

# BEDROCK

## ENGINEERING

### MONTHLY

# NEWSLETTER

### BRE CORE FOCUS

- **Purpose:** Developing solutions with our clients, communities, and each other.
- **Our Niche:** Land Surveying & Civil Engineering Design.

### BRE MARKETING STRATEGY

- **Target Market:**
  - Demographics: Developers, contractors, agriculture, architects, engineers, design professionals, municipalities, educational, school districts
  - Geographic: 1.5 hour radius of the Madera office
  - Psychographic: Reasonable, budget-minded, timely, communication, trustworthy, loyal, helpful, quality over price (value)
- **3 Uniques:**
  - Trusted (we share our expertise)
  - People focused (we care about you and your needs)
  - Resourceful..... We find a way

### Core Value of the Month:

### Driven

Achieving success in today's fast-paced and competitive world can be a daunting task, often leaving people feeling overwhelmed and directionless. However, there is a growing movement towards a new approach to success that is centered around internal motivation and determination, known as Driven. This approach empowers individuals to take control of their own success and focus on their unique strengths and abilities to reach their goals.



Driven is a revolutionary approach to achieving greatness that emphasizes the power of self-motivation and determination. Rather than relying on external sources of motivation, such as rewards or

punishments, Driven encourages individuals to cultivate an internal drive to succeed.

At the heart of the Driven approach is the belief that success is not determined by talent or intelligence alone, but by the willingness to work hard and persevere through challenges. Driven individuals are able to stay focused and motivated even when faced with obstacles and setbacks, and are willing to put in the time and effort necessary to achieve their goals.

One of the key benefits of the Driven approach is its flexibility. Unlike other approaches to success that rely on specific methods or strategies, Driven can be adapted to fit the unique needs and circumstances of each individual. Whether you are pursuing a career in business, athletics, or the arts, the Driven approach can help you achieve your goals and reach your full potential.

Another important aspect of the Driven approach is its emphasis on personal responsibility. Rather than blaming external factors for their failures or shortcomings, Driven individuals take ownership of their actions and work to overcome their weaknesses. By embracing a growth mindset and continually striving to improve, Driven individuals are able to achieve success on their own terms.

In conclusion, the Driven approach is a revolutionary way to achieve success that emphasizes self-motivation, perseverance, and personal responsibility. By cultivating an internal drive to succeed and embracing a growth mindset, individuals can achieve their goals and reach their full potential. Whether you are a student, a professional, or simply someone looking to improve your life, the Driven approach can help you achieve your dreams.

### BRE CORE VALUES

- Positive Attitude
- Teachable and Bright
- **Driven**
- Team Player
- Find a Way

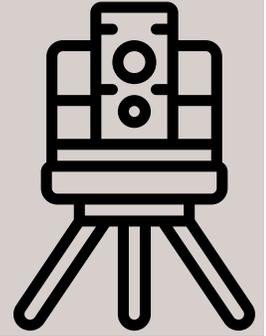


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### **ALFREDO MEDINA: A PASSION FOR QUALITY AND COMMITMENT TO CLIENTS**

BedRock Engineering is a company that prides itself on providing quality services to its clients. Alfredo, the Land Survey Technician and Underground Utility Locating Manager, is a prime example of the company's commitment to excellence.

Alfredo's background in construction, with a particular focus on concrete, and a few years of sales experience caught the attention of BedRock's founder, Mike. Impressed by Alfredo's work ethic, Mike offered him a job, and Alfredo has been with the company ever since.

When asked about the biggest challenges he's faced on the job, Alfredo noted that the biggest challenge was coming into the industry without any prior knowledge of surveying. However, he overcame this challenge by putting in the work to learn it and taking classes to further advance his knowledge. Alfredo's dedication to learning and growing in his field is a testament to his commitment to providing the best services to his clients.

What sets BedRock Engineering apart from its competitors is the trust and confidence they have within the company to complete projects in a timely manner. Alfredo takes pride in being the first ones on-site for projects and helping construct essential infrastructure for the community. He also goes above and beyond for clients by communicating with the superintendent or general contractors to find solutions when site conditions don't allow them to do their job.

Maintaining a positive attitude and staying motivated at work can be challenging, but Alfredo relies on his coworkers to troubleshoot any problems that arise. He appreciates the healthy work environment and the fact that he has good coworkers that he can talk to if he encounters any problems at work.

Regarding the future of BedRock Engineering, Alfredo sees the company growing and becoming more profitable in the next five years. Currently, he is working on the Underground Utility Locating (UGL) project for Terry Bradley, where they verify any underground utilities before demolition and construction take place.

To stay current with industry trends and developments, Alfredo occasionally watches videos and reads forums on new technology and techniques. His dedication to staying current with industry trends and advancements is a testament to his commitment to providing the best services to his clients. Alfredo's valuable contributions and dedication to providing quality services to clients continue to inspire BedRock Engineering. As he maintains his commitment to learning and growing in his field, the company is well-positioned to continue delivering exceptional services to its clients in the years ahead.



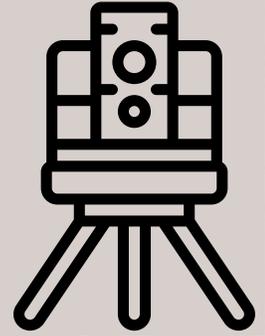
"GREATNESS IS NOT A FUNCTION OF CIRCUMSTANCE. GREATNESS, IT TURNS OUT, IS LARGELY A MATTER OF CONSCIOUS CHOICE." - JAMES C. COLLINS

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### UNDERGROUND UTILITY LOCATING SERVICES: A VITAL ASPECT OF BEDROCK ENGINEERING'S OPERATIONS

At BedRock Engineering, we recognize the significance of utility locating services in guaranteeing the well-being and productivity of our projects. As a client-centric organization, we are dedicated to providing premier services that align with the unique needs and expectations of each of our valued clients.

The process of utility locating, which involves the mapping and identification of subterranean utilities such as water, gas, and electrical lines, is a critical aspect of the construction process. By performing this step, we minimize the risk of unintended harm to these essential services during excavation, thereby avoiding outages, environmental harm, and expensive repairs.

We utilize cutting-edge technology and advanced techniques to effectively locate and map underground utilities. Our team of experts employs non-invasive methods such as ground-penetrating radar and electromagnetic induction to precisely determine the position and depth of these utilities. This information is then integrated into our project designs, granting our clients a complete and up-to-date understanding of the subterranean infrastructure.

Additionally, our utility locating services are designed with affordability in mind, ensuring that our clients receive value for their investment. We understand that time is a precious commodity in construction projects, and as such, we work efficiently to minimize any potential disruptions or delays. Our team of specialists collaborates closely with our clients to comprehend their specific needs and provide tailored solutions that meet those needs.

At BedRock, we hold the belief that safety should never be compromised. This is why we are unwavering in our commitment to providing exceptional utility locating services. Our experts have substantial experience and expertise in the industry, and we continually invest in new technologies to maintain our position as leaders in our field.

BedRock Engineering is committed to delivering exceptional utility locating services to our clients. With a focus on customer satisfaction, safety, and efficiency, we stand apart as the ultimate choice for reliable and cost-effective underground utility locating services.



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