

Life at Alta Vista | Winter 2016



Insider

express



**ALTA VISTA
RICHMOND**

**ALTA VISTA
SACRAMENTO**

**ALTA VISTA
LOS ANGELES**

**ALTA VISTA
NEW YORK**

**ALTA VISTA
SEATTLE**



THE BIG ROLLOUT

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Vista Vision

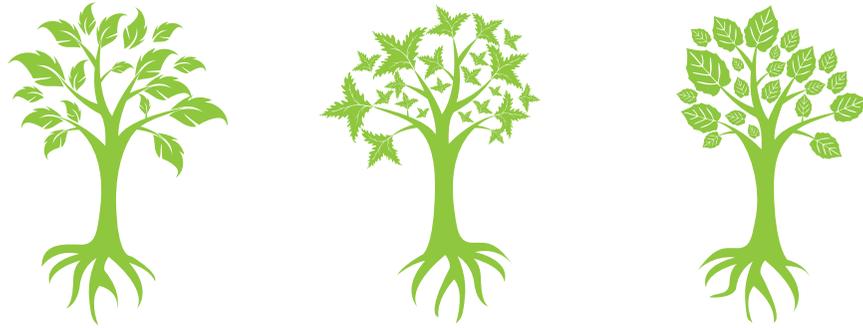
Unmanned Aerial Vehicles
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Eye in the Sky

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Alta Vista Community Day

Bay Area event information:

- Date: Saturday, May 21, 2016
- Time: 9:00am – 12:30pm
- Location: Howe Community Park, 2201 Cottage Way, Sacramento, CA 95825

Alta Vista Staff will be teaming up with the Sacramento Tree Foundation and the Fulton - El Camino Recreation & Park District for a Mulch Madness party at Howe Park! The Foundation's Tribute Trees, a handful of young trees planted in honor or memory of a loved one, reside in Howe Park. Volunteers will help us provide care, such as mulching, light pruning, and stake removal, to these special trees. Volunteers will also be mulching some of the park's mature trees to help retain soil moisture, moderate soil temperature, reduce soil compaction, and provide nutrients to these beauties!

To participate, RSVP to csaefong@altavistasolutions.com by May 13, 2016.

New York event information:

- Date: Saturday, May 21, 2016
- Time: 9am – 1pm
- Location: Flushing Meadows Corona Park, Queens, NY 11355

Volunteer with NYC Parks to plant trees in Flushing Meadows Corona Park at the Meadow Lake Berm! Trees provide so many benefits to New Yorkers such as improved air and water quality, reduced pollution, and lower energy costs. Volunteers will be trained in proper planting techniques, while furthering the efforts of MillionTreesNYC. Come dressed in sturdy boots or shoes, long pants, and clothing that can get dirty.

Trees outstrip most people in the extent and depth of their work for the public good.

~Sara Ebenreck, American Forests



tip of the spear

Greetings AV-ators,

Welcome to the first issue of Insider Express! Alta Vista is a fast moving company and the best way the good folks here in your Corporate Communications "Spear Shop" know to keep information flowing between our two big Annual Insider Magazines is to publish this tight little update. The Insider Express is designed to hold you over until we bowl you over with our next issue! You'll notice the digital issue is roughly half the size of our semi-annual magazine and is loaded with current information on what people are up to throughout the AV-ator nation! We had a lot of fun re-crafting the print edition into a smaller format to bring home the notion of this being a speedy little digest to keep our spirited engineers and professionals aligned and in the know.

Along with our AV-ator updates on new hires, promotions, achievements and events, this issue introduces our new resident Unmanned Aerial Systems expert Ed Greutert with an interview that sparks the imagination on how Alta Vista is using new technologies to provide safe and efficient service to our clients. We also recap the rollout of our new corporate identity and continue our exploration of engineering in popular culture. Because we know "the game is always on" at Alta Vista, dive into our puzzle of cross words and test your knowledge of bridges!

We hope you enjoy this new version of the Insider. We love getting your feedback and invite you to send your comments directly to any member of our Corporate Communications team.

Until next time,

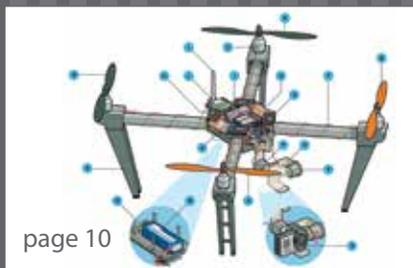
Do Right!

Corporate Communications Team
Bart, Jordona, Dean, Lindsay, Courtney

in this issue:



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The design of this issue's cover was inspired by the poster for the recent film *The Big Short*, and appropriated to reflect the cover story on Alta Vista's new logo and corporate identity rollout, as it nears completion.

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contributors

writers, photographers, illustrators and editors

Richmond/Pier 7

- Bart Ney
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- Jordona Jackson-Smith
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- Sopheak Chong

Central Federal Lands

- Dan Alsup
- Mihai Hantelmann

New York

- Ken Riley

Seattle

- Ed Greutert



interview



Ed Greutert joined Alta Vista in January of 2016 as the Program Manager in the Pacific Northwest Region. He has an extensive amount of experience in developing service offering and capturing business opportunities in both industry and federal government.

Eye in the Sky

Interview with Ed Greutert

Can you tell me a little about your educational and professional background?

EG: I attended UC Davis for undergrad where I earned my Bachelors of Science Degree in Chemical Engineering. I am a registered Professional Engineer in both California and Washington. In terms of professional experience, I have done a number of things. I started my professional career working in the oil field before becoming a Process engineer at an incineration facility where I got a lot of hands on experience.

Towards the late 80's/early 90's I shifted gears and started working purely in consulting. I have done a lot of work managing contracts. Most of my work in the last 15 years has been more marketing related until contracts are won. Once contracts are won, I manage them.

In the consulting business, it's imperative that you keep your skills honed in order to always be prepared for what's next. About five years ago I started to look for the next big thing that tailored to my background. In short, I knew that the Federal Aviation Administration was about to be overhauled, and there was talk in congress about what has now become known as the Federal Aviation Administration Monetization and Reform Act. There is a provision in the Act where congress mandates that unmanned aircraft systems are incorporated into the national airspace system. For the unmanned aircraft system platform, this served as a regulatory driver for a new emerging market. I have been a long time hobbyist of Radio Controlled aircrafts. Because of my engineering background, I was able to find a degree program in unmanned aircraft systems. I earned my master's in unmanned aircraft systems engineering while also starting an unmanned aircrafts systems service offering for Booz Allen.

continued on next page

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How did you become interested in unmanned aircraft systems?

EG: I have been building them for years, long before I earned my degree. I like to scratch build them. Technology has come a long way from when I first started building unmanned aircraft vehicles (UAV). The equipment you can now buy for \$500 was a pipe dream five years ago. Amongst many other things, UAV's may be equipped with autopilots, high definition cameras, stereo cameras, thermal cameras, and GPS systems.

The Department of Defense has poured billions of dollars into unmanned aircraft systems since the 90's because they have realized how effective they are. I too find value in unmanned aircraft systems if used properly. Today, drone hobbyist struggle to keep up with new technology advancements that take place daily. The capabilities and possibilities of unmanned aircraft systems excite me.

How do you see UAS fit in to Alta Vista?

EG: Personally, I got to a point where I kept seeing this market develop and wanted to be involved in it. I had been in touch with Pat and Mazen about business possibilities numerous times before my transition to Alta Vista. They too bought in, which explains why I'm here now.

*In the consulting business,
it's imperative that you
keep your skills honed in
order to always be prepared
for what's next.*

I have taken the systems engineering service offering system I developed at Booz Allen and refined it to better fit what Alta Vista does. I have also taken advantage of some of the things that have happened with respect to the market development, which has resulted in the company brochure we put together.

Combined the fact that the Department Of Defense poured billions of dollars into the platform for unmanned aircraft systems with the huge regulatory driver that mandates that this technology get pushed into the national airspace system and you've got the perfect atmosphere for an incredible business opportunity. There are a lot of people trying to break into the business by making these platforms, which is great, but that's not the market I want to be in. I want to be the trusted advisor to the customer who can help them select the optimal solution for their problems through the development of their concept of operation. I want to provide clients with the competitive edge they need to be successful.

There are a few things we would like to do with our service offering. We are interested in new clients that recognize the potential value of unmanned aircraft systems in their operations. Also, we are looking at clients that we have, and opportunities to drive unmanned aircraft systems into their operations.

Some areas that we have identified as potential options are structural health monitoring, forensic engineering and inspections. The idea is to provide a sensor and system that can help inspect structures where it might be difficult to otherwise.

Our service offering is based around the fact that most organizations that are considering using UAV's don't have any aviation background and experience. There are certain certifications and permits that are required to operate unmanned aircraft systems. It is far more complex to select the right sensor and vehicle to collect the data then people realize. The service offering is designed to help the clients develop their concept of operations, and identify the requirements that a sensor and a UAV will have to have in order to fulfill the needs of the client. From there, we will look at the cost of hiring that service or building the UAV, crunch the numbers for the use case, and use those results to find the optimum solution that will solve our client's problem. The work does not stop here, however.

People don't realize that once you collect data, you then have to manage and analyze it. By doing so, you have created a product to present too decision makers which will allow them the opportunity to make the right business decisions. Decision makers need a deliverable that will help them bring value to their enterprise. Systems engineering helps you develop a business case, and the optimal system to solve your problem for the least amount of money.

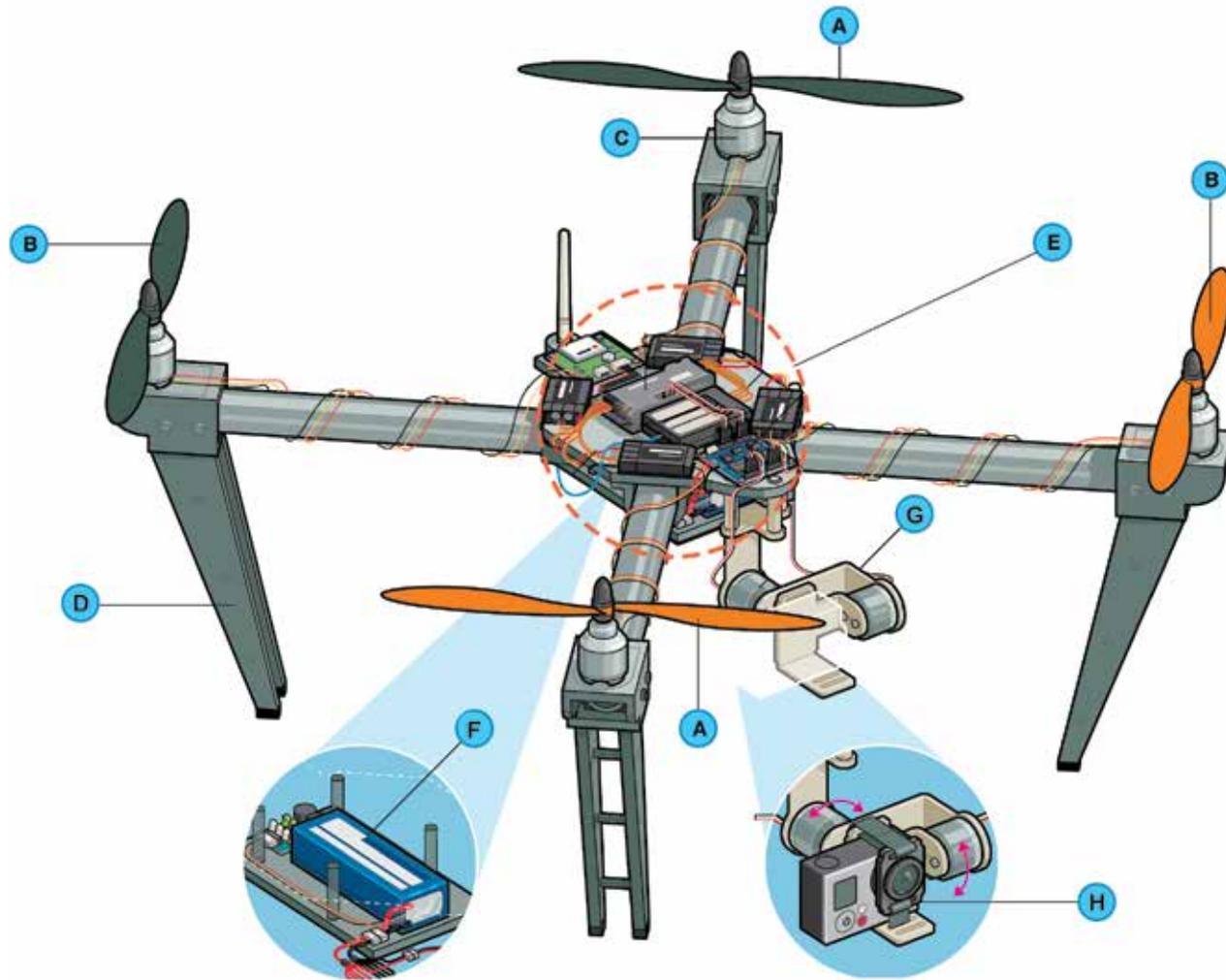
Any closing remarks, Ed?

EG: Things are going well in Seattle overall as spring is starting to make itself known. One of the things that really attracted me to Alta Vista was the size of the company. I have worked with a lot of small businesses and they are very nimble, with no bureaucracy involved. The level of trust that has grown between Pat, Mazen and me has made my transition to Alta Vista easy. They have both made a big investment and have been incredibly supportive of me. I'm confident that with time, contracts will come. The proof will be in the pudding!

*One of the things that really
attracted me to Alta Vista
was the size of the company.
I have worked with a lot of
small businesses and they
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bureaucracy involved.*

vista vision: unmanned aerial vehicle

anatomy of a multrotor drone



A. Clockwise turning propellers (2)

B. Counterclockwise turning propellers (2)

C. Electric motors (4)

D. Simple landing gear

E. Avionics

- Electronic speed controller
- Flight controller
- GPS module
- Ground control radio receiver
- Antenna

F. Battery

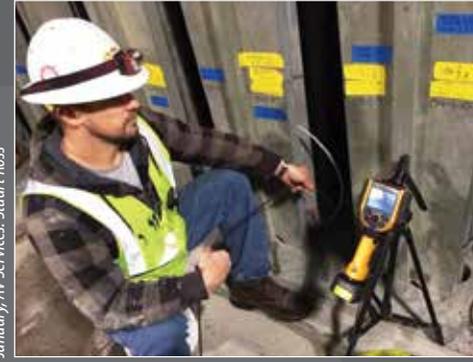
G. Multi-axis sensor gimbal and controller

H. Camera mounted on gimbal



November, Action Shots: Ken Riley

Tappan Zee deck panels being loaded onto a barge at the Port of Coeymans in New York for transport to the jobsite.



January, AV Services: Stuart Ross

QAI inside the tower base of the SFOBB performing Borescope and water level monitoring



December, Holiday Party: Corey Gardner

Dance Your Belt Off Award given to Margaret Thomas.

photo of the month



March, Quality Management: Sopheak Chong

Quality Management is a cycle process (plant, do, check, act) to ensure that the client needs are consistent.



October, Pavement and Concrete: Mihai Hamelmann

Asphalt Paving in Badlands National Park, SD



February, Office Work and Collaboration: Danny Alsop

Alta Vista Solutions Danny Alsop collaborating with office workers reviewing NM Flap CR 11299(1) work agenda

THE BIG ROLLOUT



*Business cards
Stationary
Business forms
Office signs
Presentation
templates
Vehicles
Style guide
Swag
Website
and more*

cover feature

Alta Vista's New Visual Identity Nears Completion

By now, AV-ators have seen the new Alta Vista logo displayed in our office lobbies and on our fleet vehicles. As we near completion of our new corporate identity rollout, newly designed business cards and stationary are being distributed, in addition to previously released office forms and presentation templates. We also have two new brochures, our just-off-the-press corporate *Solutions* brochure and our *Unmanned Aerial Systems* brochure. Need a new mousepad? New swag items include an industrial-style mousepad fit for an AV-ator, not to mention a stylish, smooth writing pen. Future plans are in the works for additional collateral materials and swag items, so stay tuned.

Timing is everything, and now is a good time to jettison those old office templates and materials to make room for the new.



Office signs



Presentation templates



Fleet vehicles

AV-ators on the move.....

certification announcements

Alta Vista would like to congratulate the following individuals for recently attaining one or more professional certifications.



Talina Barajas

Professional Engineer

Tatevik Janvelyan

Professional Engineer

Joe Nixa

CTMs 11, 27, 84,
96, 176, 209,
275, 308, 329

IPA winners

Congratulations to the following AV-ators for submitting winning IPAs! We appreciate your strive to improve our processes.



Stacey Davis

December

Chris McDermott

January

Sopheak Chong

February

Yang Zhu

March

mission & values awards

November

Jeff Sulka

for Strong Relationships for communicating with the client and offering solutions to keep the contract moving forward



David Gray

for Offering Solutions for handling issues calmly, even in very stressful work environments



December

Ramsey Doumani

for Understanding the work performed on and off the contract and helping push the capabilities of our labs further and further



Mihai Hantelmann

for Two Space Award for his great understanding of client's needs and being a team player



January

Justin Palmaymesa

for Teamwork for his willingness to adjust into his new surroundings during his move to LA for a SMR position



Dean Hunsaker

for Offering Solutions for his innovative ideas in designing Statewide recompute graphics and a new logo identity



February

Nestor Cuellar

for Strength of Mind for always maintaining a positive attitude, even through difficult challenges



Tonya Arian

for Offering Solutions for the high satisfaction and excellent feedback from new hires on the orientation process



March

Suda Lee

for Strength of Mind for always being willing to provide any support when necessary



Clinton Edmiston

for Offering Solutions because his hard work and attention to detail led to a successful ISO 9001 audit



promotions

Irina Kassil – Financial Director
Keivan Hassan – Senior Engineer

Christopher Glasscock – Engineer IV
Carolina Cervantes – Engineer II

new hires

January

Daniel Boutilier
Sybil Kidder
Melissa Pedersen (Part-Time)
Ed Greutert
Clinton Edmiston

February

Courtney Saefong
Artemio Arguello

March

Tony Lam
Karen Maghamil

work anniversaries

February

6 Years

Mike Bennett

5 Years

Aaron Prchlik

2 Years

Ramsey Doumani
Mahek Iqbal

1 Year

Peng Zhang

March

8 Years

Pat Lowry
Mazen Wahbeh

6 Years:

Ken Riley

4 Years

Frank Cannizzaro
David Gray
Lance Miller

2 Years

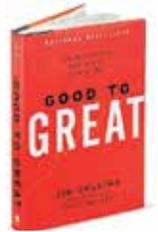
Carolina Cervantes
Sopheak Chong
Christopher Glasscock
Michael Hobbs

1 Year

Jordona Jackson-Smith
Julien Atallah



BOOK REVIEW: *Good to Great: Why Some Companies Make the Big Leap... And Others Don't* (Written by Jim Collins)
Review by Jordona Jackson-Smith



How have some companies been able to defy gravity, taking a mediocre business – or even a poorly performing one – and achieving long-term, widely-recognized greatness? Jim Collins' *Good to Great* seeks to answer this very question.

Collins and his team developed a set of benchmarks with criteria that were extremely difficult for companies to meet. They were designed to identify companies that started out as "poor", "mediocre" or "good" but advanced into at least 15 years of sustained greatness. This led them to study 28 companies in depth. The research team contrasted the companies that made the leap from good to great with companies that didn't. What they found (after five years of research and hundreds of interviews) is that the good-to-great companies had seven characteristics in common:

1. Level 5 Leadership – Leadership demonstrated personal humility, workmanlike diligence and dedication, and an inclination to think in terms of "we," not "I".
2. First Who, Then What – They got the right people on the bus and the wrong people off the bus, then let everything else fall into place.
3. Confront the Brutal Facts – They created a culture in which the truth could be heard, and openness and honesty were valued.
4. The Hedgehog Concept – They asked: What can we be great at? What can we make money doing? What are we passionate about?
5. A Culture of Discipline – If an opportunity didn't adhere to the three questions above, they didn't waste time on it.
6. Technology Accelerators – They used technology to accelerate momentum, not to create it.
7. The Flywheel Effect – They developed a plan and followed it through, even when it was hard.

A modern classic in its own right, *Good to Great* is a fascinating read that compels readers to abandon good in pursuit of great.

"Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline." – Jim Collins

team building events

December 4, **Paintball**



December 12, **Holiday Party**



team building events

twitter challenge

In the Alta Vista Twitter Challenge, one point was given to every tweet and retweet that mentioned @Alta_Vista_. The total points were divided by the number of office staff, so smaller offices could remain competitive with larger offices. Congratulations to the Fresno/High Speed Rail office for winning first place with a weighted total of 700.75 points!

Weighted Total:

1. Fresno/HSR: 700.75 points
2. Sacramento/METS: 117.96 points
3. Vallejo: 93.11 points
4. Richmond/Pier 7: 80.08 points
5. Los Angeles: 18.27 points
6. New York/Seattle: 16.4 points



701



118

80

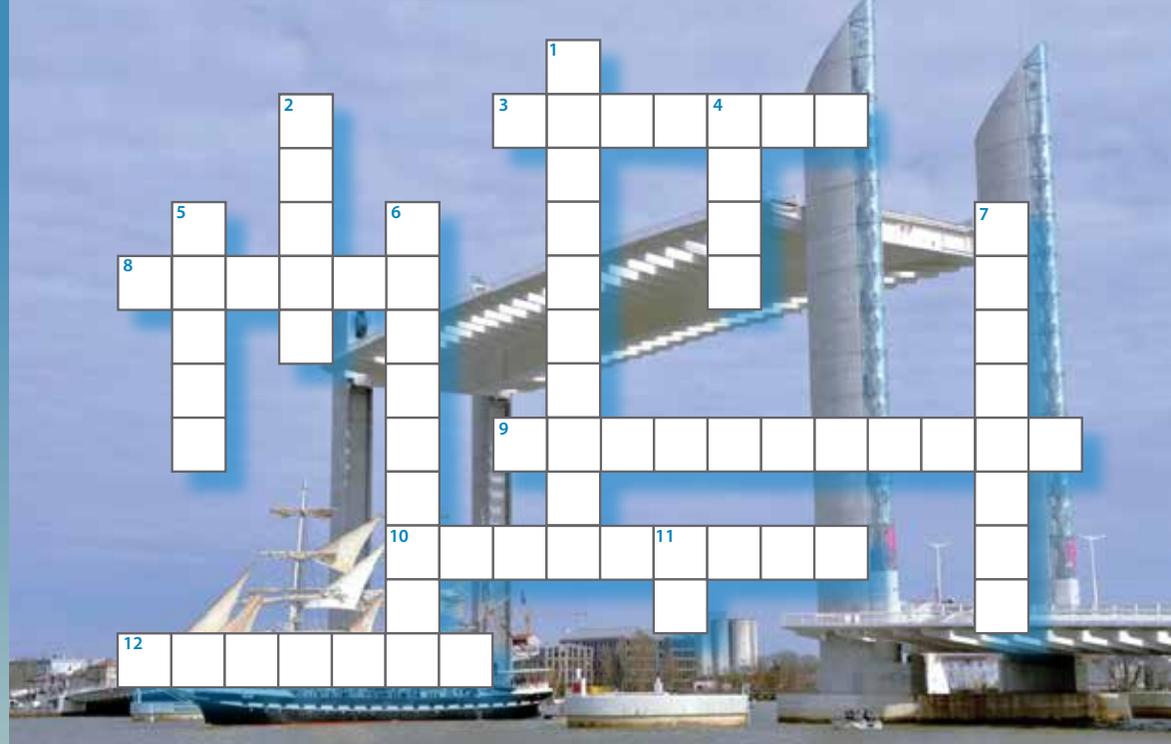
93



16

18

crossword puzzle on bridges



ACROSS

3. A type of bridge that moves to allow passage for boats or barges.
8. European country which has the worlds tallest bridge.
9. A type of bridge (two words).
10. Ancient Roman bridges use for transporting water.
12. A country in Iowa was featured in a film about covered bridges with Clint Eastwood and Meryl Streep.

DOWN

1. Most photographed bridge.
2. Asian country which has the word's longest bridge.
4. The most common bridge type in use today.
5. A type of bridge composed of connected elements forming triangular units.
6. Bridge that connects the New York City boroughs of Staten Island and Brooklyn.
7. French city famous for its wine, which has a vertical-lift bridge.
11. European country (initials) that has the longest single-span suspension bridge.

Answers: 1. GoldenGate; 2. China; 3. China; 4. Movable; 5. Truss; 6. Beam; 7. Verrazano; 8. France; 9. Cablestayed; 10. Aqueducts; 11. UK; 12. Madison.

weddings

Congratulations to Rami Boundouki and Rowena Ireifej for tying the knot on January 30th. Best wishes to you both in your marriage, and may the next chapter in your lives be a long and happy one!



community participation

december



toys for tots



march



move america forward



birthdays

February

- | | |
|--------------------|------------------------|
| 02 - Edward Leach | 12 - Sam Fitzer |
| 04 - Mike Bennett | 12 - Scott Leavitt |
| 06 - Mazen Wahbeh | 16 - Julio Pescador |
| 07 - Bahjat Dagher | 20 - Nathaniel Jackson |
| | 27 - Mike Foerder |

March

- | | |
|----------------------|------------------------|
| 01 - Greg Johnston | 19 - Rita Leahy |
| 02 - Bart Ney | 29 - Mahek Iqbal |
| 03 - DJ Shin | 30 - Justin Palmaymesa |
| 13 - Felicia Statkus | 31 - Stacey Davis |

march madness tournament challenge

In the Alta Vista March Madness Tournament Challenge, prizes were given to the top three individual scores and the top ranking office. The total points were divided by the number of office staff to determine the top ranking office. Congratulations to Tonya, Artemio, and Shayla for ranking in the top three, and the Sacramento/METS offices for winning the office challenge!

Individual Results

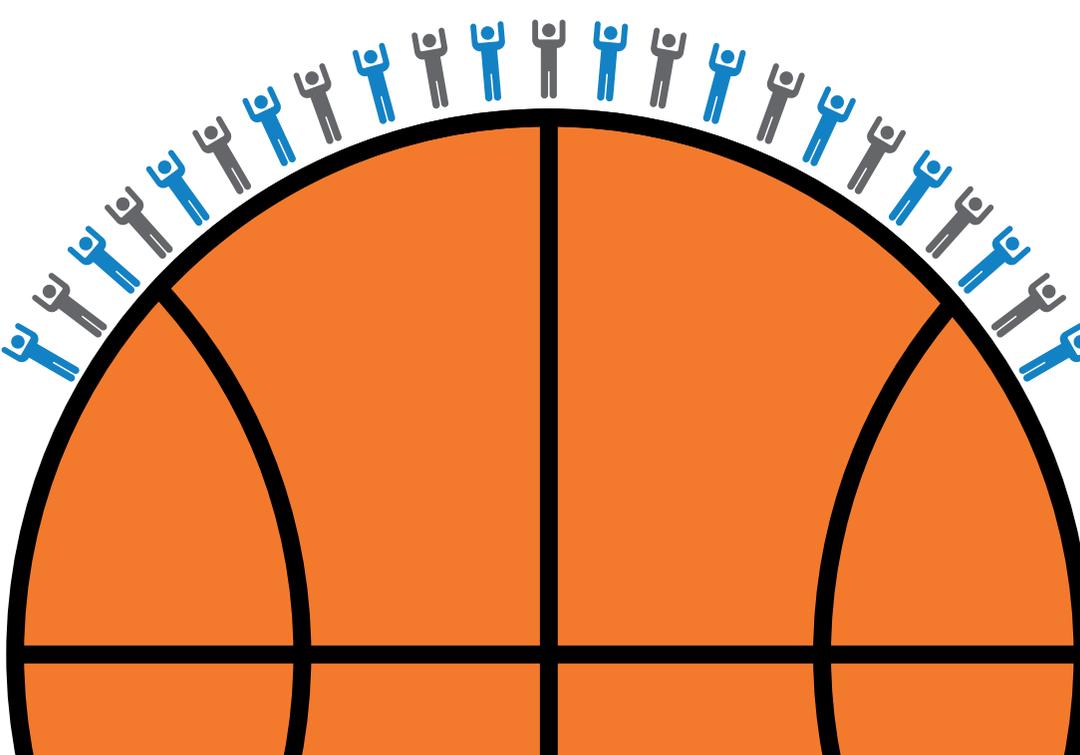
1. Tonya Arian – 1440 points
2. Artemio Arguello – 1140 points
3. Shayla Tonarelli – 1030 points

Office Results Total

1. Richmond/Pier 7: 10,840 points
2. Sacramento/METS: 9520 points
3. Los Angeles: 3410 points
4. Fresno/HSR: 2330 points
5. Vallejo: 1570 points
6. New York/Seattle: 1400 points

Weighted Total

1. Sacramento/METS: 366.15 points
2. New York/Seattle: 350 points
3. Fresno/HSR: 332.86 points
4. Richmond/Pier 7: 301.11 points
5. Los Angeles: 162.38 points
6. Vallejo: 174.44 points



new alta vista office

Seattle



Bank of America Plaza
800 Fifth Avenue, Suite 4100, Seattle, WA



Quality AV-ators

Alta Vista
would like to
congratulate the
following individuals
for recently passing the
American Society for
Quality (ASQ) Certified
Quality Auditor (CQA) exam.

Talina Barajas

William Clifford

Nestor Cuellar

Stacey Davis

Clinton Edmiston

David Eisenberg

Sam Fitzer

Christopher Glasscock

Mihai Hantelmann

Tatevik Janvelyan

Robert Mertz

Justin Palmaymesa

Rob Ramos

Elaine Yip

