Resources
- Company
- Press & Events
- Contact Us
- Privacy

**1.800.456.6061**  
3443 N Central Ave, Suite 1800  
Phoenix, AZ 85012

*Interactive Resources*

*Graphical Direction*

*Free Analysis*

**Marketing Emphasis:**

**Efficiency & Cost Savings**

## Residential Highlight: Honeywell - [www.honeywell.com](http://www.honeywell.com)

**Honeywell** → Honeywell.com → ACS → Security

HOME ABOUT US PRODUCTS SOLUTIONS & SERVICES SUPPORT & RESOURCES NEWS & EVENTS CONTACT US

Commercial Residential Internet Video AlarmNet Services Structured Wiring

• MultiMedia Demo  
• Benefits of Structured Wiring  
• FAQs  
• Photo Library  
• Structured Wiring Products

**Honeywell Security & Communications**

### Structured Wiring

Honeywell's intelligent structured wiring systems provide seamless, integrated control of security, cable and satellite TV, audio and video, the Internet, telephone, lighting and HVAC.

Honeywell's system is the first of its kind to bundle cables, distribute them throughout the house and tie them to a central panel. The mechanics of the distribution panel are a lot like a telephone switchboard of the past. You simply connect the service desired – be it telephone, entertainment or computer networking – to the room of the house where it is needed.

**MultiMedia Demo**  
Learn how a Structured Wiring System can enhance your life. (Flash player required.)

**Structured Wiring Benefits**  
Integrate the most advanced home structured wiring and networking technologies into simple, affordable, upgradeable solutions to entertain, protect and inform.

**FAQs**  
Read frequently asked questions ranging from the basic to the unique about structured wiring products.

**Photo Library**  
Access a library of structured wiring and home networking product images from the Honeywell Security & Communications (HSC) graphics library.

**Structured Wiring Products**  
Honeywell's Structured Solutions is an intelligent, unique solution that makes appliances and electronics work together to organize and distribute different technologies throughout the home—integrating security, home entertainment, computer networking, audio and video, cable and satellite TV and HVAC.

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### Honeywell offers the following structured wiring services:

- Distribution Panels
- Internet Connection Module (ICM)
- QuickNetwork Modules
- SuperPro Hubs
- Panel Inserts
- Miscellaneous
- Faceplates & Inserts
- Automation Components
- Audio Components
- Patch Cords & Cables
- Video Modulator
- Power Supplies
- Telephone Line Breakout Module

### Meta Data acquired from [www.honeywell.com](http://www.honeywell.com)

burglar alarm, burglary, home security, fire, break-ins, cctv, access control, video, safety, motion detection, protection, long range radio, sensors, keypads, consoles, wireless peripherals, smoke detectors, door / window transmitters, control panel, downloading software, central station, expansion modules, residential, commercial, accessories

Unique strength of [www.honeywell.com](http://www.honeywell.com)

## *Service Benefits*

### Structured Wiring Benefits

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Given the stresses of everyday life and the increasing speed at which our lives unfold, it seems we are in pursuit of security, stability and comfortable surroundings. Honeywell's structured wiring helps you make the most of your home, letting you enjoy lifestyle enhancement and endless possibilities. Security.

Luxury. Convenience. Its intelligent design takes home control and security to new levels, making your life easier than you've ever dreamed possible.

### Entertainment

---



Entertainment in your home can be a high-quality, cinematic experience.

### Security and Automation

---



Security has never been smarter, because Honeywell can actually take intelligent actions based upon the type of event occurring.

### Communications

---



As the Internet and high-speed data communications evolve, homeowners are discovering that the once costly and intimidating dream of the "smart house" is now an achievable and surprisingly affordable reality.

**Marketing Emphasis:**

**Seamlessly integrated systems**

## Staffing Highlight: Tek systems - [www.teksystems.com](http://www.teksystems.com)

### Tek systems offers the following services:

Technical staff augmentation and direct placement services, full management of outsourced projects, technical education services, and workforce management solutions.

#### Global Services

##### IT Application Services:

- Application Development Services
- Application Management Services
- QA & Testing Services
- Data Management Services

##### IT Infrastructure Services:

- Asset Inventory Services
- Asset Retirement Services
- Coordinated Deployment Teams
- IT Deployment Services
- Service Desk

##### IT Training & Education Services:

- Instructor Led Services
- Virtual Instructor Led Services
- Education Solution Services
- Web-based Training Services

**Meta Data acquired from [www.teksystems.com](http://www.teksystems.com)**

it recruiting, staffing services, technical professionals, it staffing

**Unique strengths and features of their website:**

The screenshot displays the TEKsystems website homepage. At the top left, there is a banner for 'TEKsystems' Thought Leadership' with a man in a suit and three small images. To the right is a 'Search Jobs' section with a text input for 'Job Search, Keyword', a dropdown for 'All States', and a 'Search Jobs' button. Below the banner are three main content areas: 'Hot Jobs at TEKsystems' with a list of job categories like Business Analyst Jobs, Communication Jobs, etc.; 'The Leading Technology Staffing and Services Company' with a descriptive paragraph; and 'Locations' featuring a map of the US and a 'Select a Location' dropdown. A 'Contact Us' section with an envelope icon is also present. At the bottom, there are three columns for 'Looking for a Job?', 'Looking for Top IT Talent?', and 'Looking for Global Services?', each with a 'VIEW JOBS' or 'VIEW SERVICES' button. To the right of these columns are social media links for Twitter, Facebook, YouTube, and LinkedIn. The footer contains copyright information, a list of links (Privacy Policy, Site Map, Feedback, Contact Us, ShareThis), and the ASA logo (Member of American Staffing Association).

**Target Audience Direction**

**Job Search**

**Search Engine Optimization:**  
"Share This" Connections

**Map:**  
Targeting National & Local Demographics

**Marketing Emphasis:**

**National Leader**



CIVIL SOLUTIONS INCORPORATED  
SINGLE SOURCE WIRELESS SOLUTIONS

HOME

ABOUT US

SERVICES

LOCATIONS

CONTACTS

GALLERY



Civil Solutions Incorporated is a full turnkey company established in 2001 providing comprehensive single source solutions to identify, lease, permit, design, construct, implement, and maintain wireless networks Nationwide. Our professional staff has managed projects for leading US wireless carriers including Sprint, T-Mobile and AT&T Wireless. We specialize in the development and deployment of Cellular, Broadband and Microwave networks. Our Management team and field technicians focus on safety and quality, providing superior services that meet customer expectations.

OUR SERVICES INCLUDE:

- ▶ Civil Construction
- ▶ Antenna and Line Installation, and System Testing
- ▶ Site Survey and Tower Mapping
- ▶ Microwave Survey, Engineering and Installation
- ▶ Cell site Maintenance, Modifications and Upgrades
- ▶ In-Building Cell Site Installations
- ▶ Site Acquisition
- ▶ Full Development Services
- ▶ Construction Management
- ▶ Project Management
- ▶ Temporary Power Solutions

CSI's corporate office is located in southern California offering full turnkey wireless services. Additional CSI office locations are Manhattan, NY, Long Island, NY, Miami, FL and Austin, TX. In addition we share reciprocating office and warehouse space with associated partners in Phoenix AZ and Bellevue WA. In total, Civil Solutions, Inc. has 36 full time employees and an endless supply of independent contract and sub-contract resources. Collectively our staff has the ability and resources to service our clients' needs throughout the United States.



**CSI offers the following services:**

- Civil Construction
- Antenna and Line Installation, and System Testing
- Site Survey and Tower Mapping
- Microwave Survey, Engineering and Installation
- Cell site Maintenance, Modifications and Upgrades
- In-Building Cell Site Installations
- Site Acquisition
- Full Development Services
- Construction Management
- Project Management
- Temporary Power Solutions

**Site Development Services:**

- Site Acquisition
- Zoning
- A&E and Environmental Services

## **CSI offers the following Construction Services**

Electrical Survey, Power Supply engineering and upgrades (utility audits, temp power solutions, DC power system design and installation)

Verification of pre-existing site conditions (structural stability verification, feasibility audits, CAD drawings)

Raw Land Site Construction (caissons, spread footings, equipment pads, CMU enclosures, pre-fab shelter installation, underground vaults)

Tower Erection maintenance and surveys.

TI applications (structural reinforcement, new wall construction, sound suppression, climate control, conduit concealment)

Rooftop Installation (steel platform installation, structural enhancement, parapet wall modifications)

Concealment applications (FRP design and installation, synthetic coating application, variation of tree concealment installation)

## **Technical Services**

### **Indoor Site Services:**

Radio Base Station installation, commissioning, integration and maintenance.  
Battery and power systems (low voltage) installation, test and maintenance.  
AC (high voltage) systems design, installation, upgrades and maintenance.  
Microcell, IPBTS/NanoBTS and indoor repeater systems installation.  
COW and temporally site design and installation.  
Site audits and equipment lay out drawings (Auto CAD)  
Equipment storage and transportation.

### **Outside Plant:**

Antenna and line system installation, sweep test and maintenance.  
Antenna azimuth, and tilt adjustment.  
Antenna remote electrical tilt (RET) system installation, configuration and maintenance.  
Tower mapping (Auto CAD)  
Temporally antenna system design and installation.

### **Microwave Services:**

Microwave radio design, installation and testing.  
Line of site/path analysis surveys.  
Antenna and line system installation and optimization.  
T1 interconnecting systems installation.  
Temporally microwave system design and installation.

### **Temp Power Solutions:**

Generator equipment rental.  
Electrical engineering support.  
Certified general electrician with C-10 license.  
Single point of contact for all generator related issues.  
Ability to purchase or sub-rent specialty equipment

**CSI Serves the following customers:**

T-Mobile  
Global Signal  
Compass Telecomm Services  
Expedition Communications  
Parsons/EXi  
Sirius Satellite Radio  
Smart Drive  
Somera  
WFI/LCC  
Black & Veatch  
X3 Management Services, Inc.  
Alcatel  
American Tower  
Ericsson  
Sprint Sites USA  
Sprint Nextel  
BCA  
General Dynamics  
Cricket  
AT&T/Cingular Wireless  
CAL Fire  
Cellular Specialties, Inc.  
Nsoro

**Material Vendors:**

*CSI has relationships, accounts, pricing agreements, and/or contracts with the following equipment and material vendors:*

One Source  
MMD Equipment  
Peco II, Inc  
Powerwave  
Radian towers  
Redline  
RFS  
Roxtec  
SCI  
Sabre towers  
Sunbelt Rentals  
Talley Communications  
United Fastener  
Valmont/Microflect  
Adtran  
Alcatel  
Allied towers  
Andrew  
Anritsu  
Argus  
Cellxion  
DDB cabinets  
EMS Wireless  
Grainger  
Harris  
Home Depot  
Kathrein  
Mayday  
NorthStar

**Meta Data acquired from [www.csicommunications.com](http://www.csicommunications.com)**

wireless networks, wireless development, civil construction, wireless antenna line installation, broadband, microwave survey installation

**Unique feature of their website:**

*Universal Marketing Strategy: Nationalism*



**Marketing Emphasis:**

**Single Source Turnkey Solutions**

## Competitive Highlights

RJE Telecom, LLC - [www.rjetelecom.com](http://www.rjetelecom.com)

about us careers services value contact us

**RJE TELECOM**

Quality Craft Service For the Telecommunications Industry

**CENTRAL OFFICE CAPABILITIES**

- Central Office Engineering
- Central Office Installers
- Switch Co-Location Work
- Central Office Operations Management
- Equipment Inventory
- Maintenance
- Transmission
- Power

**SUPPORT**

- Training
- Manpower Placement
- Right of Way Acquisition
- Clerical
- Records Posting

**OUTSIDE PLANT**

- Cable and Fiber Splicing
- Outside Plant Engineering
- Quality Inspection Services
- Field and Design Engineering
- Rehabilitation/Plant Maintenance
- Drafting and CAD Design
- Transmission
- Facilities Analyzation
- Management and Construction Supervision

**CUSTOMER PREMISES**

- Installation and Repair
- Site Surveying
- Work Inspection
- Field Verification

### What does RJE Telecom appear to do as a company?

**Mission:** Providing cost-effective, quality craft services to the telecommunications industry.

RJE Telecom will increase your operating load flexibility by providing service personnel in the functional areas where you lack the capability or service forces to meet the day to day or peak demands. RJE Telecom positively impacts your customers and your bottom-line by providing professionally-managed functional service personnel in the areas of outside plant network facilities, central offices / headends, customer premises, and service center operating areas.

**RJE Telecom appears to only be capable of the following:**

**Central Office Capabilities:**

- Central Office Engineering
- Central Office Installers
- Switch Co-Location Work
- Central Office Operations Management
- Equipment Inventory Maintenance
- Transmission Power

**Outside Plant:**

- Cable and Fiber Splicing
- Outside Plant Engineering
- Quality Inspection Services
- Field and Design Engineering
- Rehabilitation / Plant Maintenance
- Drafting and CAD Design
- Transmission
- Facilities Analyzation Management
- Construction Supervision

**Support:**

- Training
- Manpower Placement
- Right of Way Acquisition
- Clerical
- Records Posting

**Customer Premises:**

- Installation and Repair
- Site Surveying
- Work Inspection
- Field Verification

**RJE Telecom appears to only serve the Telecommunications industry!**

**Customers:**

- Ameritech New Media
- Adesta
- AT&T
- AT&T Local Services
- Citizens Communications
- COVAD Communications
- Fibernet Telecommunications
- GTE
- Lucent
- MCI
- McLeod USA
- Qwest
- SBCT
- Southwestern Bell
- Tellabs
- Verizon
- Winstar

**No Meta Data available from [www.rjetelecom.com](http://www.rjetelecom.com)**

Unique strength & feature of [www.rjetelecom.com](http://www.rjetelecom.com)



Corporate Office  
Corporate Office  
Corporate Office

*Give the President a call on his cell phone!*

---

Gary Hall	President	<a href="mailto:GHall@rjetelecom.com">GHall@rjetelecom.com</a>	239.454.1944  239.454.1971
Mike Costelo	Contract / Safety Admin.	<a href="mailto:MPcostelo@rjetelecom.com">MPcostelo@rjetelecom.com</a>	239.454.1944  239.454.1971
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Sheri Schneider	VP of Recruiting	<a href="mailto:SSchneider@rjetelecom.com">SSchneider@rjetelecom.com</a>	239.454.1944  239.454.1971

**Marketing Emphasis:**

**Quality**

**About nextGen**

NextGen Telecom Services Group is a communications network infrastructure contractor offering engineering, construction and fiber optics services to broadband service providers, carriers, electric utilities, system integrators, equipment vendors, municipalities, government agencies, military bases, educational institutions, healthcare providers and enterprises throughout the eastern United States.

**Case Study**

**NextGen built a complete FTTP/FTTN network for TDS Telecom.**

[Read the case study](#)

**Skill Set**

NextGen brings an experienced workforce, comprehensive portfolio of services, flexible business model and unparalleled focus on professionalism, quality and safety to the communications network infrastructure contracting business that results in unique capabilities:

- Broadband Network Design, Build & Maintain Services
- Aerial and Underground Construction
- Emergency Restoration
- Fiber Optics Services
- Project Management
- Material & Equipment Procurement
- Maintenance & Repair

**Networks**

- Fiber to the Premise
- Hybrid Fiber Coax
- Passive Optical Networks
- WANS, MANs and LANs
- Point to Point
- Distributed Antenna Systems
- Electronic Security Systems
- Cellular Backhaul
- ADSS Networks
- OPGW Networks
- Legacy Copper Networks

## What does nextGen do as a company?

### Mission:

NextGen Telecom Services Group was founded on an operating philosophy that is based on the highest levels of ethics, honesty and integrity. In stark contrast to our competitors, nextGen's customer-focused approach and investment in the best people, equipment and processes delivers quality and value through every step of a customer's project to ensure the job gets done right the first time, on schedule and on budget.

In today's hyper-competitive broadband market, the delivery of advanced voice, video and data services is essential for success, so the timely, high-quality and reliable construction, upgrade and maintenance of networks is a critical business objective. The same is true for government, enterprise and other customers whose networks are the backbone of their daily operations and lifeline to their customers, suppliers and other business partners.

NextGen's differentiated approach avoids the pitfalls of schedule and cost overruns, repairs for inferior construction methods and other issues that negatively impact on-going operations and raise the total cost of network projects in the long term.

**nextGen appears to be capable of the following:**

**Engineering Services:**

Project Management  
Site Surveys  
Strand Mapping  
As – Built Mapping  
Network Routing & Design  
Network Migration  
Make Ready Surveys  
Pole Audits  
GPS Mapping  
Cost Estimates  
ROW Permitting

**Construction Services:**

Project Management  
Aerial & Underground  
Cable Placement  
Splicing  
Emergency Restoration  
Site Work  
Building Entrances  
Drop Burials  
In-Building Wiring & Structured Cabling  
Building Entrance  
Terminals  
Pole Sets & Removals  
Rapid Storm Response  
DOT Relocate Projects  
Transfer Work  
OSP Maintenance

**Fiber Optics Services:**

Cable Design & Routing  
Placement  
Splicing – Single, Multi  
Mode & Mass Fusion  
Documentation  
Emergency Restoration  
Loss Budget Analysis  
ADSS & OPGW  
Turn Up  
Testing  
Cut Overs  
Ring Cuts  
Reel Testing  
Rack & Panel Installation

**They serve the following Industries:**

broadband service providers  
carriers  
electric utilities  
system integrators  
equipment vendors  
municipalities  
government agencies  
military bases  
educational institutes  
healthcare providers  
enterprises

**& Customers:**

TDS  
Adesta  
Comcast  
Bay Ring Communications  
CSI  
granite state telephone  
Consolidated Networks  
Union Communications  
Oxford Networks  
Level 3 Communications  
Time Warner Cable  
Verizon business  
Vermont Electric Power Company, Inc.  
BCM Controls Corporation  
RCN Metro Optical Networks  
Franklinkvt.net  
Vermont Electric  
Segtel  
Smith+Nephew  
Tufts University  
University of New Hampshire  
Amherst College  
Littleton Regional Hospital  
Concord Hospital  
City of Manchester  
CVPS

**Meta Data acquired from [www.ngengroup.com](http://www.ngengroup.com)**

network construction, network services, network engineering, fiber optics, network contractor, network maintenance, network design, network repair, emergency network restoration

**Unique strength & feature of their website:**

*“What can we help you build?”*



**Marketing Emphasis:**

**Friendly Presence**

**&**

**The American Recovery and Reinvestment Act's  
Broadband Initiative**

**QC DATA**®

WE ARE MORE THAN DATA EXPERTS

## ABOUT US

- ABOUT US
- INDUSTRIES WE SERVE
- OUR SERVICES
- CLIENTS
- CORPORATE RESPONSIBILITY
- CAREERS
- NEWS
- CONTACT US

### What We Do

Working, Changing, Improving...

QC Data is an engineering and data service solutions provider. We design, manage, maintain and improve engineering and asset related data on behalf of telecommunications companies, utilities, property management companies, and other infrastructure-based organizations worldwide. We understand that dealing with these types of data is not the core function of our clients, although vital to the performance of their core business. The critical role engineering and asset data plays are why QC Data's operational experience and domain expertise remain so important to our clients.

#### QC DATA NEWS

- QC Data Moves International Headquarters  
April 2, 2009  
[Read More](#)
- QC Data Forms Pilot with Scottish Power  
August 4, 2008  
[Read More](#)

#### DOWNLOADS

- QC Data Moves International Headquarters  
[Click to Download](#)
- QC Data Forms Pilot with Scottish Power  
[Click to Download](#)

QC DATA LEGAL DISCLAIMER

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## What does QCData do as a company?

### Mission:

To deliver on our promises, to manage and support the information needs of our clients and to deliver both operational and financial value by designing, maintaining and improving vital engineering and asset related data on behalf of our clients world wide.

**QCData appears to be capable of the following:**

**Engineering Services:**

- Turnkey Engineering Project Management
- Site / Easement Survey and Staking
- Field Surveys and Verification
- Power Coordination
- Route Designs
- Long-haul Fiber Route Design
- FTTx Feeder and Distribution Design
- Transmission and Distribution Design
- Manhole and Conduit Design
- Permit Application Development
- Posting and Construction Work Print Generation Services
- Outside Plant and Distribution Facilities Inventory
- Engineering Records Cleanse and Maintenance

**Data Services:**

- Source records conversion
- Cross-platform data migration
- Backlog records posting
- Ongoing records maintenance
- Work print generation
- Customized data and records improvement projects
- Customized tool and application development

**They serve the following Industries:**

- Utilities
- Telecom
- Government

**& Customers:**

- Telecommunication Companies
- Electric, Water and Gas Utilities
- Property Management Firms

**Unique strengths & features of [www.qcdata.com](http://www.qcdata.com)**

*Professionally Elegant*

*Certifications*



**Marketing Emphasis:**

**Technical Expertise**

**CELERGY NETWORKS INC.**

CONTACT US REQUEST A QUOTE

Structured Cabling National Contractor

- > Celergy Networks - Home
- > About Celergy
- > National Rollouts
- > Cabling Installation
- > Wireless / Wifi
- > Case Studies
- > Coverage
- > Online Partner Application

**Technology Rollouts**  
Celergy Networks has developed a distinct competency in large scale...  
> Read more

**Installation & Cabling**  
As experts in network cabling installation Celergy team has installed cable plant...  
> Read more

One Stop / One Call  
to unleash your network power

**Staging & Deployment**

Through this state of the art facility, Celergy has the capability to handle:  
> Staging  
> Deployment  
> Asset Management

**Project Status**  
This is available 24/7 through our web based interface. >

**Order Tracking**  
With drill down capability, progress can be easily checked... >

**Wired and Wireless Network Rollouts Nationwide Made Easy!**

Celergy Networks is leading national IT services and cabling contractor, providing infrastructure engineering and network installation for voice, data, video, security and wireless solutions. Celergy Networks, Inc. offers a "one stop shop" for your design to build infrastructure needs and purchasing equipment for your technology rollouts.

**Advantage® Online Management Tool**  
Powerful on-line project management database which serves as the centerpiece of each Celergy project.

- > Project Status
- > Order Generation/Processing
- > Order Tracking/Reporting
- > Operations Management
- > Insurance/Warranty Status
- > Service Histories
- > Asset Management
- > Customized Interfaces/Reports

**Structured Cabling**  
Celergy Networks' Structured Cabling Solutions  
A structured cabling system provides a platform upon which an overall information system strategy is built...  
[Learn more](#)

**Wireless / WiFi Networks**  
Solutions for Enterprise and Government Organizations  
The wireless networking market is growing rapidly as businesses discover the productivity benefits...  
[Learn more](#)

**National Rollout Installation**  
Cabling and Technology Installations Made Simple!  
Celergy Networks has developed a distinct competency in executing on large scale national rollouts...  
[Learn more](#)

## What does Celergy do as a company?

### Mission:

To be the leading provider of technology infrastructure solutions nationwide while consistently maintaining our core values on every job, with every client, at all times.

Quality...Integrity...Value. These are the core values that are Celergy Networks. They also serve as the foundation for our corporate mission.

**Celergy appears to be capable of the following:      They serve the following industries:**

**National Rollouts:**

Inside / Outside Plant Cabling  
Coax Cabling  
Fiber Optics Cabling  
Copper Cabling  
WLAN / LAN / WLAN Design  
Cat 5, Cat 5e, Cat6, Cat6e, Cat7  
Cabling  
Specialty Cabling Solutions  
Vendor Management - Single Point  
of Contact  
Custom Equipment Installation

Commercial  
Finance  
Healthcare  
Hospitality  
Insurance  
Integrators/VARs  
Manufacturing

**Structured Cabling Installation:**

Telecommunications Installation  
Business Phone / PBX & VOIP  
Point of Sale Systems (POS)  
Digital Signage Installation &  
Deployment  
Intercom, Music & Paging Systems  
Surveillance Cameras / CCTV  
Security / Physical Access  
Control / Fire Alarm System  
Installation  
Commercial Audio Visual (AV)  
Systems

Retail  
Restaurant  
Schools  
State & Local Government  
Telecom  
Technology

**Wireless / WiFi Networks:**

WiFi / Wireless / Mesh / WIMAX  
Installation  
Wireless Cellular Boost / Signal  
Enhancement / Repeating  
Low Voltage Systems  
Network Engineering &  
Deployment  
Kiosks / ATMs Roll-out  
Installation Services  
Moves, Adds and Changes  
Staging, Pre-configuration & Asset  
Management  
Telepresence / Video Conference  
Systems Installation  
Nationwide Technology Rollout

## **Celergy serves the following customers:**

### **Commercial:**

American General Finance  
Apria Healthcare  
Atria  
Baxter Medical  
Boston Market  
Budget Rent - A - Car  
Burger King  
Chrysler  
Diebold  
Discount Tire  
EDS  
Hardees  
HSBC  
Integra Bank  
Marriott  
Mrs. Fields  
Northwest Mutual  
Norwest Financial  
Ontario Int. Airport  
REI  
Staples  
Sun Healthcare  
The Associates Financial  
Toshiba  
United Airlines

### **Government:**

7 military bases and 1500 Army recruiting stations  
24 x 7 cabling and outside-plant operations at Robins AFB  
Camp Pendleton, Edwards AFB  
Navy (DoD) MCAGCC / 29 Palms  
Marine Corps Air Station Miramar, CA  
U.S. Probations Department  
US Pre-Trial Services  
Numerous government work through SAIC and General Dynamics

## **Highlighted Voice / Data Cabling Rollouts:**

### **Chrysler - MDS2 Dealership Rollout**

#### ***Voice and Data cabling installation for MDS (MOPAR Diagnostic System) upgrade.***

3500 Dealerships throughout the U.S. over a period of 2 years.

Developed connectivity solution for dealerships with remote/detached facilities.

Managed call center for dealership inquiries for a 2-month period after each individual installation.

### **NCR - ATM Deployment**

#### ***Voice cabling, IG Electrical outlet installation, and Equipment installation for NCR's Automatic Teller Machines.***

Installed at 600 Kmart locations in 6 weeks (one of the most aggressive ATM deployments in NCR's history).

Installed at 300 Exxon locations in 4 weeks.

Managed line provisioning services for every dial-up circuit.

Managed MACD and service contract for a period of 2 years.

Saved NCR 25 to 30 percent by utilizing local delivery model as opposed to traveling crews.

### **Burger King - POS Retrofit Project**

#### ***Voice, Data, Electrical, and Equipment installation for Point of Sale upgrade.***

1700 restaurants throughout the U.S. over a period of 1 year.

Overnight cutovers performed in 2 phases.

Cutovers were performed between 10:00 PM and 6:00 AM Sunday through Thursday.

Managed contract for remodels, relocations, and closures for a period of 1 year.

Delivered project 25% under budget and 6 months early

### **Farmer John**

#### ***Complete voice and data cable installation of 75 acre facility.***

Over 2,000 voice and data drops.

Complete data center installation.

10 IDF installations.

Project completed on time and on budget.

### **Discount Tire - POS Retrofit Project**

#### ***Voice and Data cabling installation for Point of Sale upgrade.***

350 tire centers throughout the U.S. over a period of 2 months.

Performed T-1 extensions at each of the 350 locations.

Re-designed their entire back office network infrastructure.

Managed MAC and service contract for a period of 1 year.

### **Boston Market - POS Upgrade**

#### ***Voice cabling installation for Point of Sale upgrade.***

1000 restaurants throughout the U.S. over a period of 1 year.

Provided on-campus project management staff for client's immediate needs.

Helped Boston Market to solidify a relationship with NCR in order to obtain the best POS product at a lower cost than their previous supplier.

Created virtual project management and tracking system that was customized to meet the client's needs

### **St Jude's Hospital**

#### ***Cable installation for large, campus facility. Detailed specifications and installation requirements for mission critical applications.***

Cabled 15 building campus.

Installed over 8 miles of fiber.

Over 5,000 data drops.

Complete installation of main data center.

Complex boring under major intersection to complete connectivity requirements.

Project completed on time and on budget while meeting all of the client's requirements

### **The Nature Company - POS and KSU Upgrade**

#### ***Voice and Data cabling installation for POS and KSU upgrade.***

Installed at 150 locations in 8 weeks.

Performed KSU installation and programming at all facilities.

Managed MAC and service contract for a period of 1 year.

**Diebold - ATM Deployment*****Voice cabling and IG outlet installation for Diebold's Automatic Teller Machines.***

Installed at 400 RiteAid locations in 4 weeks.

Installed at 550 WalMart locations in 9 weeks.

Managed line provisioning services for every dial-up circuit.

Managed MACD and service contract for a period of 2 years.

**Northwestern Mutual Life - Installation and Service Contract*****Voice and Data cabling installation and service for all corporate and representative facilities.***

Performed Service and/or Installation at 450 locations.

Managed installation and service contract for a period of 3 years.

**Atria Assisted Living Facilities - Installation and Service Contract*****Voice and Data cabling installation and service for all corporate and representative facilities.***

Performed Service and/or Installation at 120 locations.

Managing installation and service contract for a period of 3 years.

**Budget Rent-A-Car - "Fastbreak" project*****Voice, Data, Video cabling, and Equipment installation for Budget's "Fastbreak" customer efficiency project.***

42 Airport locations throughout the US in 6 months.

Airport rental locations were completely remodeled, even demolished in order to facilitate the change.

Major coordination efforts with Budget, Tech Express, and the Airports to ensure deadlines were met.

Managed MACD and service contract for a period of 1 year.

**Baxter - Infrastructure Upgrade*****Voice and Data cabling upgrade from Type 1 to Avaya Gigamax at all of Baxter's medical plants.***

Installed new infrastructure at 53 of Baxter's US medical facilities.

Very large facilities, some in excess of 500,000 square feet.

Delivered entire project 10% under budget by recommending the use of existing cabling as long as it met or exceeded Category 5e standards.

Completed initial site surveys within two weeks.

**Arrow Electronics - Holiday Weekend Cutover*****Voice and Data cabling and Server Cutover.***

Performed services at 150 locations over Thanksgiving weekend.

Provided internal project staff of 10 people as well as over 200 crews to support the efforts of the client.

## Unique strengths & features of [www.celergy.com](http://www.celergy.com)



CONTACT US REQUEST A QUOTE

*Header: Contact / Quote Request form on every page*

**Technology Rollouts**  
Celergy Networks has developed a distinct competency in large scale...  
> Read more

**Installation & Cabling**  
As experts in network cabling installation Celergy team has installed cable plant...  
> Read more

**One Stop / One Call**  
to unleash your network power

### **Introduction:**

*Immediate Graphical  
Direction to Target  
Audiences*

*Feeling of a personal  
introduction*

### **Contact Pop-up**

**Celergy Networks Inc.**

We noticed your interest in our website. We'd love to help. Please fill out the form below and a Celergy representative will contact you shortly.

Company  Name\*

Email\*  Phone\*

City  Zip Code

State  Comments

Enter the code shown.\*  
AS3TR

\*Required field

**Cabling Installation**

- > Celergy Networks - Home
- > About Celergy
  - > Mission
  - > Management
  - > Why Celergy
- > Press
  - > Press Releases
- > Employment
- > National Rollouts
- > Cabling Installation
- > Wireless / WiFi
- > Case Studies
- > Coverage
- > Online Partner Applications

**Staging & Deployment**

- > desktop to the DMARC
- > camera to the DVR
- > from any IP addressable device to our Network Operating Center complete turnkey

More unique strengths & features of [www.celergy.com](http://www.celergy.com)

**Project Management Outline**



**Project Management**

Network Cabling and Infrastructure Installations Made Simple with Celergy Networks' Project Management Services.

Before any project is undertaken by Celergy, an experienced Project Manager with the appropriate technical expertise for that specific job is assigned. The Project Manager will maintain ownership of the project for its entire life cycle. Celergy Advantage -- our powerful on-line project management database -- serves as the centerpiece of each Celergy project. This comprehensive tool was developed specifically for Celergy to accommodate our unique needs and the needs of our clients.

The Celergy project management process can be divided into four distinct phases:



Project Definition	Resource Procurement & Management	Post-Implementation Review	Final Project Review & Evaluation
> Defines the Scope with Customer	> Purchases Labor	> Confirms Completion	> Reviews Billing
> PM Team, Creates Plan for Delivery	> Purchases Materials	> Obtains Document Trail	> Conducts Wrap-Up Meeting
> Prepares Installation Instructions	> Sends out Installation Documentation	> Performs Site Satisfaction Survey	> Delivers Project Evaluation
> Provides for Training	> Fields information from on-site Techs	> Records Affiliate Performance	

More unique strengths & features of [www.celergy.com](http://www.celergy.com)

> Online Partner Application

**Staging & Deployment**  
  
 Through this state of the art facility, Celergy has the capability to handle:  
 > Staging  
 > Deployment  
 > Asset Management

**Project Status**  
  
 This is available 24/7 through our web based interface. >

**Order Tracking**  
  
 With drill down capability, progress can be easily checked.. >

**Universal Structured Cabling**  
  
 The Universal Structured Cabling Design is Celergy's own innovative.. >

For more details call at  
**Toll Free:**  
**(877) 235-3749**

Call us today at our **Carlsbad / San Diego County**, California headquarters to see how we can help your company solve your

**Contractor Application Form**

Thank you for your interest in the Celergy Partner Program. We are always interested in expanding our network to include partners who are at the top of their field.

The following application includes all the basic information we require in order to begin the process. Please allow approximately 15 to 20 minutes to complete form.

**Company / Branch Information:**

Firm Name:	<input type="text"/>	Contact:	<input type="text"/>
Address:	<input type="text"/>	Phone:	<input type="text"/>
Suite/Floor:	<input type="text"/>	Fax:	<input type="text"/>
City:	<input type="text"/>	Cell:	<input type="text"/>
State:	<input type="text"/>	Email:	<input type="text"/>
Zip:	<input type="text"/>	Website:	<input type="text"/>
Main Phone:	<input type="text"/>		

**Corporate / Billing Information:**

Job Name :	<input type="text"/>	Contact:	<input type="text"/>
Address:	<input type="text"/>	Phone:	<input type="text"/>
Suite/Floor:	<input type="text"/>	Fax:	<input type="text"/>
City:	<input type="text"/>	Cell:	<input type="text"/>
State:	<input type="text"/>	Email:	<input type="text"/>
Zip:	<input type="text"/>	Website:	<input type="text"/>
Main Phone:	<input type="text"/>		
A/P Contact:	<input type="text"/>	A/R Contact:	<input type="text"/>

**Contact Information:**

**Contact #1**

Name:	<input type="text"/>	Title:	<input type="text"/>	Email:	<input type="text"/>
Phone:	<input type="text"/>	Fax:	<input type="text"/>	Cell:	<input type="text"/>

**Contact #2**

Name:	<input type="text"/>	Title:	<input type="text"/>	Email:	<input type="text"/>
Phone:	<input type="text"/>	Fax:	<input type="text"/>	Cell:	<input type="text"/>

*Graphically highlighted links on every page Contractor Application Form*

**Marketing Emphasis:**

**One Stop / One Call**  
**"One stop shop"**



## What does Embarq do as a company?

**Mission:** Innovation that Makes Sense

Innovation is the key to EMBARQ's continued success and differentiation in the communications industry. This innovation is based on the convergence of wireline, the PC and video, all managed by the customer through a centralized portal - myembarq.com.

**Abilities:**

Complete Business Bundles Services  
Internet & IP  
Data & Networking  
Voice  
Special Offers

## Innovation for Business Customers

EMBARQ® Business Managed Security Services helps to meet the complex IT security needs of business customers by providing 24-hour monitoring and management of network security devices.

EMBARQ® Smart IPSM Bundle is a hosted solution that simplifies business communication by combining high-speed Internet access, local and long distance voice service and IP enabled features to make businesses more productive.

EMBARQ® IPsmartSuite is an off-the-shelf solution designed to help small- to mid-size businesses be more productive by helping to control costs, manage staffing and customer appointments and increase billing accuracy through VoIP-based desktop phones.

**Embarq serves the following industries:**

Residential  
Business  
Wholesale

**Meta Data acquired from [www.embarq.com](http://www.embarq.com)**

high speed internet service, local phone service, wireless phone services

**Unique strengths & features of their home-page:**

The screenshot displays the EMBARQ website home page. On the left, there is a navigation menu with categories: Bundled Services, Internet & IP, Data & Networking, Voice, Special Offers, and a 'View all Products' button. The main content area features a large promotional banner for Business-Class High-Speed Internet at \$14.98\* per month, with a \$100 credit offer and 50% off on all speeds. Below this is a form to check the availability of an EMBARQ Business Phone Number. To the right of the banner is a photo of a smiling man. Further right is a 'My Account' section with a 'Check Email' button, a login form for User ID and Password, and links for 'Forgot User ID?', 'Forgot Password?', and 'Create a New Account'. Below the login section is a 'Support' section with links for Residential Support (Contact Us, Product Support, Find a Store, Questions & Answers, Billing Help, Federal Excise Tax) and Business Support (Contact Us, Product Support, Find a Store, Questions & Answers, Billing Help, Federal Excise Tax). At the bottom, there are three smaller promotional banners: 'Not an EMBARQ® business customer? Get started with EMBARQ®', 'Earn green by going green' (paperless billing and \$10 bill credit), and 'Your connection just got stronger.™ See How' (CenturyLink).

**Global Green:**

*Universal Marketing Strategy + Economic Stimulus*

**Community Building:**

*MyEmbarq Account login for clients, employees and partners.*

**Marketing Emphasis:**

**Complete Business Bundles Services**

**ecotality™** A renewable energy company  
ETLY.OB

Home About ECOTality Companies Investors Newsroom Contact Us  
About ECOTality Overview Technologies Invest in Nature Press & Media Talk to Us

*"Technology solutions for a greener future"*

### Our Company

ECOTality is a leader in clean electric transportation and storage technologies that address the world's global energy challenges. We are a technology innovator that identifies inventive ways to efficiently power our lives while striking a harmonious balance with our natural environment. Through a balance of technology development, partnerships and strategic acquisitions, ECOTality achieves revenue growth and increases our market presence as we strive to accelerate the market applicability, awareness and acceptance of clean technologies.

We hope you will [join us](#) as we work towards changing our consumption behavior to one that is more environmentally friendly, socially responsible and commercially viable for today and future generations.

### Current News

- 1/14/09 ECOTality's eTec Powers Westchester County Airport with Minit-Charger Installation
- 1/12/09 ECOTality's eTec Launches New Minit-Charger FC Fast-Charger
- 1/8/09 ECOTality Initiates EV Micro-Climate Program and Challenges Policymakers to Pave the Way for Electric Vehicles

Home  
Our Company  
Our Management

AUGUST 5, 2009  
**Check out information on eTec's DOE Announcement.**

Sign up to receive news updates from ECOTality

FOX BUSINESS Markets Small Business Personal Finance

**Fox Business, "Future of Electric Vehicles," an interview with ECOTality's CEO, Jonathan Read**

August 6, 2009

"We are going to be working with Nissan but are also going to be building out electric infrastructure in five different markets and this electric infrastructure will be usable by any of the electric vehicles that come out..." [more](#)

## What does ecotality do as a company?

### Mission:

Our vision is a world that derives its electric energy from clean sources. Instead of receiving electricity from coal, petroleum and other fossil fuels, we receive our power from renewable energy sources like solar, wind, and water that are stored and efficiently distributed to accommodate our complicated and fluctuating energy needs.

## Subsidiaries of ecotality:

**Electric Transportation Engineering Corporation (eTec):** eTec is a recognized leader in the research, development and testing of advanced transportation and energy systems and specializes in the fields of alternative-fuel, hybrid (HEV), plug-in hybrid (PHEV) and electric vehicles (EV) and infrastructures. The company developed and holds exclusive patent rights to the eTec Minit-Charger™ technology - a line of smart battery fast-charging systems designed for airport ground support, material handling and electric transportation applications.

**Innergy Power Corporation:** Innergy Power is the only North American manufacturer of both renewable energy solar modules and rechargeable batteries, and its solar photovoltaic (PV) product line addresses the burgeoning worldwide demand for solar energy products and off-grid power.

**Fuel Cell Store:** Fuel Cell Store develops, manufactures, and sells a diverse and comprehensive range of fuel cell products and offers consulting services for high schools, colleges, and leading international research institutes.

## Meta Data acquired from [www.ecotality.com](http://www.ecotality.com)

stock, store, blog, Environmentally friendly, ETLY.OB, Fossil, fuels, fuel, cells, cell, Global warming, Airboss Aerospace, Alchemy Enterprises, Compressed hydrogen, Green Mountain Engineering, Hydratus technology, hydrogen automobile, vehicle, generating apparatus, on-demand, economy, storage, Invest green energy, Jet Propulsion Labs, Magnesium, hydride, recycling, NASA JPL, OTCBB: ETLY, PEM fuel cell, Publicly traded, green, Renewable energy, Scottsdale, Arizona, energy, Small cap, company

## Unique strengths & features of their website:

*Search Engine Optimization with Embedded Video*

*Product Development & Branding*



The image shows a screenshot of a video player from Fox Business. The video title is "Fox Business, 'Future of Electric Vehicles,' an interview with ECotality's CEO, Jonathan Read". The date is August 6, 2009. The video description reads: "We are going to be working with Nissan but are also going to be building out electric infrastructure in five different markets and this electric infrastructure will be usable by any of the electric vehicles that come out..." followed by a "more" link. Below the video player is a row of four logos: Innergy Power (An ECotality Company), eTec (An ECotality Company), hydrality (An ECotality Technology), and FuelCellStore (An ECotality Store).

Marketing Emphasis:

**Global Green – “Invest into Nature”**

**UNDC** home services clients capability hiring

we are you  
LOOKING FOR

**TELECOMMUNICATIONS SERVICES**

Providing high quality consulting services to the telecommunications industry since 1980

**Contact Information**  
2555 3rd Street, Suite 112  
Sacramento, CA 95818

Phone: (916) 475-1200  
Fax: (916) 475-1202  
E-mail: [undc@undc.com](mailto:undc@undc.com)

[Download Company Brochure](#)

**UNDC**

Universal Network Development Corporation, a telecommunications engineering and consulting company, was incorporated under the laws of the State of California on May 15, 1980. This company is owned and operated by Cinthia Kazez. UNDC is a certified Minority and Woman-owned small business enterprise. We are 8(a) certified by the Small Business Administration.

UNDC is a full-service employer, offering medical and dental benefits, life insurance, and participation in a 401(k) retirement plan.

We are headquartered in Sacramento, California and offer our services nationwide.

HOME | SERVICES | CLIENTS | CAPABILITY | HRING

COPYRIGHT © OF UNDC. ALL RIGHTS RESERVED.

### What does UNDC do as a company?

**Mission:** Providing high quality consulting services to the telecommunications industry since 1980

### UNDC appears to be capable of the following:

#### Engineering:

- Outside Plant , BICS, transmission and switching
- FTTH, MDU, and MTU
- Central Office
- CATV, Make Ready
- Long range and short term planning
- Network design
- Structure design
- LAN and WAN engineering design
- Premise LAN support and equipment

#### Construction:

- Installation and repair
- Building inside wire, cable and station installation
- MDF, IDF and distribution closet termination and hardware installation
- PABX and transmission system installation, test and cutover

**UNDC appears to be capable of the following:**

**Project Management:**

Lump sum, unit, hourly and not-to-exceed contracts  
Plan, schedule, control and direct resources to meet defined objectives  
Utility and other outside group coordination  
Subcontractor evaluation, selection and control  
Customer acceptance  
Profit and loss

**Audit & Inventory:**

Switch  
Network  
Premises

**Support Services:**

Utility locating service  
Drafting (CAD, pencil, ink)  
Records posting  
Records conversion  
Assignment  
Field survey  
Right-of-way and land acquisition

**UNDC serves the following:**

**Industries:**

Financial Resources  
Personnel  
Tools and Equipment  
Computer Aids

**Customers:**

Alcatel-Lucent Technologies.  
Apex CoVantage  
Clearwire Broadband  
Harris  
Integra Telecom, Inc. (formerly Eschelon)  
Metropolitan Fiber Systems  
Sprint Federal Systems (FTS)  
Sprint International  
Surewest Communications  
Qwest  
Verizon  
Maryland  
Virginia  
New Jersey  
New York  
Pennsylvania  
Walker and Associates  
Windstream Corporation (formerly Valor Communications)

**Meta Data acquired from [www.undc.com](http://www.undc.com)**

telecommunications, minority, woman-owned, small business, sba certified 8(a)

**Unique strength & feature of [www.undc.com](http://www.undc.com)**

**Contact Information**

2555 3rd Street, Suite 112  
Sacramento, CA 95818

Phone: (916) 475-1200

Fax: (916) 475-1202

E-mail: [undc@undc.com](mailto:undc@undc.com)

*Contact information highlighted graphically on almost every page*



[Download Company Brochure](#)

**Marketing Emphasis:**

**Technological Advancement & Innovation**

**&**

**Recruiting for Expansion**

Home About TerreStar Technology & Solutions Media Room Contact Us Subscribe

# TerreStar

Download to Communicate!

## Mobile Communications. Redefined.

Fusing the power of the nation's first all-IP mobile communications network with an integrated next generation satellite and terrestrial system, TerreStar's open/accessible network design leverages existing chipset technologies to provide satellite communication capabilities via smaller devices.

Experience firsthand how our [innovative solutions](#) can help you stay connected - anytime, anywhere.

### Innovative Devices

Introducing TerreStar's First-of-its-Kind Integrated Satellite-Terrestrial Smartphone  
[Discover our innovation firsthand! >>](#)

### TerreStar-1 Launch

[Relive the Launch](#)

## What does Terrestar do as a company?

**Mission:** Welcome to the Next Generation of Mobile Communications

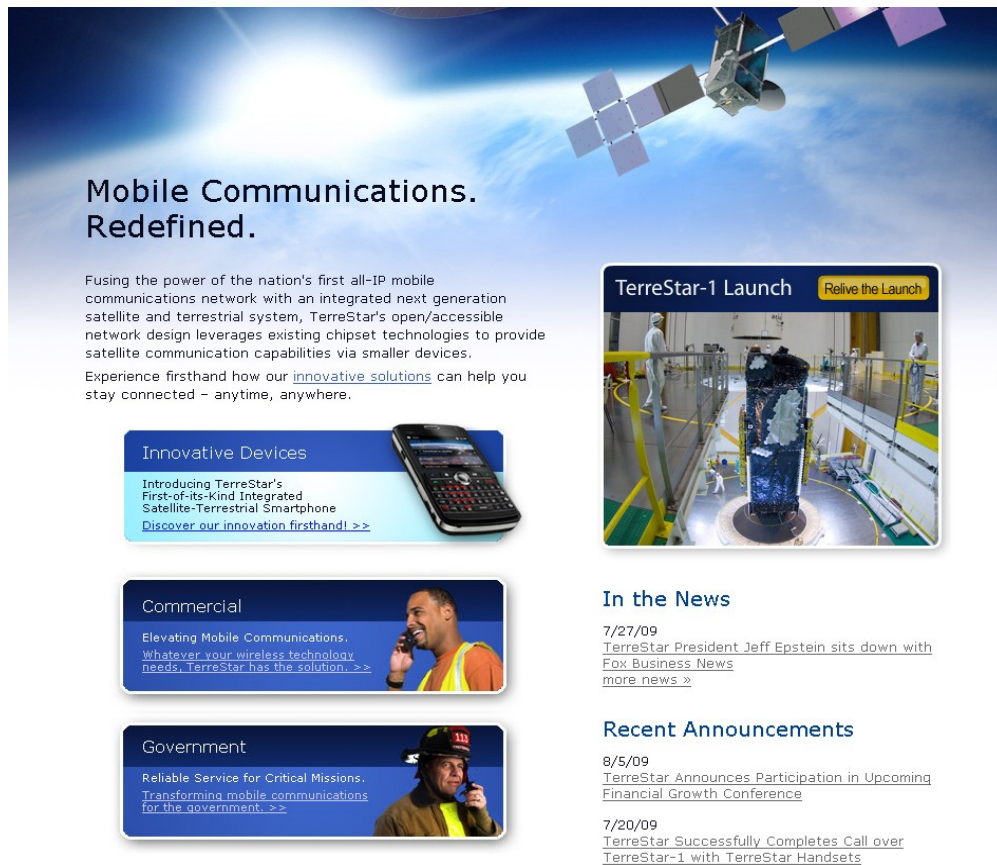
As a majority owned subsidiary of TerreStar Corporation (NASDAQ: TSTR), TerreStar Networks is at the forefront of providing a reliable and secure satellite terrestrial mobile broadband network. This network will provide voice, data and video services dedicated to helping solve the critical communication and business continuity challenges faced by government, emergency responders, enterprise businesses and rural communities. As a wholesale mobile voice, data and video service provider, TerreStar expects to offer next generation mobile communications through a network of partners and service providers to users who need "anywhere" coverage throughout the United States and Canada.

**They serve both government & commercial industries.**

**TerreStar is partnered with the following:**

- accenture
- CGI
- Hughes
- arianespace
- Space Systems Loral
- LCC
- Comneon
- Cisco
- CSMG
- Qualcomm
- infineon
- Alcatel-Lucent
- Nokia Siemens Networks

**Unique strengths & features of the [www.terrestar.com](http://www.terrestar.com) home page**



***Strong yet simple & elegant use of graphics***

***Video highlighted project***

***Simple Target Audience Direction:***  
*Commercial & Government*

***Recent News:***  
*Both Internal & General*

**Marketing Emphasis: Satellite based mobile communications**

## **Demand**

A common theme echoed by the executives and supported by research is that “Demand for the types of services we offer is rising!”. It is our analysis that demand exists immediately in the following realms.

- 1.** Expanding the existing customer base.

Developing a system for:

- More rapid response time to bids.
- Recruiting nation-wide in order to fulfill ever fluctuating needs.
- Coordinating Human Resources and Marketing efforts.

- 2.** A broader customer base targeted at companies and industries that are in need of the specific types of services (as well as similar services) that RJE Telecom currently offers.

**A.** MDU - new construction. Marketing in this area could extend to researching suitable construction permits in the vicinity of existing fiber, and proactively pursuing fiber-to-the-unit.

**B.** Cell Tower Installation.

- 1.** Pursue partnering opportunities with tower construction companies to provide turn-key cell tower installations.
- 2.** Identify new tower expansion areas by researching the providers needs ahead of time, and positioning resources to respond in a pro-active manner.

## **Capitalizing On Our Strengths**

1. Trends & Patterns:
  - From Copper to Fiber
  - From Phones to Satellites
  - From Education to Entertainment
2. Internal Archiving, Discovery & Centralization Procedures:
  - Recruitment
  - Prospecting
  - Bidding
  - Coordination
3. What technologies are available to help us collaborate more efficiently with our clients?
  - Commercial off-the-shelf tools
  - Custom applications

## **Initial recommendations for web-site**

1. Unique logo & branding.
2. Identity.
  - Services offered:  
by office, customer, and type.
  - Experience.
  - Efficiency.
  - Quality.
3. Representation of completed jobs.
4. Newsletters – from the executive level to employee communications.
5. Employee blog.
6. Gather feedback and input from customers, employees, and partners.
7. Human Resources Blog.
8. Human Resources Recruitment Tool:
  - Addressing regional concerns  
by office, customer, and type.

Thank you for choosing [arcintel.com](http://arcintel.com)

## *Addendum I: Key Search Phrases*

Structured wiring  
Commercial wiring  
Low Voltage wiring  
Low Voltage installations  
Telephony  
Telephone contractor  
Communications  
Inside plant  
Outside Plant  
Premise wiring  
Telecommunications  
Telecommunications Design  
Telecommunications Engineering  
Buried cable  
Right of way acquisition  
Pole line design  
Fiber-to-the-Home  
Fiber-to-the-premise  
OSP Planners – fiber and copper  
OSP Engineers – fiber and copper  
COE Engineers  
ROW Agents  
Telecommunications ‘right of way’  
Telecommunications Drafting Personnel  
Telecommunications Equipment Installers  
Fiber Optic Telecommunications  
Fiber Optic  
Fiber Optic installation  
Fiber Optic Engineering  
Multi Dwelling Unit fiber to the premise  
GPS data collection  
Long Haul Fiber Routes  
Point to Point Fiber Routes  
Cell Site Infrastructure  
Cell Site Design  
Cell Site Engineering  
Cell Site Towers  
Tower Construction  
Satellite communications  
Satellite Telecommunications

## *Addendum II: Responses from Employee Surveys*

### **1. What does RJE Telecom do as company?**

All Telecommunication Installation and Functions

An engineering and technical services provider in the telecommunications industry

Answers the general and specific needs of the telecom industry in the US and Canada.

CAD work, Engineering, laying fiber

Central Office, Outside Plant, Support, I&R, Inspection, Site Survey

Contract services to draft and implement fiber optic facilities for their customers

Contracting work in the Telecommunications industry

Contracts out telecommunication work to telecommunication companies.

Design fiber placement.

Engineer and install fiber networks

fiber optic engineers--provide specialized solutions (ie splicing, new installation and repair, inspection and training) to clients in the telecommunication industry.

fiber-optic contract work

Misc

OSP & COE engineering, construction, installation and maintenance.

Outsource employees to Telecoms

provide craft services to telecommunication companies

Provide engineering services to the telecommunications industry

Provide fiber to the premises in simplest terms.

Provide quality craft services to the telecommunications industry.

Provide services and crafts to regulated and unregulated telephone industry.

Provide services to Telecommunication Companies

Provide telecom services as well as trained analog and digital technicians to our clients.

Provide telecommunications workers to various telecom and telecom related companies

PROVIDE TELECOMMUNICATION SERVICES FOR THE IMPLEMENTATION OF FIOS THROUGHOUT THE US.

Provide various services to the telecommunications industry

Provides a variety of services i.e.; Engineering (Telecom & Power), CAD services, flagging, installation and removals

Provides contract labor services to telecommunications companies. Specializing in OSP Engineering, COE Engineering, OSP Technician, and CO Technician services.

Provides craft services for the telecommunications industry.

Provides telcom services, i.e., engineering, craft services, splicing, I. & R., flagging, cable locating, storm restoration.

Provides telecommunications services to its customers in a timely, efficient and professional manner.

Providing cost-effective, quality craft services to the telecommunications industry.

RJE is a company that provides support for engineering, customer service, and Central Office.

RJE is a subcontractor that provides engineering services to their customers.

RJE is a telecommunication company that provides various services to its nationwide customers such as Field & Design Engineering, Drafting & CAD Design, Splicing, etc.

RJE is in the telecommunications contracting field doing important work such as: Engineering, installations and repair work, cable splicing (fiber and copper), placing and soon to be cell tower installations.

RJE provides contract services to a variety of Regional Operating Companies for engineering, construction and installation.

RJE provides engineering and construction solutions to the telecommunications industry. We help to grow customer bases for many companies through OSP design and construction as well as planning for the future. With quick turn around on lower cost products our clients are able to turn up more customers faster thus improving their revenue base and overall bottom line.

RJE provides technical contract labor to telecom customers to supplement their engineering and technician work forces. These services can be used on an hourly or project basis, or for a completely outsourced function.

RJE Telecom does contracting for big telecommunications companies like Verizon.

RJE Telecom I believe is a company equipped for personal growth. The company enables an individual to further his/her knowledge and development, in the area of telephony and outside plant design.

RJE Telecom is a leading provider of engineering and drafting services for telephone companies.

RJE Telecom offers a wide variety of first class telecommunication services from drafting, engineering, cable splicing, fiber splicing, construction, flagging, and more, to its many clients.

RJE Telecom provide: Management, OSP Engineers, and Technicians in the Telecommunication Industry.

Rje Telecom provides customized engineering and drafting in a variety of telecommunications applications.

RJE Telecom provides project management and craft services for the telecommunications industry.

RJE Telecom provides the client with experienced telecommunications engineers to work on a wide array of telecommunications projects. We also provide project management and clerical services for our clients.

RJE Telecom provides top quality telephone engineering, construction, and cad work for different vendors.

RJE Telecom, LLC is a telecommunications company providing engineering services, drafting and splicing/testing of fiber.

RJE Telecom, LLC is a telecommunications subcontractor

Survey, Engineer and Build Telecommunication networks for various providers

Telecom Construction

TELECOMMUNICATIONS CONTRACTOR

Telecommunications - Outside Plant, CO, I&R, etc.

Telecommunications engineering

Telecommunications Engineering and Craft Services

TELECOMMUNICATIONS FROM CO WORK, RIGHT OF WAY, OSP ENGINEERING, I&R, CAD DESIGN, CONSTRUCTION, CABLE SPLICING ALL TYPES (COPPER, FIBER)

Telecommunication engineering, splicing, I&R and onsite staffing.

They provide techs to businesses who need outsourced telecom.

We basically perform any and all work performed by the operating telephone and cellular companies. We do splicing, engineering, central office, installation, maintenance and building all types of communication plant and recovery work.

We do engineering, cadding, and craft services for the telecommunications industry

We offer professional services of our Analog and Digital technicians in all major categories of the telecommunications industry.

We provide the latest engineering expertise services in all aspects of Outside Plant Engineering on both Copper and Fiber Optics. We are the leading company that provides FTTP services to VERIZON in the East Coast.

We support other Telcoms Specifically Verizon, to help build Phios applications.

## **2. What do you do as an individual at RJE Telecom?**

As an employee, I ensure that the engineered product is entered accurately in the database. I am also responsible for the information in the database being translated into work prints following standards befitting the area being designed for.

As an individual at RJE, I provide timely and accurate financial information to project managers out in the field and to Sr. management within the corporate office. This would include posting journal entries into Solomon, reviewing CPS revenue weekly & monthly, reviewing & analyzing month end project reports, reporting daily cash disbursements to Dycom, reporting weekly wip & A/R to Sr. mgmt, month end reporting for audit and sox compliance, balance sheet reconciliations, fulfilling audit requests from internal and external auditors, along with many other Accounting related functions.

As an RJE employee I am not limited to my "day to day" responsibilities and duties of a CAD operator. On occasion I am honored to provide services that do not necessarily fall under my job title, allowing room for personal growth and development.

As controller, I oversee the day to day accounting operations of RJE, and manage the month end financial close process and assist in any financial projects as needed.

Asset & Fleet Manager

Billing for all hourly employees in the New York area as well as MDU billing

CAD

Cad Drafting

CAD work

Controller

Curentaly, I am available for any project that might come up, I.E., storm work, any splicing project, any telcom related project.

Data Entry for administrative services.

Executive Assistant, Rocky Mount office--Office Management, supply inventory & ordering,

Submit RFP through solomon for bills, QC on Drafters Work Prints, telephones, all other necessary duties as needed

Executive Director of Operations for Virginia, Maryland and the District of Columbia.

FTTP Design Engineering

FTTP Engr. overlay and QC

HSI/OSP Engineer/CAD

I am a billing specialist. I research and process data for invoicing purposes.

I am a draftsman. I take ENG prints and put them into a graphic and data system. After that I turn the information into detailed work prints for field workers to return into the field and place the equipment appropriately and correctly.

I am a Project Manager for MDU

I am an OSP manager currantly working on the cable mining project(RRT)

I am currently a Project Manager (MDU Billing)

I am responsible for quality control on engineering work orders. I qc jobs to make sure that how job was engineered has been posted correctly. I also make sure all corrections are made before it goes out the door

I am responsible for safety and field operations for the East coast.

I am responsible for the Human Resources department.

I am the MDU coordinator for Penna. east and west to help support Verizon

I am the Payroll Tax Coordinator for RJE Telecom, LLC and OSP Services, LLC.

I am the Project Manager for the MTU/MDU areas for the California Southeast and California Central areas of Verizon. I manage approximately 150 square miles of So. California from Barstow/Temecula (No-So.) to West Covina/Indio (East/West.)

I am the Regional Manager, to grow the business.

I collect FTTP MDU information. Process the information in a Auto CAD Drawing. 1st a Stick Drawing, 2nd do the MDU Design and 3rd provide Traffic Control drawing and last Fill forms.

I collect time sheets and other production information from various job sites in the western region via e-mail, fax, and fed-ex. I then sort and interpret this information and enter it into our billing/payroll calculating system, CPS. I also answer phones and manage the filing systems at the Hayden, Idaho office.

I design Fiber Optic Networks to VERIZON as part of the group of Engineers that are actually implementing the FTTP FiOS Project in Virginia

I do the billing for the north central region.

I enter payroll data for RJE's employees.

I manage Accounts Receivables by applying all incoming cash, process all credit/debit memos and invoice reversals. Prepare & send weekly AR reports to all appropriate field managers.

Export/Import CPS billing onto AR. Reconcile all company bank accounts.

I Manage the engineering staff for Virginia Overlay as well as the posting Group in Rocky Mount. I ensure that the client gets a quality engineered product to their guidelines and specifications through coordinations between the two groups. I also coordinate and work with the billing group to ensure all information in CPS is correct in order to invoice the client properly and on time. I work closely will Verizon managers to head off any potential issues and to insure that RJE is properly compensated for all work within or outside the scope of the contract.

I manage the Rocky Mount office, and oversee all drafting in the office.

I manage the the engineering and MDU build services in Maryland and the District of Columbia.

**I PROVIDE DRAWINGS FOR CUSTOMER & VERIZON ENGINEERING REVIEW AND IMPLEMENTATION OF FIOS**

I work in billing and invoicing in the York office

I'm the network administrator and I make sure the network and the software work as they should.

Lately I've have many hats. I do bids, create excel forms,work with the new CPS system .

**MANAGE SALES AND OPERATIONS FOR A GEOGRAPHICAL AREA**

My title is: Executive Administrative Assistant. Duties: receptionist/accounting/administration

**OBTAIN INFORMATION ON MDU COMPLEXES FOR THE ENGINEERS EX DA# COPY COMPLEX ON THE LAND BASE ,PLATS EWO# NUMBER OF LU'S,CONTACT PLANNING FOR THE FIBER CABLE# FIBER COUNT AND HUB#. A FOLDER IS CREATED AND PLACED ON THE SHARE DRIVE WITH ALL THE INFORMATION. THIS SAVES THE ENGINEER FALUABLE TIME. WHEN THE FIBER DESIGN IS COMPLETED BY THE ENGINEER IT IS**

RETURNED TO ME FOR A QUALITY CONTROL CHECK (TO INSURE A DEFECT FREE PRODUCT)

Operations manager for an engineering project encompassing eight CenturyLink service districts across four states. I have 20-25 employees I manage as well as maintain UDF fields in CPS for all RJE projects out of the Mansfield/Kansas office, serve as local IT support for desktop, network, & phones, support all billing activity. SME for CenturyLink proprietary software systems required by our employees. Responsible for loading technician laptops with required CenturyLink applications for dispatch, engineering, loop assignments, etc.

OSP Engineering

Outside plant field engineering.

Oversee operations in the Western region.

Oversee the regional operations to include sales growth, CPS data entry, billing customers, and cash collections and profitability for the region.

President

project manage engineers

Project management.

2 Project Manager

Project Manager: I do site surveys and manage the installation process for Verizon FIOS interior fiber in apartments and businesses.

QC work prints, make changes as need in ICGS.

Quality control and final job packaging for FIOS

Safety manager, Estimator, supervisor, warehouse,

Senior Controller

Supervise the design and installation of Verizon FIOS in MDUs.

Support and manage CAD office...presently mostly working on Fiber to the Premise project for Verizon.

whatever needs to be done to process payroll and invoice billing accurately and on time.

### **3. In 5 words or less describe RJE Telecom.**

A dynamic communication contract company.

A full service Telecommunications Company.

a good place to work.

A great place to work.

A great telcom company.

A Growing Company

A proactive telecom company

a telecommunication services provider.

Awesome

Committed to fulfill telecom needs of our clients.

Communication Company to provides outstanding services

Creative, reliable, responsive, growing company.

Diverse group of dedicated employees

diverse, knowledgeable

Drafting-installation of fiber optics

Engineer and install fiber networks  
Engineering and Construction Solutions for Telecommunications.  
Ever changing  
Excellent place to work.  
Fast growing!  
Fast-Paced Detailed Committed Quality  
First Class Telecommunications Service Provider  
Friendly, Fun, Challenging,  
Good company trying to improve.  
Good place to work.  
Greatest Outside Plant Experienced Engineers  
High standard of corporate conduct & ethics.  
HIGHLY SKILLED WORK FORCE  
Innovate, Fair, Exciting, Family  
Leader in the industry  
Leading telecom contract labor provider  
LEC engineering & construction vendor.  
Nurturing and development through exposure.  
Outsourcer to Telecoms  
People providing service to clients  
Professional telecommunication industry-wide contracting company.  
professional, quality, team.  
Provide professional engineers to companies  
Provides dependable telecommunication services.  
Quality telecommunication services  
Recognizable name in the industry  
Renowned Engineering and Craft Services.  
RJE meet and exceeds the customers expectations..go above and beyond what is need to get the  
job done right.  
Skillful, creative, innovative and highly experienced  
small, hard-working  
stable, flexible, mobile  
Strong company.  
Subcontract telecommunications work  
Telecommunication work contractors.  
Telecommunication professionals.  
TELECOMMUNICATION SUPPORT  
Telecommunications Company  
Telecommunications construction / project management company  
Telecommunications contracting company  
telecommunications engineering company  
Telecommunications support company  
Telecommunications planning, design, construction & maint.  
Telephone engineering contractor specifically Verizon  
Vendors..high respect as Contractor.  
We Connect The World  
WORKFORCE PROVIDER FOR TELECOM COMPANIES

World class telecommunications contracting company  
worthy of greater potetial

#### **4. Have you seen the RJE Telecom website?**

Yes - 88.9% (56)  
No - 1.1% (7)  
TOTAL - 100.0% (63)

#### **5. One a scale from 1 – 5, with 5 being very well and 1 being poorly, how well does the website project what the company does?**

1 - 8  
2 - 11  
3 - 20  
4 - 17  
5 - 7

#### **6. How could it better project the company's uniqueness?**

Need a list of each work area with # of employees and various duties Also need to be able to look at all available job openings and their locations, duties, and salary range  
Add virtuosity and show the activities of RJE in a live environment  
advertise the company's size by listing the Calif. office on the web site. Calif. is a large market and will play a big role in future growth. People should see this presence in print.  
appeal to the people that make the choices to hire us  
At present, it's too drab & plain. It gets the point across of what the company does but it could be more appealing & professional in presentation.  
By developing a more interactive web site that sells our expertise to more customers.  
By keeping it updated to present conditions.  
By providing a list of its major clients, accomplishments/results and estimated cost savings analysis associated.  
colors dull and writing small in alot of places. I personally don't like the arrows that point to key information. It would stick out better if it was bold.  
Contemporary information; more interactive; specialized areas for customers and for potential employees; additional strength of Dycom as parent corporation  
First of all, the spelling and grammar errors need to be fixed to show professionalism. For example, two words are combined into one (“analogand” instead of “analog” & “and”) in multiple areas within the website. Also, the word “meat” was used instead of “meet”. Correcting these items along with adding some videos showing areas of the company's strengths would help project the company's uniqueness.

For being a leader in the telecom industry I believe that the website is outdated (from the pictures to the technology used in the website). I think the website could be a lot more interactive (video's of our areas of expertise or even an area for sub-k to submit information).

Given a immediate response to questions and problems from our customers.

Good People/Managers ... that understand the services that we provide.

I believe that the website projects the companies uniqueness well.

2 I don't know

I find it hard to get into the different entities and search for openings. I also feel the website looks as if it needs to be updated. It is not user friendly.

I have not looked at the website

I have not seen the website

I have to look at it

I might add some real examples of work we do, if we can get permission to list our clients. Spell check would be a good idea too.

I think all the design and graphics are very old and should be replaced with newer graphics and the information on it needs constant updating as well.

I think it already does that.

I think it is as good as it can be.

**IDENTIFY THE BIRTH TO GRAVE SUPPORT OF FIBER IMPLEMENTATION FOR FIOS.  
SHOW HOW AND WHO WE WORK WITH. SHOW CUSTOMER INTERACTION.**

It could go more indepth as to what they do.

It's a little outdated. The bulleted information doesn't lend itself to be easily read. It needs to be more concise and sharp. Maybe a little bit more "flash."

keep the avenues of communication open through the company as entity.

List current and recent clients and projects. Could be simpler and more user friendly. All buttons should work ("positions available" won't load) & each selection should have some information available or be deleted as an option (there is nothing under "benefits"). We should not show a worker (presumably RJE, under the "customer value - unique value - Quality, Warranted Work" selection) in a construction zone without safety equipment (no hard hat or vest). All information should be edited for proper word usage and spelling, ex;(under the "customer value - unique value - Quality, Warranted Work" selection) "meat" should be "meet".

List projects RJE has been involved in. Include testomonials on the Web site. Include clear pictures of projects..The pictures on the website look pale and washed out.

make it interactive

Make it more visible and easier to find. Keep it updated to be current to the needs of the end user in order to attract future customers and employees.

Make it the employees home page with company news and line news letter and update Q and A.

Maybe a list of our top accomplishments or what companies we have supported in the past. An example of how we can specialize our work to help small and large businesses alike.

Maybe more style. I feel its a little plain.

More Awesome

More detail.

More emphasis on the individual work we can perform and list more of the different work functions. Also more pictures depicting our company as a whole.

more pictures of our people working

My first instinct was to click on the prominent titles on the body of the page for more information, however none of them are links.

## NEEDS TO BE CONSTANTLY UPDATED

Not sure.

Projects the company very good.

provide current and update to date information for our customers.

Put more info on it, list the open positions, contact info needs to go on there for each area. It just needs a lot of improvements

regular updates to personel and clients.

Tell you what the company does and how/why it does it.

The site is kind of bland, there is nothing that catches your attention or pulls you in on the main screen. All of the text is small and for some could be hard to read.

The site needs to be updated to a more robust site, a complete overhaul. The first place almost everyone goes to check out potential employees or clients is the internet. Any potential new customers are going to research a company before the do business with them. The web site is our first opportunity at a great first impression to a potential customer. And quite frankly it's disappointing at best. The data is significantly outdated as is the layout and navigation. There is so much more that can be done with web sites today. We need something sharp, sophisticated and current. It should include a complete online application process for employment candidates, not just an application that can be filled out. Perhaps an area with current external job opportunities, an intranet for employee access containing updates on the companies initiatives, new projects, financial results for RJE and Dycom, a company directory, internal job opportunities, an HR area with company policies, access to pay stubs and or W2 info, an online direct deposit enrollment and update area, company organizational charts, etc. There is so much cost savings potential with these types of online services. They should really be explored.

The web site needs to be revamped to better pretray our business as a whole. Contact information needs to be current.

The website could have a more modern feel. Also, it should stress that we are part of the Dycom family and we as a whole company can provide service from design through installation.

The website feels cluttered and disorganized. The layout is all on the left side of the screen, it feels unnatural to focus attention on the pages, it almost looks like a scrapbook. To better the website I would lay it out in a simpler manner. The font is too small to read, and the pages load erratically.

The website is very scattered and difficult to pinpoint what RJE really does and be clear about the services RJE provides. The fonts on the home page are far too small and there's so much listed that it's difficult to digest.

The website locks up alot, and really does not give much information on anything except for corporate. The website should also include all offices and what each office does. It would also be benifital to list all positions available at these different offices this would help fill positions among the company.

The website should fill the screen which is something that can be done easily.

Through maybe displaying employee profiles, the website can dictate to potential employees, that a position you begin with doesn't nessesariy mean you will remain in for the duration of your employment. There is great room for personal growth and promotion.

To constantly update the web site with new information as the company continues to grow.

Ellaborate on the growth process of course.

## TURN KEY OPERATION

Update the site to better reflect our involvment in providing North America's first and largest passive optic network. Use the site to highlight and promote our sucesses. Whenever I try to access the site it seems to lock up.

Update the website to be more modern and show what the various field offices do on a day-today

basis. It looks very old and boring as it is right now.

Updates!! The last time and the first time I have seen the website, granted I haven't seen it in awhile, it had looked the same. Constant updates are needed to show how RJE is evolving with the technology it provides.

Variety.

## **7. Do you interact with clients on a day to day basis?**

Yes - 57.1% (36)

No - 42.9% (27)

TOTAL - 100.0% (63)

## **8. If so, How?**

-

Call Sterling to varify information on orders NTAS Reports to Sterling for VA address information Request Property ID's & NTAS from Verizon on MD MDU's and NTAS for MD F-and F-2 when jobs are sent to our office

-

85% telephone, 15% personal meetings.

As I visit field locations I frequently interface with our clients and potential customers. I assist the field with various customer concerns, provide them with a business card and a point of contact for any assistance I can provide

Attempting to grow our share of wallet, service-related issues, billing issues, contractual issues Contracts,bids or just check in occasionally.

Dailey phone calls from people looking for work. A lot of techs. are looking for work all over the country.

Design, revision and sceduling of work.

E-mail and telephone.

EMAIL, PHONE, FACE TO FACE, FAX

estimating bid's for AT&T,

Everyday...I deal with both local/district engineers & managers and the customer service techs & splicing tech & constructions crews...etc..etc.. other utilite companys such as CATV.. Elec...also interact with County.. State.. and local Twps people as well.. just to scratch the surface

Face-to-Face meetings, email and phone

I am in daily contact with all Verizon inspectors, pre-fielders, 1st and 2nd level managers in all the areas I manage. I discuss the existing work and all new work within the organization that affects RJE and also future work. I always try to increase ourt presence.

I am the project manager for design and pathway construction and deal directly with Verizon managers and sometimes Verizon customers at the job site.

I coordinate engineering work, schedules and billing.

I deal with Project Managers from Verizon who are my specific clients.

I design and review FIOS prints for Verizon NY

I DO DEAL WITH VERIZON ENGINEERS, ON A NEED BASIS.

I do not

I do not ineract with clients.

I do not interact with clients.

I do not interact with the client

I don't

I don't interact directly with clients

I don't.

I have very little or no contact with clients

I meet with ATT contract admin. people on a personal and business basis to remind them that we are here and to gather info on the ATT workload situation.

I meet with the Verizon Engineering and Construction team before starting a new project. Also turn over test data at the completion of the project.

I work with multiple Verizon Managers via telephone and email every day.

Mostly by e-mail. Occasionally by phone.

My interaction with our customer (VERIZON) is ocssional. I participate on joint visits to customer's premises and follow our customer guidances to develop an accurate Engineer Design Package that reflects the customer agreements.

My interaction with the customer is limited to submitting invoices to them, and resolving any issues related to billing.

N/A

2 NA

On occasion I need to interact with contractor coordinators, regarding the quality and revisions of engineered outside plant designs.

Phone calls and negotiation of contracts.

phone, e-mail, fax

Presidential duties

Receptionist: transfer incoming calls from clients to the appropriate person.

Site meetings Blockage resolution Design recommendations Permit meetings

Telephone or email.

The clients I interact with are internal RJE employees only.

They come to our office or by phone.

Through onsite visits, telephone, email, and entertainment.

Via e-mail and phone.

Via email and phone calls regarding billing changes or issues. Talking to the client to determine what I can do within the New York office in order to make the customer/client relationship strong and efficient.

Via emails & telphone, and instant messaging.

Via Phone, cell phones and e-mails

Via Telephone conversations and sometimes face to face meetings.

**9. In terms of client interactions, sales and marketing, What tools would make your job easier?**

-  
-  
?

A current brochure and an updated website that we feel would represent RJE and all that it has to offer. Make it user friendly and be able to let our customers choose the services they are looking for. Eg Engineering, fiber, I& R, pathway creation, traffic control, etc  
a place to find all of our client inf in one place, so if someone is out then a person filling in can get that info easy

A resource that will help me to determine what checks will be posted to the bank. There was a link via Verizon at one point, but they have done away with it.

a) Contemporary collateral materials depicting all our services b) Sales premiums or leavebehinds that keep the RJE name in front of customers [i.e. post-note pads, pens, mugs, etc] c) Routine newsletter type e-publication that delivers industry/RJE news to select customers

ACCESS TO VERIZON PRINTS/PLATTS

Air cards for laptops so emails could be recieved when anywhere on the road or in the field.

Better access to contractor systems.

Better telephone system to allow calls to be direct dialed to my desk rather than to an operator.

Brochures, flyers and monthly mailers.

Business cards would project more of a professional image to the client rather than have them write down my contact info.

Business cards. Reasonable reimbursement of expenses to include meals & lodging.

Communication.

Company Cell phone to utilize after hours if necessary.

Faster internet connection

FiOS and better computers

For internal customers, the recent changes in timesheets has felt somewhat chaotic and difficult to manage. An automated system to log time would simplify a lot of issues and daily errors (perhaps a system such as Kronos, etc).

functional and user friendly computer processing and email system.

Hands on displays of materials used on the job and photos of how the completed job will look.

having the same access to the 'customers programs' and 'tools' and 'resources'.

I always utilize my business cards. I have excellent back up with my Director, Fred Mehlick when discussing more work.

I DO NOT INTERACT WITH THE SALES AND MARKETING PERSONNEL

I don't do this.

I don't interact directly with clients

I have all that i need at this time.

I have nothing to do with sales and marketing

I personally feel we should have a dedicated marketing force to call on customers to secure more business. With the many years of experience that I have I take it upon myself to assist in helping make our company more viable.

It would make my job easier if I could interact with the client. Clarifications of small things could go much smoother and the answers clearer, then the passing thru several levels and sometimes days before the answer gets back to you.

Letting us, the drafters, know a little more of whats going on if that is possible. No one like to

be sitting in the dark.

My job does not interact with clients regarding Sales & Marketing.

3 N/A

N/A we do not do marketing

NA

None at this time

Not enough info yet.

Not sure.

Practices, procedures, and processes

Prepackaged documentation on offered services. Updated brochures, canned PPT presentations that can be tweaked for specific services or potential clients. An internal instant messaging service/network could be quite beneficial. You could get quick answers from RJE counterparts while on the phone with a client.

Remote computer access to verizon applications.

RJE button down shirts,

The ability of teleconferencing from anywhere I think will help us a lot.

The tools we should have are: Access to ICGS, Live Maps and to company easement records.

To "meet" with Clients on a semi annual basis just to touch base on any changes, suggestions or any other pertinent items that pertain to the industry.. or meet just to meet..

To have access to ICGS Mapping System, access to the company's easement records and to the MTAS records. To be able to print all the necessary information that I need prior to my site survey visits.

Up to date software applications.

UPDATED COLLATERAL

We have the tools, we just need more work in the areas that we are good.

We need an up-to-date organizational chart that gives the employee name, Telephone Number, Email, department, and their location (This could be added to the Website)

## **10. What services are we capable of extending to our customers that we aren't currently offering?**

-

-

- Bundled services with other Dycom companies [i.e. engineering/cable locating/construction/repair] - RJE internally seems to see itself as an engineering firm, yet our region provides technician services as well; is RJE promoting residential, business and CO techs adequately? a better website

Can't think of any.

Cellular installation and maintenance. Fiber expertise to more companies just getting into the business.

complete project management services, cost studies,

Construction

Coordination services between construction and engineering.

don't know

From my perspective it seems that what we're offering is what we do well. I don't have enough experience in telephony to recommend additional ideas.

From where I am I do not feel that I have the knowledge to answer this question

Go paperless!! It's the in thing...

Going after the smaller communications companies work.

GPS mapping to be used for Surveying and engineering.

High Fives

Honestly I do not know, I do not know enough about the business aspect of what RJE does with its customers since I thought our customers were through larger corporations, not with the individual.

I am not aware of the services we now offer company wide. Locally Verizon is our primary client. Perhaps we could expand our client base to other communications providers. While the opportunities are aren't as obvious as they were in past years, we could research opportunities in telecom construction, splicing, contract inspecting. We could promote our knowledge of FTTP to secure long term engineering contracts for system maintenance and future growth within Verizon.

I believe RJE is doing what it currently can in lieu of the economic restraints. There are cut backs within Verizon that RJE cannot control. However, Verizon is aware of our capabilities as we try to meet the right managers to get more work.

I do not know

I do not know all the services RJE offers

4 I don't know

I don't know enough about services that we offer.

I occasionally get phone calls about support for inside telephone services. There might also be an opportunity to provide high speed computer equipment and support. Also the US Government has many facilities in this area and they have telecommunications needs in all areas.

I think we could become involved with the power companies in a joint trenching service with the telephone companies. I feel we do too much subcontracting work and with a good marketing operation could become the main contract company.

I think we should get into the world of cable and satellite tv.

I think we should look heavy into wireless cell site construction and maintenance.

I will have to meet with corporate regarding what budget we have for what type of services we can or want to provide before I can answer this question.

INSTALL TERMINALS, LAY FIBER CABLE & SPLICE FIBER

It seems like more and more things are heading in the wireless direction. With Verizon being RJE's biggest customer, I would think that our company would be able to offer some type of service (cell phone tower work, etc.) to Verizon Wireless. If we already have a good relationship with Verizon, let's try and extend that relationship within the Verizon family.

IT Support, Marketing services.

MAYBE A BETTER TURN AROUND TIME ON OUR PROJECTS

More administrative services.

More ICGS trained engineers.

More work in smaller areas, just to get our company known.

9 N/A

NA

new construction

none that I am aware of. wireless is the future and we should be prepared to offer any and all services connected to that technology

Not sure

not sure may have to get back with you on this one....

2 Not sure.

On the MDU side we are currently Maintaining all services for verizon. We cannot put address's in NTAS for Verizon but we would need access to NTAS or after the job is complete we could send directly to Outside plant or Construction.

Router installation and network configuration, CO maintenance and Installation, NOCC Services, site QA inspections etc.

Structured cabling solutions. Professional consulting. PBX switch installation & maintenance.

Structured wiring, cable company engineering/installation, security system installation, advanced phone and/or data network installation & configuration. Electric company engineering or pole auditing/inspections.

The company should offer International OSP Expertise.

Ultimately, it begins with modernizing our daily flow (timesheets, etc). The paper trail is something that most of our clients have done away with as a way to make the most of the day. When our clients have to analyze a timesheet and make out what it says, due to the fact that our timesheets that come in through fax have traveled far and can become illegible; it creates a roadblock that takes time to climb over.

We need more exposure to make our customers aware of what RJE can do, and where we can do these services. Make our customers aware that we are a solid company and provide quality service not at premium prices.

We need to extend and offer our OSP expertises to International Companies and to the US government as well. RJE has the capabilities and people with clearances to offer many services to the government.

WIRELESS CELLSITE CONSTRUCTION AND MAINTENANCE

## 11. What types of customers could the company have that it does not have now?

-  
-  
?

Again, I'm not sure my experience lends to a recommendation in this area.

Anyone is a customer, technology is a "must have" for anyone who can afford it.

As I mentioned above the US Government as well as State and local.

AT AND T QUEST

At one time we were suppose to be getting Embarq work, but I have not seen any.

Big Companies

Cable and wireless companies

Cable companies, electric companies, smaller mom & pop ILECs.

cable tv companies and cell service providers

Cable TV Companies, Water Companies, Electric Companies.

cable TV, cell sites, and correct billing

Cable TV, future fiber to the home providers

Cell phone companies

Cell phone companies and other major cable provider companies

Cell phone companies, and various utility companies.

CITY, STATE, COUNTY, FEDERAL GOVERNMENT WEUSED TO HAVE AN EXPERT AT

HQTRS STAFF FOR THESE TYPE PROJECTS

Companies with both small and large backgrounds. Verizon is our biggest client, but working with other smaller companies can help both us and the client grow as a company.

Company primary works with telecommunications maybe can reach out to other utility companies

Customers like Time Warner, Comcast, Direct TV and Dish networks.

customers that provide residual income i.e. NOCC service customers or Network monitoring customers.

do not know

Doing some 3-D either Pro-E and or SolidWorks with Electrical/Mechanical Engineering and/or Drafting even.... maybe expand out from just telecommunications into that type of work too... just a thought??? Solidworks would be the program to use though.. most companies now are going with that type of program now

Federal government, state, county, city and town governments

From Gas/Electric to Constructions.

government

I do not know all the services RJE offers

2 I don't know

I don't know of customers other than Verizon.

I think that we do a great job with our major customer but do believe that other telecommunication companies should also be a major focus.

Local and Federal Governments, Private firms contracted to large corporations

Local Governments

LOOK INTO PROVIDING SIMILAR WORK TO AT&T FOR THEIR (U-VERSE) SERVICE IN CONNECTICUT.

Maybe get into school districts that kind of thing.

More international customers.(think big, be big)

More Telcos, Cable Companies?

Municipalities. K - 12. Colleges and universities. Corporations. Government & military.

Perhaps some of these might be approached through partnering.

2 N/A

2 Not sure

not sure, maybe local communities

Not sure.

Other operating companys, independent telephone companys, CATV, any company providing communications infrastructure. While it would be ideal to act as prime contractor, it may be possible to profit by sub-contracting resources on large communications projects.

Other Telecommunications companies that provide the same or similar service that Verizon does..

Possibly providing pro-bono work to non-profits that may be linked to governmental agencies directly or indirectly.

Power companies, cable tv, big business telephone installations, providing equipment installation and maintenance.

RJE could be doing business with non-utility enterprises and look to those companies who specialize installation, engineering, repair and CO work to enhance visibility. Ex: My previous employer work within the Unified School Districts. RJE should go after City and County contracts.

small rural areas(towns) that want to set up there own internet service

Smaller clients

Smaller ILECs CLECs Cable companies [?] Other non-telecom utilities  
State, Federal and RUS.

Telecommunication companies

The company should be thinking to go into global market.

The US government, the US armed forces (ARMY,NAVY,MARINES,COAST GUARD,AIR FORCE, etc). Customers that provide highly confidential and secured services to others (such as Raytheon, CSC, Northrop Grunman, CACI, etc)

We could branch our drafting into the power (electric Company) to do CAD work for them.

We have the drafting capabilities to work with survey groups and the research and ROW capabilities to work with Property title companies.

We need to go outside the box and reach to new customers and not have too many eggs in the same basket.

Widen the customer base into cellular networks and possibly utilities

With the bad economy at the present time, RJE is doing the best it can.

## **12. What type of projects are you working on now? (flagging, engineering, CAD, installation,..)**

- N/A

Accounting

Administrative services

All aspects of billing

Analysis of employee payroll set up to ensure correct taxation and voluntary deductions.

Billing for North Central Region.

cable mining

6 CAD

CAD Drafters are in our office

3 engineering

ENGINEERING (MDU'S)

Engineering and CAD

Engineering and coordinating MDU work.

Engineering design, MDU FIOS Installation.

Engineering Fiber to the premis,

engineering revisions and cable mining projects

Engineering, permitting, CAD, ICGS Posting, easements, field survey

ENGINEERING, VISIO DRAWINGS FOR MDU, MTU & HUB WORK

Engineering.

Engr. FTTP overlay

FiOS pathway creation

Flagging

FTTP CAD using Verizon IDDS/ICGS

FTTP engineering

FTTP FiOS Engineering for VERIZON only.

human resources

I am entering payroll data for cable splicers, and several in-house overhead employees.

I am working on FDTP MDU-OVERLAY Engineering Design.

I am working on MDU (Multiple Dwelling Unit) retrofit projects and MTU (Multiple Tenant Unit) drop installations. This covers an area approx. 150 square miles.

I provide safety training for all of the above and get directly involved with vehicle and equipment issues. I perform safety and quality audits for the field operations.

installation (customer service), engineering OSP & transmission, HSI

Interior Fiber installation

IP site resubnet in Ft Myers RJE corporate.

Mainly engineering and CAD.

MDU Billing

MDU CONSTRUCTION, INSTALLATION & REPAIR FTT BUSINESS, CABLE PREPPING FOR EXTRACTION CONTRACTORS,OSP INSPECTORS & ENGINEERS, JOINT POLE CONSTRUCTION PROJECTS AND CABLE SPLICING

4 N/A

NA

None at this time.

OSP Engineering & OSP/CO installation & repair, office IT support.

OSP Engineering/CAD/HSI

Outsourced OSP engineering functions OSP Engineering lump-sum bid projects OSP engineer hourly assignments ISP engineering projects Residential technician assignments

Payroll and Invoicing since the June roll-out of CPS to the field offices.

posting, assisting engineering, CAD, and Permits

Pre-month end project review and gathering requested audit information for our internal auditor.

Prepping, FTTP MDU and MTU installations, OSP walkout, Engineering and I&R.

Presidential duties

project management and engineering

Splicing & cable mining, Safety

Strictly accounting

Structured wiring and Installation and repair.

Verizon-RRT, MDU & MTU projects. AT&T-pole work

We are currently providing planning, engineering and MDU inside construction for Verizon's FiOS program as well as engineering support for their day-to-day requirements in Washington, D.C.

### **13. What other projects have you worked on?**

-

All of them

CAD

cad only for RJE, other work experience plumbing, mechanical& electrical designs and CAD drawings, taking large amount of raw data from client and producing graphs and charts,

Cellular design and planning. Budgeting, invoicing

Construction, Installation and Technical.

Conversion from in-house payroll processing to ADP payroll processing. Local tax collections for employees working in Pennsylvania.

CPS transition, Copper and Fiber engineering and survey, planning, bid preparation.

Craft Services I & R Splicing for AT&T.

Data Entry

Engineering

engineering and drafting

Engineering Manager in Mexico (with OSP Servicios de Mexico), Fiber Optic feasibility studies for other customers, domestic and International (Colombia, Mexico, Chile, Panama, Puerto Rico).

Highway premises Relocation in Northern Virginia. International tenders.

Field Engineering & Inspection

Fios, field note taking for planning dept.

FTTP overlay Job's requested by Verizon West, Installation and Maintenance

FTTP, Fiber splicing, copper placing & splicing with a sister company, Estimates for AT&T, Verizon, and others

Hub builds anything with Fiber and copper. I am an x-VZ engineer with 28 years of telephone experience in various fields

I have worked in Quality Control, Record conversion (from hard copy to CAD), Field Survey, OSP Engineering, drafting and Creating Distribution Area Boundries.

I Have worked on all telecommunication projects with 40 years of experience with BellSouth and aproximately 3 years with contract companies.

I have worked on strike work for AT&T, data base testing from when the servers were moved from AnSCO to Atlanta, and testing CPS during upgrades.

I have worked on the copper reclamation projects prior to the current work. This was for AT&T. The work I'm doing now is for Verizon.

I have worked on the financial systems roll out, Topaz pads and IP resubnet(currently).

I started out just entering timesheets, then I moved onto entering Subcontractor work, then light billing, and now I do about 80% of the New York office's billing.

I'm fairly new to RJE so most of my experience here has pertained to payroll & invoicing. In past work history I worked as a project manager and customer service manager.

I've worked in this industry for over 30 years and have worked in all phases from construction, installation and repair, cadding, engineering. The only side that I don't have much experience is the Central Office

implemation of CPS

In the past I have done surveying field work for various customers.

ISP installations CO technicians Business technicians

IT, CO Installation, sonet ring installation, test and turn up

LOCATOR, FIBER INSPECTOR, CONSTRUCTION SAFETY PERSON, MAN HOLE

INSPECTIONS(BUTTER FLY), WIRING OF A NEW PRISON IN CANNON PA (TURN

KEY), WIRING OF NEW APARTMENT COMPLEX IN NJ (TURN KEY), FIELD COLLECTOR

PREPARING DA PACKAGES FOR FIELD COLLECTORS

Managing

MDU/MTU FTTP, NTELOS Long Haul Fiber.

6 N/A

NA

National digital subscriber line deployment and new market launches. Telecom pole audit,

MDU fiber install projects, MDU developer marketing support.

3 None

None at this time

none with RJE, everything OSP in my career

Only CAD design.

OSP ENGINEERING, FIBER SPLICING, MENTORING, CLERICAL SERVICES, PROJECT MANAGEMENT

OSP Engineering/CAD/HSI

PAL's and ROW's

pole audits

QC

REDESIGN OF "RED LINE BURIED JOBS".

Residential & business installation and repair OSP & ISP construction Structured cabling systems design and implementation OSP & COE audits Database implementation and data gathering PBX & Key systems E-Rate LAN & WAN design & implementation U-Verse design & delivery of commercial power R/W and easement procurement Cellular - site selection, procurement & zoning LEC OSPE IXC OSPE

Site Surveys

Splicing Management. Telecom Construction Management. OPE & OPC Control Center Management. Capital and Operating Budget Management. Contract Inspecting Manager. Telecom Technical Security Management (wiretaps/sweeps/electronic access) Corporate Branding Project.

Regulated fiber and copper engineering. Cable Splicing Key and PABX I&R

Storm restorial, FTTP, cable mining, all craft services.

Strictly engineering

Through my years with the company I have worked on various projects as needed.

Verizon Connected Solutions--I & R Structured Wiring--Complete low voltage wiring of small and large complexes, including coppber, fiber, co-ax, security. Small construction jobs--Fiber, copper and conduit.

We have provided support for various Verizon needs most recently assisting in their verification of compliance with the local franchies.

We started to do some work for Embarq however that was disconnect possibly because of system incompatiability

Yes. CPS data entry.

#### **14. Are you a light, moderate or heavy internet user?**

light - 15.9% (10)

moderate - 65.1% (41)

heavy - 19.0% (12)

TOTAL - 100.0% (63)

#### **15. How do you connect to the internet? (Google, cell phone, Internet Explorer, home computer,..)**

3 All of the above

All of the above. Google, cell phone (Blackberry ), Internet Explorer, laptop and personal home computer

Business laptop via ADSL, using Internet Explorer with Google as my home page and primary search engine Home desktop PC via cable broadband, using Internet Explorer with MSN as my home

page and Google as my primary search engine

Company computer used from the home via wireless.

Everything we do now is done with through the internet... that is how we send out the work package to our clients. even our 'remote access' is via-internet for RJE business- Google.

For work through Internet Explorer and at home through personal lab top.

Google

google, internet explorer both at home and RJE laptop

Google, Internet Explorer, home and company computers.

Google, Internet Explorer, home computer, cell phone, office computer

Googlez

Home

Home and work computers through cable modems and T1's

6 HOME COMPUTER

Home computer, cell phone

Home computer, work computer, Google, Yahoo and Cell phone

Home Computer.

Home DSL (Three desktops and four laptops networked via hard line or wireless AP) Typically use internet Explorer, however also use Safari or Mozilla. Cell phones (3) all have data capabilities and one is a pocket PC running windows mobile with internet, email, etc.

I connect through my home PC and from time to time my cell phone.

I connect to the internet through Internet Explorer.

I connect to the internet via home computer, i use a Firefox browser, and Google is my primary search engine.

IE

IE & WLAN

Internet Explorer

Internet Explorer home computer

Internet Explorer & Google

2 Internet Explorer & home computer

Internet Explorer (at work), Verizon's FiOS at home.

Internet Explorer @ Home & at Work. We use VPN to access Customer network.

Internet Explorer and home computer.

Internet Explorer from my work and home computer.

Internet Explorer, Google, home computer.

2 INTERNET EXPLORER, HOME COMPUTER

Internet Explorer, home computer.

internet explorer, however I use google when searching.

Internet Explorer.

LAN,home and work cumputer, Internet Explorer, cell, satalite.

Office--Internet Explorer through T-1's Home--Internet Explorer through DSL via Embarq

Safari

Using my home computer.

We have an ADSL service from Verizon and are negotiating to have the building equipped for FiOS.

Windows Internet Explorer

work and home computer, Garmin navigator (MSN weather, traffic, news, etc.)

## 16. What is your favorite book, movie and song?

"1984", Rio Bravo, Stairway to Heaven

"Groundhogs day" is the movie. "New York New York" by Sinatra is the song. "Reagan: A Life In Letters" By Kiron K. Skinner, Ronald Reagan, Annelise Anderson, Martin Anderson, George P. Shultz is the book.

??

A Brief History of the Universe by Stephen Hawkins Ben Hur Songbird by Fleetwood Mac  
All Clint Eastwood movies.

Bible

Book - Harry Potter series Movie- Grease Song - Any Matchbox 20

Book - Moby Dick movie - Lord of the Rings series song - Man in the Mirror

Book - The Grapes of Wrath Movie - It's a Wonderful Life Song - Band of Gold

Book - Where The Heart Is by Billie Letts Movie - The Harry Potter Series Song - The Fear by Lily Allen

Book - Check book Movie - Super Fuzz Song - I'd do anything for love (But I wont do that) by Meatloaf

BOOK THE GOD FATHER MOVIE FIRST BLOOD SONG IN DREAMS

Book-Bible Movie-Happy Feet Song-Summer Time- Will Smith

book-n/a movie-'Something's Gotta Give' song- 'Amen' from the 'Lillies of the Field' movie

Book-The Power of Now Movie-Rent Song-

Book: To Kill a Mockingbird Movie: The Ten Commandments Song: Hotel California

Book: Hawaii, James Michener Movie: Braveheart Song: Watermark, Enya

Book: "They Cage the Animals at Night" Movie: "Dirty Dancing" Song: "The First Time Ever I Saw Your Face"

Book: Alamo Movie: Omega Man Song: Long Time (Boston)

Catch 22, A Sunday in Hell, no Fav

corpsman up full metal jacket marine corps hymn

Don't have a favorite book. If I had to pick a favorite movie it may have to be Backdraft or Caddyshack. Favorite song....American Pie by Don McLean.

Dont have time to read Dont have time to watch a movie I like all types of music

Dr. Zhivago

Fast-n-Furious

Favorite book's are all of the Harry Potter's. Favorite movie is American Beauty. Favorite song right now is "Be Still My Heart", by the Postal Service.

Favorite book-Building Construction Illustrated by Francis D.K. Ching Favorite movie-

Ghostbuster 1, 2, and hopefully Ghostbusters 3 (coming out 2009-2010) Favorite song-Redemption Song by Bob Marley

Favorite book: None Favorite movie: "Gone in 60 seconds" (2nd edition) Favorite Song: "Looks that kill" (Motley Crue)

Fletch, Playing for Pizza by John Grisham and Back in Black by ACDC

Grumpy Old Men

Harry Potter-all of them, The Sound of Music, God Bless America

I do not have a favorite book, but my favorite writer is John Grisham, movie-For Love of the Game, song-Annie's Song by John Denver.

I'M TOO OLD WITH MANY FAVORITES

Illusions, Lawrence of arabia, sledge hammer

James Taylor- You have a friend  
 Jane Eyre by Charlotte Bronte  
 Lonesome Dove, The Godfather, Like a Rolling Stone  
 Lord of the Rings--the trilogy  
 Love and Basketball  
 Love Story, Grease, The way we were.  
 Michael J Fox autobiography National Treasure Four Strong Winds  
 Movie .. Die Hard Series  
 My favorite book is Don Quixote de la Mancha. My favorite movie is Gone with the Wind. and  
 My favorite song is "From the New World"  
 My favorite movie is "Legend of the fall"  
 n/a  
 Pride & Prejudice Persuasion Let it Be  
 Pride and Joy by Stevie Ray Vaughn  
 R.E.Lee by Douglas S. Freeman The Maltese Falcon Yesterday by the Beatles  
 Ralph Ellison's "Invisible Man", Dumb and Dumber, Blink-182's "Josie"  
 REMEMBER WHEN  
 Sue Grafton A-Q original Star Wars Shembal-la-la  
 The Belgariad Fried Green Tomatoes Margarritaville  
 The Bible Don't have a favorite movie I can only Imagine  
 The Bible, Guns of the Naverone, I Should Have Been Crucified  
 the Bible, Patriot and Cinderella by Steven Curtis Chapmon  
 The Bible, Science Fiction movies, Lambada  
 The Bible, The Rounders (1964- Glenn Ford & Henry Fonda), Amazing Grace  
 The Firm, Goodfellas and Fortunate Son.  
 The Great Gatsby - F. Scott Fitzgerald  
 The Jungle, Raiders of the lost Ark, Enter Sandman  
 The Lord of The Rings Trilogy By J.R.R. Tolkien  
 The Vanderbilt's, Rain man, High cotton  
 Tom Sawyer, Wild Hogs, A Touch Of Gray

**17. From the above question, which answer came to mind first?**

book - 41.3% (26)  
 movie - 41.3% (26)  
 song - 17.5% (11)  
 TOTAL - 100.0% (63)

## **REJ Telecom Brand & Marketing Strategy**

### **Definition**

RJE Telecom is a leading provider of professional services to the telecommunications industry, with a proven track-record of exceeding client expectations, and capable of projects both small and large all across the United States.

RJE Telecom is Expertise.

RJE Telecom is actively recruiting to meet the growing demand for their services.

### **Brand Strategy**

RJE Telecom's branding strategy focuses on conveying the above to both our existing and potential customers - defining who it is that they experience in their interactions with us. It includes everything from the logo to the business card, to the website.

A brand is a collection of experiences and associations connected with a service, a person, or any other entity. It is your personality and promise to your customers. Your brand tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

A brand is derived from:

Who you are

Who you want to be

Who people perceive you to be

A logo is a collection of shapes, colors, fonts, and images designed to be an immediately recognizable symbol of our company, that - together with a logotype (a uniquely set and arranged typeface) - form a trademark, or the main aspect of our commercial brand.

## Marketing Strategy

A marketing strategy is a process that will allow us to concentrate our limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. It should be centered around the key concept that customer satisfaction is the main goal.

An outline of the schemes we will use is presented below, accompanied by descriptions.

### **1. Strategies based on market dominance:**

In this scheme firms are classified based on their market share, or dominance of an industry. Typically there are three types of market dominance strategies:

Leader  
Challenger  
Follower

RJE Telecom is a national leader in the telecommunications industry, and will emphasize its experience with a diverse set of systems, skills, and customers.

### **2. Growth strategies:**

In this scheme we ask the question - "How should the firm grow"? There are a number of different ways to answer this question, but the commonalities distill to four answers:

#### ***a. Horizontal Integration***

Horizontal integration describes a type of ownership and control. It is a strategy used by a business or corporation that seeks to sell a type of service in numerous markets.

A term that is closely related to horizontal integration is horizontal expansion. This is the expansion of a firm within an industry in which it is already active, to increase its share of the market for a particular product or service.

RJE Telecom's growth strategies include expanding its customer base by seeking new clients in the commercial telecommunications industry, as well as government contracts. Utilizing RFP's ( Request For Proposal ) takes patience and expertise. However, the long term rewards of having government contracts can neither be neglected nor overlooked.

#### ***b. Vertical integration***

Vertical integration is the degree to which a firm owns its upstream suppliers and its downstream buyers.

RJE Telecom's growth strategy includes partnering with tower construction companies to provide 'turn-key' cell tower site solutions.

### *c. Diversification*

Diversification, as it relates to growth strategies, mixes a wide variety of services offered. It is the spreading out of services to reduce risks. Because the demands for a single service can fluctuate widely, diversification minimizes the risk from being too heavily committed to a single service.

RJE's growth strategy includes:

Continuing to peruse contracts with each major telecommunications provider.

Pershing government contracts.

Dedicating resources to continually investigate new market developments, including but not limited to:

Smart car grids

Fiber to hospitals

Government stimulus towards construction of transportation corridors

Expanding the types of services offered.

### *d. Intensification*

Intensification, as it relates to growth strategies, is the concentration of services offered on a few key areas of expertise.

RJE could choose to push for an expansion in its highest margin areas (ie. flagging), to invest the returns on efforts in Horizontal Integration, Vertical Integration and Diversification.

## **Terms**

### ***Wiki***

A wiki enables documents to be written collaboratively, in a simple markup language using a web-browser. A single page in a wiki website is referred to as a "wiki page", while the entire collection of pages, which are usually well interconnected by hyperlinks, is "the wiki". A wiki is essentially a database for creating, browsing, and searching through information.

A defining characteristic of wiki technology is the ease with which pages can be created and updated. Generally, there is no review before modifications are accepted. Many wikis are open to alteration by the general public without requiring them to register user accounts. Sometimes logging in for a session is recommended, to create a "wiki-signature" cookie for signing edits automatically. Many edits, however, can be made in real-time and appear almost instantly online. This can facilitate abuse of the system. Private wiki servers require user authentication to edit pages, and sometimes even to read them.

### ***Forum***

A forum is a tool for threaded discourse, also called a message board

### ***Blog***

A blog (a contraction of the term "weblog"), is a type of website usually maintained by an individual - with regular entries of commentary, descriptions of events, or other materials, such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. Blogs provide commentary or news on a particular subject. A typical blog combines text, images, and links to other blogs, web pages, and other related media. The ability for readers to leave comments in an interactive format is an important part of many blogs.

## **Public Pages**

Home page

Projects page - showcases projects we have worked on.

Services page - lists and describes services we offer.

Contact page - providing easy access to us.

Careers page

News page - a regularly updated blog including newsletters, press releases, announcements, etc.

## **Private pages ( password protected )**

Human resources blog

Company forum - to facilitate intra-company discussion on a wide variety of topics.

Company news - a regularly updated blog including newsletters, press releases, announcements, etc.

Technical wiki - to build a repository of technical expertise.

## Opportunities for Success using Microsoft SharePoint: Departmental Needs

Department	Need
Human Resources	Field offices need to place and retrieve certain employee HR paperwork that is housed at fort Myers
Human Resources	Equipment sign-out sheets are inconvenient and difficult to find when field offices are terminating employees
Human Resources	Multiple versions of job descriptions exist
Human Resources	Policies and procedure changes are difficult and time consuming to communicate to all employees
Human Resources	New hire paperwork requirements change frequently and field offices are often using incorrect forms, resulting in numerous calls between corporate office and field offices
Human Resources	HR paperwork often has to be fedexed between offices and becomes costly
Operations	CPS users are unable to utilize certain reports and functionality if not using them frequently
Accounting	Closing dates change frequently, communicating these dates to key field personnel is burdensome
Accounting	Fulfilling auditors requests for paperwork/evidence becomes time consuming
All	Forms are changed frequently, incorrect versions are used causing confusion amongst departments and employees
All	Reports from various departments are distributed via e-mail on regular basis, this process is time consuming and intensive
Marketing	Marketing materials are not consistent from office to office. When bidding projects, managers sometime use out dated materials
Safety	Safety checklists and inspections are stored at a field offices and are difficult to track company wide, possibly opening ourselves up to liability
Fleet	Maintenance records are difficult to maintain for certain RJE assets such as trucks and equipment because of their distance from the corporate office
Engineering / Field Offices	throughout the course of day to day business many customer websites are utilized to conduct business. New links or changes to links is difficult to communicate
Engineering	technical knowledge and expertise differs from employee to employee and knowledge sharing is only capable at the local level or on a one on one basis

## Opportunities for Success using Microsoft SharePoint: Solutions

Solution	SharePoint Components
Employee folders to hold files accessible by field offices in HR department; Equipment sign-out sheets, State addendums, handbooks. Other personnel files will be housed in same library, but inaccessible to field	document management
Equipment and sign-out sheets will be held in secure employee files and accessible by field offices	document management, workflow
Central location of Job descriptions	document management
Central location of PNP's with automated notifications on changes	document management, blogs, announcements, news
Central location of new hire paperwork with notifications when updated	document management, workflow
paperwork is to be scanned directly to appropriate HR folders and snail mailed in at a given interval	document management, workflow, electronic signatures
Central location of CPS report listing and functions, instructions and how to's	forum, workflow, document management
Shared calendar for closing dates and deadlines shared to key users	calendar
temporary audit repository is setup to house files that auditors request. Auditors are notified when files get added or changed	document management, workflow
central location of all forms, with revision control, news article/notification upon changes.	document management, workflow
each department/business unit will have a report repository setup to house reports that are distributed to field offices. Notifications will be sent out to in-scope personnel when reports are published	document management, blogs, forums, workflow
central location of marketing materials. Such as presentation templates, graphics and images, letter head, and brochures	document management, workflow
location for employees and managers to upload completed inspections and checklists on given intervals. Notifications if paperwork is not turned in.	document management, workflow
Certain asset/fleet items will have the ability to have maintenance records and receipts stored in a central location.	document management, workflow
Links to frequently accessed sites will be created for all business units and displayed based on employees role within the company	links list
technical documentation, tips and tricks for various customer systems will be housed in a central location accessible to everyone. Users will be able to update content	document management, blog, forum

## **The Importance of Visual Identity**

Whether you term it graphics, branding or strategic marketing, creating a cohesive visual identity is to create the persona of a company. As we all know, RJE Telecom has a unique persona, shaped by our values and the members of the RJE Telecom family.

The following section contains the Style Guide for Cornell University - the general guidelines for using their brand to reflect their values, ambitions, characteristics and personality, which ultimately provides them with visibility and notoriety in their affiliate and consumer marketplaces.

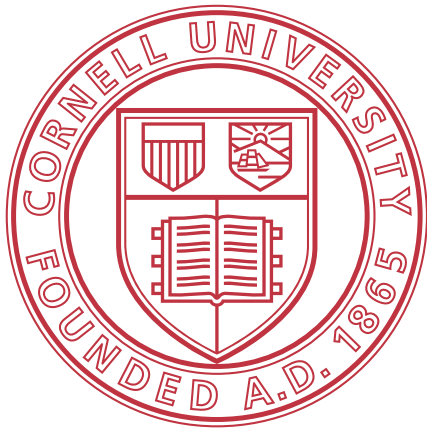
In order to achieve a physical manifestation of our brand, it's important that we're all on the same page. A Brand Manual will do exactly that—guide you with tips and requirements for:

- Logo use
- Corporate colors
- Typography
- External correspondence (e.g. emails to our customers)

The goal is not to restrict employees' creativity but rather to improve our corporate presence—and eventually dominate our sandbox.

*"It's not what you look at that matters, it's what you see."*

Henry David Thoreau



# Cornell University Style Guide

**Revised 3.07**

**New website URL**



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## Introduction

I am pleased to introduce Cornell University's new visual identity program. At the heart of this new program, the new logo draws on the power of history to distinguish all future university communications and products as clearly recognizable materials of Cornell University. The timelessness of the emblem of Cornell University and our collective appreciation for tradition are the values this new visual identity program seeks to project consistently, not only at high moments but also in the course of everyday business.

To this end, the Cornell University visual identity program envisions the use of the full-color Cornell emblem with the highest production values possible on those occasions that require a formal representation of the university, such as in ceremonial applications including the university flag, presidential podiums, and commencement regalia. In all other applications, Cornell's new logo will be used. It includes two parts: the insignia, which is a modern and efficient version of the emblem, and the accompanying "Cornell University" logotype.

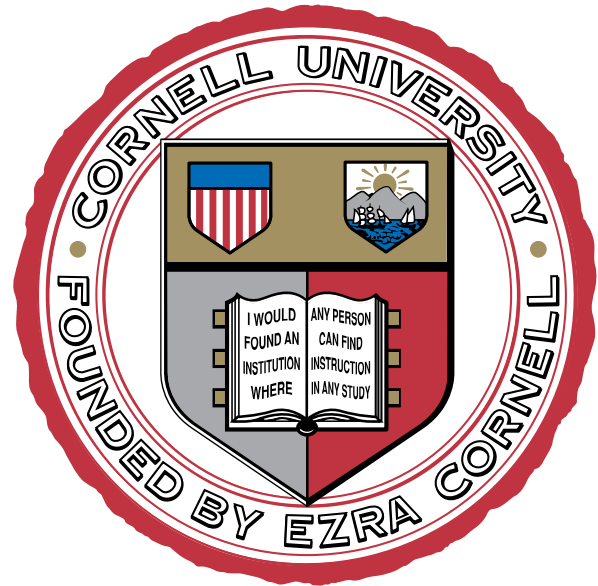
This style guide has been developed to assist the individual units of the university in using the Cornell logo in their communications materials in print, web, television broadcast, and electronic presentation media. (There also are style guidelines for merchandising applications.) This guide contains strict standards designed to reflect a clear and consistent image of the university, but it also recognizes the diversity and pluralism that are unique to Cornell, allowing individual components of the university to adopt different, more individualized looks when they are communicating with their own internal audiences.

All new communications and products related to Cornell University should now prominently display the Cornell logo. All previously existing Cornell University communications and products may continue to be used for a short term. After a transition period of one year, all units of the university will be expected to use the new Cornell logo in all of their communications.

On behalf of the entire team who worked hard to capture their advice and wisdom, I wish to express gratitude to the university's leadership, faculty, and staff as well as the student body and their Image Committee for their support. Thank you for joining us in the acceptance of the Cornell logo and the implementation of the following style guidelines. My staff will be available to respond to questions and address issues as we move forward.



Thomas W. Bruce  
Vice President  
University Communications



## Cornell emblem

When a formal visual identity is required—in ceremonial applications such as the university flag, presidential podiums, and commencement regalia—the full-color Cornell emblem should be used.

The Cornell emblem must be sized at 3" in diameter or larger in most applications. For smaller ceremonial items (invitations, note-cards, programs, etc.) the emblem may be sized at a minimum of 1". The emblem must be reproduced in the following five Pantone Matching System colors, never in four-color process. (There are no exceptions.)

Printing Inks	
Cornell Red	PMS 187
Metallic Gold	PMS 871
Blue	PMS 293
Metallic Silver	PMS 877
Black	PMS Process Black

## Basic guidelines for use of the Cornell logo

The Cornell logo includes two parts: the round insignia and the accompanying “Cornell University” logotype.

The “Cornell University” logotype is never to be used without the round insignia. (In the logotype, the word “Cornell” is always used with the word “University.”)

The Cornell logo must be used on all university stationery items: letterhead, envelopes, business cards, etc. The Cornell logo may never be used so small that its insignia is less than 7/8" in diameter. The logo may be scaled up to any size.

The style guide describes how names of units of the university (schools and colleges, divisions, departments, offices, institutions, centers, programs) are to appear in combination with the Cornell logo. (These name combinations are called signatures.)

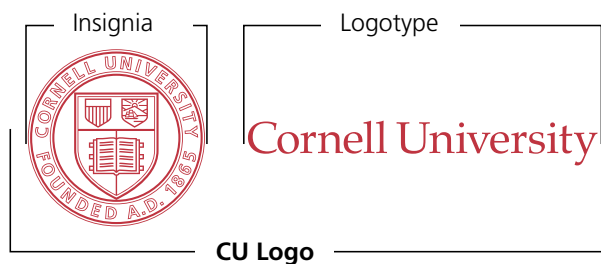
In other (non-stationery) print applications, the insignia may be used alone (without the logotype) but only if it is 1" or larger in size.

The Cornell logo or stand alone insignia should appear on the cover of all printed materials published by the university and its units. (In holiday greeting cards and invitations, the Cornell logo may appear on the back cover or an inside panel—these are the only exceptions.)

Those units of the university that have existing graphic identifiers may use such marks only on inside pages or the back cover of printed materials. (However, if the back cover serves as a self-mailer and measures less than 3-3/4", only the Cornell logo or Cornell signature should appear.) Secondary logos are not to be used on the front cover of university publications or on the same page as the Cornell logo. (In the case of event posters—which have only one side—existing secondary logos may be used if deemed necessary but only in the lower third of the page. The Cornell logo should appear prominently in the upper two-thirds of the page.)

Logos of non-Cornell partner institutions, for example funding or research partners, may be included on covers with the Cornell logo, as long as the safety area is maintained.

For screen applications—web, television broadcast, and electronic presentations such as PowerPoint—there is an adapted version of the Cornell logo that accommodates the technical needs of those media. (The stand-alone



insignia is not to be used in screen applications.) The screen version of the logo is never to be used in print applications.

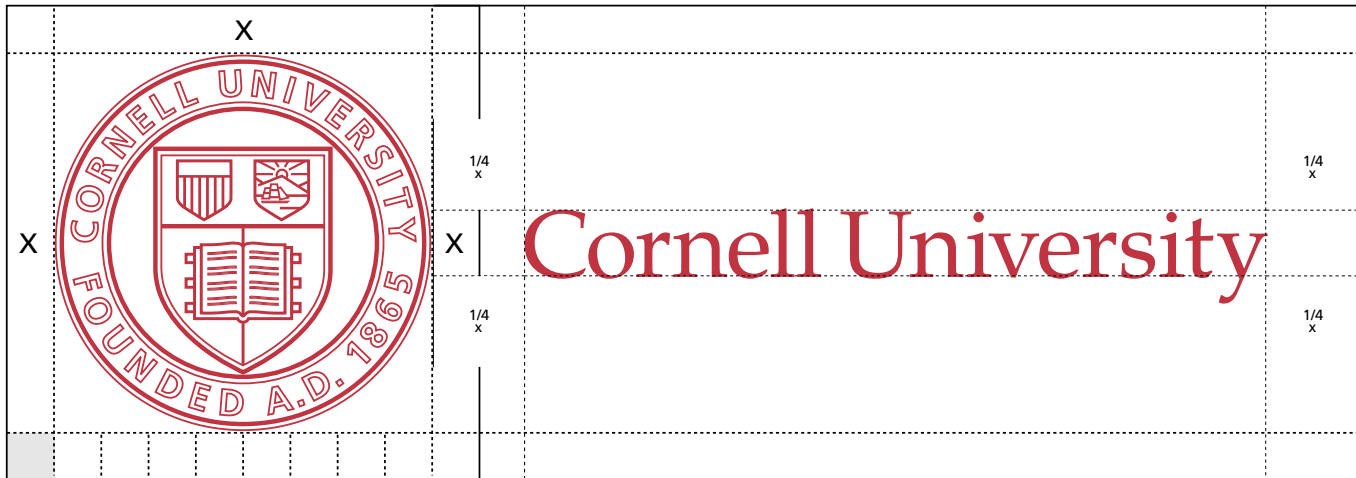
There are licensing regulations and technically adapted versions of the Cornell logo (and insignia) for apparel use and other merchandising applications.


Please do not attempt to create art for the logo, insignia, or logotype for either print or screen applications. Download the art from the Cornell University web site: [www.cornelllogo.cornell.edu](http://www.cornelllogo.cornell.edu). If you don't find the signature with the words you need, please contact Cornell University Office of Publications and Marketing.

We thank you for adhering to these guidelines.

Laurie Ray  
Office of Publications and Marketing

## Cornell University logo: color version with safety areas



 = 1/8 X

### Logotype color version

x = diameter of insignia (see page 15)

### Color Specifications

Please refer to the charts below when using the Cornell logo or Cornell insignia in color. If the logo is part of a four-color-process reproduction, the colors should be created with CMYK screen tints. These percentages are approximate, depending on ink, paper, and printing equipment.

	Cornell Red	Black
<b>Printing Inks</b>		
Pantone color	PMS 187	PMS Process Black
Four-color process	C0 M100 Y79 K20	K100
<b>Electronic</b>		
Websafe RGB	R179 G27 B27	R0 G0 B0
Hexadecimal	b31b1b	000000

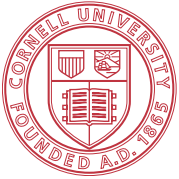
### Typeface Specifications

The Cornell University logotype is set in the typeface Palatino, preserving the feel of the university's original logotype. The characters have been respaced to form a balanced logo. The logotype should never be retypeset or re-created. Original art or digital master art should always be used for any reproduction.

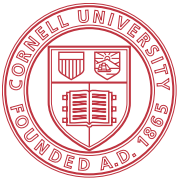
There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs, or illustrations should never be closer to the logo than one-quarter the diameter of the insignia (see page 15).

## Cornell University signatures

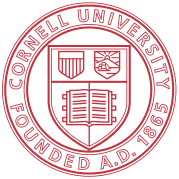
### Undergraduate Colleges and Schools (two-line)



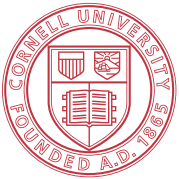
Cornell University  
College of Agriculture and Life Sciences



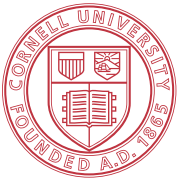
Cornell University  
College of Architecture, Art, and Planning



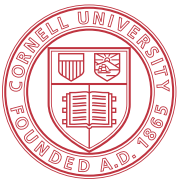
Cornell University  
College of Arts and Sciences



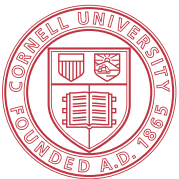
Cornell University  
College of Engineering



Cornell University  
College of Human Ecology



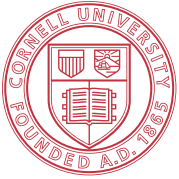
Cornell University  
School of Hotel Administration



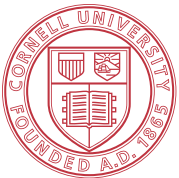
Cornell University  
ILR School

## Cornell University signatures (continued)

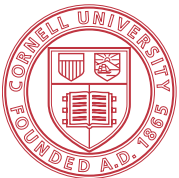
### Undergraduate Colleges and Schools (three-line)



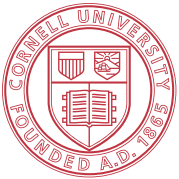
Cornell University  
College of Agriculture  
and Life Sciences



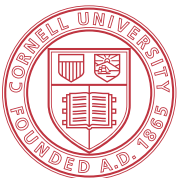
Cornell University  
College of Arts  
and Sciences



Cornell University  
College of Architecture,  
Art, and Planning



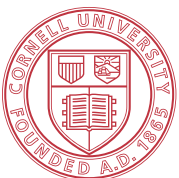
Cornell University  
College of  
Engineering



Cornell University  
College of  
Human Ecology



Cornell University  
School of Hotel  
Administration



Cornell University  
School of Industrial  
and Labor Relations

The signatures show how the insignia is used in conjunction with one-, two-, and three-line names.

The insignia and "Cornell University" logotype must always be the same color. The college or department name can be either white or Cornell Red, depending on the background.

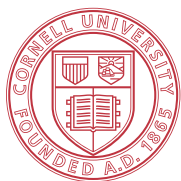
It cannot be emphasized too strongly that the word "University" should follow "Cornell" under all circumstances. Shown on these pages are examples of the university signatures in two lines as well as suggested line breaks for three-line signatures.

Three-line breaks are shown as they allow for maximum letter size and minimum line length (width). Two lines are for use when space permits keeping the full designated name without breaks.

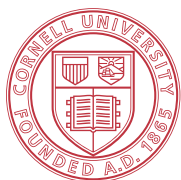
Any questions regarding usage, wording, and correct titles should be directed to Cornell University Office of Publications and Marketing.

## Cornell University signatures (continued)

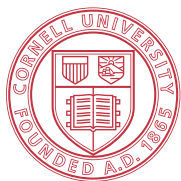
### Graduate/Professional Colleges and Schools (two-line)



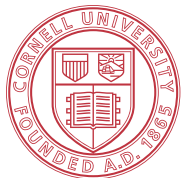
Cornell University  
College of Veterinary Medicine



Cornell University  
Graduate School



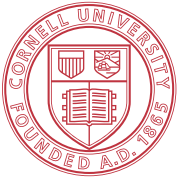
Cornell University  
The Johnson School



Cornell University  
Law School

## Cornell University signatures (continued)

Graduate/Professional Colleges and Schools  
(three-line)



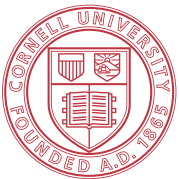
Cornell University  
College of  
Veterinary Medicine

## Cornell University signatures (continued)

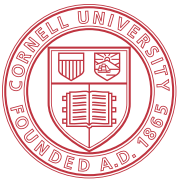
### Examples of Primary and Secondary Units (two-line)



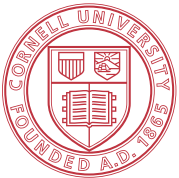
Cornell University  
Cooperative Extension



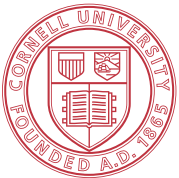
Cornell University  
Division of Nutritional Sciences



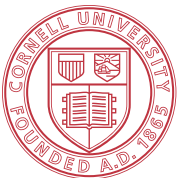
Cornell University  
Faculty of Computing and Information Science



Cornell University  
Laboratory of Ornithology



Cornell University  
Library



Cornell University  
Office of Undergraduate Biology

## Cornell University signatures (continued)

### Examples of Primary and Secondary Units (two-line)



Cornell University  
School of Continuing Education and Summer Sessions

### Examples of Primary and Secondary Units (three- and four-line; these must be used with the insignia)

Cornell University  
Center for the Study  
of Inequality

Cornell University  
College of Arts and Sciences  
Africana Studies  
and Research Center

Cornell University  
College of Arts and Sciences  
Department of Romance Studies

Cornell University  
College of Human Ecology  
Department of Design  
and Environmental Analysis

Cornell University  
College of Human Ecology  
Study Abroad Office

Cornell University  
Computing and  
Information Science

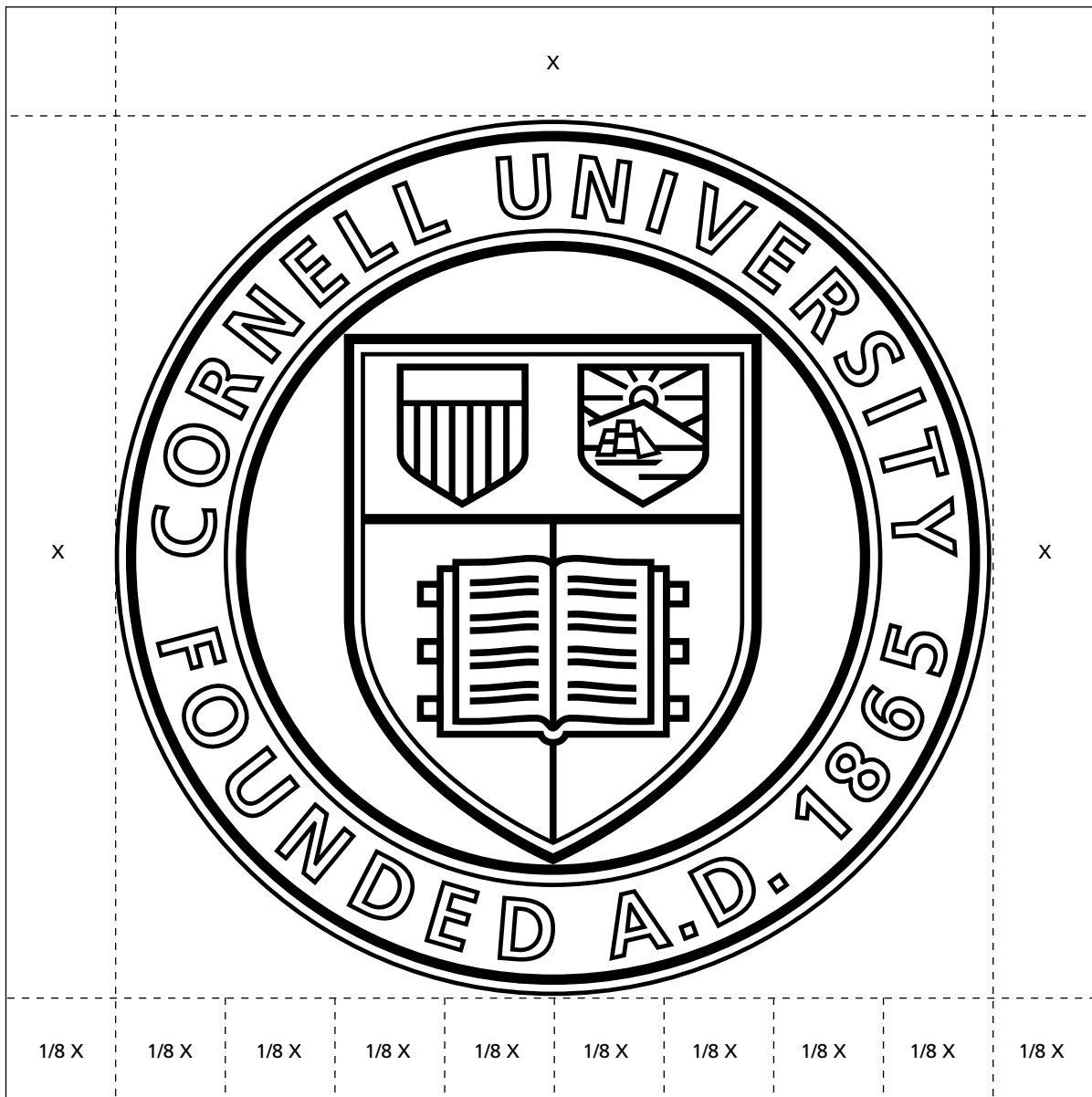
Cornell University  
School of Continuing Education  
and Summer Sessions

Cornell University  
School of Industrial and Labor Relations  
Admissions

Cornell University  
Schwartz Center  
for the Performing Arts

Cornell University  
Undergraduate  
Admissions Office

**Insignia with minimum safety area, black, 5" diameter, without logotype**

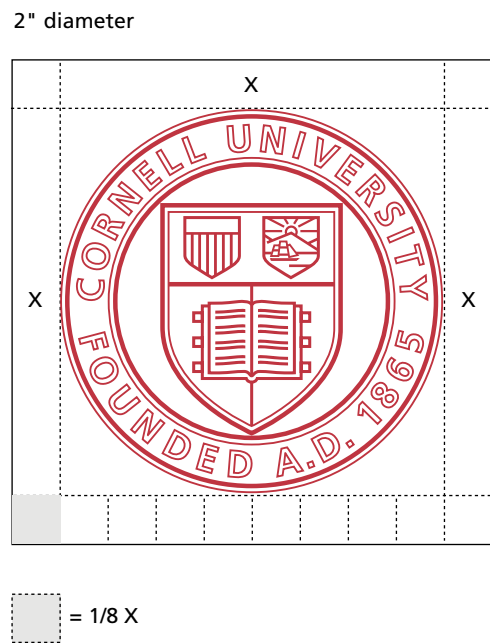
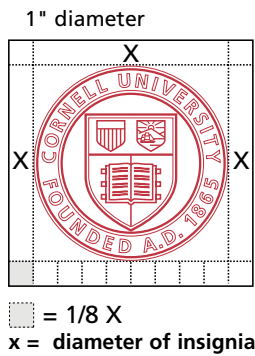


The updated insignia incorporates the elements of the university's original emblem. Eliminating fine lines and drop shadows and simplifying the shield and crests eases reproduction and enhances legibility in reduced sizes.

The safety area around the insignia makes the insignia stand apart from other visual elements such as text, headlines, photographs, or illustrations.

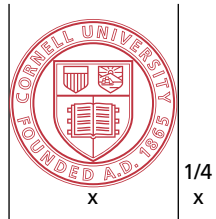
The insignia may be used without the logotype in (at a minimum size of 1" in diameter) but only when the lettering in the insignia can be read easily.

# Insignia with minimum safety area, 1" and 2" diameter, PMS 187, without logotype

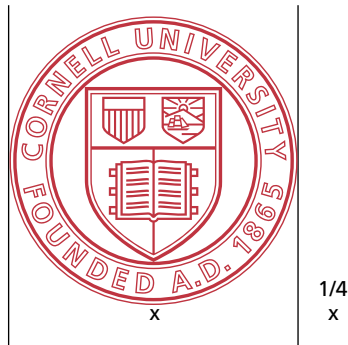


One inch is the minimum diameter in applications in which the insignia is used alone.  
When the insignia is used as part of the Cornell logo—with the logotype and, optionally, with a signature—its minimum diameter is 7/8".

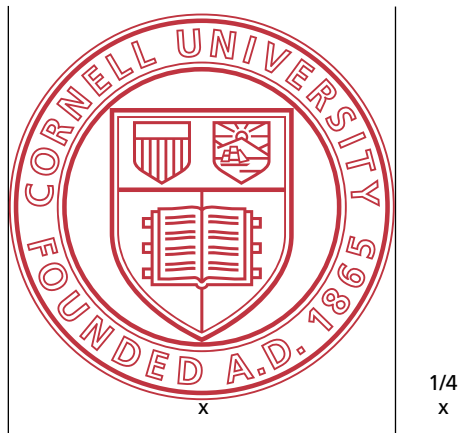
## Cornell logo: insignia with logotype



7/8" diameter



1 1/2" diameter



2" diameter

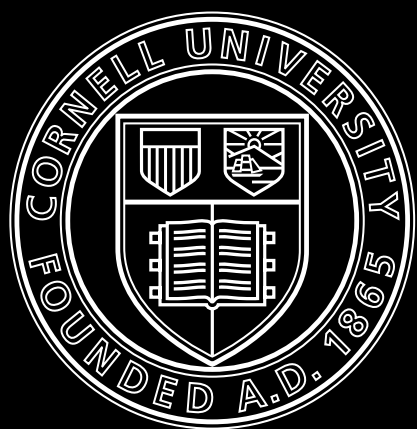
The logos above show the relationship of the logotype to the insignia.

The size of the insignia determines the size of the logotype. These proportions cannot be altered in the Cornell logo.

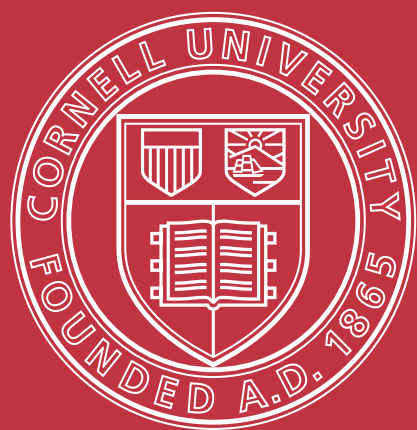
The Cornell logo may never be used so small that its insignia is less than 7/8". The logo may be scaled up to any size. For applications requiring very large sizes, please contact Cornell University Office of Publications and Marketing.

Please do not attempt to create art for the logo. Download the art from the Cornell University web site: [www.cornelllogo.cornell.edu](http://www.cornelllogo.cornell.edu).

Reversed logo on a solid background



# Cornell University



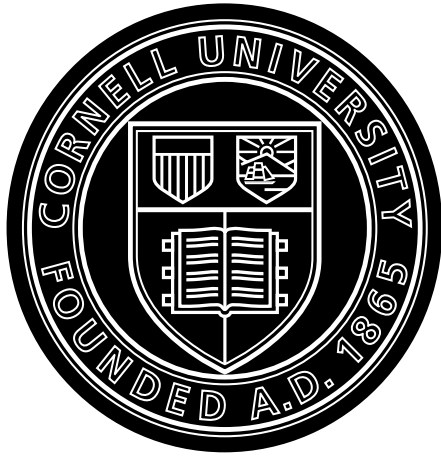
# Cornell University

Do not attempt to create art for the Cornell logo, insignia, or logo-type. Download the art from the Cornell University web site: [www.cornelllogo.cornell.edu](http://www.cornelllogo.cornell.edu).

Whenever the insignia is reversed out of Cornell Red or black, the safety area must be maintained.

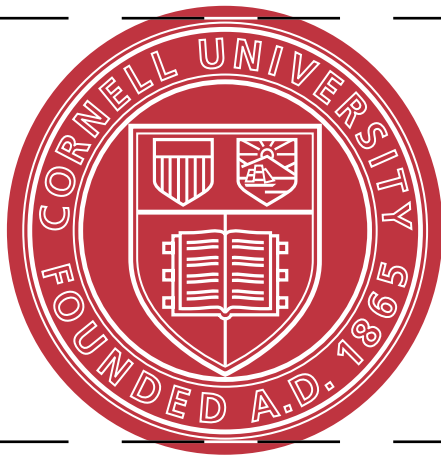
For color specifications, please refer to the chart on page 6.

Cornell logo with reversed insignia



2" diameter

Cornell University



Cornell University

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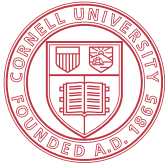
The insignia has an additional circle added to the thin outside circle in either the solid Cornell Red or solid black versions. This circle must be used in exactly the same proportion, as shown above, regardless of the size. The overall dimension of the solid insignia is slightly larger due to the width of the added circle.

## Cornell logo for the web



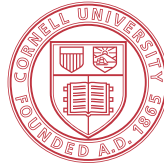
Above is an example of the Cornell logo's use on the Cornell University web site. A simplified version of the Cornell logo has been created for use on the web, in television broadcasts, in PowerPoint applications, and in special applications in which the insignia needs to be very small, less than 7/8" (such as in reproduction on a lapel pin). This screen version of the insignia should never be used in any print communications.

## Misuse of the Cornell logo



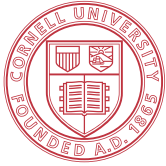
~~CORNELL~~

Do not use all caps.



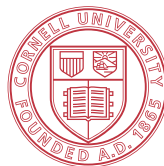
~~Cornell~~

Do not substitute another typeface for Palatino.



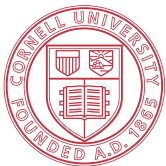
~~CORNELL~~

Do not use small caps.



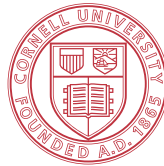
~~Cornell University~~

Do not use two different type sizes.



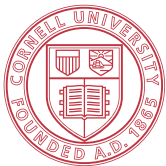
~~Cornell~~

Do not add letterspacing.



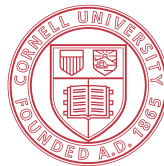
~~Cornell  
University~~

Do not stack "Cornell University."



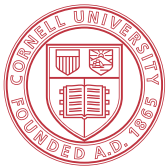
~~Cornell~~

Do not tighten letterspacing.



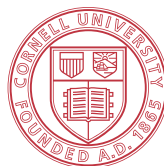
~~Cornell  
University~~

Do not center the logotype.



~~Cornell~~

Do not set the Cornell logotype in any secondary typeface.



~~Cornell U or CU~~

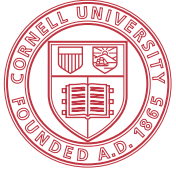
Do not abbreviate.

For any questions regarding the correct use of the Cornell University visual identity, please contact Cornell University Office of Publications and Marketing.

## Misuse of the Cornell logo

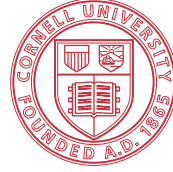


Do not use the old emblem.



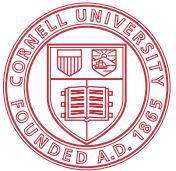
~~Cornell University  
College of Engineering~~

Do not mix Frutiger with Palatino in a signature.



~~Cornell  
College of Engineering~~

Do not use "Cornell" without "University."



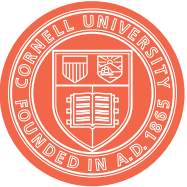
~~Cornell University~~

Do not shift color or realign the logotype off center.



~~Cornell University  
College of Engineering~~

Do not take the shield out of the ring.



~~Cornell University~~

Do not change Cornell Red or use alternative colors.



~~Cornell University  
College of Engineering~~

Do not make the shield a solid color.

~~Cornell University~~

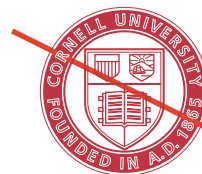


Do not use the insignia as a tint, and never run type over it.



~~Cornell University~~

Do not use filters such as drop shadows to alter or stylize the insignia.



~~Cornell University  
College of Engineering~~

Do not make the outside ring solid.

## Cornell University stationery

All stationery items—business cards, letterhead, envelopes, mailing labels—use the Cornell logo. No logos/graphics (logos other than the Cornell logo) may appear on stationery items.

You may order stationery items from university-approved printing vendors: [www.purchasing.cornell.edu/Printing.cfm](http://www.purchasing.cornell.edu/Printing.cfm). For desktop reproduction, templates are available for a variety of stationery items. It is recommended that you use the templates rather than attempt to recreate your own stationery items.

### Letterhead

There are two basic styles for Cornell University letterhead, each with three options to accommodate varying levels of detail. No text or graphics may be placed in the safety areas or clear space in the letterhead layout.

#### A. Letterhead with name of primary unit shown in a signature with the Cornell logo

1. When only the primary unit of the university needs to be identified, use the nonpersonalized version of the letterhead shown in example **A-1**. Note that the name of the primary unit is shown in a signature with the Cornell logo and the address information is shown in the upper right corner.
2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but no individual needs to be named, use the nonpersonalized version of the letterhead shown in example **A-2**. In the upper right corner, the name of the secondary unit is shown in bold type, followed by the name of the tertiary unit, if any (not in bold), and then the address information.
3. When an individual needs to be named, use the personalized version of the letterhead shown in example **A-3**. In the upper right corner, the name of the individual is shown in bold type, followed by his/her title (not in bold), the name of the secondary and tertiary, etc. unit(s) (not in bold), and then the address information.

#### B. Letterhead with name of primary unit shown separately from the Cornell logo

1. When only the primary unit of the university needs to be identified, use the nonpersonalized version of the letterhead shown in example **B-1**. Note that the name of the primary unit is shown separately from the Cornell logo in the upper right corner, followed by the address information (in a smaller type size).
2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but no individual needs to be named, use the nonpersonalized version of the letterhead shown in example **B-2**. In the upper right corner, the name of the primary unit is

shown, followed by the name of the secondary unit in bold type, the tertiary unit, if any (not in bold), and then the address information.

3. When an individual needs to be named, use the personalized version of the letterhead shown in example **B-3**. In the upper right corner, the name of the primary unit is followed by the name of the individual in bold type, his/her title (not in bold), the name of the secondary and tertiary, etc. unit(s) (not in bold), and then the address information.

### Envelopes

There are two basic styles for Cornell University business envelopes (no. 10 envelopes). The examples show layouts that meet U.S. Postal Service requirements for mailing. No text or graphics may be placed in the safety areas or clear space in the envelope layout.

Envelopes coordinate with letterhead styles, except that they are not personalized.

#### A. Envelope with name of primary unit shown in a signature with the Cornell logo

1. When only the primary unit of the university needs to be identified in the return address, use the version of the envelope shown in example **A-1**. Note that the name of the primary unit is shown in a signature with the Cornell logo in the upper left corner and the address information (room, building, city, state, zip) is shown in a single line just below the signature.
2. When a secondary (and tertiary, etc.) unit also needs to be identified in the return address, use the version of the envelope shown in example **A-2**. In the lower left corner, the name of the secondary unit is shown in bold type, followed by the name of the tertiary unit, if any (also in bold); the address information (room, building, city, state, zip) is shown in a single line just below the signature in the upper left corner.

#### B. Envelope with unit name(s) shown separately from the Cornell logo

When the amount of detail that needs to be included in the return address is so great that the version of the envelope shown in example A will not accommodate the information, use a version of the envelope shown in example B.

Note that in each of the three options of example B, the complete text block of the return address (starting with the line "Cornell University" and ending with the line of city, state, zip) must be centered vertically with the top and bottom edges of the Cornell insignia, however many lines of text comprise the return address.

1. When the primary and secondary (and tertiary, etc.) units of the university need to be identified, use the version of the envelope shown in example **B-1**. Note that "Cornell University" is the first line in the return address, followed by the name of the primary unit (in the same type size as the university name). Next is a

separate block of text that includes the name of the secondary unit (in bold type but a smaller type size), the name of the tertiary unit, if any (not in bold), and the address information (room, building on one line, followed by city, state, zip on another line).

2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but presented with less emphasis than in example **B-1**, use the version of the envelope shown in example **B-2**. Note that "Cornell University" is the first line in the return address. Next is a separate block of text that includes the name of the primary (or secondary) unit (in bold type but a smaller type size), the name of the secondary (or tertiary) unit, if any (not in bold), and the address information (room, building on one line, followed by city, state, zip on another line).

3. When no names of primary, secondary, or tertiary units need to be identified in the return address, use the version of the envelope shown in example **B-3**. Note that "Cornell University" is the first line in the return address, followed by a separate block of text that includes the address information (room, building on one line, followed by city, state, zip on another line).

### **Mailing labels coordinate with letterhead and envelope styles; they are not personalized.**

#### **Business cards**

There are three basic styles for Cornell University business cards. No text or graphics may be placed in the safety areas or clear space in the business card layout.

#### **A. Business card with the names of the university and primary unit emphasized**

When the primary unit needs to be identified with emphasis equal to that of the name of the university, use a version of the business card shown in example A. Note that the name of the primary unit, if included, is shown in the same size as the name of the university.

The layout also provides maximum clear space around the Cornell insignia, thereby emphasizing its significance.

In a text block above the name of the university and primary unit, the individual's name is shown in bold type, followed by the individual's title (not in bold). Below the name of the university and primary unit, a separate text block (in the same type size as the individual's name and title, not in bold) includes the name of the secondary (and tertiary, etc.) unit, address, and contact information.

The information that is included must be succinct (13 total lines, maximum); if it is longer than this you must print the additional information on the back of the card.

Note that the first text block of information (individual's name and title) is top-aligned to the top margin of the

business card and the second text block of information (all of the information below the name of the university and primary unit) is base-aligned to the bottom margin of the business card. (The exact space above and below the name of the university and primary unit varies, depending on the total number of lines of information in the second text block.)

When the amount of detail that needs to be included in the business card is so great that the versions of the business card shown in example A will not accommodate the information, use one of the versions of the business card shown in example B or example C. Because each of these layouts uses minimum clear space around the Cornell insignia, the text block is wider and can accommodate the inclusion of more detailed information than the versions of the business card shown in example A.

#### **B. Business card with wide text blocks to accommodate greatest amount of detail**

When the primary and secondary (and tertiary, etc.) units of the university need to be identified but presented with less emphasis than in example A, use the version of the business card shown in example B. Note that the name of the primary unit is shown in bold type but in a smaller type size than the name of the university.

In a text block above the name of the university, the individual's name is shown in bold type, followed by the individual's title, shown in italic type. Below the name of the university, a separate text block (in the same type size as the individual's name and title) includes the name of the primary (secondary, tertiary, etc.) unit (in bold type), address, and contact information.

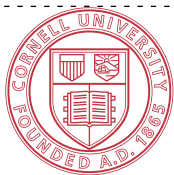
Note that the complete text block of information (starting with the individual's name and ending with the last line of contact information) must be centered vertically (between the top and bottom of the card) on the business card, however many lines of text are included.

#### **C. Business card with wide text blocks and emphasis on name of primary unit**

When the primary unit needs to be identified with emphasis equal to that of the name of the university, use a version of the business card shown in example C. Note that the name of the primary unit is shown in the same type size as the name of the university.

Note that the complete text block of information (starting with the individual's name and ending with the last line of contact information) must be centered vertically on the business card, however many lines of text are included.

#### **Business cards should not be reproduced using thermography.**



Cornell University  
College of Agriculture  
and Life Sciences

140 Roberts Hall  
Ithaca, New York 14853-4203  
t. 607.235.5201  
f. 607.235.9924

↑ Palatino 9 pt type with  
10 pt leading.

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

### Example A-1

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

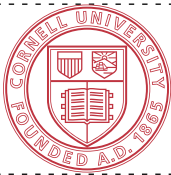
Name of sender  
Title

CC/cc

#10 envelope

Cornell University is an equal opportunity, affirmative action educator and employer.

safety area



**Cornell University**  
College of Agriculture  
and Life Sciences

**American Indian Programs**

140 Roberts Hall  
Ithaca, New York 14853-4203  
t. 607.255.3081  
f. 607.254.4613

↑ Secondary Unit - Palatino Bold 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

## Example A-2

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

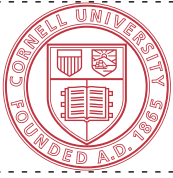
A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

CC/cc

safety area



Cornell University  
College of Arts and Sciences

Department of Theatre, Film  
and Dance  
Schwartz Center for the  
Performing Arts  
430 College Avenue  
Ithaca, New York 14853-XXXX  
t. 607.254.2700  
f. 607.254.2733

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

**Example A-2**

↑ Secondary Unit - Palatino Bold 9 pt type with 10 pt leading and 2 pt paragraph space after.

Tertiary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

CC/cc

safety area



**Cornell University**  
College of Agriculture  
and Life Sciences

**Susan A. Henry, Dean**  
Office of the Dean  
Ithaca, New York 14853  
t. 607.255.2241  
f. 607.255.3803  
e. sah42@cornell.edu

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

### Example A-3

↑ Person - Palatino Bold 9 pt type with 10 pt leading and 2 pt paragraph space after.

Office - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

CC/cc

safety area



Cornell University  
College of Arts and Sciences

Leslie Morris  
Marketing and Public  
Relations Manager  
Department of Theatre, Film  
and Dance  
Schwartz Center for the  
Performing Arts  
224 Schwartz Center for the  
Performing Arts  
Ithaca, New York 14853-XXXX  
t. 607.254.2730  
f. 607.254.2733  
e. lm60@cornell.edu

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

Example A-3

Person - Palatino Bold 9 pt type with 10 pt leading.

Title - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Secondary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Tertiary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for ; and is an integral part of the letterhead design. The typeface u font Times New Roman (PC) and Times (Macintosh) at 11 pt (

The date is top-aligned at 3 inches from the top edge of the pa from the left edge, thus setting the margin for the entire letter. addressee is positioned flush left, two spaces below the date. name, etc. are positioned flush left under the name of the add salutation appears two spaces below the address.

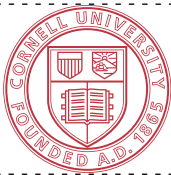
The body of the letter begins two spaces below the salutation, spacing between lines and double spacing between paragraph indentations. The maximum line length should not exceed 6.3

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

CC/cc



**Cornell University**  
College of Agriculture  
and Life Sciences

**Donald R. Viands**  
Director and Associate Dean,  
Academic Programs  
American Indian Program  
140 Roberts Hall  
Ithaca, New York 14853-4203  
t. 607.255.3081  
f. 607.254.4613

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

## Example A-3

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

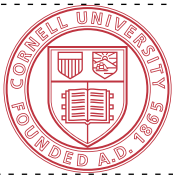
CC/cc

↑ Person - Palatino Bold 9 pt type with 10 pt leading.

Title - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Secondary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.



Cornell University

Johnson Graduate School  
of Management

112 Sage Hall  
Ithaca, New York 14853-4203  
t. 607.255.1234  
f. 607.255.1234

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

### Example B-1

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

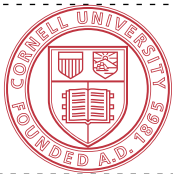
Name of sender  
Title

CC/cc

↑ Primary Unit - Palatino 12 pt type with 13 pt leading and a 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

safety area



Cornell University

Johnson Graduate School  
of Management

Corporate Relations

202 Sage Hall  
Ithaca, New York 14853-4203  
t. 607.255.0022  
f. 607.255.0474

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

## Example B-2

↑ Primary Unit - Palatino 12 pt type  
with 13 pt leading and a 2 pt  
paragraph space after.

Secondary Unit - Palatino 9 pt  
type with 10 pt leading and 2 pt  
paragraph space after.

Address - Palatino 9 pt type with  
10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter has a double space between paragraphs with at least four spaces of indentation. The complimentary close is positioned two spaces below the last line of the letter.

A double space between the complimentary close and the name of the sender.

Complimentary close

Name of sender  
Title

CC/cc



1/4"

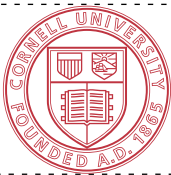
1/4"

**Cornell University**  
**College of Human Ecology**

**Department of Textiles and Apparel**  
Martha Van Rensselaer Hall, Ithaca, NY 14853-4401

3" x 5" Mailing Label

safety area



Cornell University

Johnson Graduate School  
of Management

Kim L. Killingsworth  
Associate Director,  
International Admissions

113 Sage Hall  
Ithaca, New York 14853-4203  
t. 607.255.4526  
f. 607.255.0065  
e. klk32@cornell.edu

Date

Name of Addressee  
Company Name  
Address  
City, State, Zip

### Example B-3

Salutation:

This letter demonstrates the recommended typing format for all and is an integral part of the letterhead design. The typeface use font Times New Roman (PC) and Times (Macintosh) at 11 pt (on

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender  
Title

CC/cc

↑ Primary Unit - Palatino 12 pt type with 13 pt leading and a 2 pt paragraph space after.

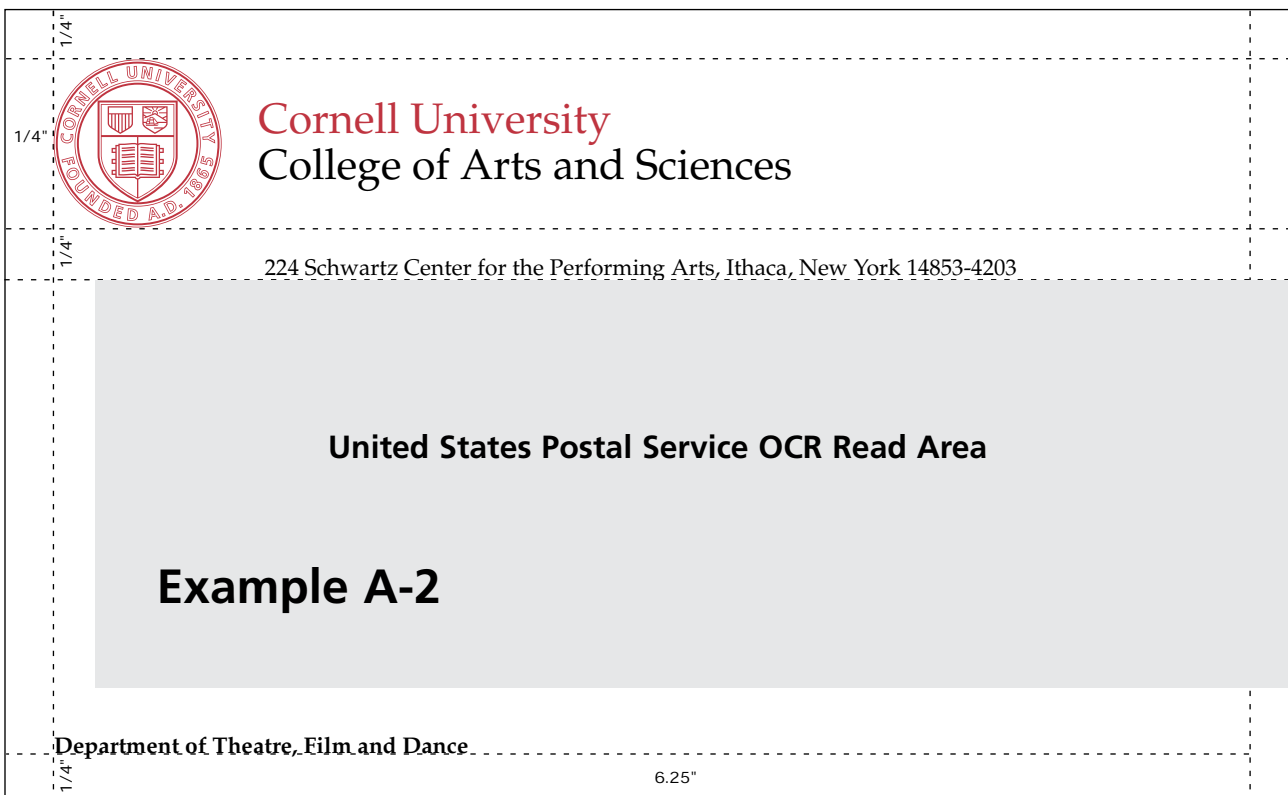
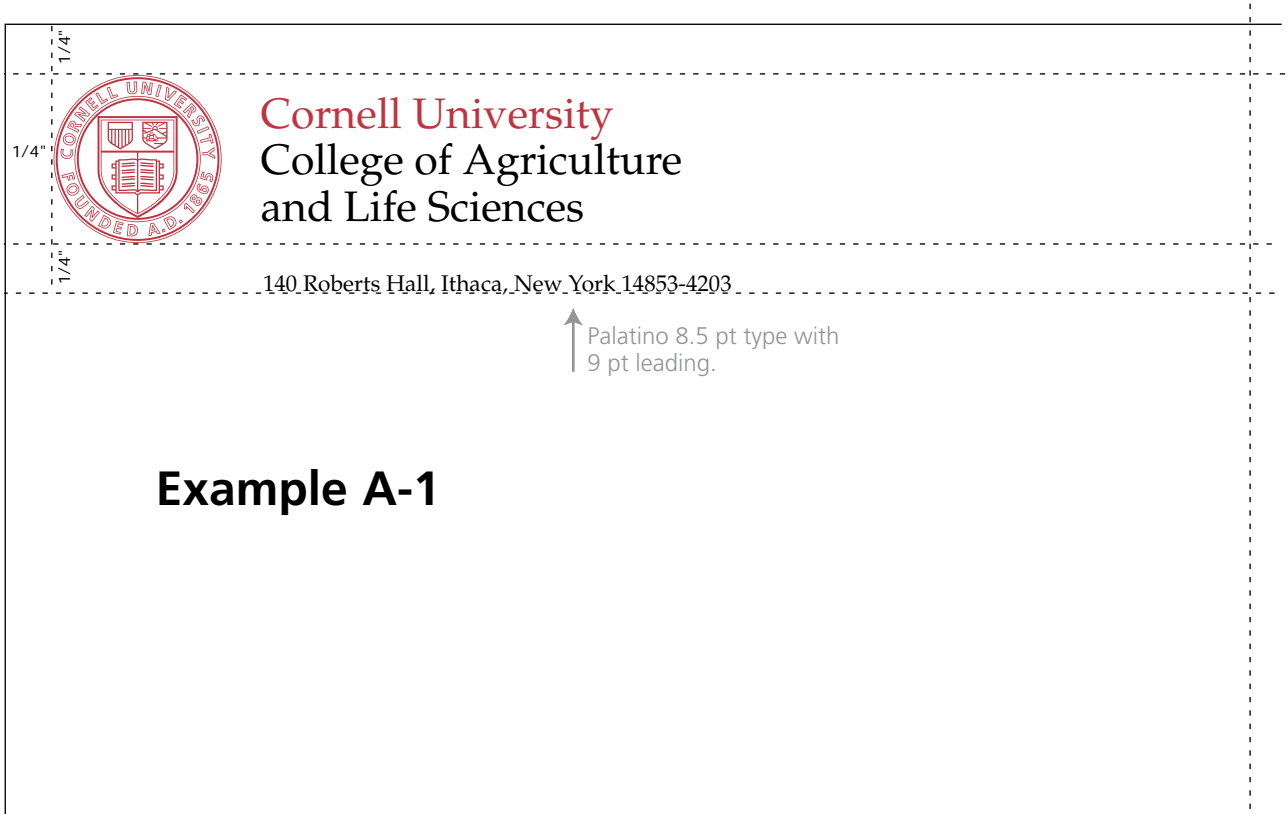
Name - Palatino 9 pt type with 10 pt leading.

Title - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

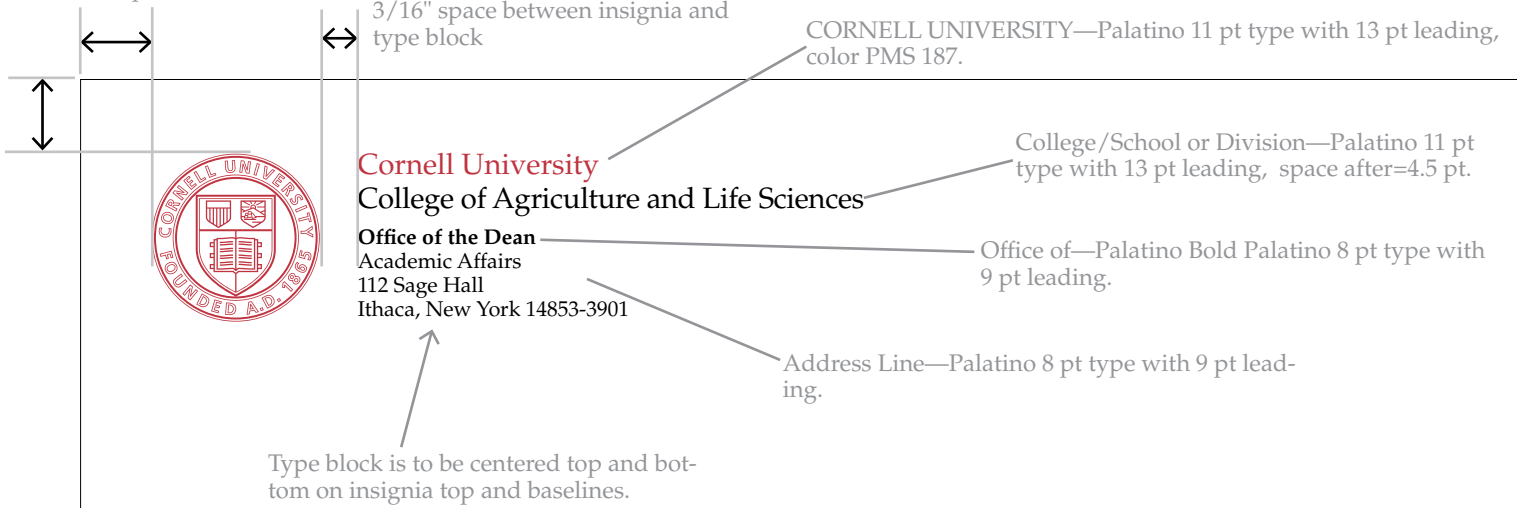
safety area

## Envelope example A



## Envelope example B

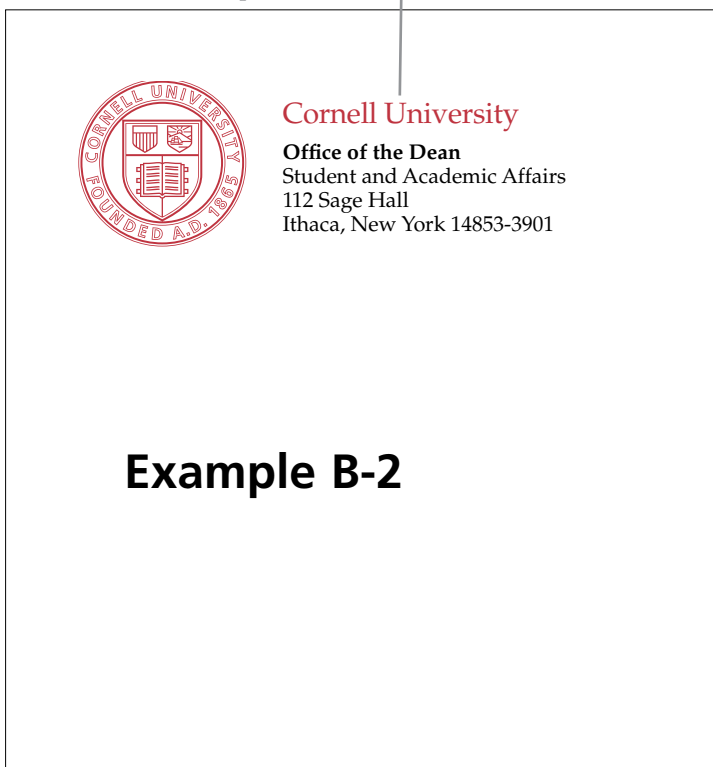
3/8" from top and side of envelope



### Example B-1

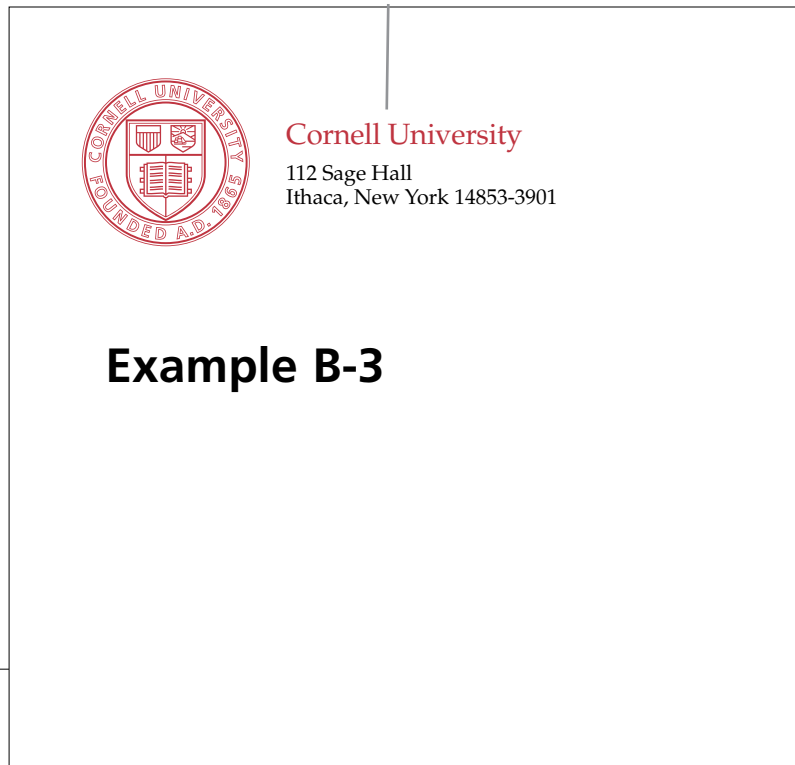
In the address line of stationery items, do not repeat the name of the unit if it already appears in a signature with the Cornell logo.

CORNELL UNIVERSITY alone—Palatino 11 pt type with 13 pt leading, color PMS 187, space after = 4.5 pt



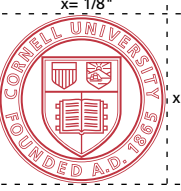
### Example B-2

CORNELL UNIVERSITY alone—Palatino 11 pt type with 13 pt leading, color PMS 187, space after = 4.5 pt



### Example B-3

## Business card example A

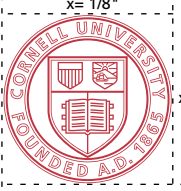


x = 1/8"  
1 3/4"

**Jeffrey S. Lehman**  
President

**Cornell University**

300 Day Hall  
Ithaca, NY 14853-2801  
t. 607.235.5201  
f. 607.235.9924

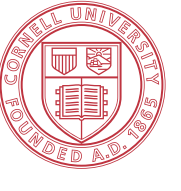


x = 1/8"  
1 3/4"

**Barry Brighton**  
Chief Business Officer

**Cornell University**  
College of  
Human Ecology

182 MVR Hall  
Ithaca, NY 14853-2801  
t. 607.255.3995  
f. 607.255.3794  
www.human.cornell.edu



**Donald R. Viands**  
Associate Dean and Director  
of Academic Programs

**Cornell University**  
College of Agriculture  
and Life Sciences

Office of Academic Programs  
140 Roberts Hall  
Ithaca, NY 14853-4203  
t. 607.255.3081 h. 607.123.4567  
c. 607.123.4567 f. 607.123.4567  
e. drv3@cornell.edu  
www.oap.cals.cornell.edu



**Sherry Thomas Page**  
Leatherstocking's Promise,  
Co-Coordinator

**Cornell University**  
Cooperative Extension

Education Center  
123 Lake Street  
Cooperstown, NY 13326-1059  
t. 607.547.2636  
f. 607.547.5180  
e. sat38@cornell.edu  
www.cceotsego.org

Ontario, Schuyler  
Seneca, Steuben,  
and Yates Counties



**Cornell University**  
Communication and  
Marketing Services

Clive Howard  
Creative Director

1150 Comstock Hall  
Ithaca, NY 14853-2801  
t. 607.235.5201  
f. 607.235.9924  
cdh6@cornell.edu



**Kathleen M. Boarder, MEd., RD**  
Nutrition Team Coordinator  
Food and Nutrition Communities

**Cornell University**  
Cooperative Extension  
Erie County

Eat Smart New York  
SUNYAB-DD Bldg.  
426 Grider Street  
Buffalo, NY 174215  
t. 716.332.2470  
f. 716.624.8782

21 South Grove Street, Suite 310  
East Aurora, NY 14052-2398  
t. 716.652.5400 ext. 130  
f. 716.652.5073  
kmb73@cornell.edu

Address lines and other information cannot total more than 13 lines. If a second address is needed then it should be printed on the back of the card or, alternatively, second cards should be printed.

The minimum type size is 7-point Palatino, maximum is 9-point Palatino. It is important to maintain the order in which information is presented.

# Business card examples B and C

3/16" 3/16" 3/16"

**Peter Trutmann**  
*Director of International Integrated  
 Pest Management*

**Cornell University**

**Cornell International Institute for Food,  
 Agriculture and Development (CIIFAD)**  
 306 Plant Science  
 Ithaca, New York 14853  
 t. 607.255.7859  
 f. 607.255.5131  
 e. pt15@cornell.edu  
 w. ppathw3.cals.cornell.edu/iipmweb

PERSON—Palatino Bold 9 pt type with 10 pt leading

TITLE—Palatino Italic 8 pt type with 9 pt leading, space after=1.8 pt

CORNELL UNIVERSITY—Palatino 12 pt type with 14.4 pt leading, color PMS 187

SCHOOL OR DEPARTMENT—Palatino Bold 8 pt type with 9 pt leading, space before=5 pt and space after=1.8 pt

ADDRESS INFO LINES—Palatino 8 pt type with 9 pt leading

## CARD B

School or department—Palatino Bold 8 pt type with 9 pt leading

**Edward J. Lawler**  
*Dean*

**Cornell University**

**School of Industrial and Labor Relations**  
 309 Ives Hall  
 Ithaca, New York 14853  
 t. 607.255.2762  
 f. 607.255.7774  
 e. ejl3@cornell.edu  
 www.ilr.cornell.edu

**H. Dean Smith**  
*Associate Dean of Everything  
 Professor of Smiles and Technology*

**Cornell University**

**College of Agriculture and Life Sciences  
 Office of Academic Knowledge**  
 112 Sage Hall  
 Ithaca, New York 14853-3901  
 t. 607.255.4526 f. 607.255.0065  
 e. hds28@cornell.edu  
 www.cals.cornell.edu

## CARD C

School or department—Palatino bold 12 pt type with 13 pt leading

**Edward J. Lawler**  
*Dean*

**Cornell University**  
**School of Industrial and Labor Relations**  
 309 Ives Hall  
 Ithaca, New York 14853  
 t. 607.255.2762  
 f. 607.255.7774  
 e. ejl3@cornell.edu  
 www.ilr.cornell.edu

Entire block of type is to be centered between the top and bottom of the card.

ADDRESS W/NO DEPARTMENT FIRST—Palatino 8 pt type with 9 pt leading, space before=1.8 pt

## CARD C, example 2

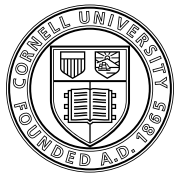
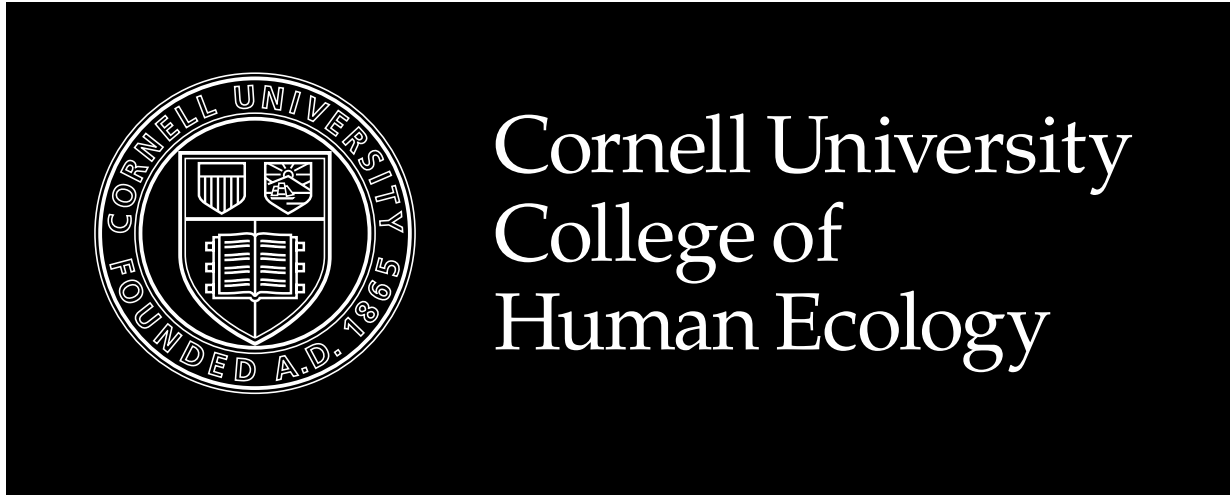
School or department—Palatino bold 12 pt type with 13 pt leading

**H. Dean Smith**  
*Associate Dean of Everything  
 Professor of Smiles and Technology*

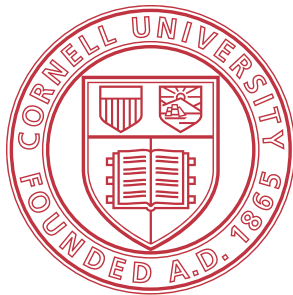
**Cornell University**  
**College of Agriculture and Life Sciences**  
**Office of Academic Knowledge**  
 112 Sage Hall  
 Ithaca, New York 14853-3901  
 t. 607.255.4526 f. 607.255.0065  
 e. hds28@cornell.edu  
 www.cals.cornell.edu

SCHOOL/COLLEGE OR DIVISION—Palatino 13 pt type with 13 pt leading.

One-color printing



Cornell University



Cornell University

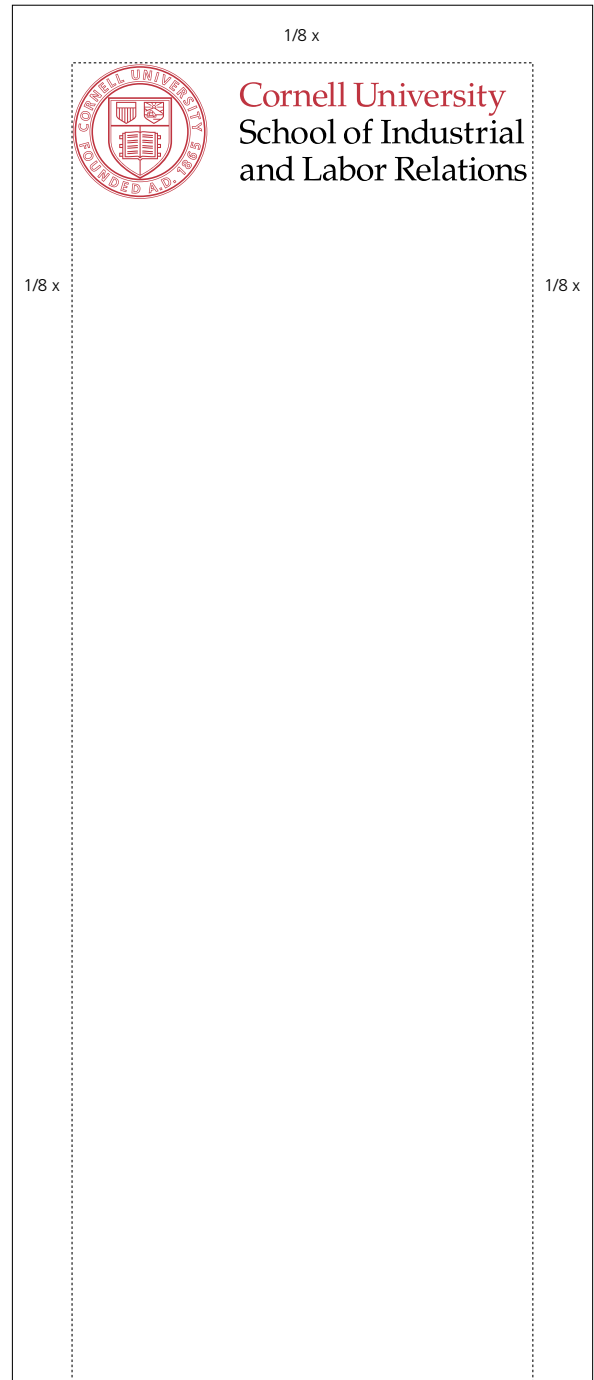
When only one-color printing is available, the insignia, logotype, and name of college, school, or unit should be printed positive—in black or Cornell Red.

The insignia, logotype, and name of college, school, or unit also can be reversed out of any color to white, as shown.

## Two-color printing



The insignia color always determines the color of “Cornell University.” The insignia and the university name are overprinted, putting emphasis on the division name (which is reversed to white). The alignment of the type signature is dependent on the size.



Please note that folders or pamphlets fitting into #10 envelopes are shown here at 80 percent of their actual size. Not shown in these guidelines are larger-sized materials—for example press-kit folders; 9" x12" brochures, catalogs, or other printed documents; 11" x14" or larger posters—which can display the insignia at any size, providing that the minimum safety area is maintained.

## College signature in a band



The Cornell logo or stand-alone insignia should appear on the cover of all printed materials published by the university and its units.

The example above shows the introduction of a color bar that holds a college signature. This bar can vary in both its size and position.

The minimum safety area of 1/8 x around the insignia and logotype must be kept to avoid interference with other visual elements such as text, headlines, photographs, or other imagery.

## Secondary typeface

### 45 Frutiger Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890,.;?!@#% ^&\* ( )=+

While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of letterform variations. There are special types for telephonebooks, newspapers and magazines, and for the exclusive use of corporations. Sans serif type is appropriate for a modern company's signage, advertising, and promotion.

### 55 Frutiger Roman

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890,.;?!@#% ^&\* ( )=+

While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of letterform variations. There are special types for telephone books, newspapers and magazines, and for the exclusive use of corporations. Sans serif type is appropriate for a modern company's signage, advertising, and promotion.

Adobe Frutiger is the secondary typeface of the Cornell University visual identity. Its sans serif design adds a contemporary contrast to the traditional style of Palatino and the historic look of the insignia.

The secondary typeface is used in Light, Roman, Bold, and Black. This typeface is flexible enough for both text and display use.

### 65 Frutiger Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890,.;?!@#% ^&\* ( )=+

While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of letterform variations. There are special types for telephone books, newspapers and magazines, and for the exclusive use of corporations. Sans serif type is appropriate for a modern company's signage, advertising, and promotion.

### 75 Frutiger Black

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890,.;?!@#% ^&\* ( )=+

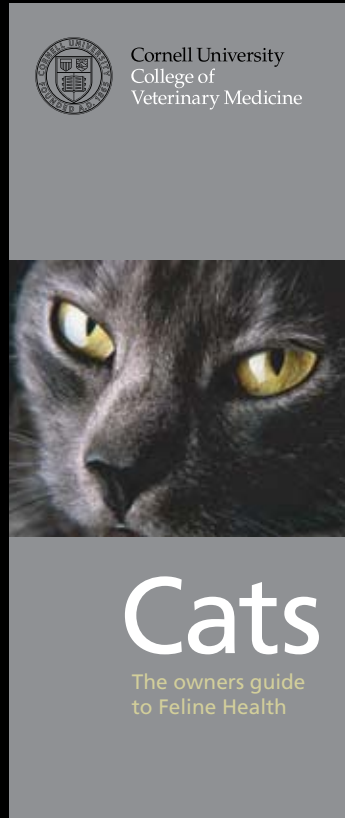
While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of letterform variations. There are special types for telephone books, newspapers and magazines, and for the exclusive use of corporations. Sans serif type is appropriate for a modern company's signage, advertising, and promotion.

Following are examples of how Frutiger is used in combination with Cornell University signatures.

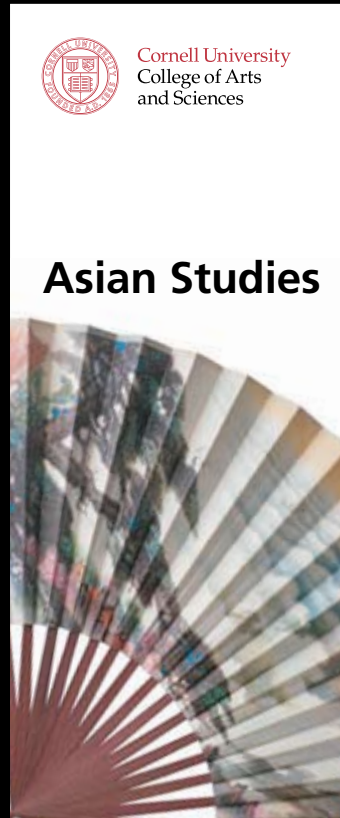
## Examples of use of the secondary typeface



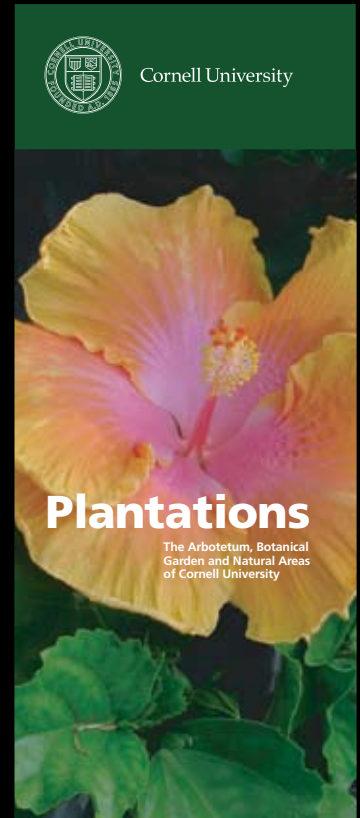
Frutiger Light



Frutiger Roman

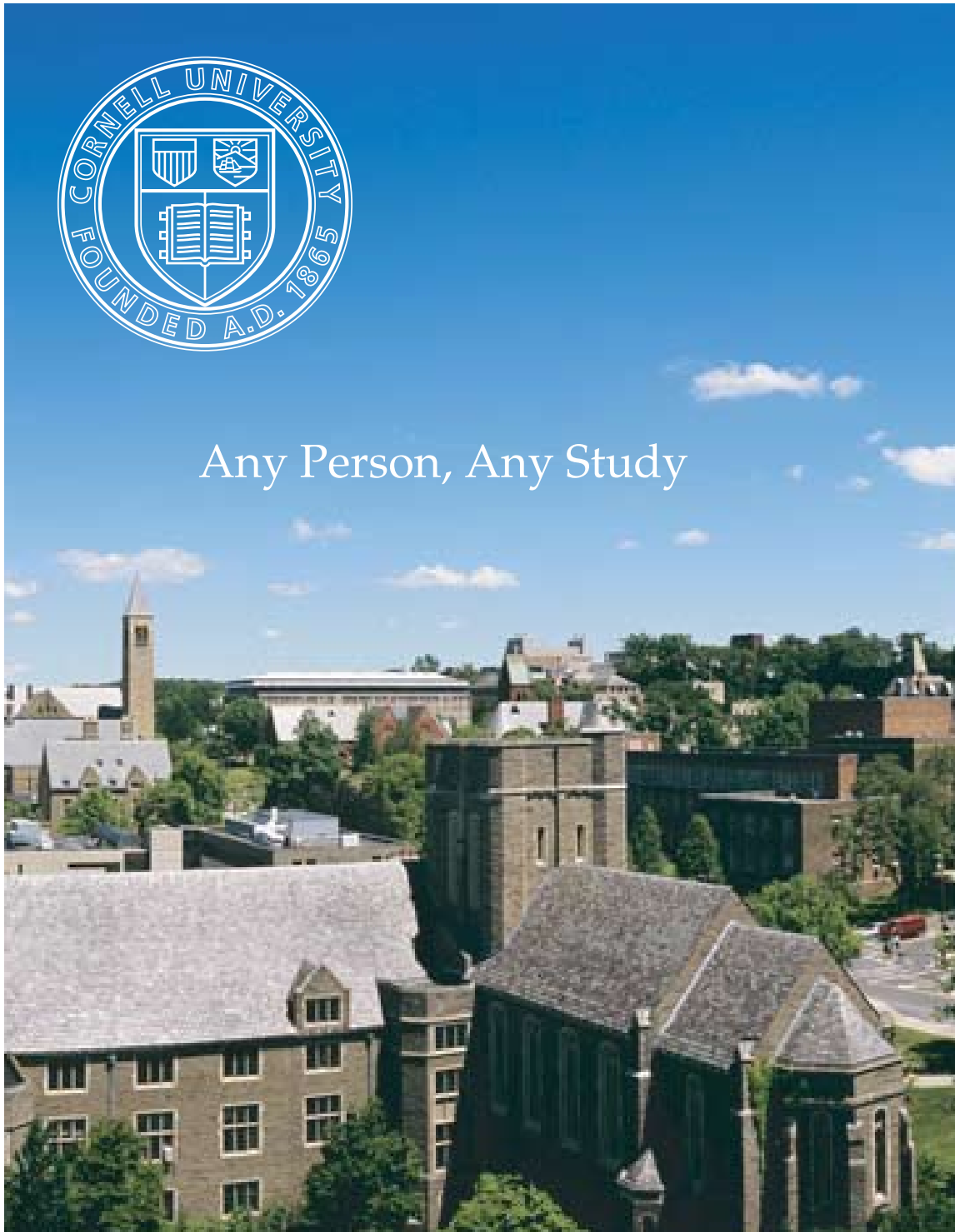


Frutiger Bold

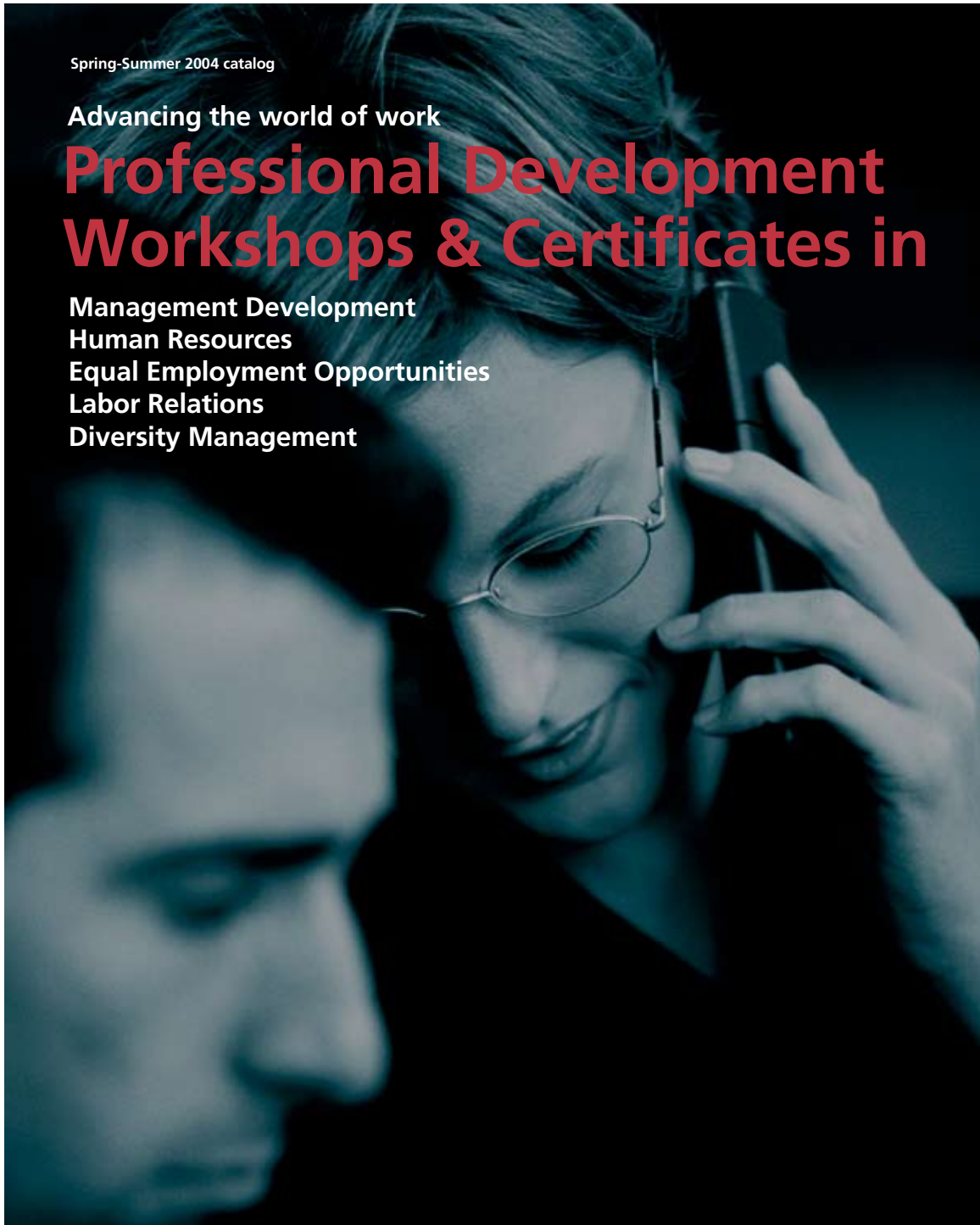


Frutiger Black

Brochure cover with insignia, reversed



Brochure cover with college signature in band at the bottom




Spring-Summer 2004 catalog

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# Professional Development Workshops & Certificates in

Management Development  
Human Resources  
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Labor Relations  
Diversity Management



Cornell University  
School of Industrial and Labor Relations

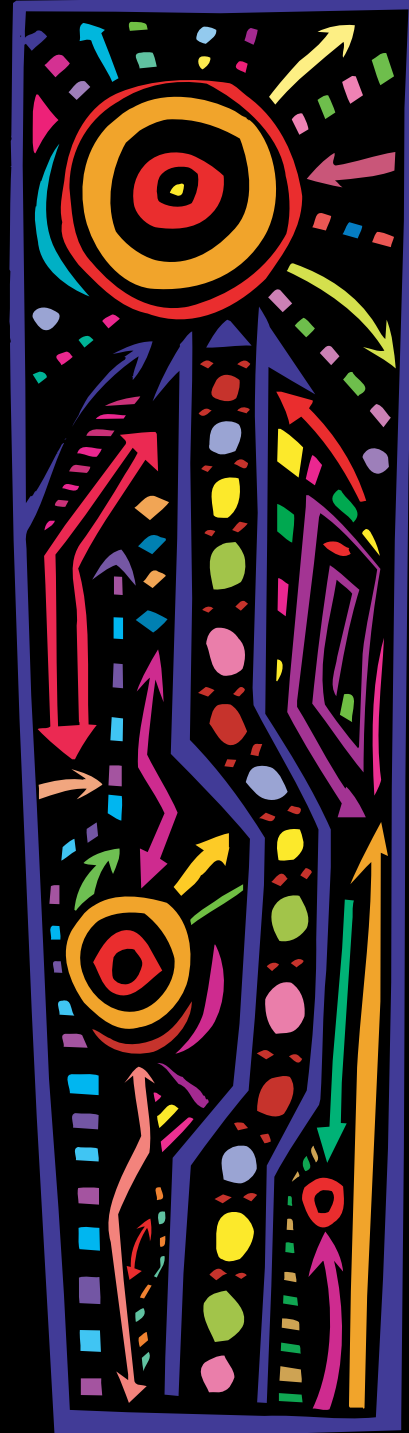
Folder with illustration and three-line signature



Cornell University  
Faculty of Computing  
and Information Science

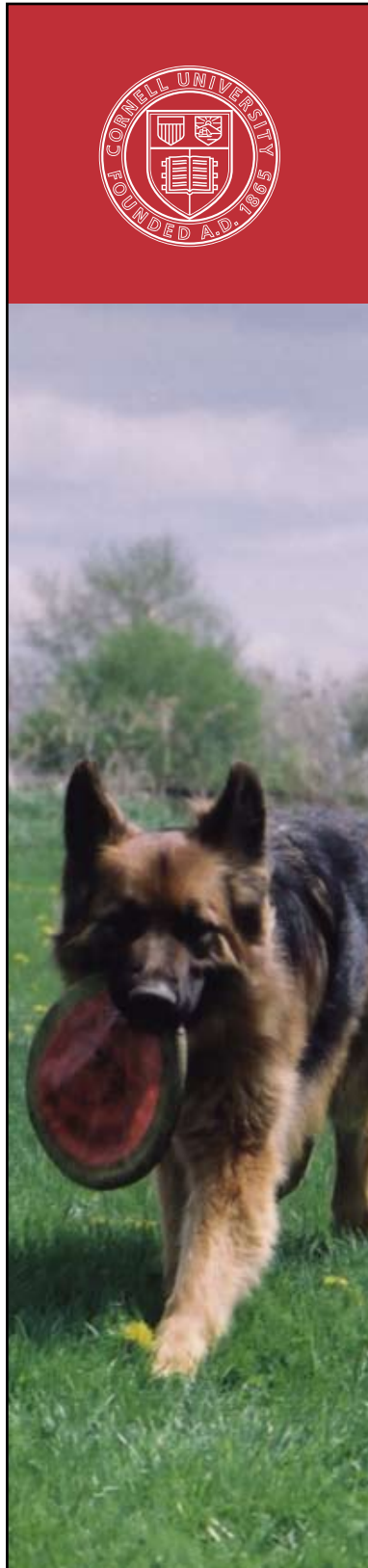
Computing at Cornell

Computer Science Department  
Computational Biology Program  
Computational Science and  
Engineering Program  
Information Science Program  
Joint Programs



## Example of stand-alone insignia

Front



The insignia may be used on its own without the logotype, but only if 1" or larger in diameter (example: bookmark).

Back

## THE BAKER INSTITUTE FOR ANIMAL HEALTH

**1956**

First combined canine vaccines against distemper, hepatitis, and leptospirosis

**1960**

National program for distemper immunization

**1977**

First successful treatment protocol for kennel cough

**1978**

Isolation of canine parvovirus

**1981**

Live-modified canine parvovirus vaccine

**1984**

First successful transplantation of horse embryos into mules

**1994**

First DNA blood test for inherited eye diseases in dogs

**1995**

Leadership in horse genome project

**1997**

Early test to predict canine hip dysplasia

**2002**

First gene therapy to restore sight in congenitally blind dog

**2003**

Cooperative international program to study genetics of equine immunology

To learn more, please visit the website at [bakerinstitute.vet.cornell.edu](http://bakerinstitute.vet.cornell.edu)

Cornell University  
College of Veterinary Medicine

## Contacts

Questions about use of the Cornell logo in print applications should be directed to:

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353 Pine Tree Road  
Ithaca, NY 14853-2601  
t: 607-255-1167  
f: 607-255-9873  
e: llr1@cornell.edu

Questions about use of the Cornell logo in web applications should be directed to:

Diane Kubarek  
Cornell University  
Web Communications  
308 Day Hall  
Ithaca, NY 14853-2801  
e: dmk2@cornell.edu

Questions about use of the Cornell logo in television broadcast applications should be directed to:

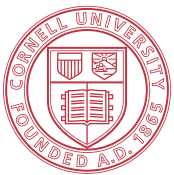
Dan Booth  
Cornell University  
Television Services  
126a Computing and Communications Center  
Ithaca, NY 14853-2801  
t: 607-255-1552  
f: 607-255-1563  
e: dab1@cornell.edu

Questions about use of the Cornell logo by merchandisers and vendors outside the university should be directed to:

Mike Powers  
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308 Day Hall  
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353 Pine Tree Road  
Ithaca, NY 14850-2820

Mr. Hall,

Together we are collaborating on the design, production, and implementation of the most effective brand and marketing strategy possible for RJE Telecom, LLC. We are developing the tools necessary to coordinate Recruiting, Human Resources, Marketing and Operations efforts in order to achieve more rapid response times to bids. This will allow us to concentrate our limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. We have learned much thus far, and begun to grow together. I wish to personally extend my gratification for being a part of your team through these most exciting times. The telecommunications industry is the glue which connects the world, and the direction we are moving in is fascinating.

Thank you,

Erik West