



LETTER FROM THE CEO

Western cattle ranches....one of the greatest symbols of the American dream. Cowboys moving west, spreading their ranches and herds over acres of virtually untouched soil. And plenty of wild horses to capture and tame. And that is where the plain old common burro found it's role. Each week the burro was harnessed to a wild horse and left out on the range. It was only a few days before the burro would return home bruised and limping, but always with a submissive steed in tow. Patient, slow, and methodical.... the old burro's quiet determination was his reward.

This old western story in some ways resembles the construction industry. Battling tremendous pressure to be in the lead.... to win....to survive! Leaders looking for every opportunity and every angle to position for success. The urgency of the situation lends itself to quick decisions, and we are exposed to unplanned risks in uncharted waters.

At times we must be willing to look outside the box, and find the hidden treasures. In the pace of the hunt, we must find the quiet determination to lead others in the thrill of the journey... and to the rewards of tomorrow. This takes the enthusiasm of the steed, and the vision of the burro.

A wise person once said....."Patience is bitter, but its fruit is sweet"

Thanks for reading.....

Ken Kortman
CEO

PROJECT HIGHLIGHT

In July, 2009 KEI completed the newly named Wet 'n' Wild Amusement Park. Formerly known to locals as Waterworld Safari, Wet 'N' Wild is just a shell of its former self. Besides a few existing buildings, the entire waterpark is new. Located in the Northwest valley, the new \$30 million dollar water park is the largest in Arizona.

The park is home to over 30 water slides and attractions. Whether you want to "cruise" around the 1200 foot river called the Cactus Cooler or ride the Maximum Velocity (The world's first, gravity-defying, dueling Master Blaster water coaster) there is sure to be a ride for everyone.

Wet 'N' Wild is owned and operated by Village Roadshow, an Australian company with operations in several countries including the U.S.



WHY KEI?

As the Marketing Director for Kortman Electric I am constantly looking for opportunities to meet with clients and build new relationships. In today's market it is critical to stay in contact with those relationships that you have spent months or even years building as well as attract new clients to your business. With competition at an all time high you maybe asking yourself..... Why KEI? Marketing 101 would tell us that we need to differentiate ourselves from the competition. Below you will find 5 things that set KEI apart from others in the electrical industry.

- KEI's company values are not only words on a piece of paper, but an integral part of the daily decision making process.
- KEI is committed to partnering with its clients to exceed the goals of every project
- KEI is proactive toward safety by employing a fulltime Safety Director that monitors projects from beginning to end.
- KEI's workforce is maintained without the use of temporary labor by employing a fulltime Labor Manager for recruiting and developing the best skilled electricians in the industry.
- KEI maintains a workplace where education is available to all employees.

Kerwin Kortman
Director of Marketing

EMPLOYEE(S) HIGHLIGHT

In December 2009, **John Melton** (Labor Manger) joined an elite group by graduating from the Arizona Builders' Alliance's LDF Program.

LDF (Leadership Development Forum), is a year long program facilitated by the Arizona Builder's Alliance (ABA). The purpose of the program is to develop construction professionals into informed, knowledgeable and active members of the industry, while preparing them for future leadership roles within their companies. LDF focuses on equipping emerging leaders with the skills necessary to enable them to lead with purpose, vision and strength.

KEI congratulates John for his dedication

December, 2009 **Carlos Macias** celebrated 20 years with KEI. Originally hired as a journeyman, Carlos has been involved in over 30 projects and is highly respected in the office and the field for his electrical knowledge and leadership.

Notable projects include:

- Kierland Commons- Scottsdale
- Litchfield Middle School
- Gilbert Police Evidence Building & FS #7
- Surprise Public Safety
- Surprise City Hall

Carlos is currently running a new project at the AZ State Hospital

KEI is proud to have Carlos on the team

DID YOU KNOW.....

Kortman Electric has a dedicated Service Department providing an extensive range of electrical, construction and communication services. From electrical repairs to annual maintenance contracts, the KEI Service Department can meet and will exceed your expectations.

