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Rieger, Borgen, Benson Electric Inc. On Call and On Time to Keep Clients Online

Produced by James Tompkins & Written by Felicia Fox

Jon and Theresia Rieger, Ron and Cyndi Rieger, Tim and Lisa Borgen, Chad and Robin Benson, as well as Craig and Nichole Solway, founded Rieger, Borgen, Benson Electric Inc. in 2002. More commonly known as RBB Electric Inc. (RBB), the one-stop shop is capable of handling jobs of varying sizes throughout North Dakota and Minnesota. The family-owned and -operated business boasts a highly capable team of 80 and only subcontracts less than 1 percent of its work.

Headquartered in Grand Forks, N.D., RBB is able to serve commercial, residential and industrial clients across the region with three additional locations. The team's reach is enhanced by RBB's locations in Crookston, Minn., plus Bismarck and Fargo, N.D.

RBB's motto is reflected in the team's day-to-day operations: "On call, on time and on line." The team is on call 24/7/365, which truly showcases RBB's dedication. The company ensures that a licensed RBB electrician, not an answering service, will answer each customer's call. By stating RBB is on time, every time, the company shows that it respects client's valuable time. Therefore, RBB always calls ahead for scheduled service calls to prevent frustration for customers. In addition, RBB boasts a knowledgeable team of designers and installers dedicated to ensuring every customer is always online. RBB's Dave Twite is a Registered Communications Distribution Designer (RCDD) and Building Industry Consulting Service International (BICSI) certified, a notable honor that less than 2,000 people worldwide retain.

An Electric Family

Today, Cyndi Rieger, Jon Rieger, Ron Rieger, Chad Benson, Robin Benson, Tim Borgen and Craig Solway head RBB together. It is truly a family affair.



"I am the second generation of this company," says Ron, cofounder and co-owner of RBB. "My father was the first, and my kids are the third." Ron has been with RBB for eight years, dabbling in almost every department, including estimating, project management, finances, human resources and "whatever else comes with the job," says Ron with a smile.

RBB brings a new meaning to a family-run business, as the company's ownership is shared among the Riegers, Bensons, Solways and Borgens. Each

family is comprised of genuine members, where the focus is on others rather than themselves. The owner's hard and honest work ethic is reflected through each project the team at RBB tackles.

According to the families of RBB's leadership, whether it's a customer, a community or an individual in need, the team is willing – and able – to put in the extra time and effort necessary to secure the success of others. It is evident that RBB possesses not only a special work ethic, but also special people, truly setting the company apart by creating long-lasting relationships.

Robin, cofounder, partner and corporate secretary of RBB, has been in the industry for over 20 years. Robin is proud to note that

the entire team at RBB is informed of the industry's trends.

"We have the best employees and customers," says Ron. The team at RBB's devotion has not gone unnoticed, nor has RBB's inordinate work. The company was awarded the Small Business Commerce Association's (SBCA) Best of Business Award in the electrical work category in 2009. RBB also ranked number 271 on Entrepreneur Magazine's Hot 500 of the fastest growing businesses in America.

Through such prestigious acknowledgements, RBB shared the company's success secret: "Working hard every day and pleasing our customers." When asked what exactly success means to those at RBB, the team simply responded, "Happy owners, happy employees and happy customers." The best advice that the team offers is simply to always take the time to pursue new leads for projects, whether it be big or small.

It is clear that the company's success has not deteriorated the family mentality holding RBB together.

Partnerships of Perfection

In order to produce the quality expected by RBB, the company requires a supplier with the same level of integrity as its own team. "We rely on our suppliers very much," says Ron. "They are part of

this team. Relationships are what built this company." According to RBB's leadership, this is exactly why the company has continued to work closely with several of the same partners over the years.

According to Robin, one of the company's most interesting projects was the team's work on the University of North Dakota's Gorecki Alumni Center. "This project is a LEED Platinum project, featuring solar panels, LED lighting, ground-source heat pumps and much more," explains Ron. Robin then also notes the Urban Plains Hockey Center in Fargo as a unique feat for the team. "This is the second major hockey arena that this group has been involved with," Ron elaborates.

The drive behind the Riegers, Bensons, Solways and Borgens won't allow RBB to rest on its laurels. The same integrity and will to succeed continues to push RBB forward to more successes in the future.

"In the next three to five years, we would like small growth," says Robin. "We would like to grow our service business and increase our profit margin." The company survived the recent economic downturn with the help of a loyal and knowledgeable staff. "If it does get slow, we dig deeper and start to look outside our region for work," Ron says. Modest or not, the heart of RBB lies within five incredible families, ensuring Rieger, Borgen, Benson Electric Inc. will prosper for years to come. •



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