

OF CURRENT IMPORTANCE

VOLUME 6, ISSUE 1



Control engineers Judd Edema and Jason Hansen

EXPERTISE IS THE “ROI” OF INVESTING IN EMPLOYEES

Feyen Zylstra hires only the highest quality employees – then makes them even better with comprehensive training. This “put your money where your skills are” principle pays dividends in project awards from clients who recognize and expect excellence.

The broad spectrum of smart, intensive trainings ensures that Feyen Zylstra employees know their jobs better than anyone, and how to perform those jobs safely, accurately, and efficiently. The goal is to deliver the best possible results for client, company, and employee on every project.

It starts with apprenticeship training, so employees relatively new to the industry develop a quality foundation of competence as electricians. But from there, the trainings progress both “vertically” and “horizontally.” Vertical trainings help employees develop unequalled expertise in the most critical elements and issues involved in providing advanced electrical services.

The best example? Perhaps it’s in the “I control the situation” mindset engrained in all employees. Working on energized circuits is not permitted by OSHA standards and regulations. But we make sure Feyen Zylstra people are trained to get to that condition with efficiency and certainty.

Our “Lock Out Tag Out” process ensures that employees are in complete control, and allows them to trust that they are working safely on de-energized systems. That comfort and confidence allows for more productive work, and helps eliminate incidents and unscheduled shutdowns.

“Arc Flash” training makes our employees safer when working in the vicinity of energized equipment, providing them with tools and personal protective equipment designed for working in those areas, and clearly documented procedures to follow when doing so.

Other important safety-related initiatives include “fall projection.” Falls are the number-one cause of injuries on the job. Trainings in this area include basic orientation and regular site-specific assessments based on hazards present on a given project. CPR training is also required of all Feyen Zylstra employees.

The commitment to training also extends “horizontally” – employees gain specialized expertise in specific electrical and communications areas and products. An example is our deep expertise in communications cabling systems; evidence of that is found in the fact that Feyen Zylstra has five employees who are “Registered Communications Distribution Designers (RCDD).”

This RCDD designation of excellence signifies that an employee is able to design, implement, integrate and project-manage data communications technology projects. It is highly regarded and frequently mandated by many private and state organizations. It is recognized and valued internationally and known throughout the Information and Communications Technology industry. Many projects require the presence of one RCDD on staff. Few competitors can claim five.

Top communication system manufacturers require specialized training and certifications in order to specify and install their products. Feyen Zylstra provides trainings in the most popular and advanced systems, including Belden, Systimax, Panduit, Corning, and Siemens. The company’s data cabling technicians all have Building Industry Consulting Services International (BICSI) certification, and several have received certification for training in the installation of fire alarm systems from the National Institute for Certification in Engineering Technologies (NICET).

Feyen Zylstra offers many other trainings, as well. But this sampling is a clear indication of the importance the organization places on keeping employees up to date and fully equipped to deliver industry-best performance on the full range of electrical service projects.

LEADING GLOBAL WATER HEATER MANUFACTURER MEETS NEW EFFICIENCY STANDARD WITH HELP FROM FEYEN ZYLSTRA EFFICIENCY

A new government mandate requires that all water heaters manufactured after April 15 contain a different type of foam insulation to attain a higher efficiency rating. That deadline became a taxing date, indeed, for Bradford White, one of the leading water heater manufacturers in the world. But they didn’t need an accountant – they called in Feyen Zylstra.

Bradford White elected to address the change by building four new production lines to produce residential and commercial water heaters. This approach required a 34,000-square-foot expansion to the manufacturing facility and the building of multiple bulk foam storage tanks to dispense foam to the new lines quickly and efficiently.

Bradford White chose Feyen Zylstra as a partner based on its performance on previous projects for the company, and its knowledge of Bradford White’s systems, processes, and preferences. The two companies began planning for the project more than a year and half ago to help assure a smooth and successful completion. This kind of planning and coordination was crucial; a water heater comes off the Bradford White line every 14 seconds – and that level of production had to be maintained throughout the entire project.



Control Engineer Josh Brewer

Feyen Zylstra played many vital roles in the project. Control engineers did the design and software integration for the bulk storage system, as well the installation of the control wiring. The function of every part of the storage process was Feyen Zylstra’s responsibility, from

the unloading of tankers supplying chemicals for the foam to the distribution of that foam to the production lines as needed.

For the production lines themselves, Feyen Zylstra fabricated control panels, designed for maximum functionality and standardization across all new lines. Prototypes were built by the Feyen Zylstra prefab shop working together with Bradford White. The control enclosures were then pre-assembled and mounted on stands for fast installation on the production floor once the conveyors were set in place.

Communications were also a critical component of the effort; Feyen Zylstra designed the fiber-optic backbone and cabling systems to provide all communications to and from process equipment on the multiple lines. This allowed for high speed communication between lines, and between the control components on each line and the multiple (as many as five) vendors providing this equipment. This real-time communications link helps ensure that equipment is functioning as intended, and any supply, maintenance or troubleshooting needs are made known instantly, limiting or eliminating delays and shutdowns and maximizing throughput.

Project coordination was a challenge in order to maintain Bradford White’s production goal. Several areas of the building had to be cleared for new construction, so some equipment had to be moved from those spaces and made operational in a temporary location before later moving to its final destination. This intricate “chess game” required many of these moves to be performed on weekends to avoid disruption of the manufacturing process.

According to the U.S. Department of Energy, the new mandatory standards will result in energy savings of more than \$63 billion from residential water heaters shipped in the next 30 years. The greenhouse gas emissions to be saved in the process are the equivalent of the amount produced by more than 33 million cars.

Energy efficiency is a goal everyone can embrace. As one of the most technologically advanced manufacturers of water heaters, Bradford White is proud to play a role. The company also appreciates the project efficiency shown by Feyen Zylstra in helping it prepare for and meet the new production standards.



Control enclosures designed, pre-assembled, and installed by Feyen Zylstra

NEWS, NOTES AND MORE

A QUICK LOOK AT RECENT AND CURRENT FEYEN ZYLSTRA PROJECTS TAKING PLACE AROUND THE CORNER AND ACROSS THE COUNTRY

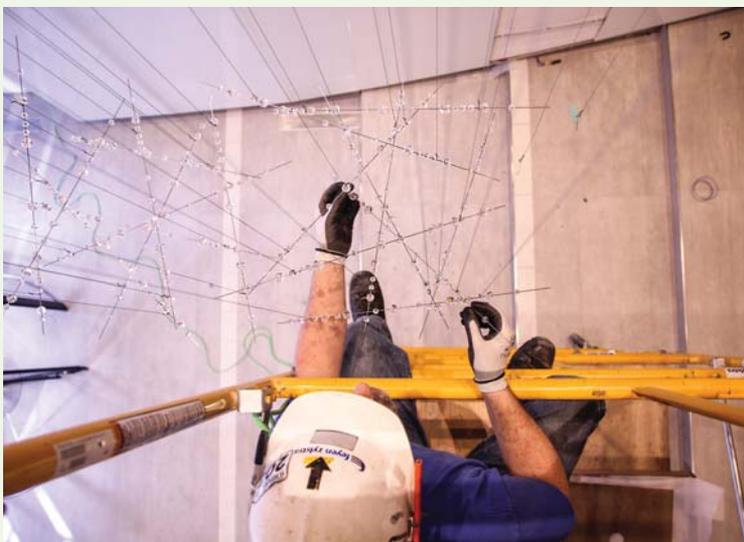
Feyen Zylstra's beachhead in the Southeast region continues to grow. The company's relationship with Convergent Technologies in **Nashville, TN** is expanding. Several projects were completed in 2014, and three company techs are working full-time on Convergent projects in 2015.

In **Interlochen, MI**, Feyen Zylstra recently completed the communications and security cabling for a new security building protecting the entrance to the world-renowned Interlochen Center for the Arts.

At the Grand Valley State University campus in **Allendale, MI**, Feyen Zylstra is wrapping up work on a new science building that will provide more student laboratories and staff offices. The work includes building temperature controls and an Aircuity system for Siemens Industry.

In **Kalamazoo, MI**, Feyen Zylstra is providing design/build/installation services to Stryker for a large mezzanine addition over the Fabrication Area within its Medical Plant. The new space will allow for expansion of the Research and Development unit.

Feyen Zylstra is working for client Benteler Automotive on software that is part of an automatic gauge that helps ensure that exhaust system parts fit perfectly on the vehicles for which they were designed. Design and programming for the project are being handled in **Grand Rapids, MI** while actual testing and commissioning will take place at the client's facilities in **Milwaukee, WI**.



Things (and visitors) are really looking up at Arena Station, at 25 Ottawa in downtown **Grand Rapids, MI**. Feyen Zylstra recently installed a breathtaking chandelier in the building's main entrance. The fixture consists of nearly 300 individual pieces and is supported 24' above street level by 16 threaded rods and 180 individually hung steel cables. It required a crew of four and 60 hours to install the showpiece!

Feyen Zylstra is on the scene in **Sylacauga, AL** working on a new cold storage and production building for Blue Bell, a producer of premium ice cream. The company uses only fresh ingredients in its ice cream, which increases the need for storage space.

A project at the Fairlife Milk Process Plant in **Coopersville, MI** is continuing, with more than 30 Feyen Zylstra electricians on site; several major shutdowns for process improvements have been completed without incident.

In **Osaka, Japan**, Feyen Zylstra provided software to control the assembly of a catalytic convertor for client Kuboda's skid steer equipment. The project required several weeks on site - the fourth time Feyen Zylstra engineers have made the trip.



The building design, Building Information Modeling, and construction budget have been completed and Feyen Zylstra is moving into construction phase of the new Bio-Sciences Laboratory at Central Michigan University in **Mount Pleasant, MI**.

Feyen Zylstra is working with Contitech, a division of Continental Tire, on a project in **Trumann, AR**. The project includes programming, controls, and automation engineering for the assembly, glue, and test stations on a line producing radiator hoses for large industrial vehicles.



If you live in or around **Grand Rapids, MI**, you might have noticed the brighter, warmer set for Fox 17's TV newscasts. Feyen Zylstra added new studio lighting, color-changing LED ceiling lights and power distribution to 19 monitors.

Also in **Grand Rapids**, Feyen Zylstra supplied power to a new video board and control unit at the DeltaPlex for the Grand Rapids Drive, the city's new NBA D-League team.

In **Northern Lower Michigan**, Feyen Zylstra is working with Spectrum Health to upgrade the technology infrastructure of healthcare facilities Spectrum has acquired in **Big Rapids, Reed City, and Ludington**.



Feyen Zylstra is wrapping up work at Bridgestone's ORR (Off-road Radial) tire manufacturing plant in **Trenton, SC** - the largest project Feyen Zylstra has ever handled. It's a big project, and it will produce a big *product*: each tire can weigh as much as 3.6 tons!

COMMUNITY SPOTLIGHT

NUTRITION HITS HOME FOR AREA SCHOOL KIDS

Most of us in West Michigan look forward to our nightly meal – and probably take it for granted. Unfortunately, that is not the case for the thousands of school children in the Grand Rapids area who leave school each day with little hope or expectation of having a nutritious evening meal. Thanks to Kids' Food Basket, and its "Sack Supper" program, that is changing.



January 29th, 30 volunteers representing Feyen Zylstra –including employees and spouses (and their children, in some cases) had the opportunity to participate first-hand in Kids' Food Basket's efforts. After a brief tour of the operation, the volunteers made snack mixes, filled plastic bags with it, and decorated sack supper bags that would hold the mix along with other items to form a nutritious meal.

Kids' Food Basket provides these meals for over 6,000 students at 32 elementary schools in greater Grand Rapids and Muskegon (nine more schools are on a waiting list). The group estimates that over one in four Michigan kids are hungry each day, and over 31,000 are "food insecure." Without consistent, nutritious foods, children's cognitive development and ability to concentrate are seriously impacted.

Kids' Food Basket is a non-profit organization attacking child hunger to help children learn and live well. It is supported by the efforts of more than 175 volunteers who pack and deliver sack suppers every week day. Many others lead juice box, snack, or fund-raising drives. Through educational efforts, the organization also works to make children aware of the hunger problem, and encourage them to participate in the solution. More than 25% of volunteer hours at Kids' Food Basket are provided by kids under 18!



Want to help Kids' Food Basket? There are many different ways to volunteer or offer financial support. Get more information at www.kidsfoodbasket.org. You'll also discover fun features like a "sack tracker" that shows the number of schools and children served each day, along with the number of

volunteers who participated. You'll also see heart-warming thank you notes from some of the students who have benefited.



The Feyen Zylstra volunteers had a wonderful time helping out in January, and we were thrilled to have Kids' Food

Basket as a part of our community open house in February. There are many worthy causes in West Michigan, but few strike closer to our hearts than feeding hungry children.

THE LEADING EDGE

SPACE MATTERS BY NATE KOETJE



Nate Koetje

The spaces we live and work in impact how we think, how we feel, and how we act.

Those of you who live in West Michigan (or follow Feyen Zylstra on Facebook) have probably noticed that we have been getting a fair amount of local media coverage regarding the repurposing of the former Fairview Elementary School in Grand Rapids, MI into our new corporate headquarters.

This shuttered school, bordered by a mix of residential neighborhoods and gritty industrial areas, presented us with the opportunity to have a positive impact on our community and our business.

We know space matters. But our transition into this new space was a powerful reminder as to just how *much* it matters – to our employees, our clients, and our community.

You have likely heard the design principle "form follows function." This principle says that the shape of a building or structure should conform to its intended use. Our experience would certainly validate this, but we have also learned another important principle: "**spaces impact faces.**" A little cheesy, perhaps – but it carries an undeniable truth: the spaces that make up our work environment have a direct and powerful impact on the attitudes of the people who occupy those spaces. The space we work in has a strong influence on how we think, feel, and act at work.

At Feyen Zylstra we are very intentional about our culture. We have a clear vision of the type of company we want to be and the impact we intend to have on our employees, our clients, and our community. In working with our construction partners on the new space it was

important that our space aligned with how we wanted FZ folks to think, feel, and act while at work. Our space had to be a perfect fit for our culture, strategy and vision for the future.

Imagine if the employees of a company known for innovation, such as Google, operated in a sea of gray cubicles with no natural day light? Or if Disney's Pixar got rid of the vibrant colors that currently coat their walls? Our space, with its plentiful natural daylight, adjustable-height desks, collaborative spaces, and killer town hall was intentionally designed to fit who we are today and who we intend to become.

We are hard-working doers and thinkers - proud to use our brains and our brawn to solve the complex problems associated with the design, construction, and maintenance of electrical, low voltage, and automation systems. You can feel that energy in our space.

Our space matters to the faces that work in it. It serves as the backdrop for our culture, greasing the wheels of problem solving, innovation, and collaboration. We are grateful for all of our employees, our clients, and our community and look forward to seeing the impact our new space will have on our ability to better serve each of them.

SOMETHING OLD IS NEWS AGAIN!

Great plays are still being drawn up on the basketball floor. Happy voices still echo off the bleacher seats, and plenty of learning happens in the library. When Feyen Zylstra renovated the abandoned Fairview Elementary School into its new headquarters, the company worked hard to preserve the charm and history of the building, repurposing many of its elements.

The maple flooring from the basketball court was used to make work tables. Those bleacher seats are now wall coverings. And the library serves as Feyen Zylstra's new training center!

In fall, Feyen Zylstra moved into the building, gathering its executive offices, warehouse, and design staff members in a common space. For several years, the company had sought a new home in a tightening market for industrial space. It was delighted when the building became available, allowing it to build within a neighborhood community rather than a more-removed industrial park.

"This relocation gave us a chance to do good for the West Michigan community, the Hillside neighborhood, and Feyen Zylstra," said CEO Nate Koetje. "Everyone wins."

Progressive AE and Erhardt Construction handled the project, helping to turn the old school's spaces into the updated, high-tech work environment needed by the growing electrical contractor, which also has offices in Traverse City and Nashville, Tennessee.

The renovation pursued LEED objectives of material reuse and energy efficiency. Natural light is maximized, and LED light fixtures (many designed and built in-house) are used throughout the building. Just another way the project reflects Feyen Zylstra's desire to be a good company, a good citizen, and a good neighbor.

"Business plays a key role in the development of great communities. We saw this project as one very tangible way we could continue Feyen Zylstra's history of

community involvement," Koetje said.

A website is often the first stop for a prospective customer seeking information. But it also helps keep partners, industry colleagues and many others "in the loop" and aware of important news and updates. Our new website is designed to accomplish both missions; let us know what YOU think!

Social media channels are an important way to connect with many of our key audiences. Our Facebook page has already earned more than 500 "likes." While that certainly makes us feel good, the best part is that our Facebook page helps us do good things: in less than three weeks in February, 386 people took us up on our offer to donate \$5 to Kent County Habitat for Humanity for each 'like.' So we made many new friends, and Habitat received more than \$1,900! Connect with us on Facebook and check back often for news about us, our projects and programs, and other interesting things going on in and around our community.

You will also find us on LinkedIn, sharing project news, program updates and more with our professional connections. LinkedIn also provides another channel through which we can make a difference in the community. In March, we invited \$5 contributions to the "High Five" Campaign, raising funds to help kids with cancer. The effort was part of the huge "LaughFest" comedy celebration in West Michigan. (Read more on that elsewhere in this newsletter!) Feyen Zylstra and four other corporate partners matched each of those donations up to \$50,000!

Thanks to the great work of our associates and the loyalty of our wonderful clients, Feyen Zylstra has been entrusted with projects all over the country in recent years; you're apt to see us everywhere. Now – you can find us all over cyberspace, as well!



Old gym floor repurposed into tables

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RESTORED PLAQUE SHOWS COMMITMENT TO NEW COMMUNITY



Employees: Todd Wagner, Mike Miling, and Doug McGarvey

The building wasn't the only thing to get new life in the transformation of the old Fairview Elementary School into Feyen Zylstra's new headquarters. When workers found a damaged plaque honoring 165 local men who fought in World War II, several company employees committed to restoring it and giving it new life in a place of prominence.

"It was my honor and privilege to do it," said engineer and Navy veteran Jim Kujawa, one of several employees volunteering time to the project after tool repair coordinator Doug McGarvey first found the five foot by three foot plaque, which was covered with mold and mildew and had suffered backboard damage.

McGarvey and Kujawa, along with estimator Todd Wagner and account manager Mike Miling, totally dis-assembled the plaque, rebuilt the backboard, ordered new mounts for the nameplates and added display lights. After painting and detailing, the plaque was hung in a prominent spot in time for viewing at the community open house held on February 10.

"It was the right thing to do," said Wagner. "Those people get very little recognition as it is, and to do something like this just makes you feel good."

The plaque serves as a testament not only to the kind of people that work at Feyen Zylstra, but also to the strong connection the company builds and maintains with the communities in which it operates.

"I think the plaque really fits with what we're trying to do - how to pay tribute to what this space once was," adds Feyen Zylstra CEO Nate Koetje.