



On The Mark Utility Locating
Services, Inc.

10/1/2017

[Edition 1, Volume 1]

From our President/CEO

By: Wayne Coleman



When OTM started in January 2012 (in my basement), there were

four (4) owners that were also employees that conducted

honesty the owners first put into the business, which has carried over to you the employees, which helps make our/your business a success. As OTM continues to grow and expand our services,

Safety Tip of the Month:

So many work-related injuries and illnesses occur because a worker is tired, burned out, and not alert to their surroundings. Taking regular breaks helps you stay fresh on the job. One trick to staying alert is to schedule the most difficult tasks when your concentration is best, like first thing in the morning.

underground locating and created customer maps, while holding down a 40+ hour per week job. During the past six (6) years of building and promoting the business, OTM now employs 42 employees with clients from Albany to the Buffalo area. One main reason OTM grew, was because of the hard work and

new job opportunities will become available to interested employees. OTM will always look first at our current employees before going outside of our business.

Thank you for your hard work. Please stay focused on your daily tasks and as always, **Safety First!**

From our COO/CFO

By: John Bryant



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Company Financials:

OTM's financial position is good. We are having another great year in terms of overall gross receipts or revenue. We are on pace to increase year-over-year, our top line revenue by over 70%. Our gross profit (GP) is also good but somewhat below our self-imposed goal. Much of this is due to strategic investments in new programs such as NFG Line Locating and other items like our new office location.

Community Fund:

YTD thru September, OTM has donated \$12,500 to the following 501(c)(3) organizations: Faith Temple Church, The Rochester Area Community Fund – JACK Foundation Fund, Eleventh

From our COO/CFO cont.

By: John Bryant

Hour Christian Ministries, The Veterans Outreach Center, The Dream Factory, Pulmonary Fibrosis Foundation, and St. Theodore's Charity Walk. To learn more about this fund and how to solicit for a donation, please go to our website (<https://www.otmlocating.com/community-support>).

New Business Pipeline:

OTM is continuously looking for and submitting new job bids, request for quotes (RFQ) and proposals. YTD thru September, we have submitted 5 major bids/RFQs, 2 unsolicited RFQs, and 4 new business proposals. The totality of these efforts on a gross revenue basis is over \$5MM in annual business. Although we have received the results of one of the smaller bids which we did not

win, we are awaiting decisions on all others. We expect to get results sometime towards the end of this year with most if not all of these new programs starting sometime in 2018. However, we did secure a new DPV pilot program with ConEdison. In July we initiated a 3-driver program that will run for 18 months. We also added 2 drivers to the current Orange & Rockland DPV pilot program that has been extended to 2018.

Regarding private utility locating, YTD thru September we have done over 220 jobs for over 100 unique customers. In addition, our team has secured a lot of new jobs with new companies such as DiFiore Construction, Ruston Paving, Clark Patterson Lee, Haskell, and the Village of Elba. As with many of our prior clients in

this segment of our business, once these companies use our services, they are very pleased and typically return for more. To get a view of our growing list of satisfied customers, please go to our website at (<https://www.otmlocating.com/private-utility-locating-customers>).

Website:

OTM has updated our website! We have designed it to focus on our growing list of services/solutions. Some of the new services added are Independent Auditing, Damage Investigation and GPR Concrete Inspection. We have also added some new functionality like the ability for prospective customers to submit on-line space for us to communicate directly with you and we are excited about it. More to come, so stay tuned.

Program Updates



Damage Prevention Vehicles

By Lisa O'Neal

Since this is our first OTM Newsletter, we

thought it would be a good idea to bring everyone up to date on the DPV Programs we are managing, their locations,

our program goals and strategy. No matter where each of our DPV programs are located, we are all a team with

the same program goals and strategies in mind.

Program Goals:

- 1) To make SAFETY a priority each day in all that we do.
- 2) Represent OTM and the DPV Program in a professional manner throughout all interactions/contacts daily.
- 3) Change behaviors by engaging and positively influencing Homeowner and Third-Party Contractors through daily site visits. Inform and educate on the protection of underground utilities.
- 4) Achieve the Utility Company's targeted Damage Ratio (Avangrid, Orange & Rockland Utilities, Con-Edison Utilities).
- 5) Achieve high contact rates out in the field.

Program Strategy:

- 1) Deploy appropriate number of Drivers within specified geographical areas.
- 2) Analyze and select high priority job sites for Drivers to visit/inspect.
- 3) Past non-compliant excavators are a priority. The better the contractor, the less inspection needed.
- 4) Educate Contractors when needed using handouts. (753 Booklet, Excavator Manual,

Violation Cards, DVD Mailers, etc.)

- 5) Have Drivers respond to Emergency calls, Damages, No calls, and Tip Line calls.
- 6) Good communication and relationship building throughout the day with all parties including Dispatch, Contractors, Workers, Locators, PSC Field Staff, Utility Company Field Supervisors.

Damage Prevention Team AVANGRID:

The program consists of 14 Drivers covering all RG&E territories daily. These territories cover all Monroe County, parts of Livingston, Genesee, Ontario counties and the City of Rochester daily. The program started out with 9 Drivers covering both RGE & NYSEG Territories. The program has evolved over the last few years now consisting of 28 total Drivers and 2 Dispatchers (broken out to 14 Drivers & 1 Dispatcher representing each Utility Company).

Current Ratio Goal = < 1.72
Current Ratio YTD = 1.35

Our Team Drivers:

Adam Banks, Jim Harrison, Brandon Griffin, Chris Lofton, Taylor Wall, Tom Farrell, Ben

Brisbane, Garry Sacheli, Rob Ingerick, Lorenzo Davis, Rick Rambo, Baldemar

Maldonado, Leo Rhodes, Christopher Lofton II, Max Burgos, Tyler Edlin



Damage Prevention Team ORANGE & ROCKLAND:

The program consists of 5 drivers covering all Orange & Rockland Utility Company territories daily. These territories cover all of Orange County and Rockland County located just north of New York City. OTM started the DPV Program in September 2016 with 3 Drivers. In July 2017, we added two more drivers to bring the program to 5 total drivers.

Damage Ratio Goal = < 2.50
Current Ratio YTD = 1.99

Our Team of Drivers:

Twana White, Marquis Parker, Mike Murphy, Josh Morillo



Damage Prevention Team CONED:

The program consists of 3 Drivers coverage all ConEdison Utility territories daily. These territories cover all of Westchester County located just northeast of New York City. OTM started this DPV Program in late June 2017 with 3 Drivers.

Damage Ratio Goal = < 2.30
Current Ratio YTD =
Working with ConEd to obtain data

Our Team of Drivers:
Nat Benson, John Manicchio,
Robert Ferebee



NFG One-Call Program:
By Doug Ashbery



As some of you may know, National Fuel is OTM's first One-call ticket based contract. The team consists of 6-7 locators and a supervisor. We have processed about 18,330 tickets to date. This team has marked out 5,936 and had about 1,300 problem locate tickets to date. The tickets the team has marked out is about 917,580 feet or approx. 174 miles of gas lines. The National Fuel area we cover is mainly south of Buffalo to the PA line. The team is doing a great job!

Employee Corner

October Birthdays!

October 18 – Doug Miller
October 24 – Brandon Griffin
October 26 – Taylor Wall



UPCOMING EVENTS:

Colonial Benefits & Your Care – Health Insurance Presentation
Date: October 10, 2017
Time: 10:00 AM
Location: OTM Conference Room

Open Benefits Enrollment
Date: November, 2017 (Date/Time TBD)