

# Business @ Bishop Ranch

Northern California's Most Dynamic Business Community

## SPOTLIGHT: TELECOMMUNICATIONS

February / March 2011



[vCom Solutions, Inc.](#)  
Bishop Ranch 15 | 925.244.1800

vCom Solutions revolutionizes the way multisite companies manage their telecom environment. The company, founded in 2001, offers a complete suite of cloud-based software tools, with services that range from carrier selection and project management to technical support and cost allocation.



[Healy & Co.](#)  
Bishop Ranch 6 | 925.543.5700

Since 1995, Healy & Co. has designed and implemented telecom networks for operators such as AT&T, T-Mobile and Sprint. The company's portfolio of services includes strategic consulting, engineering design, provisioning, remote testing and switch evaluation.



[eOnTheGo, Inc.](#)  
Bishop Ranch 8 | 925.830.1200

eOnTheGo, Inc. is a leader in wireless expense management, wireless rate plan analysis and wireless optimization. For the last 14 years, it has set industry standards, providing services for major wireless carriers and the Fortune 1000 market. eOnTheGo also offers a life-cycle suite of wireless management solutions.



### EXECUTIVE PROFILE

## Mike Patridge

**Title:** Principal  
**Company:** [Ridge Communications, Inc.](#)  
**Location:** Bishop Ranch 15  
**Number of employees:** 89  
**Year company founded:** 2002  
**Years at Bishop Ranch:** 7  
**Business area or industry:** Telecommunications

**Business philosophy:** The one identifying characteristic of our company, outside of the traditional professionalism and competitive objectives, is to always try to do the right thing, for no other reason than because it is the right thing to do.

**Definition of success:** First, to recognize that success means a lot of different things to different people. For me it has been the good fortune to have personal and professional lives that are complementary and incredibly gratifying.

**Suggestions for up-and-coming executives:** One needs a passion for a profession or job to be truly successful, in the broad sense of the word. I believe the old adage that

## STATS: TELECOMMUNICATIONS

### 14 companies

and practices located at Bishop Ranch

**23,663** telecommunications and wireless companies in California

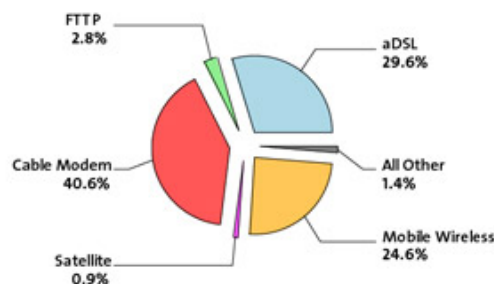
[Source](#)

**1 million** people employed by telecommunications companies, according to the Bureau of Labor Statistics

[Source](#)

Latest statistics show average weekly

### HIGH-SPEED CONNECTIONS BY TECHNOLOGY



[Source](#)  
(Click to enlarge)

telecommunications earnings of **\$1,038**, a figure that greatly exceeds average earnings throughout private industry

[Source](#)

## TELECOMMUNICATIONS@BR

[Alcatel / Lucent](#)

[AT&T](#)

[Clear](#)

[eOnTheGo](#)

[Healy & Co., Inc.](#)

[RFC Wireless, Inc.](#)

[Ridge Communications](#)

SMF Systems Acquisitions, Inc.

[Sprint](#)

[TargetCast Networks, Inc.](#)

[True Wireless](#)

[vCom Solutions, Inc.](#)

[Walsh Wireless Solutions](#)

[Worldcast, Inc.](#)

[XO Communications Services, Inc.](#)

## NEWS@BR

- [True Wireless](#), a wireless management and solutions provider for enterprise, government and small to mid-sized businesses, was [recognized and ranked No. 47](#) on the San Francisco Business Times' 2010 "Fast 100" list, a list of the fastest-growing private companies in the Bay Area.
- Robin Yeganeh, Ph.D. of the [Cognitive Behavior Therapy & Mindfulness Center](#) will be featured on the new season of TLC's "Hoarding: Buried Alive." As an expert on anxiety disorders, Dr. Yeganeh was invited by the Discovery Channel to provide a clinical intervention and speak about this variant of obsessive compulsive disorder on the show. The new season airs in March 2011.
- [Walsh Wireless Solutions](#) announced a new strategic [partnership and reselling agreement](#) with Grabba Inc. The partnership increases market penetration for Grabba's mobile data collection devices in North America, and also enables both companies to offer increased service and smart phone capabilities to their customers.
- [ThreeFive Corp](#) has [expanded its presence](#) in Europe and the Middle East with Redtree Solutions. ThreeFive Corp, a worldwide provider of display and integrated system solutions to original equipment manufacturers (OEMs), has joined with Redtree's experienced sales professionals to focus on their key consumer, medical, telecom, automotive and industrial markets.
- [RGIS](#), the market leader in inventory, data collection and space optimization services, recently [collaborated with retail chain Marks & Spencer](#). The RGIS data collection initiative captured information about fixtures, merchandise and architectural elements so that Marks & Spencer could utilize their store space to maximize profits.

finding a profession or job that you really enjoy prevents you from working a day of your life.

### **Greatest business challenge:**

Adjusting to an industry that is constantly changing at an incredible pace. The changes are occurring in technology as well as policies and procedures.

### **Business goals:**

Our strategic goals include developing niche markets with companies that have a telecom component to their product or service offering, but reside outside of the mainstream telecommunications industry. Our ability to provide carrier-grade service support to those organizations is a form of portfolio diversification.

### **Definition of good leadership:**

My definition is rather basic. It is the ability to visualize, formulate a subsequent plan and then gather and influence the necessary resources to successfully execute the plan.

### **Best way to motivate staff:**

Motivation is a part of day-to-day existence in a professional working environment, where employees are properly matched with their functional responsibilities, an expectation level has been clearly communicated and a recognition and appreciation is demonstrated as a result of successfully realizing those expectations.

**Best decision you ever made:** It is impossible to pick a best decision—or, for that matter, the worst. I do consider myself lucky in that my better decisions have at least done a little more than neutralize my poorer ones.

### **Like best about your job:**

We have the good fortune to work in a vibrant, growing industry that is continually reinventing itself. The industry attracts a lot of bright, high-energy people who are fun to work with.

### **Like least about your job:**

Making business decisions that negatively affect entire families.

## TRACE3

Bishop Ranch welcomes [Trace3](#) to Bishop Ranch 15. Trace3 provides solutions that reduce complexity within your IT infrastructure by simplifying data management, simplifying virtualization and accelerating the network.



Bishop Ranch welcomes [Balboa Capital](#) to Bishop Ranch 2. Since 1988, Balboa Capital has provided convenient equipment financing to businesses throughout the country.

NEW@BR



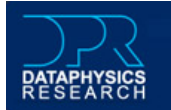
Bishop Ranch welcomes [J. Stone Promotional Advertising](#) to Bishop Ranch 12. For more than 20 years, founders Gary and Debra Medeiros have provided outstanding customer service, competitive pricing and custom marketing ideas and solutions for their clients.



Bishop Ranch welcomes [World Initiative for Science and Healthcare](#) to Bishop Ranch 6. The organization is a registered 501(c)(3) non-profit seeking to make a critical contribution in reducing the spread, effect and impact of HIV/AIDS in impoverished and resource-deficient areas worldwide deploying mobile HIV clinics.



Bishop Ranch welcomes [Advanced Instruments & Equipment \(AIE\)](#) to Bishop Ranch 8. AIE is the technology leader in providing innovative equipment, services and software to enable the manufacture of advanced semiconductor and solar photovoltaic products.



Bishop Ranch welcomes [DataPhysics Research](#) to Bishop Ranch 6. The company's vision is to use next-generation technology to provide radiologists and physicians with better, quicker patient information, organized in a more efficient manner, to improve the delivery of healthcare at a lower cost.

**Greatest strength:**

A strong sense of perseverance and natural optimism.

**Characteristic you most admire:**

I am awed by visionaries, as well as individuals with exceptional control, organization and follow-up skills.

**Dealing with disappointment:**

My crutch is perspective. For many people in the world, most of my disappointments would qualify as a good day. Those of us who live in these times and in this environment, with healthy and loving families, effectively are already lottery winners.

**Personal interests:** Family, travel and sports.

**Nightstand reading:** I am currently reading "The Next Decade" by George Friedman. I recently read a Dr. Seuss book with my 6-year-old and "Mickey Mouse Clubhouse" with my 3-year-old.

**Favorite vacation spot:** Poipu, Kauai.

**EVENTS @BR**



**Invest in Healthcare**

With healthcare's skyrocketing costs and uncertainty about reform, it's difficult to think of employee benefits as an investment—but healthcare can be an investment. Join this seminar to learn how to formulate strategies that result in healthier, more productive employees, while also positively impacting healthcare costs and turning your employee benefits program into a smart investment.

Jim Vawter of [CCI Financial & Insurance Services](#), located in Bishop Ranch 8, will lead this seminar. Please RSVP to Tenant Services at 925.543.0100.

Wednesday, March 23, noon-1pm  
 Bishop Ranch Conference Center  
 2623 Camino Ramon, Suite 175 (BR3)  
 FREE, including light lunch

**CONTACT BISHOP RANCH**

Submit news about your company to [business@bishopranch.com](mailto:business@bishopranch.com). For more information about Bishop Ranch tenants located here, visit [www.bishopranch.com](http://www.bishopranch.com).

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