

COMPANY NEWSLETTER

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Trivia Challenge

Answer these questions correctly and you will be entered in a drawing to win a prize.

1. How many ways are there to make change for a dollar?
2. How many muscles are in a cats ear?
3. How long is a goldfish's memory span?
4. How many dimples are on a regulation golf ball?



Upcoming Events at Sundown:

- July 4– Fourth of July (Sundown Closed)
- July 13– IREM Golf Tournament Sponsorship
- July 20– Employee of the Quarter Luncheon
- August 1-15– Backpack Drive
- August 20– Annual Golf Tournament
- September– Tournament of Champions
- September 4– Labor Day (Sundown Closed)
- October 1– Sundown Family Picnic
- November 23-24– Thanksgiving (Sundown Closed)
- December 10– Ace Awards
- December 25– Christmas (Sundown Closed)

A Message from Darin Anderson, CEO...

CUSTOMER SERVICE BEGINS AND ENDS WITH ME!

At 25,000 feet watching a beautiful sunrise on an early morning flight, the topic of my article became crystal clear. CUSTOMER SERVICE STARTS WITH ME! The Sales team adopted this last month as their personal creed. I believe it is a great one and should be adopted by everyone!

What does outstanding service entail? Close your eyes for a minute and think of a memorable "customer service" experience you had this last two months (if you haven't had one, think about what it would be) ...what are the reasons you remember it so vividly? Now think about your worst customer service experience, something that frustrated you, can you think of it? Ok, what were the differences?

FIRST IMPRESSIONS

First things first. Remember everything we do is being watched. EVERY ACTION, whether it is in person, over the phone, via mail/email, or just observation from our trucks and field team, establishes who WE are, how professional WE are and what to expect from US. We have to show up on time, be neat, clean and appropriately dressed. How we greet someone on the phone or in person leaves an impression. Were we energetic, positive, smiling, upbeat, and give a firm handshake? If we don't follow these rules, what impression will it leave? The conduct they observe will be the conduct they receive, their properties and projects too. Did we show up late, dress inappropriately, not speak clearly with direction, communicate in writing with typos or grammatical mistakes, and give no energy or enthusiasm for what we do? If so, they won't want to work with us. People always want to work with others who are passionate about what they do, are sharp, have a clearly defined positive direction and give the required ATTENTION TO DETAILS. If we do this well, we will win 75% of the work we propose on.

BE PREPARED, LISTEN AND UNDERSTAND!

When you are interacting with a customer, listen attentively and ask intelligent and insightful questions to ensure you understand their needs. Prepare alternatives for the customer and your recommendation proactively. DON'T WAIT FOR THEM TO ASK! They want information to be able to make decisions. The issues we face primarily focus around timeliness, security, fixing something that is broken, pricing, aesthetics, safety, energy efficiency, to name a few. Ask the appropriate questions and confirm your understanding by reiterating your notes in a summary to the client and ask for a decision at the right time. If we do this, we will win 95% of the time.

COMMUNICATE YOUR PLAN AND SET EXPECTATIONS!

Once you have listened and confirmed an understanding, you need to communicate your plan and set expectations. What are you going to do? Visit a property to inspect it and deliver a proposal by a certain date? Write up a ticket and dispatch a man by a certain time? Order a part and have it delivered by a certain date? YOU need to communicate what steps we **Continued on page 4**

A Message From Joe Thraikill... DON'T LEAVE THEM IN THE DARK

Recently, the Senior Management Team at Sundown Lighting & Electrical convened to discuss the important issues facing the company. While we discussed many urgent problems such as rising costs in the areas of insurance, gasoline and materials, ultimately our focus came back to one thing, our primary assets.

What are the most important and primary assets of the company – it's our people!

We cannot achieve anything as a company unless we realize the importance of our employees and focus on their growth and success, putting them first and foremost at all times. I am not sure that all of our employees are aware of this concept and I don't want anyone "left in the dark" about what has made us successful in the past and will continue to make Sundown a success in the future.

For me personally, I try to follow the concept of "Servant Leadership". As a Christian and someone who has relied on their faith to guide them over and over again, I truly believe my reason for being on earth is to serve others. I purposely bring my faith and beliefs to work with me every day. While I am not perfect and often fail to meet my own expectations, I have tremendous respect for those people who constantly help others with no thought of recognition or reward and I have an overwhelming desire to become one of them.

I like the fact that every owner of Sundown, Darin, Debby and myself included, as well as every member of our Senior Management Team has an open door policy and is approachable. All of us that develop the vision and guide the growth of the company must be open to new ideas and willing to listen to every single voice in the company, or we will never succeed. Only by listening can we then speak on behalf of the company as a whole and find the voice that best represents our mission as a company.

As the Founder of the company, I want everyone to know how important they are to the company and that they have a voice. However, no matter how open we are as a Management Team, there will still be some people who are reluctant to speak up. Therefore, besides talking to employees daily and reading hundreds of emails weekly, I have one small idea that might help. While I am gone on vacation for the next two weeks, I am leaving a box on my desk. I am calling it a "Voice Box" because it's a place where every employee has an extra opportunity to have his or her voice heard. If you have

New Product Promotion For 3rd Quarter



**FC60MH
Twist Timer**



**AA105
Photocell**



**AT30 or AT15
Photocell**

something to say, or a new idea, or a suggestion to improve the company, let your voice be heard by placing your ideas in the "Voice Box" on my desk. When I return, I promise I will focus on your input and take action on your ideas!

One last thing, I started this article stating my belief in "Servant Leadership". So let me end it by sharing with you my "Ten Vows for Success and Happiness". These are ten concepts that I wrote out several years ago and vowed to live by for the rest of my life. They have helped me live a much happier life and my hope is that by sharing them with you, your life will be better as well.

"TEN VOWS FOR SUCCESS AND HAPPINESS"
From now on I will greet each day with love in my heart
For I know that I am one of nature's greatest miracles.
I vow to start each new day with a plan,
Never giving less than my best,
Living each day as if it is my last.
I will be true to myself,
Because I know with patience I can control my destiny and
With persistence I can and will succeed.
In truth, I will examine each night my deeds of the fading day and
Always, always, I will maintain contact with my Creator!

— Joe Thraikill, Founder

Sales Spotlight

Large Poles Job— OC Sales Update

The Orange County Sales team sold a \$79,000 pole job to The Irvine Company to replace 95 of their failing poles. With this sale, The Purchasing Department was able to negotiate a great price on poles and purchased some 200 poles for the benefit of the entire sales staff to be able to offer their customers these poles at a competitive price. In addition Steve Wilber sold a \$44k bollard replacement job to Sares Regis Group or Irvine Oaks Executive Park. Way to go team. Also, honorable mention should be made to this years Ping Pong Champion Mike Higbee, who in the final round beat Joe Thraikill 21-15 to declare victory in our annual lunchtime tournament.

Golfing for Sales— SD Sales Update

In June the San Diego sales team sponsored a hole at their local IREM chapter's Annual Golf Tournament. This brought the team an opportunity to build existing customer relationships and to make new ones. The team manned the 2nd hole, offering a chance to win a prize by playing a challenging game of "Hillbilly Golf" in which participants attempted to wrap a golf ball tied with string around a bar.

Sales Increase— IE Sales Update

This last quarter brought the Inland Empire many successes, including Tony selling an \$18,000 lighting upgrade to a Reef Management customer in Irwindale. The IE team is also excelling in their pursuit to increase Planned Maintenance accounts for their branch by signing up 18 new accounts.

PM Accounts on the Rise— LV Sales Update

Las Vegas is on the fast track for planned maintenance accounts signing up another 7 properties this quarter and receiving a several approvals for 3rd quarter start months.

Submitted by: Mike Higbee

Submitted by: Gary Patterson

Submitted by: Scott Tapia

Submitted by: Gary Patterson

Above and Beyond Submitted by: Scott Tapia

At our Inland Empire branch, Pollyanna Rondeau received a call from a customer stating that a pole at "Acosta Sales & Marketing" had fallen down and they needed Sundown to come out and pick it up. She agreed that we needed to get someone out to the property right away, but while collecting all the necessary information from the customer she also mentioned how our pole inspection service would help by letting the property manager know about the structural stability of their remaining poles. The customer agreed that this service was a great idea and requested a quote for this assessment. Polly promptly forward the work order to the service department to respond to the pole pickup call and all the customer information to Scott Tapia, the lighting consultant for this property, to prepare a quote for the inspection. Unfortunately, he was on his way out of town for a couple of days, so he asked Tony Spinuzzi if he wouldn't mind putting together a quote for both the pole inspection and a pole replacement for the downed pole. Being a team player, Tony gladly offered to help and completed both quotes that same day. Two days later, approval was received to replace the fallen pole and to perform an ultrasonic pole inspection. Cameron Hunnel and Rodney Jennings proceeded to perform the inspection only to discover that almost all of the poles were bad and were in need of replacement. Scott Tapia then prepared a proposal to replace all the failed poles and met with the customer to review the quote that totaled \$31,000. One week later Scott received a signed approval to replace all the failed poles on the property. The customer was very happy, and it couldn't have been sold without Pollyanna taking the initiative to "up sell", Tony's rapid quote writing, and the entire Service Team in assisting with quick response times. This is only one example of ways that Team Sundown is always going Above & Beyond the

Office Updates: Corporate Office– Promotions and Changes Submitted by: Ian McClement

It has been a busy quarter in the OC. Here are some of the changes happening in the Service Department. Please congratulate Barbara Magro who has been promoted to Lighting Division Lead Supervisor. We are confident that Barbara will do a fine job taking the additional responsibilities and tasks that are involved in this position. Rick Amundson is leaving the company and we will miss Rick and wish him the best. We are also pleased to announce that Mike Ballard has accepted the challenge to take Ricks boom run. Another move we made to promote Roman Nolet to a boom run in the Northern Division. Roman is our last man that was performing monthly light checks from his personal vehicle. We also have expanded the responsibilities of our OC pole inspector Rodney Jennings. Rodney will continue his pole inspection work but he is also performing monthly light checks in the Northern Division. Please take a moment to congratulate these individuals when you see them.

HERE WE COME ARIZONA!

We expect to add Sundown Arizona by the end of July. Here are some pictures from the meeting Darin had with the employees of Mehl Electric in Tucson. They are a electrical contractor and service provider. They have 25 team members and do over



50% service work as prime to the customer. They have a great team and are looking forward to having the Sundown tools, programs and systems to be able to grow further and introduce lighting maintenance to Tucson and Arizona. More news to follow next month!

Training Topics Submitted by: Jeff Nelson

Safety * Safety * Safety

I want to make sure all field personnel have and are using the proper Orange Safety vests, Safety glasses and Hardhats. All nighttime Surveyors, Lighting technicians and Emergency Service call personnel need to wear Orange Safety Vests when working near traffic. Safety Glasses must be worn when working overhead or with power tools to prevent an eye injury from occurring. Hardhats must be worn at all times when working with overhead or boom equipment. If you do not have any of the above items mentioned and are in need of them please ask your supervisor and contact Jeff Nelson to place your order at (949) 702-9216.

Training for Certification

June 1st was the deadline to have your State Journeyman test applications sent in. If you have not yet sent the paperwork to the State you need to do so ASAP. Sundown has made it policy that all electrical staff be certified before the State deadline of Jan 1st 2007. If you need help with test preparations contact Jeff Nelson for more information.

Decoding the Code Submitted by: Rob Grajewski

According to the National Electrical Code, when smaller than #6, the grounded conductor (neutral) shall be identified by a continuous white or natural gray outer finish (Article 200-6a). The reason for these two different colors for neutral wires has to do with occupancies that have both 120/208 and 277/480-volt systems. The Code allows these systems to be in the same raceway, cable, box, auxiliary gutter, or other type of enclosure. Both voltage systems require neutrals, but the neutrals for each respective system must be of different colors (white or gray -- Article 200-6d). In most cases, the white neutral will go with the 120/208-volt system, and the gray neutral will go with the 277/480-volt system. This allows the electrician to differentiate between the system neutrals when making connections, tapping into existing circuits, etc. The neutrals are not interchangeable between different voltage systems. But a word of caution: Not all electricians adhere to this Code rule. Never assume the neutrals are colored correctly. Always verify the voltage system to which each neutral belongs.

EMPLOYEE MILESTONES:

Debby Thrailkill– 15 years
Omar Sandoval– 11 years
Roman Nolet– 8 years
Ralph Blacketer– 4 years

Cameron Hunnel– 2 years
David Kienzle– 2 years
Ralph Estrada– 2 years
Salvador Alvarez– 1 year

Henry Klenke– 1 year
Nate Piorek– 1 year
Martin Granados– 1 year
Julie Alexander– 1 year

Notable Events

The Welcome Wagon

Please welcome the following new employees to Team Sundown: Shawn Scala– Corporate Accounts Manager, John Cirata– LA Sales Manager, Chris Rafferty– OC Electrical, Mary Lange– OC Service Admin, Leona Jaroch– OC Customer Service, Angela Escalle– Accounting Manager, Amanda Hesterman– SD Service Admin, Mary Meyers– SD Sales Assistant, & Fred VanHusen– SD Warehouse.

The Stork Visits Sundown

Henry Klenke and his wife Heather welcomed the birth of a second daughter Kendrick, on April 3rd. She was 8 lbs, 4 oz. and was 20” long.

Sundowner Ties the Knot

Eric Davis married his bride Jennifer on April 8th in a beautiful ceremony in Fiji, where they also honeymooned. Best Wishes!

Message from Darin Anderson– continued from 1...

are going to take to resolve their needs and give them a time/date that they can rely on US for delivery. Consider what should they expect at the end of this experience?

TAKE TOTAL OWNERSHIP AND ENSURE COMPLETION!

There is nothing more that a customer hates but feeling unimportant or that their needs are not being handled. EACH OF US NEEDS TO BE PERSONALLY RESPONSIBLE FOR THE CUSTOMER EXPERIENCE. The customer needs to feel that they are the only person that matters and that we act with the sense of urgency that YOUR/OUR LIFE depends on it. I want to make sure that each customer feels that personal attention and that we take ownership of their issues. When a customer calls in and talks with anyone, make sure you are personally involved with the situation/proposal/work request and see that it is handled properly. I hate calling in to an office, asking for someone, and being put to voice mail, when I asked to talk with someone. Nothing is more frustrating. Remember with electrical services, customers usually want action today! That doesn't mean we have to be there necessarily today (expectations need to be qualified and understood), but they need to have 100% confidence that it will be handled properly and that we will advise them of any changes and/or completion. They want to know that we are making progress with their request. If we do this, we will win all the work we could possibly handle.

FOLLOW UP AND MAKE SURE IT IS DONE CORRECTLY!

Call, visit with and email customers to follow up. It is OUR responsibility to see the proposal through to an order, the approved work order through to purchasing, execution in the field and finally completion. The job is not completed until we notify the customer of completion and send out an appropriate billing with adequate explanation. Then we should be following up to ensure satisfaction.

Let's make sure we all take ownership of our customer issues like our LIVELIHOOD depends on it, because it really does.

— Darin Anderson, CEO



What Happens in Laughlin...

Submitted by: Carrie Guetschow

...Never stays in Laughlin. Sundown welcomed team members at a dinner in their honor. Before dinner there was a meet and greet hosted by the attending senior management team, consisting of Joe T., Debby, Ian, Joe Z., Karen, Gary, & Scott. Each employee was given a nice gift pack; A beach towel, sun lotion, & water toys were among some of the many items. After dinner Joe T. gave a short speech and handed out the S.P.A.C.E. awards. With each award given, an envelope was chosen by the recipient that contained an In'n'Out gift certificate at minimum, all the way up to a \$100 poker chip. Winners included Mike Higbee with the Laughlin Virgin of the Year Award, Chris Abbamonto & Chad Anderson for Worst Looking Couple, Shannon Solberg and John Keeley for Most Likely to Run up to Vegas and get Married. After dinner most returned to Harrah's for a night of fun and frolicking. Many teammates were spotted playing on the gaming tables and socializing around the casino with other team members, creating a major bonding experience, while other members attended local shows and a few of the other casinos, making it a late night for most. Saturday morning brought many to the buffet to enjoy a delicious selection of food that was sure make even the hungriest full to the brim. While the afternoon heated up, you could find Team Sundown at the rivers edge, sunbathing, playing in the water, or riding the Seadoo's down the river. The cabanas were a huge hit among the shade dwellers and those with an appetite were welcomed to enjoy the many snacks available at the cabana catered buffet. As the day turned to night you could find a many team members dining together in the various restaurants, before enjoying another fun night on the town. Sunday brought a few back to the buffet and few back to tables, before packing up and heading for home. A special thank you to Debby for the excellent planning and execution of another fun and safe trip.