

# Electrical firm emerges into Bright future

By Scott Smith  
Managing Editor

As Greg Crader sees it, becoming part of the Robertson Bright Industries family and his company's continued support and active participation with the Associated General Contractors represent two paths to the same goal. As of Dec. 15, Crader's company, Corona Electric, is now Robertson Bright Industries, reflecting the local firm's earlier merger with the Toronto-based corporation. Robertson Bright boasts \$40 million in gross sales corporate-wide and employs 200.

"Our previous merger and the new name will increase our level of service to our existing clients as well as provide synergies allowing further expansion of services by utilizing our combined experience and expertise in electrical services and installations, infrared thermography, design-build commercial-institutional electrical projects and network communications," Crader explained.

Under terms of the merger, Crader becomes a partner in RBI, with President Wally Budgell; the corporation's other electrical companies in Ontario and Alberta are denoted as RBI branches.

RBI is currently working on a design-build courthouse project in Kitchener, Ont. with an electrical contract value of more than \$40 million, as well as ongoing jobs for Chevrolet and multiple solar projects in progress in the greater Toronto area.

The structure allows Crader to capitalize on his local knowledge and relationships his company has established over the years. At the same time, the partnership with RBI allows the newest member of the family to take advantage of corporate knowledge in dealing with regulation and recordkeeping, develop economies of scale in bidding and estimating and leverage the goodwill and wider reputation RBI brings.

"We are excited to begin building the RBI name in the U.S. to the same high standards it has achieved in Canada," Crader said. "This merger has allowed us to hire quality people in our Estimating and Proj-



Photo: SCOTT SMITH, AGC

*Greg Crader, managing partner in Robertson Bright Industries in Las Vegas, stands outside the downtown Regional Justice Center, where his company is working on the fourth-floor expansion. The recent merger of Crader's Corona Electric with RBI has created bonding and marketing synergies.*

ect Management departments locally. With that in mind we can now look forward to all sizes of opportunities in this market."

Expanding its market is a key component in the Robertson Bright strategy, and a major part of that expansion hinges on the company's ability to forge relationships locally while increasing its bid limit and bonding capacity. The company understands that those goals can be achieved through many of the services provided by AGC Las Vegas.

The association's Permits and Inspections and Government Affairs committees give members a forum for discussing common issues and to meet with building inspectors, fire inspectors and lawmakers not only to address those issues but also to build bridges to make it easier to move the process forward when issues arise.

AGC also offers a host of networking opportunities such as luncheons, golf tournaments and mixers that put subcontractors such as RBI in contact with the general contractors and other subs that create business opportunities. These informal gatherings help business people "put the faces with the names" of colleagues throughout the industry.

The local office's projects have continued progressing throughout the transition process. Currently, Robertson Bright is working on the Regional Justice Center's fourth floor and a City of Las Vegas fire station. The company also has begun work on an OfficeMax, Fiat dealership and United Way office remodel.

RBI is a privately held company specializing in electrical services and construction. □