

Running on gas

Firm's success in natural gas market leads to impressive new website.

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In mid-2008, design engineering firm **RETTEW** (Lancaster, PA) embarked on a very aggressive plan to capture market share in Pennsylvania's emerging Marcellus Shale natural gas market.

Over the last four decades RETTEW has grown from a one-man shop to a staff of more than 400 professionals, with clients in both the public and private sectors. As they continue to grow, the focus is on serving evolving markets, such as transportation, telecommunications and healthcare with special concentration on the responsible, sustainable use of land and resources.

A newly redesigned website is a direct result of their success in this marketplace. Mark Lauriello, president of RETTEW, says, "Because of our success over the past few years, we were able to invest in a redesign that more accurately reflects the firm we are today in terms of projects, the variety of markets we now serve and services we now offer."

RETTEW's website sums the dynamics in the natural gas exploration market this way, "In the dynamic boom-town environment of shale territories, business moves fast. Expectations are high, tolerances are low and the landscape is constantly changing."

First, a leap of belief

In 2008 and 2009, RETTEW's tradition-

al markets (transportation, water/wastewater, commercial, industrial, and residential) were, at best, flat. The company was not growing and decided to make a move.

"With over 40 years of experience maneuvering through Pennsylvania's regulatory maze, we concluded that our expertise and services aligned well with the needs of the oil and gas exploration and production companies that were entering Pennsylvania," Lauriello says. "We were right – our expertise and services did align with their needs. In late 2008, we landed our first opportunity with a natural gas company. We performed very well and exceeded their expectations. More work flowed from our first client and we were successful in landing other, large natural gas clients. We continued to perform well and exceed expectations, and our workload started to really explode in 2009 and 2010."

Since the Marcellus Shale Play opened up to exploration and drilling, RETTEW has built on that expertise and expanded into the Utica Shale Play, and stands ready to progress into other areas as shale plays emerge. Multiple offices near the Marcellus and Utica Shale Plays provides the firm with the advantage to quickly mobilize and address drill site and pipeline needs, which in turn keeps production and delivery schedules on track.

"After growing in 2009 and growing quite significantly again in 2010, RETTEW (450 professional, 10 offices) grew by more than 110 percent in 2011," Lauriello says. "With no acquisitions, all of that growth has been organic growth."

Outcomes

Because of the newfound success, a reinvented website had to mirror RETTEW's accomplishments, keep the momentum and further their goals.

"Now that the redesigned website is up, it has also helped drive our success," Lauriello says. "Because the website features project descriptions representing RETTEW's key markets – oil and gas, energy/utilities, transportation, water/wastewater, etc. – we're able to better use the website as a valuable communication tool to better position us in those markets.



"The website focuses on our employees, who have been instrumental in driving our success, our achievements by way of projects we've done and client testimonials, our breadth of capabilities by way of services we offer, and markets we serve," Lauriello says. The website was built within a new content management system, allowing RETTEW to make updates in real-time and publish news as it happens. It also provides easy navigation and an improved user experience and allows visitors to learn more about the firm's key markets and services, their sustainably commitment and their community investment. "The feedback has generally been all positive," Lauriello says.

"Our success has enabled us to establish a charitable foundation and fund it with an initial contribution of \$100,000," Lauriello says. "In addition, we've established an endowment scholarship at Penn State University in the amount of \$75,000. We've donated \$16,000 to a central Pennsylvania food bank. We have been delighted to give generously to many other charities in our regions." ▲▲

DETAILS

FIRM SIZE: 450

MARKETING TACTIC: Website redesign after successful endeavor into the natural gas market.

DISTRIBUTION: Online.

COSTS: N/A.

RESULTS: Website is helping drive company's success in marketplace and serves as an effective communications tool to position the firm better in its markets.