



On The Mark Utility Locating
Services, Inc.

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Underground Utility Investigation & Locating Team



Team from left to right: Andrew Speca, Tom Farrell, Adam Banks, Jackie Harrison, Lisa O'Neal, and Joshua Stokes

The Underground Utility Investigation & Locating Team also known as the **Private Locating Team** is one of our program teams that is growing. Their work goes mostly unnoticed vs. Damage Prevention and One-Call locating. OTM was started back in 2011 primarily doing Private Utility Locating. This was our 1st business segment.

Private Locating is fundamentally different from One-Call Locating. This is mostly because **accurate mapping of the underground utilities quite often doesn't exist**. In these scenarios, broad and diverse locating experience, and mastery of multiple types of locating equipment and methods matters. Our locators use state of the art detection equipment including Ground Penetrating Radar to allow them to locate Gas and Propane Pipes, Underground Storage Tanks, Water Pipes, Sewer Pipes, Irrigation and Drainage Pipes/Tanks, Empty Ducts, Metal Valve Boxes, Fuel Tanks, Conduits and Other Buried Objects. They also provide Technical Reports and GPS and CAD maps of the areas located.

OTM provides services to multiple Commercial and Residential clients. Our current service areas have ranged from down state to up state NY. Some of our larger clients includes Labella Associates, Scott LawnYard, LeChase, Unlimited Technologies, Ruston Paving, AltaBella Casa, RGE & NYSEG Utilities and several school districts to name a few.

This team is having a great 2022. The team has completed 401 jobs year-to-date. Although this is 16% fewer jobs than last year, revenue is up 13% and gross profit is also up above 40% which is a 33% increase vs. last year! Also, this program has had a 52% improvement in cash flow based on requiring cash upfront.

The team consist of Andrew Specca, Tom Farrell, Adam Banks, and Ron Austin (not shown above). Currently the team is led (from a program standpoint) by Lisa O'Neal and Jaqualine Harrison and administratively supported by Joshua Stokes. Both Andrew Specca and Tom Farrell have primarily supported this program over the last few years. Earlier this year we have added both Adam Banks and Ron Austin to the team.

Three out of our four locators started with the company as DPV drivers. As portions of the business has grown, it has provided opportunities for these team members to build their skills and knowledge to persue other opportunities within OTM. The team is looking to continue building/growing into 2023.

Community Support Fund / Hope Initiatives

OTM's [Community Support Fund](#) (CSF) has given donations of \$28,700 year-to-date. These donations have been given to [Eleventh Hour Christian Initiatives](#), [Hope Initiatives](#), [Bethel Express/The Remix](#), [I Am Storm](#), [The Palmer Head Foundation](#), and [IAC Kids](#). OTM is truly **blessed to be blessing** and plans to donate another \$31,300 before year end 2023 for a annual total of \$60,000!



Giving money is one way to 'give back'. Giving of one's time and talents is another. Our CEO, Wayne Coleman, has done just this as it relates to one of the CSF 501c(3) organizations, [Hope Initiatives](#). Hope Initiatives' mission is: To help restore lives damaged by incarceration, addictions, and poverty, through employment, job skill training, spiritual guidance, encouragement and hope. They operate multiple businesses to fulfill their social mission. One of these businesses is Hope Woodworks furniture manufacturing, and home rehabilitation services. In this business, Hope designs and builds furniture items for those in need including individuals, schools, and other organizations such as Open Door Mission.



This is where Wayne comes in. For over a year now, Wayne has been a dedicated and tireless volunteer at Hopes furniture manufacturing business. Wayne has taught basic carpentry and workshop safety, in addition to co-laboring with Hope employees and other volunteers to build furniture.

Recently, he worked to build 24 sets of furniture consisting of a bed, a dresser, a night stand, a dining table with four (4) chairs, and a desk. This order was to furnish 24 Open Door Mission new permanent housing units for men who were formerly homeless. A Hope Team including Wayne worked for over 2 months to manufacture all of this furniture and meet a very demanding timeline. Wayne dedicated two (2) straight work weeks, 8 hours per day working with the team to meet their schedule as well as his OTM responsibilities.



Coffee Tables



Sofas



Photos of Open Door Mission Men's Apt. kitchen, living room, and bed room with furniture provided by Hope

Leaders lead and they model the way for others. When we say we want to give back to the community generously, this is not just about money but also our time and talents. Thanks Wayne for showing us what giving looks like!

Make Us One Conference

The **Make Us One Conference** was held on Saturday, September 30 and October 1 at Glory House International Church in downtown Rochester. This conference was awesome. OTM supported this event through our giving to Eleventh Hour Christian Initiatives who sponsors this annual event.

In addition to funding, OTM participated in the Ministry Fair. Our two young guns (shown below) – Austin Okwudili, Program Manager, 811 One Call programs and Joshua Stokes, Private Locating Administrator, both manned the OTM exhibit table talking to conference attendees about the company, what we do in our business, and about our Community Support Fund.



Michelle Bryant, Sr. Bookkeeper/Finance Administrator, Deloris Leach, DPV Dispatcher, and Jackie Harrison, Associate Program Manager, Private Locating/Finance & Administration, also assisted with selling conference and guest speaker merchandise.

Click on the link here to check out some photos & videos from the conference ([Photos & Videos](#))

Brand

In today's society, you hear a lot about brand or building a brand. So, what is brand? A brand is the characteristics that distinguish a person, business, organization, product or service from other persons, businesses, organizations, products or services.

We all know iconic brands like Apple, Google, Amazon, or Tom Brady. When you hear these names or brands, you immediately think of certain characteristics like great user interface, ease of use, or beautiful design in the case of Apple or 7 championships or the GOAT in the case of Tom Brady. Yes, He is the GOAT in football.



Does OTM have a brand? Yes, and we are striving to build it into an iconic brand. We'd love for our brand or name to be known for Christians, giving generously, excellence service, professional, competitive costs, etc.

How does one build a brand? In our case as a service provider, one satisfied client/customer at a time. We build it by exemplifying the characteristic we want to be known for over and over again. We do it when each of our team members do it. For all practical purposes, you, our team member are our brand. Each of you are a brand ambassador. How you do what you do reflects on who we are individually and collectively and over time, it established our brand.

Back in late August, OTM received the following unsolicited email from a client:



Rick Rambo

Subject: Ricky Rambo Compliment

Message: *Hello, I am working on a building project on my property. as such, your employee, Ricky Rambo, visited us to make sure that there was no issue with any utility services near our dig site. after that visit, Ricky stopped by and brought a brand-new Hess truck as a gift for our 2 yr. old grandson that he met on his visit. We just want you to know how much we appreciate Ricky and what a credit he is to your team. He is awesome with your customers and a great person and greatly appreciated by us. Thank you*

This type of behavior exhibited by Rick is a perfect example of brand building. This (brand building) of course was not Rick's intention. He was simply being a great person and showing generosity to someone in our community.

Giving back (to our community) generously is one of our core values. However, writing it on paper or on our website doesn't make it true or 'real'. Rick's actions and similar actions of others such as our CEO, Wayne Coleman, donating countless hours volunteering at Hope Initiatives is what makes these words come to life and is what builds the OTM brand!

Redwing UDIG NY Event



Left to right: Jon Oswald, James Henry, & Chase Cone
Also shown in upper right image is Elias Maldonado

On 8/11/22, OTM had the pleasure of representing the Damage Prevention Program at the Frontier field Red Wings Baseball Game, hosted by Chris Flarehety from U-Dig NY. Elias Maldonado, Jon Oswald, Chase Cone and James Henry had an incredible experience handing out U-Dig hats, pens, keychains and even superhero U-Dig NY capes for kids. The OTM team expressed what a joy it was informing and educating both young and old about our program expressing the importance of safe digging habits around our communities utilities especially in

relation to Rochester Gas & Electric utilities. After a beautiful day of baseball, the community showed our Field Supervisors and fellow DPV Drivers how much they appreciate what we do for our community by keeping them safe and making sure all those who are digging with excavating equipment are doing what is right for our community by making sure they "Call Before You Dig".

Below are the following statements shared by our Team, they did a great job representing the DPV program here at OTM.

Elias Maldonado - "Joining Chris Flaherty and Jared from Ironwood Construction made this a Grand Slam of an event. The weather was perfect and having Jon O, James H & Chase C. attend and help man the UDIG table made it a great experience. Loved the way all the fans stopped by and were engaged in educating them about UDIG/811 was very beneficial. Also to all those who stopped by to hand out hats, pens, information material and other stuff made the day a Huge success".

Jon Oswald - " OTM worked directly with Chris Flarehety , Iron Wood and the baseball fans in promoting the UDIG NY safety service. I loved being there to represent OTM and interacting with the community at this event. Thanks again for allowing me to participate in this function and make a difference at the baseball game."

James Henry - " It's really beautiful to watch the kids' faces light up when we get ready to put the u-dig capes on them"...

Chase Cone - "Looking forward to doing something like this In the future is so much fun. Thanks again"...

Check out a few more pics by clicking on this link: [Photos of Redwing UDIG NY Event](#)



Not only is OTM still hiring but we have increased some of our starting pay rates:

- DPV drivers for RG&E & NYSEG start at **\$17.50/hr.**
- DPV drivers for Orange & Rockland or ConEdison start at **\$19.00/hr.**

Also, we are still in need of utility locators for our Orange & Rockland Utilities program.

So, if you know of anyone who

- Wants a **good pay** and the opportunity to grow
- Values **work life balance** with work hours of M-F, 7:00-3:30 pm with NO WEEKENDS or On Call schedules
- Wants **excellent benefits** such as health care, dental, vision, life insurance, paid time off/sick time, paid holidays and 401K.

BUT WAIT, THERE IS MORE!

We also have a **\$500 Referral bonus** for all open jobs paid after new hire is with company for 3 months and successfully completes their probationary period and a **\$750 Hiring Bonus** to the new hire paid at 3, 6, and 9 months of employment.

Check Out our NEW QR coded job recruitment cards! Contact your supervisor to get some of these today! **You can actually scan the QR code in the photo below to go to our jobs page!**

