

A Commitment to Quality. A Legacy of Excellence.



**New Look. Same
Trusted Reliability.**

Our Service Department has been re-branded to the Service **Division**. Starting on Page 2 and though out this entire newsletter, see what's been added and what's been updated!

**Promoting
From Within**

This spring 2021 newsletter spotlights a few team members who have forged their paths towards greater sights and aspirations, starting on Page 7.

**EMR Score
Consistency**

Welch and Rushe's EMR score was updated in both the State of Maryland and Washington, DC. See page 15 to see our new scores and how that connects to our commitment to safety standards.

Newsletter written and designed by:
Gelencia Dennis & Sarah Koch

NEW LOOK SAME TRUSTED RELIABILITY

Imagine for a moment that you've been asked to represent Welch and Rushe at a networking event or trade expo with a hundred other companies. Each time someone sees the W&R logo, they immediately start to talk about the company's quality of craftsmanship on construction projects. While you are proud to be with a recognizable company, you are surprised that the person didn't mention anything about Welch and Rushe's reputable service department. After enough of these needed corrections throughout the day, you begin to ponder ways to change the situation.

The reality is that in 8 out of 10 times, customers immediately think of Welch and Rushe as a mechanical subcontractor that only does construction. So, in October of 2020, we embarked on a re-branding campaign designed to differentiate our:

1. Highlight our service department from our competitors.
2. Differentiate the service division from other W&R business lines.
3. Bring greater awareness to new and old customers.

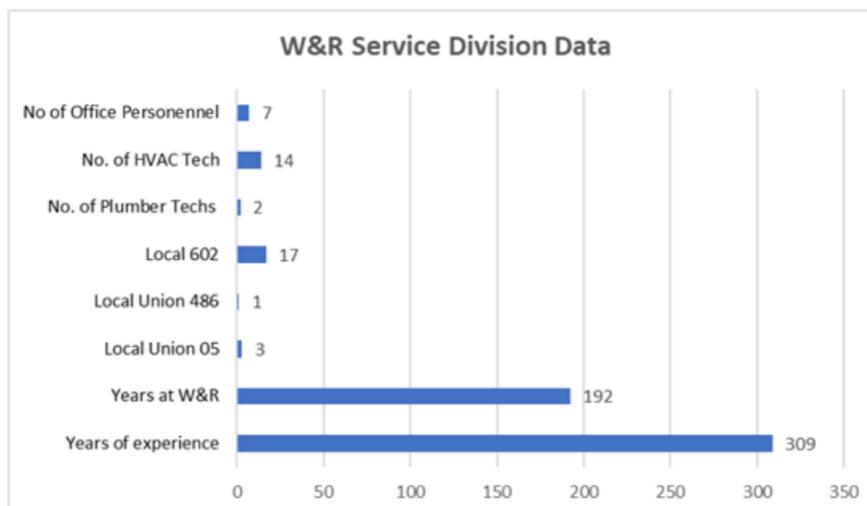
Our new look consists of :

Two Logos, Two Infographics, Two Videos, A Service Micro-website, A QR Code, A Service LinkedIn Page, and Internet Ad Displays.

Our updates consist of:

Re-freshed service vehicles, business cards, Uniforms and polo shirts, brochure, email signature block, and customer forms.

We have updated a few things and created a new look with the same trusted reliability our customers expect. More importantly, this re-branding campaign's overall results have also helped us highlight our highly dedicated, profoundly experienced, and highly talented Service team. This division consists of 24 team members representing three different unions, with over 300 years of combined industry experience! Now that's not something you see or hear about every day. ***Thank you, Service Division, for all that you do and for being a massive part of our long-standing reputation of quality, trust, and reliability.***



New Primary Logo



*Providing Quality Mechanical Services for
Over 50 Years.*

New Secondary
Logo →

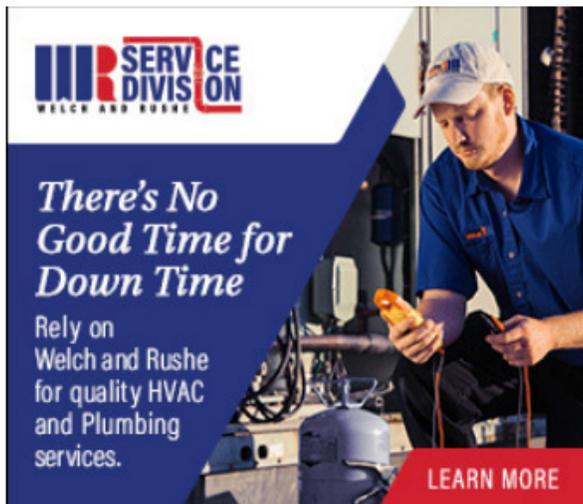




Scan our new QR Code!



Be on the look out for our new internet advertising displays!





Providing Quality Mechanical Services for Over 50 Years

There's no good time for down time, which is why you need a reliable service provider to get and keep your mechanical systems running. From 24/7 emergency services to routine preventative maintenance and full-service maintenance contracts, Welch and Rushe is the service provider you need on your side.



"Your team's expertise in plumbing and HVAC, as well as their dedication to customer satisfaction, has proven to be second to none. There might be more demanding clients than us in the Washington D.C. area, but we feel your team treats us as your number one client."

- John Brown, Project Manager, Canadian Embassy

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SERVICE CONTRACTS

Research has shown that running equipment to the point of failure can cost up to 10x more than regular maintenance. That is why keeping your systems operating at peak performance is essential to reducing operating costs and downtime.

Welch and Rushe offers a full range of customized HVAC and Plumbing services, along with preventive maintenance contracts to fit your specific needs. We specialize in:

HVAC

• Instrumentation and Controls • Chillers • Boilers • Refrigeration • Certified Medical Gas • Computer and Server Room Units

PLUMBING

• Sanitary Lift Stations • Water Heaters • Domestic Water Booster Stations • Backflow Certification
• Video Pipe Inspection • Drain Clearing (Snaking and Jetting)

****10% discount off material and parts for preventive maintenance contract customers***

EMERGENCY SERVICES

When crisis strikes with your HVAC, refrigeration, or plumbing systems, you need to hear two things: that it can be fixed quickly and that it can be fixed right. That's why Welch and Rushe commits to:

- Responding within two hours - day or night.
- Providing innovative solutions to complex problems.
- Effectively communicating with all vital stakeholders.
- Proactively working to minimize future mechanical problems.
- Striving for timely completion, impeccable craftsmanship and total customer satisfaction.



WHY WELCH AND RUSHE

Since our inception in 1966 with just two plumbers, Welch and Rushe has grown into the company we are today because of our unyielding commitment to our customers and a dedication to the absolute best in service and reliability. We understand the impact mechanical systems have on human behavior and the overall user experience, which is why we're available 7 days a week, 24 hours a day. Our technicians are experienced, knowledgeable, and fully equipped with the latest technology to provide you with the fastest and most reliable solutions.

We believe strongly that a company's success lies squarely on its employees' shoulders. As such, Welch and Rushe relies on qualified and licensed United Association (UA) certified journeymen who also have a versatile mechanical skill set and who can also obtain high-level security clearances if required. Regardless of your mechanical needs, our technicians are your trusted full-time HVAC and Plumbing service provider for:

**Power Plants • Commercial Office Buildings • Government Facilities • Historic Properties • Healthcare & Laboratories
• Colleges & Universities • Restaurants & Hotels • Museums & Monuments • Military Installations**

Spotlight: In-House Promotions

“Every moment of one’s existence, one is growing into more or retreating into less.” – Norman Mailer

Welch and Rushe has a history of promoting from within and supports forward growth (personal and professional). Enjoy reading snippets of what other Welch and Rushe employees have done or are doing. No one else can define what success looks like for you, so go ahead and be encouraged to continue building your success story.

Brandon Ohler:

Promoted from HVAC Service Tech to Assistant Project Manager, 2021



During Brandon’s 8 years in the Service Department, he had hands-on experience on several projects like the Virginia Hospital Center, Netherlands Embassy, and Heurich House Museum.

Taking advantage of Welch and Rushe’s continued education program, Brandon is currently taking classes at University of Maryland Global Campus. He is enthusiastic to learn both adjusting to office duties and learn more about becoming a project manager.



Dwayne King has been promoted to Project Manager with Small Projects! Dwayne has worked on several projects, like the Japanese Embassy and Communications Workers of America. Promoted to Small Project Management, he has a hand on multiple buildings at Dahlgren Naval Facility and Quantico Marine Base.

Dwayne has been committed to retaining strong working relationships with his team while also keeping Welch and Rushe’s reputation intact.

Dwayne King:

Promoted to from Foreman to Project Manager, 2020



Continued on Page 8

"Promotions", Continued

Charlie Mudd:

Promoted from Project Manager to
Corporate Quality Control Manager, 2021



In a short time, Charlie Mudd was promoted from Project Manager to Corporate Quality Control Manager. With his experience in the field as a Superintendent and a Project Manager, he is able to help Welch and Rushe by resolving job related issues.

Charlie has grown in this position, and currently makes recommendations to improve relationships with general contractors, proposing solutions, improving job safety, training, and company growth.



Jodi started in Welch and Rushe's accounting department in 2005. She moved her way into an Assistant Project Management position in 2012 and worked on several projects such as K Street, Germany Embassy, and FBI Quantico.

Her hard work was well rewarded in 2017, when she was promoted to Project Manager. Since then, Jodi has taken on larger jobs like C Street and has not let her dedication or hard work waver.

Jodi Gott:

Promoted from Assistant Project
Manager to Project Manager, 2017

Large, bold, blue initials 'JG' with a white outline, resting on a white circular pedestal. The background is a light blue gradient with a subtle glow.

Continued on Page 11



Field Employee Shout Out

Ed Clements

HVAC Service Tech

"Ed Clements, one of our longtime Service Techs, has gone above and beyond lately with an influx of specialty chiller work. Ed's main responsibility is to maintain a large contract at Chalk Point Generating Station while running other calls (sometimes evenings and weekends without technically being on call). He is quick to respond with no complaining and has become one of our trusted go to techs in the field."

- Bob Callow, Service Manager



Employee of the Quarter

Mike Cool

Warehouse Manager

"Mike was a great hire for the company. I can't think of another person I would have wanted to manage the warehouse. He is hard working, easy going, smart, and is easy to get along with. Mike always puts in the extra work to get the job done. There is no doubt in my mind Mike has earned this honor. Congrats!"

- Tommy Godbold, Purchasing Manager



BENEFITS OF AN EFFECTIVE PREVENTIVE

Maintenance Agreement

BENEFIT #1: ENERGY SAVINGS

As time passes by and if your systems are not properly maintained, energy costs can double within a year. Changing filters, cleaning coils, sanitizing drain pans, and regular performance checks can keep your systems running effectively.

BENEFIT #2: PEAK PERFORMANCE

It's our experience that when HVAC systems are properly maintained, they will run at peak performance whenever you need them to. Not maintaining your HVAC systems is like running your car without an oil change and expecting your engine to last. There is nothing more frustrating than breaking down on the highway during rush hour or having to send your building occupants home due to preventable HVAC system malfunctions.

BENEFIT #3: EQUIPMENT LONGEVITY

Replacing HVAC systems are expensive. These systems should last, on average, 20 years if they are properly maintained. The American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE) has published HVAC equipment life cycle charts that we can share with you concerning the life span of your HVAC system.

At Welch and Rushe, we believe having an effective HVAC maintenance program in place will pay for itself over time. We'd love to make an appointment to visit your facility to discuss customizing a preventive maintenance agreement to fit your needs.



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TOP 10 REASONS

to Rely on Welch and Rushe

1 CUSTOMER COMMITMENT

Your experience and satisfaction matters. Our dedicated service team aims to build and retain lasting relationships that go beyond transactional interactions.



2 CUSTOMIZED SERVICE CONTRACTS

Our service contracts are customized to your needs, schedule, and budget.

3 EMERGENCY SERVICE

In an emergency, quick access to reliable service is important. We are committed to responding to you within two hours - day or night.



4 REFRIGERATION TECHNICIANS

Our technicians are trained to service all climate controlled commercial refrigeration systems including freezer and ice machines.

5 RANGE OF B2B SERVICES

Our services include HVAC and plumbing systems for power plants, commercial office spaces, civic, educational, healthcare, labs, and government buildings.



6 PROFESSIONAL TECHNICIANS

Welch and Rushe employs technicians who are certified and licensed and on average have 10-15 years of industry experience.

7 HVAC & PLUMBING SPECIALTIES

From HVAC chillers, cooling towers, and boilers to plumbing sewage lines, pits, pumps, underground leaks, circulation pumps, water treatment, booster stations, hot water heaters, rainwater drains and lines.



8 SKILLED PROBLEM SOLVERS

From our sales representatives to our efficient technicians, we know how to troubleshoot and bring innovative solutions to any repair, retrofit, or new installation.

9 IN-HOUSE SUPPORT

We are a fully functioning mechanical contractor. Our technicians have standard tools and equipment in their service vehicles for greater efficiency. If ever your service requires fabrication, our in-house prefab shop will assist in meeting your customer needs.



10 EASE OF DOING BUSINESS

e-Contracts, electronic billing, and access to digitized inspection reports with photo documentation for your records.



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"Promotions", Continued

Melanie Spence:

Promoted from Service Administrative Coordinator to Assistant Service Manager, 2021



Melanie Spence was promoted to Welch and Rushe's first woman Assistant Service Division Manager earlier this year. She has worn many hats during her 9 years with us, eventually becoming the Service Administrative Supervisor for the past three years.

Her hard work and dedication to the company has earned her the respect of all that work with her; Melanie has more than earned her promotion!



Bob Callow started his Welch and Rushe career in 2001 as a Service Tech. He ran calls, performed small installations for Service and Construction, and became the first Commissioning Technician. In 2010, he was approached by the previous Service Manager and David Welch about coming into the office to become the Assistant Service Manager. Nervous to leave his long-time comfort zone, he had many discussions with David, his wife, and numerous office employees. It was this support system that helped him make the decision to accept the Assistant Service Manager position.

Later in 2011, an unexpected opening for Service Manager became available. Again David offered this position to Bob, as the Company prefers to promote within whenever possible in their ongoing effort to retain long term employees. Bob, however, was much quicker in his response this time. As a manager, he has a great connection with his Service crew because he remembers the struggles he had to go through on the field and does his best to help his team avoid those same scenarios as much as possible.

Bob Callow:

Promoted from Assistant Service Manager to Service Manager, 2011



Check out our new LinkedIn page!

<https://www.linkedin.com/company/welch-and-rushe-service-division/>



Welch and Rushe: Service Division

Providing Quality Mechanical Services for Over 50 Years

Construction - Upper Marlboro, Maryland

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Overview

Welch and Rushe's Service Division has been delivering quality commercial mechanical service for over 50 years. We understand the importance of maximum comfort to your end-users and the goal for cost effective systems that reach their intended manufacture life span. As a trusted and reliable service provider can meet your 24/7 emergency needs, we can provide routine preventive maintenance, and we offer full service maintenance contracts. We are trained, ready, and available to meet your commercial HVAC and plumbing needs. Give us a call and let us know how we can be of assistance.

Website	https://www.welchandrush.com/service-division/
Industry	Construction
Company size	11-50 employees
Headquarters	Upper Marlboro, Maryland
Type	Privately Held
Founded	1966
Specialties	Chillers, Boilers, Refrigeration, Certified Medical Gas, Computer and Service Room Units, Sanitary Lift Stations, Water Heaters, Domestic Water Booster Stations, Backflow Certification, Video Pipe Inspection, and Drain Clearing

Locations (1)

Primary

Headquarters

391 Prince Georges Blvd, Upper Marlboro, Maryland 20774, US



Soon to be seen on a road near you. Our new re-branded service vehicles.





Providing Quality Mechanical Services for Over 50 Years

BACKFLOW PREVENTION INSPECTION TAG

Test Date: _____

Building Address: _____

(301) 430-6005

24/7 Emergency Service Available
www.welchandrusheservice.com



JEREMIAH CLEMAN
OPERATIONS COORDINATOR
Main/Emergency: 301-430-6005
Direct: 301-430-6042
Cell: 410-236-8543
Email: jcleman@welchandrusheservice.com



Commercial HVAC and Plumbing Service

Providing Quality Mechanical Service for Over 50 Years



www.welchandrusheservice.com/service-department
391 Prince George's Blvd, Upper Marlboro, MD 20774

EMR Rating Scale

EMR Score	Rating
0.50 - 0.71	Superior*
0.72 - 0.81	Effective**
0.82 - 1.00	Fair
1.05 - 1.29	Inadequate
1.30 - 2.00	Poor

* Welch and Rushe's current safety rating in Maryland

** Welch and Rushe's current safety rating in D.C.

Welch and Rushe's EMR Scores have updated in both Washington, D.C. and Maryland!

In D.C., our EMR is 0.76

In Maryland, our EMR is 0.71

Great job and thank you to our field teams for keeping up Welch and Rushe's safety standards!



Swedish Midsummer Layer Cake

This stunning Midsummer layer cake recipe is the perfect way to celebrate seasonal berries, perfect for a picnic or summer celebration. Known as Gräddtårta med Jordgubbar in its native Sweden, this cake is traditionally baked to celebrate Midsummer eve.

Serves: 12

Time: 1 hour (including cooling time)

Ingredients:

Cake

- ~ 6 eggs
- ~ 1 1/4 cps. Castor Sugar
- ~ 6 Tbsp. Warm Water
- ~ 2 tsp. Baking Powder
- ~ 1/2 cp. Self-Rising Flour
- ~ 1/4 cp. Potato Flour

Filling & Frosting

- ~ 1 1/2 cp. Double Cream
- ~ 4 Tbsp. Icing Sugar
- ~ 2 1/4 cp. Strawberries, cored and cut in half if very large
- ~ 1 1/2 cp. Fresh Raspberries



Directions:

1. Pre-heat oven to 350° F. Line a round 12x4 inch cake tin with baking paper. Whisk the eggs with the sugar until light and fluffy; mix the dry ingredients together and then gently fold them to the whisked eggs. Add the boiled water and then mix until all amalgamated, but do not over mix. Pour the cake mixture into the prepared tin and bake for 30 to 35 minutes, until it has risen and is golden brown. Turn out of the tin and allow to cool on a wire rack.
2. Meanwhile, make the Chantilly cream by whisking the cream, icing sugar and vanilla extract together until the cream holds firm peaks; cover it and store in the fridge until needed.
3. When the cake is cold, carefully cut it into three slices, and place one slice on a serving plate; spoon a third of the cream over the cake, then add the strawberries and raspberries.
4. Continue to layer the cake this way, ending with the top which is also decorated with cream, strawberries and raspberries.
5. Serve cut into slices with extra fruit on the side.

Source: <https://www.greatbritishchefs.com/recipes/swedish-midsummer-cake-recipe>

Milestones

Happy 5 Year Work-iversary

Conor Zell, 4th Yr. Service Steamfitter Apprentice - May 2016

Happy 10 Year Work-iversary

Tommy Godbold, Purchasing Manager - April 2011

Chris Johnson, 5th Yr. Service Steamfitter Apprentice - May 2011

Happy 15 Year Work-iversary

Rob Tuscano, (Service Plumbing Project Manager) - May 2006