

MESSAGE FROM THE PRESIDENT

After a slow start to our fiscal year Alamon has really kicked in the afterburners. December and January are traditionally our slow times, but this year we have had good months for revenue and profit. And even more exciting is that in the next few months, almost every division is



poised for exceptional growth. The Federal Communications Commission's Connect America Fund (CAF) offers a unique opportunity for several of our divisions and our marketing is making it happen. Here's a short rundown of what's going on in each department. — *Brad Cronk*

Central Office Department

This department will have huge growth with Frontier Communications, and we are expecting companies like Calix, a global provider of broadband communications access systems and software, and Walker and Associates, a national distributor of network products for broadband providers, to help us expand growth even further. We are also increasing our employee and overall company skill set, making a big technological leap.

OSP Department

With its focused marketing, the opportunities for this department are stacking up. Even in what is a traditionally slow time of year for the OSP department, targeted marketing in warm climates has kept us working throughout the winter.

Tower Department

Our excellent relationship with Ericsson, a world leader in communications technology, has allowed us to see numerous opportunities. With the addition of Alamon to the Ericsson Authorized Service Provider (ASP) program, we will again be moving up the technology ladder.

Utility Department

This is an exciting time for this department. With Alamon offering the best product in the industry, the opportunities are limitless for this group of motivated marketers. Our name is getting out there and the product is being embraced by an increasing number of companies. Best of all, most of these companies have a 10-year plan for inspecting poles. Once we are providing these services to a company, we expect to be called back year after year. (Special thanks goes to the I.T. Department for developing the software to make a great product useful to mass markets.)

Engineering/ Power Department

The engineering department combined hard work, a quality product, and marketing help from their Central Office friends to produce good growth last year. In conjunction with the power employees, this department is expected to be going places in 2016.

EMPLOYEE STOCK OWNERSHIP PLAN UPDATE

Exciting things are happening with your Alamon ESOP. In the last fiscal year, Alamon made contributions of more than \$305,000, plus forfeitures of over \$153,000. This money is distributed to employees in the form of Alamon shares, equating to 10.61 percent of people's compensation. Most employees also saw an increase in their vesting. Alamon's ESOP program allows every qualified employee to benefit from the success of Alamon. When you're thinking about what to purchase and planning what to get done in a day, treat it as if you are an owner of the company — because you are.

ALAMON ESOP CONNECTIONS

Sign in to see your account balance, estimate the future of your ESOP plan, look at plan documents, and much more.

www.esopconnection.com/alamon/

MARKETING MATTERS

In January, Alamon had its winter meeting in Kalispell, Montana, with a number of members of the Alamon Leadership Team. One of the main goals of the meeting was to discuss better ways to sell the services provided by Alamon. We started to focus on our marketing in July of 2014, and we have recently seen great improvement as far as preparing and implementing marketing strategies.

Our Utility Department has been the most committed to marketing and is seeing huge successes from its efforts, pursuing lucrative opportunities with Southern California Edison, Alliant, PSE&G and Entergy, among others.

The department's strategies include:

- Attending trade shows and reaching out to the big utility companies.
- Creating a database to track contacts, bid opportunities, bid due dates and other follow-up information.
- Dividing the country into five areas, assigning each to one person who then calls or visits the utilities within that region. This method has brought good success in getting people to try out our pole-testing product.

We are making strides in finalizing new pole-testing software, allowing us to offer an excellent experience for the end user by supplying vital customer information.

The Central Office installation and OSP Construction departments are also doing a great job of marketing to take advantage of the federal government's Connect America Fund. Our department managers are using the relationships they have developed with six main CAF carriers to try to secure part of that pool of money for Alamon.

Hunting for new opportunities

Alamon is always looking for new niches that offer significant growth potential and profit opportunities. Besides marketing to our traditional sources, we are looking to make inroads in the DAS/small cell market, data cabling, government contracting (including overseas work) and SCADA/smart grid/security work.

These areas all seem to present both significant opportunities for growth and new learning opportunities for our talented Alamon team members.

Keeping up with technology

Alamon always strives to stay on pace with the latest technologies, and our latest purchase toward this end was a 100 gig test set. It was a big investment, but after a customer request and we became aware of the potential for increased work, we decided to take the plunge. The purchase of this test set is just one way Alamon is fully committed to staying ahead of the competition. We will continue to look for motivated employees who want to learn how to operate this type of equipment.

blog about it

We would like everyone to know about our monthly blog contest. If there is something worth noting in your department — outstanding work or exceptional commitment by a co-worker, the completion of an interesting project, or anything else unusual or impressive that might be of interest to the public — let us know. As part of our social media strategy, we would like to make everyone aware of how great Alamon and its employees are. Help Alamon grow and make \$100 with your winning blog idea! Submit blog ideas to your manager.

ALAMON PROFILE

Scott Lawrence learned early on in life how to take advantage of promising circumstances.

Scott started with Alamon in 1982 at age 19, entering at ground level with a five-week Alamon training center course in basic installation. Now he is an Alamon Vice President, a position he was offered a few years ago.

"I am very fortunate," he said. "This is my dream job. Not many people can say that they made that happen, to go and live and work where they wanted to."

Good fortune might have had a little to do with Scott's career journey, but his willingness to work hard and his drive to excel were what propelled him to where he is today. Scott has a high school diploma with two years of community college, but he doesn't believe the lack of a degree has held him back. Nor does he think similar circumstances should affect anyone else's chances for success.

"Titles and degrees don't mean a lot to me," he said. "Show me what you can do and I'll give you an opportunity. Show me what you can do, don't tell me what you can do."

"Part of the reason we've succeeded is giving people the opportunity to do what they're capable of."

After growing up in northern California, Scott was planning on a career as a correctional officer, but couldn't sign on with the state until he was 21. Bored with community college, he decided to pursue installation technician training with Alamon to keep himself busy for a few years.

His first assignment after the training



'Show me what you can do and I'll give you an opportunity.'

course was in Las Vegas for a contract with Northern Telecom.

Nortel, for whom Alamon was a primary contracting company, was one of the premier digital switching vendors at that time. Nortel quickly recognized Scott's talent, offering him a position in May of 1983. Instead of pursuing the correctional officer career he had originally planned, Scott traveled with Nortel for three years as an installation technician. He worked his way up from F1 installer to a senior technical F5 installer within three years.

He believes it was his work ethic that allowed him to rise quickly in the Nortel ranks. His flexibility also gave him an edge — he was single and willing to go wherever he was needed.

VICE PRESIDENT Scott Lawrence

"I traveled all over the west — Arizona, Nevada, Utah, California, Oregon, Washington," he said. He was then offered an acting supervisor position in 1985 in Washington in a large project for Pacific Northwest Bell installing DMS-10 offices. The DMS-10 had become Scott's expertise, as it was the product line he had worked on during his three years as a technician.

The acting supervisor role turned into a permanent position, and he transferred back to his hometown of Sacramento, where he became Nortel's primary supervisor in Northern California for Pacific Bell. He was promoted to operations manager with Nortel in 1995.

Then in 1999, he received a call from Alamon Vice President Don Dennison, asking if he'd be interested in returning to Alamon as operations manager.

"The company was exploding at the time, running 200 to 250 field personnel," he said. "When I was with Nortel traveling around, my goal was always to come back to Alamon. I wanted to be based here with Frank and Peg Gebhardt."

Scott had always been drawn to Northwest Montana. His parents took family vacations to the area when he was growing up. When Scott started his own family, he brought them to the Flathead Valley to visit relatives and golf with Frank.

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Family first

Family has always been a big priority in Scott's life. He has two sons who have worked off and on for Alamon, with Steven, 30, currently working in the Outside Plant Department. Youngest son Scott is 28 and is an acting supervisor for an oil recycling company in Phoenix.

Scott also has many family connections to

Alamon. His brother Bryan Lawrence is with the Central Office Department in Texas. Uncle Don Dennison is a retired Vice President. Current operations manager and safety director Dan Dennison, and Debbie Burris, a supervisor in the Kalispell office, are two of his cousins.

Well done! Utility Department

Alamon would like to recognize Eric Shelton and his Utility Department for their excellent marketing performance during the fourth quarter of 2015.

As everyone should know, Alamon is positioning itself for growth and a key component of that strategy is an emphasis on marketing.

Eric and his crew have done a great job of developing and implementing a marketing plan. Eric presented his plan at the winter leadership meeting and

he would be happy to share those strategies for success with anyone who is interested.

The Utility Department team has divided the country into five segments, with one employee covering each region. Even in its early stages, this targeted approach to marketing has produced huge dividends.

Eric and the group believe we have the best product in the pole-testing industry and soon they will have the whole country believing it, too.

ERIC'S STRATEGIES FOR MARKETING

□ Develop an understanding of your market.

□ Know your product inside and out, and develop an "elevator speech" to quickly explain the product.

□ Know what makes you better than your competition.

□ Identify possible customers; learn the best way to approach and land them.

ALAMON PROFILE (continued)

It was also the family atmosphere of Alamon that drew Scott back to the company, especially after his many years at Nortel.

"Nortel was a very corporate, regimented structure," he said. "You feel like a number, not a person. Alamon is a family environment, employee owned and privately held."

He also wanted to be part of a business that demands the best from its employees.

"I knew a lot of people who worked for Alamon as contractors for me when I was a manager at Nortel, and I knew the work ethic that came out of here, out of Kalispell and the Montana area," he said. "The kind of folks that Alamon put out there did great work and were dependable people."

One secret to creating a skilled and reliable workforce, Scott said, is upper-management personnel sharing their knowledge and experience. He believes that was a big factor in his own career trajectory, with people such as fellow Alamon Vice President Terry Mickens taking the time to work with Scott years ago, when Terry was a lead tester and Scott a new installer.

"That's a big reason I could move up as quickly as I did, people willing to

share and show me how to do things right the first time."

Understanding all aspects of the business is also crucial in effective management, and Scott's experiences moving up through the ranks give him valuable insight into challenges employees face.

"I've lived on the road," he said. "I know the hardships on the family with traveling and being away from home, missing out on family activities. I highly respect what our folks do out in the field."

"Installing equipment, working on customer properties — it's not an easy life. These are things someone who went to college to be a professional manager might not understand."

When Scott started his Alamon career as an operations manager, the company was emphasizing expansion. Alamon was looking to move away from a narrow customer base, Scott said, because "we had all our eggs in one basket."

"We wanted to diversify. We wanted to work with new companies with new technological opportunities."

Scott helped Alamon succeed in that endeavor, and after four years as an operations manager, he was promoted to senior operations manager. He moved into the VP position in July 2014.

He now has oversight of the Central Office Department, the Engineering and Power Department, the Utility Department and the Outside Plant Department. He's also working closely with President Brad Cronk on marketing initiatives, as Alamon strives to revamp the brand and modernize its image.

Scott is especially proud of the Engineering Department, which was started from scratch three years ago. Scott hired engineer Mike Gallagher to lead the group, and currently Mike and four additional engineers make up the profitable Engineering and Power Department.

That division's success is just one of many reasons Scott is optimistic for the future of Alamon.

"From my perspective this is a great company to work for," he said. "We're well positioned with things going on throughout the telecom and utility industries to do a broad range of services. We're focused on finding those niche markets where we can jump in and get people to work. We're positioned for prime growth with new technologies now being developed in the industry. Alamon is well positioned for the future."