

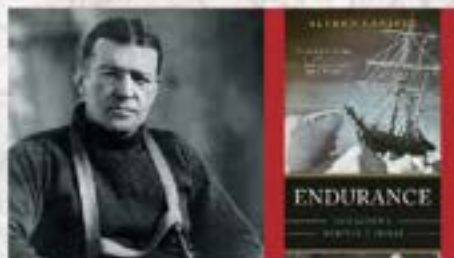
GPRS



INSIDER

EDITION **15**

EDITION **15**





One More Stop

Our One More Stop initiative continues to build momentum. A recent iteration of the success experienced with One More Stop is related to each of you and your effort to produce job opportunities for our Video Pipe Inspection team. In January and February alone, there were more than 135 leads generated by our team – those leads turned into \$64,000 in revenue in January and \$25,000 in February (through February 18th). Of those leads, the largest project completed was \$30,000. This is incredible!

But, One More Stop has gone even further with team members supporting the business development team's push for Concrete Sawing and Drilling Safety Week (January 18th-22nd) where we spoke to 76 companies on 111 sites to 3,095 individual attendees about how our services can keep their projects safe.

One More Stop continues producing countless leads and opportunities passed to the Business Development Managers and Market Segment Leaders in your areas.

We have all shown a great commitment to One More Stop. That commitment will pay dividends to GPRS continuing to realize opportunity for our company as a whole and for many, many of our team members.

Want to know more about One More Stop, follow the link below to see where it all began...

»» **One More Stop – The Story**



Town Hall Meeting Recording

We hosted our first Town Hall Meeting of 2021 on January 21st. There were a significant number of key updates provided about our performance in 2020, Project Leverage, Project Neo, our verticals sales initiative, and much more! If you haven't had a chance to listen in and watch, click below.

» **Video Link**

» **Audio Link**



GPRS Cares

In December, GPRS launched our first national effort to support an organization focused on meeting the food and hunger needs of many people in our communities. **Feeding America** endeavors to meet the ever-growing hunger need of Americans. Statistically, 35 million people and 14.3 million households are known to be **'food insecure'**. It's believed that due to the coronavirus pandemic, this number will increase to 50 million people (17 million children).

With a known need and a qualified and reputable organization with which to partner, GPRS jumped in. Our team raised more than \$9,000 over a one-week span of time in December. We are proud of our team's willingness to give in this way.

Please know that it is our desire to provide more GPRS Cares opportunities to our team members in the future. We want to continue uniting behind common causes that meet specific needs experienced in our communities nationally. Be on the lookout for more information but, for now, thank you. Sincerely.



Marketing Interview

Vince Palko and Jason Schaff have set it in their minds that their marketing efforts can help propel GPRS to be the household name for the services we provide around the country. Compare this goal alongside common product names you recognize like, Kleenex, Chapstick, Sharpie, Tupperware and more.

We have seen tremendous benefit come through our marketing efforts in recent months and we thought each of you should get to know the team leaders as well as understand our current marketing strategy. If you're interested, check out the interview below for an entertaining look behind the curtain of the GPRS Marketing Department.

>> Interview Link



Project Leverage

We've just completed our first full-site facility map (including void data) to be hosted on our Project Leverage Platform. Couple this with the fact that since January, we've added over 3,500 new locate files to the database and we've enabled our team members to access the map database on their mobile devices and...we are downright excited for our progress!

Thank you for the commitment each of you have made to following through on the Leverage Mapping Initiative wherein you collected GPS data on every utility job site. Each map added is a unique data point providing individual importance to this platform.

While we have discussed the way in which we believe this platform will create opportunities for our team members in the future, for today, having all of this utility information at your fingertips is a huge win and a way for you to widen the gap in your service provision to your customers.

»» Leverage Map Viewing Link



The GPRS Insider Podcast

Did you know that GPRS started a podcast channel for our team members a few months ago? This private channel offers a company podcast to you through your podcast app of choice (Apple Podcasts, Overcast, Google Podcasts, Pocket Casts, etc.). The podcast channel is available to all of our team members and holds several podcasts and interviews that are certain to be of interest to you.

Further, we have plans to better utilize this platform in the future to ensure we are providing consistent, value-added, and entertaining communications to our team members.

If you missed the previously sent link granting you access to the platform, please email [**it@gprsinc.com**](mailto:it@gprsinc.com) to be added.



Cybersecurity

No doubt you've seen the national news and read the GPRS communications regarding the ever-more dangerous cyber environment we live in. While our expectation to widen the gap in our industry is well known, you may not realize that this volition holds true for our internal teams, too. Each day, the IT Team at GPRS is pushing themselves to provide a secure environment that protects our business and team members.

We are thankful for your participation in the recent questionnaire and phishing email test. We are excited to report that we achieved more than 60% participation in the cyber questionnaire and of our 416 team members, only 2 individuals fell prey to our phishing email test (statistically, this is best-in-class).

Be on the lookout for more training related to cybersecurity as the #1 cause of cyber-related incidents is people: you and me. In the meantime, when in doubt, don't click the link and send it to IT for verification.



Quality Service Award for 2020

The 2020 Quality Service Award is now in the rearview mirror. We had 94 field team members (PMs and SPMs) go an entire year without an at-fault incident on their jobs. Of those, 34 were repeat winners meaning they have gone 24 months without an at-fault incident. This is seriously impressive! We will continue to widen the gap in quality service provision as we see more and more people separate themselves providing this level of quality service to their customers.

As our attention shifts to 2021, we wanted you to know that we are renaming the Quality Service Award – it will now be called the Exceptional Service Award. We believe this award name better encapsulates what it is to be the best-of-the-best at GPRS.

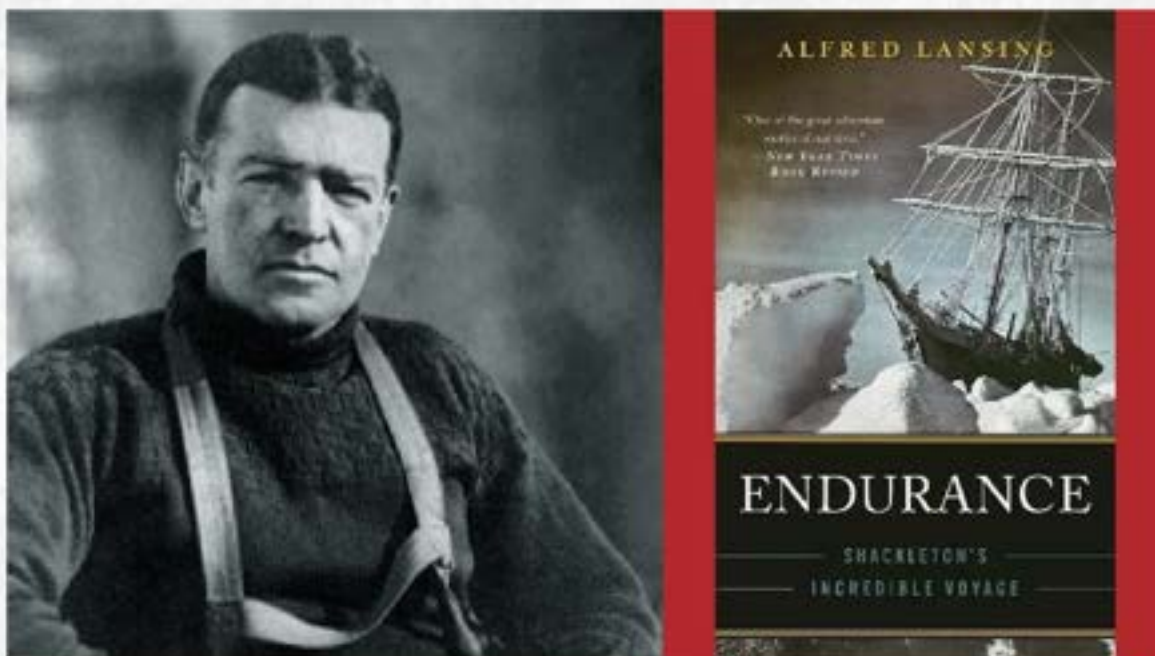


Project Neo Update

As of this writing, we have just completed our vendor demonstration process for Project Neo. The demonstrations are where the potential platform providers (example: Infor is a platform) show the capabilities of their system as it relates to the specific business requirements at GPRS. For example, the vendors demonstrated how scheduling functions, how leads are entered into the customer relationship management (CRM) tool, how invoices are produced, and much, much more. The demonstrations during the week of February 22nd represent months of work from more than 40 different GPRS team members and we were excited to step across this milestone.

Next, we turn our attention to selecting a vendor/platform which will replace Infor and on which we will build our operations and business development systems for the next 10+ years. This is obviously a daunting task. While the importance of this decision weighs on us, we are confident that our team will select a platform whose performance far surpasses that of any previous system we have used.

We intend to provide a more robust update on Project Neo in the very near future. Thanks for your support!



Encouraging Thought – Endurance

Much has been made of Sir Ernest Shackleton's explorations and leadership over the past century. While his offerings to geographic exploration and science are laudable and on par with some of the greatest in their respective fields, Shackleton has perhaps been most studied and reviewed for the quality of his leadership.

While not without his faults, his leadership is credited with saving the life of every individual on his "failed" mission aboard the HMS Endurance from 1914-1916.

The ship became hopelessly stuck in pack ice in the vicinity of Antarctica and over the course of many months he willed his crew to live and ultimately, through great personal sacrifice, manifested a seemingly impossible rescue for all.

LDP301 will be engaging a book specifically built to unpack the great leadership qualities of Sir Ernest but, we encourage you to go and learn more about this great leader and seek ways his life might encourage your development. A great place to start is the book (great audiobook) referenced below.

➤➤ **Book: [Endurance: Shackleton's Incredible Voyage](#) - link**