



Over the past few newsletters, the first page has highlighted changes. Changes in the economy. Changes in the company. And changes in employees. Although these internal materials are supposed to be new, exciting, and informational —we highlight the changes in our company once again.

This is not to be redundant, nor boring, nor even bland; but to be transparent, honest, and educational.

As you all have noticed, BELL is going through a whole re-branding.



**engineers  
surveyors**

**bell**

We are keeping our old square, brown logo, but with some restrictions and guidelines. We are improving our employee relations and morale, and are in the process of sharing a different kind of identity to our communities and clients. In these pages of the Blunt BELL Bulletin, you will uncover how we are changing as a company for better client and employee relations; and, in turn, awareness.



## Out with the old! In with the new!

After a long roller-coaster of a ride, management has decided that CMH will no longer be a separate entity from BELL. We are pleased to announce that CMH will now be under the name of F. Robert Bell & Associates, Inc (BELL). To make business more streamlined and consistent, this merger will help us strengthen our BELL identity while still maintaining former and current clients. BELL is now a full service engineering and surveying firm supporting: civil engineering, land surveying 3D laser scanning, and mechanical engineering.

With this merger, we are happy to announce the launch of our new website designed by Pearl-Grace Pantaleone and developed by MSI Communications. Please check out our website! We are still adding things to it, so make sure you check often and share with others.

**New URL: [WWW.BELLALASKA.COM](http://WWW.BELLALASKA.COM)**



[PROFILE](#) ▾ [SERVICES](#) ▾ [PORTFOLIO](#) ▾ [CAREERS](#) [CONTACT](#) [NEWS](#)



## Alaska Engineers & Surveyors since 1974

F. Robert Bell & Associates (BELL) is an employee-owned, small business in Alaska. We are well-experienced with Alaska's challenging and diverse environments, so we have spread ourselves across the state in two offices: one in Anchorage and another



# Projects, People!

Here is a list of all BELL's active projects:

## Surveying

AWWU Archives Building Expansion  
NSB Landfill Closeout  
Baker Oil Tools Pad Survey  
Prudhoe Bay Hotel Survey  
NSB Tract 76 Property Survey  
NSB Oxbow Landfill Sink Hole  
NSB Oxbow Landfill Topo  
Cedarwood Lot 10 Block 3  
Sullivan Rink AsBuilt  
Umiat ~ Sate Plane Zone 5, Nad 83  
Weatherford Shop Subsidence  
ASAP Borhole Stakeout & GDP  
Tulimaniq Exploration Well Survey Support  
Tanaka Martials Arts - Resetting Building Corners  
AK LNG - Exxon Pad Met Tower  
Kuparuk CPF1 Headache Bar Files  
Brooks Range Supply Bull Rail  
Kuparuk CPF 12" SW Line VSM Install  
West Henderson Re-Cert  
Valley View Terrace L15, Blk 1 Re-Cert  
Colville Tank Settlement Testing  
Gas Management Plan  
RWC Design Boundary and Construction Surveying  
Badami Gas Leak Detection Survey  
Badami Unit Redevelopment Project (BURP)  
Tulin-Jacobson Industrial (L5B)-Construction Staking  
MatSu Building ALTA  
True North Lot 7b, Block 200  
Pt. Thomson Project Survey Services  
AWCC Various Projects

## Civil Engineering

AWWU Archives Building Expansion  
AWCC Various Projects  
Maui Sub Lot 1 & 2 Surveying Grading Plan  
Marshall Water and Sewer Project  
Chugach Park View (L35) Corner Recovery  
Blessed Sacrament Civil Design  
Tanaka Martial Arts - Civil Design and Plat  
Jayhawk Air - Civil Design  
Dowling Warehouse  
RWC Platting, zoning & platting  
Sullivan Rink AsBuilt

## Mechanical Engineering

ConocoPhillips KCS NE Shops Bldg  
Jilkaat Kwaan Boiler Re-Design  
Haines Brewery Heat Pump Re-Design  
Ketchikan Brewery Design  
AWWU Archives Building Expansion



# Branding 101

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does “branding” mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your client. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors’. Your brand is derived from who you are, who you want to be, and who people perceive you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials—all of which should integrate your logo—communicate your brand.

F. Robert Bell & Associates, Inc. has been through a lot of phases in its lifetime. We have seen a bunch of different kinds of logos floating around; some even looking like a cartoon robot! We even see many names out there: FR Bell, FRBA, or BELL. Well, I am here to set everything straight, and create a cohesive brand to our beloved company we work for. The following are guidelines for our brand and, of course look.

## BELL's look guidelines





“The foundation of your brand is your logo. Your website, packaging and promotional materials—all of which should integrate your logo—*communicate your brand.*”

We will be going by the name F. Robert Bell & Associates, Inc. Our nickname will be BELL & Associates, or a nickname for the nickname: BELL. This will be in all capital letters.

This does not stand for an acronym, simply a name. It is to be distinguished as a proper name. The capital letters were kept after previous marketing coordinators/directors developed this look, and is modeled after DOWL’s name.

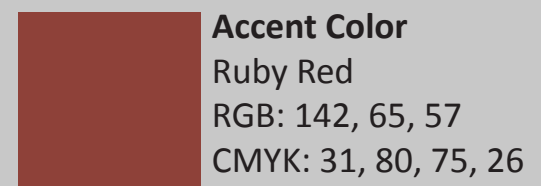
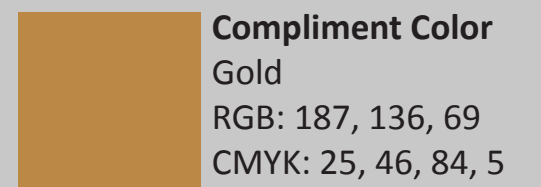
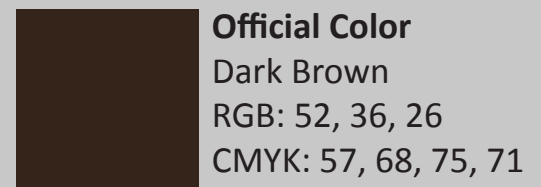
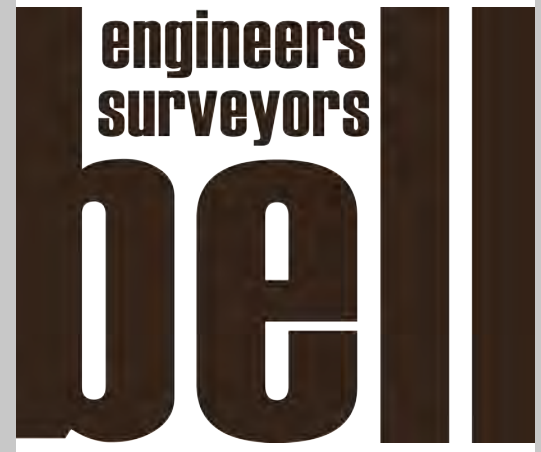
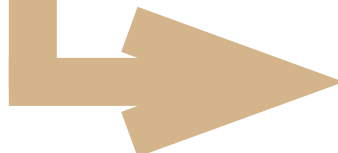
Former “DOWL-HKM” is now just “DOWL.” No one knows what it stands for, not even the website could tell you. It just is. BELL will be similar—except everyone knows it’s a name!

We want to remain unified, so I have created a requirement for our logo(s). Our official logo is the BELL (lower cased!) with the “engineers and surveyors” in the BELL text. This is to be our Official Color, Dark Brown on white background. The font is Impact, regular. This logo is used as a default, and will remain our targeted public recognition. Our second logo is created to fit

in situations where the square does not work, or for special events. It is not to be alternated back and forth, but used in certain times. Examples are photo credit on photos. In times where the logo is too small, and the engineers and surveyors is too hard to read we present you the horizontal extended logo with text reading to the right.

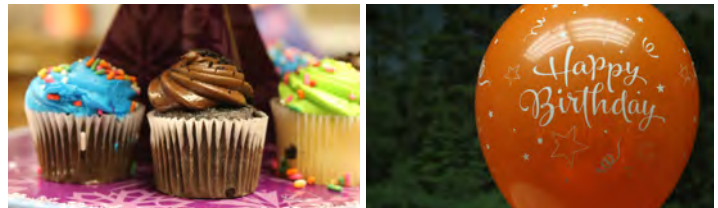
BELL has three designated colors: Dark Brown, Gold, and Ruby Red. Bob’s favorite color trumps every other color in the spectrum; therefore, dark brown is our official color. Gold is our compliment color, and ruby red as the accent color. Refer to the color pallet on the right side of this text or on our website.

The official and default color is the dark brown for all logos. Modified colors will need to go through the Marketing Coordinator aka the “Logo Police” before approval.





# NEWS EMPLOYEE ANNOUNCEMENTS



3. As an effort to increase office and employee spirit, the Anchorage office is hosting monthly birthday parties in our newly remodeled conference room. This will happen every third Wednesday of the month at 3 PM. We would love for the slope workers on R&R come join us for some good laughs, food, and celebrations!



4. Your Marketing Coordinator, who is a member of the AGC Emerging Leaders Program took a site tour of the newly constructed AS&G Port Facility Storage Dome in early January. The "Dome" is designed to hold 40,000 tons or 80 million pounds or 1,000 truckloads or 1 ship load of Portland cement (PCC).

2. BELL was present at 3 different tradeshow & conferences since December. The Meet Alaska Conference, the AMA Tradeshow, and the Surveying & Mapping Conference & Tradeshow.



1. The Bell family welcomes another little person into the world! Congratulations to Renata and Christopher for the birth of their first child Clio Lucia. Entering the world in Seattle, Washington she makes Bob's 5th grandchild.







# NEWS EMPLOYEE ANNOUNCEMENTS *continued...*



5.

5. Congratulations to Brendan Welsh, who won 40,000 Alaska Airlines Miles in the December Company drawing! With the miles Brendan hopes to play beach bum with his family in BELL's Hawaii condo sometime in the fall.

6. Over Valentine's Day weekend, Lisa Burt beat out 60+ girls to win the Free-Throw competition at the Ball of the Wild Basketball tournament in Fairbanks! Her 7th grade comp team, AK Wolverines took 2nd place overall!!



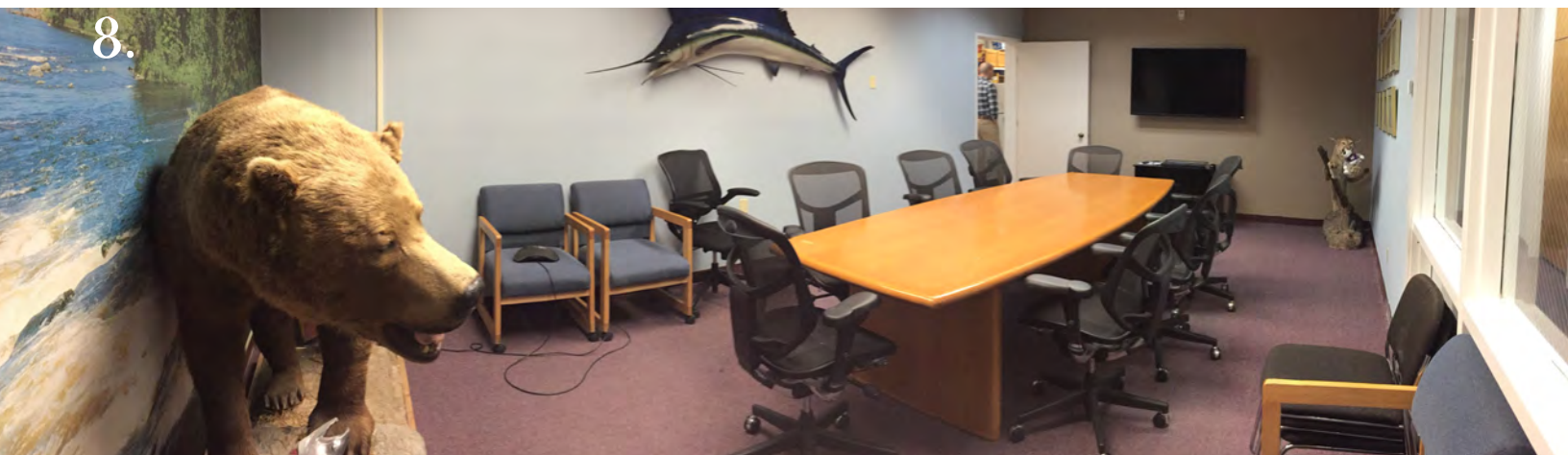
6.



7.

7. Meet your new BELL management. From left to right, back row: Brendan Welsh, PE, PLS, CFeds; Frank Bell, MS; Kyle Griffiths, MS; Chris Burt, PE. Front row: Bob Bell, PE, PLS. These five gentlemen are the overall operations and company decision makers for BELL. They are responsible for everything that happens in this employee-owned company.

8. After 10 Million years, our conference room has been updated and modernized. Of course, we need to keep our Fish & Game running theme going on, so we left some worthy dead animals to keep us company during meetings. We also finally upgraded and put a TV in our room. Soon we'll be able to see all the pretty faces on the slope from our Anchorage office during Webcam meetings if we want! More room to move around in, woohoo!



8.





# EMPLOYEE SPOTLIGHT

*Vivian Santiago  
The woman behind  
the civil engineering desk.*



Vivian Santiago, a dedicated and hard working BELL employee was born in the Philippines. When she was younger she didn't think she would be an engineer. She liked the idea of becoming a teacher, but as she became older and entered high school things changed. Vivian proudly graduated from Mapua Institute of Technology in Manila, Philippines, and shortly after started working as an engineer in her native country. There, she experienced projects ranging from designs in the metropolitan area to an island where kidnappers and dangers surrounded their project staff. Vivian married and moved to Alaska in 1996.

Having moved to a new place, she never thought that Alaska would give her the opportunity to continue to practice engineering so she pursued other opportunities and managed multiple retail stores at Ted Stevens International Airport for six years. In 2002, she decided to try again a career in engineering and worked as a Civil Designer/Cost Estimator for over a decade in one of the engineering firms in Alaska. But it was in 2013, when she started working at BELL as a Civil Designer that gave her the motivation and inspiration to try in becoming a registered engineer. This past fall, Vivian has successfully passed her Fundamentals of Engineering Examination and is looking forward to soon passing the PE exam to receive her license in Alaska.



When Vivian is not in the office, she loves spending time with her husband and their son. They love watching movies and playing board games together. At home, she fills much of her time cooking and organizing. She also loves gardening and takes advantage of the short Alaska summer to plant vegetables in her garden.





Thank you for all those employees who have served BELL  
all the long years! This Quarter we recognized the  
following individuals' work anniversaries:

## JANUARY

Tab Cahill, 1 Year  
Kent Hackleman, 15 Years  
Werner, 8 Years

## FEBRUARY

Craig Springberg, 8 Years  
David Klein, 3 Years  
Didi Taylor, 2 Years  
John Mckiernan, 3 Years

## MARCH

Gary Kowalczyk, 11 Years  
Chaz Izatt, 3 Years  
Peter Anderson, 3 Years  
Jeremiah Bell, 3 Years  
Kyle Griffiths, 1 Year  
Gretchen Bell, 4 Years

—LEADER



[ PAGE 10 ]

# environmentally sustainable

By Kyle Griffiths

—SUSTAINABILITY

—HABITUAL

—TECHNOLOGY

—ACCESS

—RESOURCES

—MINDSET

An organization has several ways in which it can become environmentally sustainable. The organization can follow the pace of laws and regulations (reaction) set by the federal government and enforced by the EPA, or they can incorporate an environmental management system (EMS) through various certifications available in the market, and go beyond complying with federal regulations (action) to stay on the forefront of environmental sustainability. This action versus reaction will ease stakeholder's demands on environmental compliance, reduce audits, and litigation from federal bodies regulating environmental systems. An organization will benefit economically and socially through the implementation and continual usage of an EMS that is relevant, accurate and sustainable in monitoring and developing environmental best practices, missions and goals. Below are a few examples of key performance indicators and processes to follow when considering environmental sustainability:

- Preservation of scarce natural resources of power, and energy.
- Maximum utilization of efficiency of scarce natural resources
- Continuous replacement of nonrenewable of scarce resources.
- Efficiency utilization of unconventional renewable and nonrenewable natural resources.
- Proper use of non-waste technologies.
- Efficient use of recycled materials
- Production and use of environmentally safe products.
- Minimizing the use of environments and products.
- Preserving the environment
- Preventing negative impacts on ecosystems
- Promoting environmental performance
- Proper disclosure of environmental litigations, legal actions and claims and related expenses
- Environmental profitability analysis and assessment.
- Utilization of renewable energy.
- Measurement of resource depletion
- Disclosure of toxic chemical use and disposal.
- Use of alternative energy-fuel and oil and gas.
- Proper recycling of waste, medical, construction, hazardous and non-hazardous materials.
- Reprocessing and re-use of scarce resources
- Utilization of green cleaning
- Utilization of agriculture/organic foods
- Promotion of biodiversity
- Disclosure of gigajoules of total energy consumed
- Reporting of total cubic meters of water consumed
- Disclosure of metric tons of total CO2 emitted
- Reporting of metric tons of total waste produced