

OTM
ON THE MARK
UTILITY MANAGEMENT SERVICES

The Good Tone

On The Mark Utility Locating Services, Inc. 6/14/2021 Edition 1, Volume 26



Random Acts Of Kindness



You hear a lot of people talk about building their brand or building a company’s brand. Some companies pay other companies millions of dollars to create names, logos, and to develop their brand. What is brand you ask? A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. More broadly, a brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.

In the context of this broader definition and in a service industry as we are, you represent the OTM brand. We desire our brand to be that of service excellence, quality, and care for our community. This is why we have established things such as the [OTM Community Support Fund](#).



You, our team members, however, are the essence of our brand. You are our brand ambassadors. How you do what you do, day in and day out, embodies our brand. **Jim Fox** demonstrated this recently with two random acts of kindness. Please read these unsolicited messages about Jim:

Message Details:

Name: Jerome Jackson III
 Email: jjackson@rochester.rr.com
 Phone: 308-6423
 Address: 178 Masseth St.

Subject: Your employee

Message: *I want you to know your employee, James (Fox) who was on Masseth and Ames St. this morning is the humblest man, I have met. My neighbor fell outside and was in her driveway. This guy stopped and got out and helped her until the ambulance got here. He gave her his jacket for her head. I did not know anything happen until I heard the neighborhood kids yelling nasty things at him because he is White. I went outside and he was paying no attention to them being disrespectful to him. He only cared about Janice (the woman who fell) getting help. These are the types of people we need to know about in the world. I thanked him and he said no need to, anyone would do it. Not in this neighborhood they would not. We had someone*

killed here last night and my neighbor was out there for hours until he stopped. I really hope you recognize your employee for being such a wonderful young man. He was in a little black car and his orange shirt said 'James'.

Message Details:

Name: Mary Osborn
Email: maryosborn223@gmail.com
Phone:
Address:
Subject: Kind Deed

Message: *Idk if it is done by your company for marketing or if you just have awesome employees but the guy driving your car with the license plate number KHT9888 that is on Lake Ave. in Rochester just paid for my coffee at Tim Hortons. I paid it forward to the car behind me. In a world full of evil, kind deeds are very welcomed.*

Jim, thank you for being so kind and for embodying the OTM brand!

New York Defensive Driving Course

Safety - Company Sponsored NY Defensive Driving Course

OTM has sponsored the NTSI New York State Defensive Driving Course for all its employees. This course is free and not only teaches you the latest rules and regulations on the roads and highways but enables you to receive a discount on your auto insurance and reduce points on your driving record.

69 employees have signed up for this free course and at publishing of this newsletter, 41 have completed it! This is awesome as it demonstrates one of our core values which is Safety!

If you are interested in taking this free course, please contact Chris Lofton (clofton@otmlocating.com).

100% Client Satisfaction!

OTM surveyed a random set of clients across all of our programs to assess their satisfaction with the services we provide and how we provide it. To our surprise, we received **100% customer satisfaction** on all metrics: **Quality, Speed, Cost Effectiveness, Reliability, Pre and Post Purchase Service**, etc. All surveyed said they would recommend us to another company and/or colleague! Great job everyone.



2021 Make Us One Conference



The **2021 Make Us One Conference** was awesome! I want to say thank you to Chris, Austin, Jackie, Michelle, and Wayne. Chris & Austin took the lead on putting together and staffing a table at the Make Us One Conference Ministry Fair. What is our ministry you ask? It is our Community Support Fund. These gentlemen with the help of Lisa, Wayne, and others put together an awesome table and represented us well. Thank you, guys! Our President/CEO, Wayne, came out on Saturday morning and manned our table with the team. Wayne thanks for

your overall sponsorship and support and for assisting at the table!

Michelle took the lead on the conference check in and merchandise sales. She is actually a pro at this and has done similar events at Faith Church, but we especially appreciate her doing this and representing not only Faith Church but OTM. Jackie did likewise representing both organizations very well.

Thank you also to Rob Jones whose great graphic design work was on full display with our tablecloth, t-shirts, hats, business cards, etc. Thank you, Rob, for all the support on not only this event but our business at large! We appreciate you.

Last but not least, thank you to Wayne, Sam, and Gary as OTM owners/shareholders whose generosity enabled us to financially sponsor this conference. Lives were touched and chains broke by this conference and your support was part of making it possible.

I have uploaded some photos of the event and our wonderful team members for you all to check out ([Photos of the event](#)). Also, here is the link to videos of the conference on Facebook ([MUO Videos](#)). Again, thanks everyone for your service in making this conference successful and showing not only can we contribute financial resources, but we can also give of our time and talents too! May God Make Us One!

Special Recognitions

Congratulations goes to Herb Williams and James Fox for passing their Northeast Gas Association (NGA) Operator Qualified (OQ) WE-21-Line Locating and Mark Out and NGA-WE-State Damage Prevention Regulations (New York). Both are now qualified to do 811 utilities locating.



Herb Williams



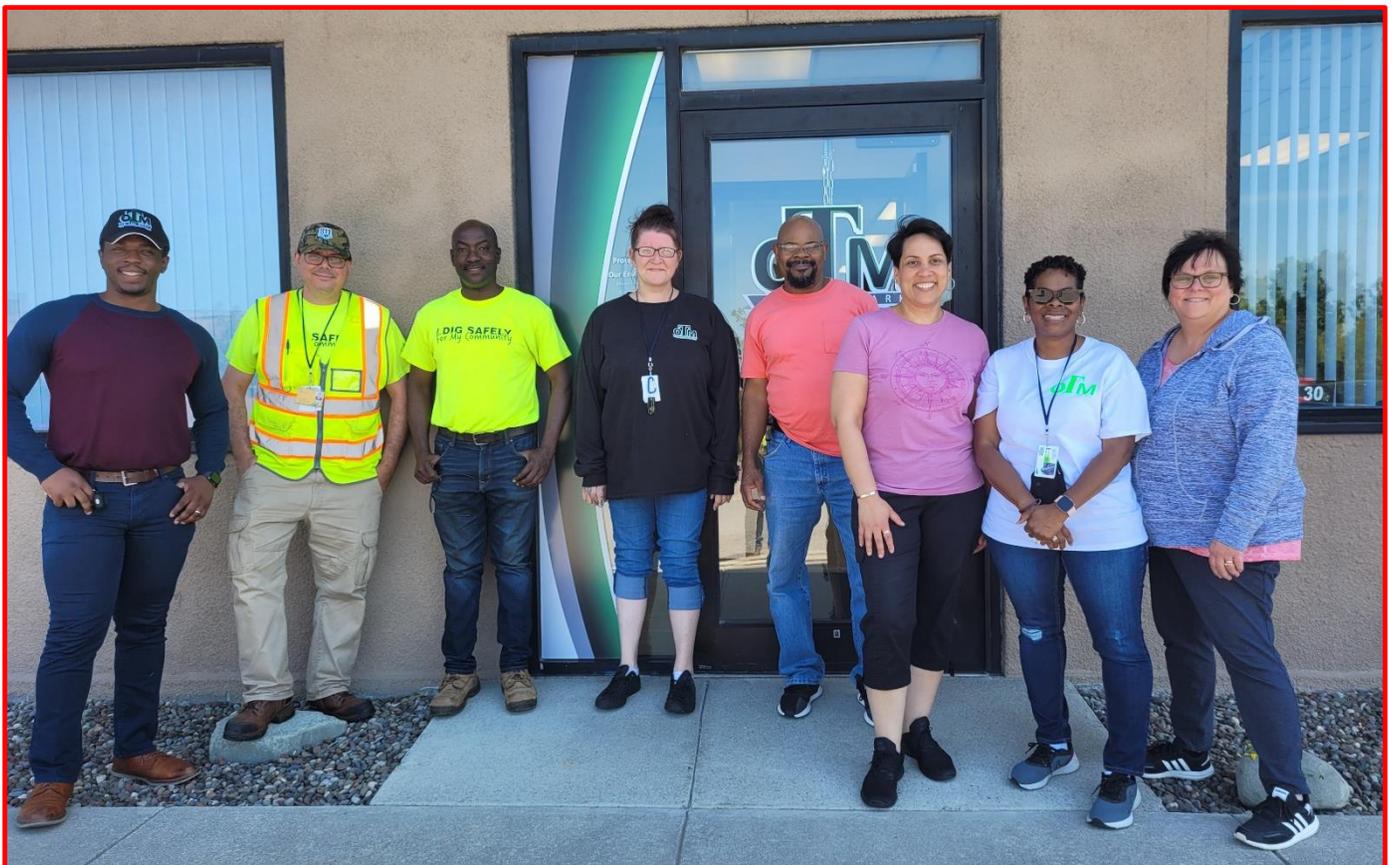
James Fox

2021 Rochester Heart Walk & Run Digital Experience



On Thursday, June 10, 2021 @ 11am the OTM office staff participated in the **2021 Rochester Heart Walk & Run Digital Experience**. We joined together and took a nice walk down the backside of 1250 Scottsville Rd. (our 2nd office building) and 1280 Scottsville Rd. (our 1st office building), the RG&E building past Dunkin Donuts and then back to our offices. No, we did not stop for donuts as this just seemed not right when you are walking for heart health. Lol. Check out some pics from our walk ([Click here](#))

The company sponsored the team and matched all donations, dollar-for-dollar up to \$1000! Yes, up to \$1000. Thus far the team has raised \$306.28 and the company has matched it for a total of \$612.56. If you would like to make a donation, please go to our [OTM Donation Page](#)



OTM's End of Lease Purchase Program

What is this?

OTM now has over 70 vehicles in our fleet. Every year we expect to have a number of vehicle leases come to term and assuming the programs they support are still under contract, we will replace them with new leased vehicles. At the end of a vehicle lease, OTM has a few options we can pursue:

1. We can simply end the vehicle lease.
2. We can end this lease and start a new lease provided we have a need for a vehicle.
3. We can sell the vehicle to any employee using a 3rd party company affiliated with our leasing company. For this 3rd option, the sale can be an outright purchase OR financing via monthly payments.

Why This Program?

This program is being explored as an employee benefit. **Allowing OTM employees to purchase vehicles at end of lease at a highly discounted purchase price** vs. what an employee could obtain for a similar vehicle on the open retail market. These vehicles are 'well used' and we have all records of maintenance and repair. Hence, the vehicle condition and prior use is 'known'.

How Does It Work?

OTM will inform all employees of vehicles available for purchase - the color, make, model, mileage, and general condition along with current photos (see this info. below for our pilot program). We will note the purchase price along with our best estimate of any additional out-of-pocket costs associated with using the **3rd party** organization affiliated with our leasing company. We will explicitly state the open and close date window for the program and an employee's request to purchase must be sent via email to Fleet@otmlocating.com. The employee's request will be honored on a *1st come; 1st serve basis*.

When all vehicles have been requested (to purchase) or when the program purchase close date window has passed, all employees will be informed via email and the program will conclude.

The purchaser will be put in contact with the **3rd party** and OTM will no longer be involved. The car will be held at OTM's location in Rochester NY until ownership is obtained by the employee. **This total process may take 3-8 weeks.**

How Does an Employee Work with the 3rd Party?

See the instructions below for purchasing the vehicle via the **3rd party** vendor, Innovative Funding Services (IFS):

1. Sign-up and log on to the Innovative Funding Services (IFS) website to complete the requested information (buyer name, contact information, financing type, etc.).
2. Once IFS receives your information, IFS will contact our leasing company's Purchase Option Team (PO Team) to obtain the sales price and a bill of sale (sales price to IFS based on the information given by OTM).
3. IFS will then determine the funding information with you. You will have an option to finance the vehicle through a financing source that IFS partners with or you can pay with cash. You will work with IFS throughout the process and if you have any questions, you must contact IFS directly.
4. IFS may also handle the registration of the vehicle for you. When you receive the title of the vehicle from IFS, the vehicle will already be titled in your name.
5. All fees and payments will be made to IFS directly and once IFS secures funds from you, IFS will remit payment to the PO Team.

Other IFS charges include:

- \$163.60 Documentation Fee,
- \$299.00 Logistics or Service Charge to cover costs and administrative work associated with the registration of the vehicle and
- \$50.00 handling fee (included in purchase price).

Any other additional/optional costs will be outlined before purchase.

How is the Purchase Price Established & Can It Be Negotiated?

The vehicle purchase price is established by adding the Remaining Book Value (RBV) of the leased vehicle with any net gain (from expected future sale of vehicle) to the new lease along with a target equity desired by the company and any other costs such as transport costs, expected monthly payments throughout the purchasing process, etc. The price is set to keep OTM whole in terms of costs yet provide the vehicle for purchase by an employee at a price much less than fair market value of a similar vehicle. Hence the benefit to the employee.

The purchase price is final and non-negotiable. Again, it is set to ensure OTM doesn't lose money or equity associated with our vehicle(s) yet to benefit the employee in terms of comparable vehicle fair market valuation.

For More Information

For more information, please contact Chris Lofton at (585) 309-1441 or Clofton@otml locating.com.



OTM is still hiring! We need people for the following positions/programs:

- **Utility Locating Technicians** for Orange & Rockland 811 One Call Locating
- **Utility Locating Technicians** for RG&E 811 One-Call Locating
- **Driver/Inspectors** for DPV-Avangrid both NYSEG and RG&E territories
- **Project/Program Manager** for business
- **Office Administrator** for business

Many of these job positions have been created under the \$500 OTM Job Referral Program.