

# ETTI PRIDE...



**Derry, NH** – “Deloury Construction was awarded the contract to construct a sub division road in the town of Derry NH. During the construction process, the Owner had elected to install water main within the sub division. On short notice, the engineer and Deloury had to secure the state permit to gain access onto the state road to connect the water main. So late into the season, open cut method was not an option. The State issued the permit on the basis of directional drilling, but still with only a short window of time. Deloury contracted a local directional drilling company that commenced drilling. After one hour of drilling, the drilling company elected to pull off of the project as an obstruction was encountered, which they did not have the capability to bore. Now ensues the problem, with days running out and the permit about to expire, contracting another directional drilling company with “our backs against the wall” was going to be difficult and potentially very costly based on our current situation.”

“We contacted Scott Kelly of ETTI based in Lisbon Falls, Maine in an effort to get the water main across the state road. When I spoke with Scott, I had no other options but to lay my cards on the table and explain to him the situation, history, and budgetary constraints of this project. Scott understood our limitations and schedule and committed to a price drilling in rock. Scott acknowledged our budgetary constraints, and set forth pricing that was acceptable for worst case and best case scenarios. ETTI commenced drilling and in no time bored across the state road, encountering only minor rock conditions and beating the state permit expiration which was a critical component to the projects' success . Now came the phone call from Scott that we had not been anticipating. In discussion about the job, Scott explained that he was only going to invoice for the actual conditions and equipment required. This came as somewhat of a surprise to me as we had earlier set forth and agreed upon terms that were well above the final invoice. This is an uncommon business practice these days and considering the situation we were in, it would have been very easy to knock a few bucks off and looked like a hero, but Scott went way beyond by cutting the initial invoice by 70%. According to Scott, it was about simple ethical business which creates confidence in the next job and the job after that. In my discussions with Scott afterwards, I told him it gave me great confidence in working with him again after experiencing his business philosophy first hand. I would strongly recommend ETTI to anyone and look forward to our next project with them.”

- **Chris Ryder, Deloury Construction**

“The Kittery Water District has contracted ETTI on numerous occasions for projects ranging from directional drilling beneath a very busy state highway to directional drilling beneath a town road fifty times to renew water service lines. All of these jobs were completed without a hitch. I am very impressed with the entire staff of ETTI, from the estimator right down to the drilling crew. The crew is always punctual, professional, polite, having both excellent work and safety ethics, having well maintained modern equipment and most importantly, the experience to complete the job and ‘hit the target’ every time!”

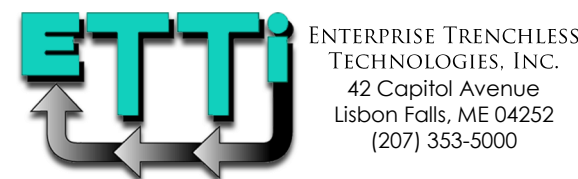
- **Michael Rogers, Superintendent, Kittery Water District**

## ENTERPRISE EMPLOYEE FOCUS

### WINTER TRAINING 2011...

ETTI takes pride in having a highly trained and experienced crew on the job at all times. Not only does it guarantee a job done right, but also efficiently and safely. Each of our team members will have gone through over 70 hours of training –each— by the start of the 2011 season. An impressive number considering the industry recommended average of 40 hours! Just to give you an idea of what their training schedules look like, a few of the classes are listed below.

- Class A Training & Licensing
- Mud School Sponsored by Northeast Trenchless Association
- Operator Qualification with the Northeast Gas Association
- 30-Hr OSHA Training
- 10-Hr OSHA Training
- Dig Safe Training by the Public Utilities Commission
- Driver's Safety Sponsored by Traveler's Insurance
- Mud School in Houston, TX by Baroid
- Crane Safety
- Safety Training by Catevenis Consulting
- Supervisory Training Program with AGC
- Productivity Training



### 2010 EMPLOYEE RECOGNITION AWARDS



**JAKE SPENCER**  
Crew Member/  
Safety Officer



**JOE JONES**  
Crew Foreman



**BRUCE HUBBARD**  
Sr. Project  
Manager/ VP  
Of Operations



**BRIAN CHASE**  
Crew Foreman



**RYAN DIONNE**  
Crew Member/  
Safety Officer

CONGRATULATIONS!

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# ENTERPRISE NEWS

Winter 2010/2011



### 2010: A FANTASTIC YEAR FOR ETTI

By: Bruce "Hub" Hubbard Sr. Project Manager / VP of Operations

**2010** was a fantastic year for Enterprise Trenchless Technologies, Inc. Not only did we have plenty of work for the season, but we hit a couple of instrumental milestones in the company's 15th year. First we completed 2010 with 40,955 hours of work, and also completed our 7th consecutive year without a lost time injury, totaling 191,442 hours. This is an incredible tribute to our team that has worked so hard to achieve such a milestone.

Second, we were awarded the largest contract in the company's history where we installed 9.2 miles of gas transmission main in the Freeport/Pownal area. This project included over 50 bores totaling more than 17,000 feet, and open cut installation of more than 32,000 feet. With great partnering between Maine Natural Gas, Wright Pierce Engineers, Shaw Brothers, and ETTI, this project was completed not only within budget but ahead of schedule.

The last milestone of the year was the record breaking event that we hosted in February of 2010. After having the opportunity to hear Eric Giguere speak about his life changing encounter of being buried alive when the trench he was working in collapsed; ETTI decided to invite him to speak and share with other clients in the industry this tragic but inspirational story. With the help of AGC Maine, Shaw Brothers, RJ Grondin, Martha Catevenis, Cross Insurance, and Travelers Insurance, we were able to gather 450 people for a half day seminar and an eye opening experience that had everyone walking away thinking, "That could have been me." It was truly a remarkable day for the ETTI group to be able to hold such a touching and educational event and we hope, as Eric so eloquently wrote as part of his mission statement, "It is my hope that at the various events I have attended, a seed is planted. As the men and women I speak to return to their daily jobs, I also hope the seed grows, and just like a large shade tree offers them protection not from the sun, but the dangers they face every day."

So yes, 2010 was an impeccable year for ETTI filled with milestones and lessons. So now we ask, what will 2011 bring? My answer to that is, "Let's not sit back and wait for the answer....let's push forward and lay the groundwork that will make 2011 another year of success."



Ryan Dionne running one of ETTI's drill rigs during the Freeport/Pownal Natural Gas Project.



### PLANNING FOR A PROSPEROUS NEW YEAR

By: Michelle Hoffman Office Manager/CFO

As 2010 draws to a close, it's natural to start looking ahead and planning for the New Year. Some people make resolutions; others set goals. Regardless of your preference, making a plan for next year can help you take control of your financial future. If you have no idea where you stand financially, now is the time to face the facts. Write down all your debt. Add it up. Look at your debt vs. your income. You owe yourself some honesty. And once you know the facts, you can make a plan to change your situation.

Make a commitment right now to spend less than you earn. That is the only way to get yourself on sure financial footing. If you have a problem running up a balance on credit cards when you run out of money, stop using the cards. Cut them up or freeze them. Just make a commitment to spend less than you earn. With every paycheck you receive in 2011, take a little bit off the top for savings. It's only through building a comfortable savings account that you can step away from living paycheck to paycheck.

Remember that you can have anything you want, but you can't have everything you want. With savings and persistence, almost any goal is achievable. Decide what is most important to you in life, and work on that. Wherever you are in your financial situation, learn about the next step. Do you have a great emergency fund, and find yourself ready to begin investing, but don't know where to begin? We live in a day and age where information is easily available. Use it.

Make a plan to start giving. It has a strange and wonderful effect on people. It takes our eyes off our own needs and places them squarely on the needs of others. When we realize that other people are struggling, too, our own situation seems less dire. If you can't give financially, volunteer your time. Read to kids in schools. Work in a soup kitchen. Visit the elderly in a retirement home. The possibilities are endless, and everyone has something to give.

Become a conscious consumer. Make sure that you really need the things you buy. Make sure you will use the things you buy. Recycle what you can. By becoming aware of how much you are wasting and trying to reduce it, you naturally start to spend less and use less. It's better for the environment and your pocketbook. If you're a parent, make sure you take time to spend with your children. Go to the park. Play a board game. Spend time doing free things together. Teach your children that they don't need to buy everything on their wish list to be fulfilled. Remember that on your deathbed, all the stuff in the world won't matter compared to the relationships you had...or didn't have...with those you love.

You **CAN** have a prosperous new year, but it's not going to just fall into your lap. Figure out what you need to do. **Then do it.**

### YOU KNOW?

If your credit card balance keeps inching upward, a balance of just \$5,000 at 15% will cost you \$415 in interest if you manage to pay it off within a year.



### HEALTH TIP

The chocolate evolution is gaining speed. Cocoa is making its way through the world of nutrition. Yes, cocoa is chocolate but in its purest form. It is un-roasted and only a few subdued ingredients like sea salt.

Cocoa has been used for thousands of years. Research has recently shown us that dark chocolate has the ability to reduce blood pressure(1), that is provided it has at least 70% and above of cocoa. Now enters cocoa with its wondrous health benefits.



### PRESIDENT'S MESSAGE: TAKE A DIFFERENT APPROACH TO WINTER

By: Scott Kelly President

In the construction industry, and for many Maine residents, "winter" seems to come with a negative sound. With many construction companies like ETTI, the start of winter typically is the end of the season and unfortunately cash flow! For several years I personally took the same approach, waiting what seemed like eternity to start the season in early April. Over the past 15 years we've found the many positives that winter and the slow down brings. Winter became our limited window of opportunity to put a heavy emphasis on **training**. The time allowed us to seek out training for week long periods, out of state when necessary, without effecting staffing to our projects. We focused to secure all of our **certifications** for the season to allow uninterrupted work weeks once the season did return to full swing.

We take each winter to look over our **SWOT analysis** ( Strengths, Weaknesses, Opportunities, Threats ) to see how we improve each year. This process has undoubtedly made us a much improved organization as we face the challenges of each season with an improved plan for the coming year. This is a great time to bring on a **business coach**, attend seminars, webinars, and travel across the country to see the latest equipment and techniques at **industry trade shows**. The time affords us the luxury of getting our **equipment** back to premium condition and assessing what equipment needs we will have for the coming season. Winter also returns our crews to a more relaxed **weekly schedule** of 40 hours rather than our typical grind with 65 to 75 each week. It is an opportunity to get out and spend more time with our **clients** and review work for the coming season. Last but certainly not least is our opportunity to take on much needed **vacation** time with our families and not feel we are leaving a crew shorthanded, or missing a training opportunity or office meeting.

Certainly winter does have its mix of challenges, but looking at the alternative, I see the positive in winter and the many benefits it affords us for the coming season. ETTI is without a doubt a stronger, more organized, and better trained company as a result of our friend "old man winter". The days of waiting until spring have been over for many years for ETTI and it is a time I truly get excited about each year as we make a better plan moving forward. We will continue to invest in our employees and utilize this time to its potential. Already we can see the benefits of the work done so far and by the time you folks all get this newsletter we will be well on our way to a great start for 2011.

I can't help but take this opportunity to thank our very dedicated employees who, year after year, get excited about the moves we make during the winter. We are truly blessed to have such a tremendous group of people here who have taken ETTI to a level of professionalism that makes me extremely proud!



### EFFECTIVE EQUIPMENT MAINTENANCE

By: Brian Chase Drill Crew Foreman

The importance of having an effective equipment maintenance program plays a major role in production and how efficient you operate. The cost of maintenance is very small when it is compared to the cost of break downs in the field and the loss of production. Breaking down in the field can cost **four** to **fifteen** times more than the cost of an effective maintenance program.

The first benefit of maintenance is that it increases the speed and efficiency of your equipment, and also helps extend the life and time until that piece will have to be replaced. It also helps let you control when the tool or equipment is taken out of service to be repaired as to having to fix it when it is in need. A good program also can help reduce added stress that can be caused in the field due to down equipment.

Great equipment management can mean the difference between job **profit** or **loss**. With the cost of equipment on the rise, equipment management will have a large part in your profits at year end.



ETTI's 2004 Western Star Flat Bed

“The **BEGINNING** is the most **IMPORTANT** part of the work.” --- PLATO

### HOLIDAY MISSION: THE GIFT OF GIVING

ETTI proudly supports the local Giving Tree program every holiday season. The Giving Tree helps provide gifts to local children in need. Most of these children are part of low-income families that cannot afford to have the joy, happiness, and excitement that the holiday season brings.

Fortunately, this year was a great success due to the generosity and thoughtfulness of the ETTI employees and guests of the Holiday Celebration that ETTI held at their location this season. We were able to provide a large selection of gifts to the local community which helped to make many wishes come true.

ETTI would like to send out their appreciation to everyone who donated this year. Thank you for helping to support a program that is extremely important to us. No matter large or small, each gift had a great impact on a child who would otherwise gone without the magic that the holiday season brings.

**THANK YOU TO EVERYONE WHO HELPED WITH OUR MISSION!**

