



KING'S ENERGY TRANSLATES

Core Values into High Growth

King's Energy was established in 1971 by instrumentation entrepreneur Gary King. His son, Jason King, assumed the driver's seat in 2002, growing this localized valve and instrumentation outfit into a national organization by means of strategic planning and the enthusiasm of talented employees. The company has quadrupled in size during his short tenure. One wonders if his current announcement to continue on an aggressive growth strategy to double the size again within five short years is just modest understatement.

"King's has always been about providing high-quality valves and instrumentation at economic prices. Quality products, quality service, quality people – these have all been the cornerstones of our success story. We make our clients feel like, well, kings," says Jason.

In the highly competitive field of providing products and services to Western Canada's oil and gas industry, new companies emerge during booms, but many lack the staying power to meet strong economic headwinds.

Staying power is programmed into King's Energy's core values: the uncompromising dedication to quality, to getting things done right.

"This is the 31st anniversary of the company my father created," Jason says, scanning the newly built 25-thousand-foot complex just outside Red Deer. "Many of our clients knew me when I was only knee-high to a grasshopper. What better evidence of customer satisfaction is there than that kind of loyalty?"

In an industry sector that handles liquids and gases under high pressure, inattention to detail and inadequate technical training can have catastrophic consequences. It's no surprise that all King's employees take safety with absolute seriousness. "You can't ever rest on your laurels. You pursue education relentlessly and keep raising your standards," the young president says,

as if repeating a well-worn mantra. "Our reputation is our most valuable asset. It's the result of three decades of hard work – we won't let it get tarnished."

To join the team, everyone who handles the company's ever-growing product inventory must internalize safety as an overarching operative principle. And in addition to this commitment to rigorous safety and loss prevention, management maintains – in both spirit and letter – the industry-wide Guiding Principles for Worker Safety (COR & IRP 16).

King's Energy established a corporate culture emphasizing ongoing technical and safety training as well as customer service. Today's company builds further on these values in order to launch an ambitious expansion campaign. That translates into improved services, more employees and greater market penetration throughout Western Canada, with new distribution outlets – such as the one in Drayton Valley – and enlarged product offerings from Taylor Valve Technology Inc., Belgas Regulators, Marsh Bellofram and Remote Control, to name but a few.

A meeting with the new head of the Calgary corporate office, Ryan Guthrie, puts to rest any suspicion that this expansionist drive is only attributable to a booming Albertan oil and gas sector. It's sales personnel, especially those with his level of client orientation, product knowledge and good humour, that keep a company moving during the best and worst of times.

"You can see it in the faces of our employees – and in the faces of our clients," says the time-pressed but jovial Guthrie. "We strive for excellence in everything we do. People are really proud of being associated with this kind of performance philosophy. But if you can also have fun along the way," he says with a twinkle in his eye, "you blow more wind into your sails – and sales too." AC