



ELECTRICAL EXCELLENCE SINCE 1921

The Berwick Connection

VOLUME 2011, ISSUE 1

LETTER FROM THE PRESIDENT

Happy New Year! I hope everyone had a great Christmas season.



The company had a successful 2010 with most of our local projects in the government sector and Tim's industrial projects out-of-state. I want to thank all of our office and field personnel for their hard work and dedication to Berwick Electric Company.

This year will definitely have some challenges with the ongoing slumping economy that is facing our region as well as the entire country. The business atmosphere in the private sector continues to be slow and very competitive. We are continuing to pursue Government work, niche markets and negotiated work.

2011 is a very special year for Berwick Electric Company. We are turning 90! In 1921 Doug's grandfather, J. Douglas Berwick, started the company by converting gas fueled lamps to electric.

Doug's father, James D. Berwick, joined the company and became president in 1955. In the mid-1980's Jim Berwick gave four of us an opportunity to buy stock in the company. Dale Chase, Bill Strassburg, Doug Berwick and I then started our journey as business owners with Jim's guidance keeping us on track. Since then, Dale has retired, and sadly Bill passed away on December 1, 2008. Tim Prime, Clay Gafford, Waldo Pendleton, Tony Cerciello and Mark Norman have since become stockholders. Doug and I feel we have a great management team to lead Berwick Electric Company into the future.

I started with Berwick Electric Company on July 31, 1970 as a first year apprentice, and with the exception of a couple of years during the gas moratorium of the 1970's, have been with Berwick ever since. I have seen a lot of changes over all the years, both in the field and in the office. I started estimating when we took off jobs long-hand and extended pricing sheets with a 4-function calculator. The whole office was involved on bid day - tallying sheets, then we would hand-deliver the bid. I remember when we got our first fax machine - it had onion-skin style paper. I remember our first cell phone, it was about the size of a lunch basket; the old data track estimating system on Radio Shack Tr-80 that took longer to do an estimate than by hand. I remember having Jim Berwick ask me, "Do you own a tie?" I answered yes, and he said, "I wish you would wear the damn thing." I can remember our first major design-build project priced on a conceptual estimate, the high-tech roller coaster ride, the Intel mess, the "Perfect Storm" after September 11, and then the high-tech departure. This list could go on and on.

It has been a great experience and I consider myself lucky to be part of a company that has such great integrity and work ethic which sets us apart from our competition.

In closing, I want to extend a special thanks to the members of our military services, knowing how their world has changed since 9-11. We live in a great country and we sometimes forget what a precious gift we were given...FREEDOM.

Jim Peterson



DAYS/HOURS SINCE LAST LOST-TIME INJURY: 1,400 Days
AS OF: February 8, 2011 785,617 Hours

BERWICK PEOPLE

Remember when...

- Dale Chase, our retired service manager, was always hurting himself; sound familiar?
- Deanna, currently in Service Department Billing, was our tool manager residing in the old county garage
- Terri, currently in Accounts Payable, began with Berwick Electric as our temporary receptionist in 1994
- NO ONE can remember the last time Waldo, our current service manager, has gone a year without a cast or a surgery.

That's almost 4 years- keep up the great work. Remember, your safety is #1!

ANNOUNCEMENTS

Mark Norman is expecting his first grandson on Saturday, February 12, 2011. This will be his second grandchild - Congratulations Mark!

Berwick is creating a new **website** - with the same old address:

www.berwickelectric.com. We are also on Facebook now. (See VIRAL VELOCITY PG 3-4)

We raised \$450 for **Special Kids/Special Families** in December. Way to go! (See CHRISTMAS 2010 PG 4)

BERWICK FACILITIES

Remember when...

- Our service schedule was written on a chalkboard
- Our estimating office was above the pipe bending garage at the old shop prior to the Tuxall Expansion
- The VDV Department was located in the old Carnation Feed Store
- We had 1 copy machine with 3 drawers- short sheet, 8X11, and legal size; only one page at a time copying/printing
- We shared a computer in Denver. There were no computers in-house.

DOUG BERWICK, SECRETARY/TREASURER

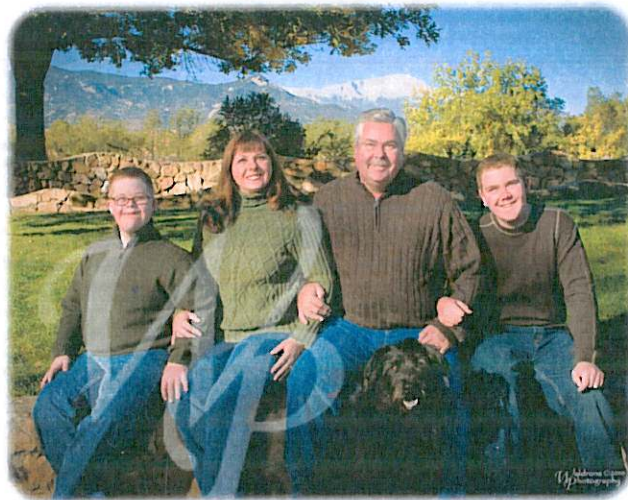
Growing up in Colorado Springs, I attended Wasson High School where I was on the diving team and competed against Mark Norman. I spent some of my summers working at Berwick Electric as a driver and worked winter weekends as a National Ski Patrol Emergency Medical Technician at the old Pikes Peak Ski area and Monarch Mountain. I moved to Manhattan, Kansas and earned my Bachelor's degree in Construction Management from Kansas State University. While at college, I was on the KSU Fire Department as a driver/EMT and worked weekends in the emergency room. As a firefighter, I got to live rent-free on campus at the fire station, which was located inside the campus power plant. In 1986, I graduated and my father Jim Berwick gave Jim Peterson, Bill Strassburg, Dale Chase and me the opportunity for each of us to purchase 5% of the company stock with a 10-year note. Over the next 10 years, each of us bought an additional 2% per year until each of us had a 25% ownership in the company. This allowed my parents to move to Phoenix, Arizona for health reasons. Since then Dale has retired and unfortunately we lost Bill in 2008.

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DOUG BERWICK (CONTINUED)

It's exciting to have Clay, Mark, Tim, Tony and Waldo becoming the fourth generation of ownership in Berwick Electric Company. I know my father and grandfather would be proud of the company, its reputation and the integrity and loyalty of its employees.

I have been married to Marie for seven wonderful years and we have two sons Miles (16) who attends Palmer High School and will be working as a driver for us this summer and Chandler (14) who will attend Wasson High School next year. Chandler was born with Down Syndrome and is very active in Special Olympics and will be competing in the Colorado State Basketball Championship later this month. "Go Chandler!" As a family we enjoy riding our dirt bikes and quad in the summer and pheasant hunting and skiing in the winter. I believe strongly in giving back to our community that has so richly blessed Berwick Electric. I am past Chairman of the YMCA of the Pikes Peak Region, served on the fire department's Appeals Committee and Award and Recognition Committee, and currently serve as Vice President of the Pikes Peak Area Crime Stoppers.



BEC GONE TO NEW LEVELS OF VIRAL VELOCITY

Find us on Facebook- Berwick Electric Company

We are going to another level to inform and involve customers with our business. We now have a business page on Facebook, with Twitter possibly in our future. This page will be a place to have public postings and reviews of our outstanding service and unmatched reputation. Long-term and recent customers can post a comment and help spread the word about our reputation to stand by our work, and can sing our praises to a new potential customer base. We are working on ways to spread this message to all of our customers, but for now we are relying on word-of-mouth from our wonderful employees!



Take time to get online and join our fan base. Find us in the search bar, click the "Like" button and start interacting with other Berwick Electric fans! You can also follow this shortened link to our Facebook: <http://on.fb.me/fFVhjp>. If you have a minute, invite all your friends - it's as simple as clicking on the "Invite Friends" button directly below our logo. Then you start clicking friends, and before you know it half of them are fans of Berwick Electric. Don't forget to hit the "Send Invitations" button at the bottom of the screen. You cannot invite a friend more than once, so if you include a short message the first time - they will be sure to know you mean business about this business!

New Website Look- Same Old Address

Berwick Electric is also in the midst of a website redesign,

www.berwickelectric.com

and the new look of the Berwick Electric online portal should be up and running before the end of February 2011. We are keeping the same address: www.berwickelectric.com. We are working with *TMR Direct*, *PullnotPush*, and Holly Coco of *Coco & Company*, <http://www.cococompany.net> to build a better and stronger online directory to our business. **CONT'D ON PG 4**

VIRAL VELOCITY (CONTINUED)

We want to emphasize that our biggest assets are our experience, reputation and superior service. Different ideas we are looking at include: online portfolios and/or résumés, a new navigation directory throughout the site, new pictures, new color scheme and a new banner on the front page. We will be using a site called *HubSpot*, which is a site that makes our website easier to format, edit and publish. Therefore, we will be able to make several updates as they come in, such as hours and days since our last lost-time injury, new projects, weather advisory issues. There are many opportunities with these new online communications; we hope that the rest of the staff and our customers get excited about these changes as well.

CHRISTMAS 2010: SPECIAL KIDS/SPECIAL FAMILIES



We raised \$450 to surprise several children with presents at a Special Kids/Special Families Christmas party in December 2010. Everyone in the office pitched in, and several staff members helped wrap the presents before they were taken over to the party. For more information on this organization, please visit <http://www.sksfcolorado.org/>.

Thank you so much for all your help in making the holiday season special for these special children!



Susie's Spring Sun Salad

From the Kitchen of: *Susie Kellogg, Payroll*

Ingredients:

1 box of wheat spiral noodles	1 bag of sun-dried tomatoes
4 boneless, skinless chicken breasts	1/2 of a purple onion
1 bell pepper	1/2 10 or 12 oz jar of Ken's fat free
1 head of broccoli	sun-dried tomato dressing

Instructions:

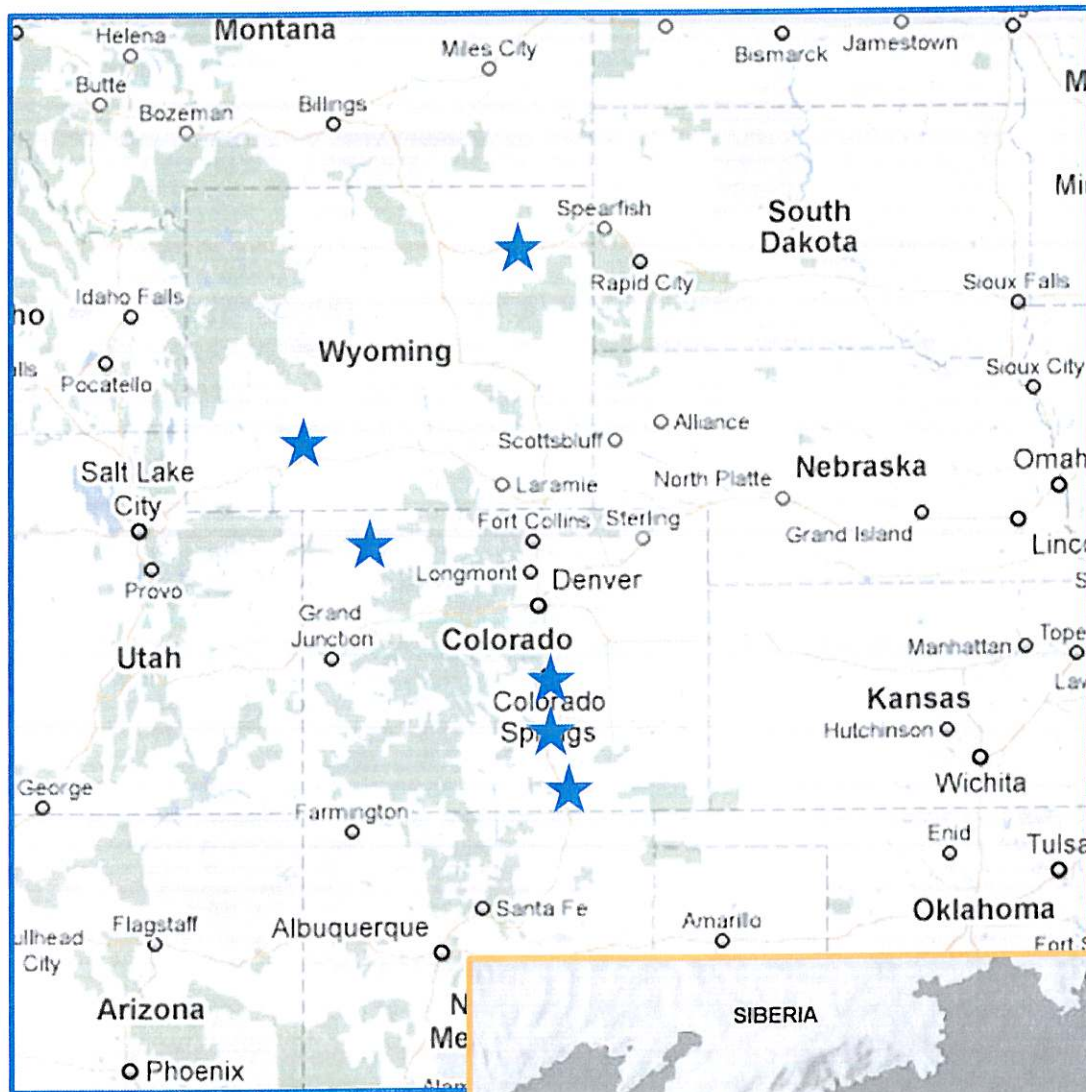
Marinate chicken breasts in fat-free Italian dressing. Then fry in one tablespoon of olive oil. Cut chicken into bite-size pieces & set aside. Cook spiral noodles according to box instructions. Drain & rinse the noodles in cold water. Mix it all together and enjoy!
Refrigerate any extra salad for up to 7 days.

RECENT PROJECTS

Job Name	Contract Amount	Project Manager	City/Location	Foreman	Completion Month
Hyperbaric Therapy #73544	\$51,700.00	Clay	Fort Carson	Matt Swift	February 2011
Fountain Middle School Access	42,685.00	Shane	Fountain	Dave Beck	February 2011
Pinion Canyon Maneuver Site	78,700.00	Tony	Trinidad, CO	John Travers	March 2011
47th BCT Org Storage Buildings	1,737,938.00	Clay	Fort Carson	Duane Dunblazier	March 2011
47th BCT Org Storage VDV	93,500.00	Shane	Fort Carson	Paul Brumley	March 2011
BAE/Cobra Dane EM Swg. Upgrade	732,410.00	Tim	Shemya, Alaska	Bob Palmer	March 2011
Pueblo Chemical Depot	183,703.00	Tony	Pueblo, CO	John Travers	April 2011
Craig Station Unit #1 Exciter system Retrofit	450,000.00	Tony	Craig, CO	Tony Cerciello	April 2011
Evans Hospital MRI Repr Rad 72600	391,369.00	Clay	Fort Carson	Buddy Lowther	May 2011
Comm. Changes 1st & 2nd Floor	235,650.00	Shane	Fort Carson	Dave Beck	May 2011
Evans Hospital MRI VDV	109,187.00	Shane	Fort Carson	Dave Beck	May 2011
Wyodak Low Nox	950,000.00	Tim	Gillette, Wyoming	Chris Bowlby	May 2011
GE/Craig Station Unit 1 Exciter	445,000.00	Tim	Craig, Colorado	Tony Cerciello	May 2011
Evans Army Hospital Lab 72601	580,680.00	Clay	Fort Carson	Dylan Alley	June 2011
Evans Army Hospital Lab VDV	70,200.00	Shane	Fort Carson	Dave Beck	June 2011
EPC Energy Retrofit	43,971.00	Andrew	Pikes Peak Center	Matt Walker	June 2011
US COE Waste Water Treatment	126,589.00	Mark	Fort Carson	John Travers	June 2011
GE/Jim Bridger Unit 3 Exciter	540,640.00	Tim	Point of Rocks, Wyoming	John Favors	July 2011
Jim Bridger Unit 3 ID Fans	1,037,000.00	Tim	Point of Rocks, Wyoming	John Favors	July 2011
Evans Army Hospital	2,315,649.00	Tony	Fort Carson	Dave Lenz	December 2011

"ON THE TABLE" JOBS

	Contract \$	Project Manager	City/Location
Standard Sales	63,952.00	Mark	Colorado Springs
SRM Building 1860 Boiler #1 Replacement	22,563.00	Mark	Fort Carson
VC Summer Cooling Towers	50,000.00	Tim	Jenkinsville, S. Carolina

MAP OF BERWICK JOB LOCATIONS

HEALTH & SAFETY:

BLOOD CLOTS/STROKE –

THEY NOW HAVE A FOURTH INDICATOR, THE TONGUE

3 Hours-3 Questions-3 Steps

If a stroke victim can get to a neurologist within 3 hours, he can totally reverse the effects of a stroke. HE CAN TOTALLY REVERSE THE EFFECTS OF A STROKE. He said the trick was getting a stroke recognized, diagnosed, and then getting the patient medically cared for within 3 hours, which is tough.

RECOGNIZING A STROKE

STROKE: Remember the 1st Three Letters.... **S.T.R.**

Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke.

Now doctors say a bystander can recognize a stroke by asking the possible victim **three** simple questions:

S *Ask the individual to SMILE.

T *Ask the person to TALK and

SPEAK A SIMPLE SENTENCE COHERENTLY

(i.e. It is sunny out today.)

R *Ask him or her to RAISE BOTH ARMS.

If he or she has trouble with ANY ONE of these tasks, call an emergency number immediately and describe the symptoms to the dispatcher.

New Sign of a Stroke ---- Stick out Your Tongue

Ask the person to 'stick' out their tongue. If the tongue is crooked (if it goes to one side or the other), that is also an indication of a stroke.

BRITTANY HARP, RECEPTIONIST



- Originally from Gilbertville, Iowa
- Graduated from University of Northern Iowa in May 2010
 - Bachelor of Arts in Communications: Public Relations
 - Minors: Creative Writing and Marketing
- Moved to Colorado Springs, CO in May 2010
 - Likes the incline's view, not the hike
 - Loves Dublin House's onion rings
 - Hates driving in the city

College

Involvement:

Connecting Alumni to Students (CATS); PRSSA; PRide

Likes about our office:

The personal experience any one person is going to give you. I have never worked with so many people in an office- and I never want to go back to working with less than 20 amazing people again!

Family Stats:

Back in northeast Iowa, my mom, Carrie, works for the Waterloo Community School District as a Teacher's Associate- since 2002. My dad, Duane, has worked for the John Deere Engine Works for 13 ½ years. I have two

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BERWICK REMEMBERS WHEN:

- The receptionist would drive to Blazer Electric to use their fax machine.
- We used to estimate with a takeoff sheet and extend all the calculations by hand.
- Some employees smoked in the office and the boss, Mr. Berwick, gave the girls \$100.00 to quit smoking inside.
- All proposals went to the front desk to be typed.
- At an office potluck, John, the maintenance man at the time, brought a crockpot of green chili. It was really good, but after the pot was reheated, several cockroaches emerged.

Berwick Electric Company

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BRITTANY HARP (CONTINUED)

younger brothers, one going to Hawkeye Community College in Waterloo, IA and the other graduating from Union High School in La Porte City, IA in May.

Optimisms for future:

To build relationships with local business professionals, brand myself as a reliable and capable employee and continue to build my portfolio with Marketing and other Communications materials.

Here in Colorado Springs:

My boyfriend's name is David - you can sometimes find him having lunch with me here in the office. He is the Assistant Manager at the Denver Mattress in Colorado Springs. I met him while on a student exchange at Mesa State College in Grand Junction, CO. I have one dog, Wrigley - a purebred Lhasa Apso and he is a crazy puppy; he's almost one-year-old. He's named after Wrigley Field, as I am a Cubs fan; they are commonly known as the "lovable losers." Never was there a truer description for my dog.

SERVICE DEPARTMENT

Service Work Orders: 209/month*

Manpower: 10*

New Equipment: 4 new vans in 2010- all with GPS systems

Work has been constant through the winter, so far. We are starting the **Mark Reyner Stables Indoor Riding Arena** for CMS and a project for the **Broadmoor** is also coming up. We are currently working at 1st Congregational Church on a remodel of the Sanctuary. We completed several Arc Flash Analysis Studies for customers; this provides additional service to our existing customers and another niche for Berwick Electric.

Customer Satisfaction Rating: was at 9.05 out of 10 for the year (up .01 from 2009)

Kudos to all of our electricians; here are just a few comments from satisfied customers:

"Excellent as always, from start to finish, always friendly & capable" ... "Great work as always" ... "Thank you for rapidly sending someone out at a difficult time" "Service was excellent; electrician was extremely dedicated & patient."