

# direct



## HEADQUARTERS

Direct Air Solutions | Direct  
Electric | Direct Plumbing |  
Direct Maintenance



8129 Signet  
Houston Texas 77029



## YEAR FOUNDED

1999



## DESCRIPTION

Originally founded as an electrical firm, Direct has developed into a multi-divisional service, contracting, and design firm offering turnkey MEP solutions.

## MISSION

Direct strives to exceed customer expectations through qualified personnel, integrity, and the desire to always perform quality services while maintaining a safe, positive, and rewarding work environment for employees.

## PRODUCTS & SERVICES

- HVAC
- Electrical
- Plumbing
- Facility Maintenance

## MARKETS SERVED

- Service
- Construction
- Design
- Commercial
- Industrial
- Residential

## EXECUTIVE MANAGEMENT

DeWayne Rice, Founder / CEO  
Rick Rice, Vice President  
Ronnie Tinsley, Vice President

## SIGNIFICANT MILESTONES

2005 – Direct Electric helps restore power in New Orleans in the wake of Hurricane Katrina.

2006 – Direct Maintenance division begins operations.

2007 – Direct Plumbing division begins operations.

2008 – Direct Air division begins operations.

## EMPLOYEES

60

## OWNERSHIP

Private

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## COMPANY QUALIFICATIONS

- Direct is uniquely known for their ability to serve client's needs, while providing quality service in a timely manner.
- Placing all clientele relationships and needs foremost within a successful business plan helps customers accomplish their personal and corporate project goals.
- Direct maintains a high bar for employment and emphasizes continuing education and training.



## KEY OPERATIONAL PRINCIPLES

- Direct places safety, quality, and timeliness on the same level of importance during the production process.
- Employing the best skilled workforce and tailoring customer service to meet client's ever-changing needs.
- Continuous analysis of service and project performance enables maximum quality of services, as well as efficiency for all clients and budgets.
- Taking pride, integrity, and ownership during customer interaction leads to long-term relationships with clients.

## SAFETY PROGRAM

- Direct provides regular safety training to employees to supply a skilled workforce for clients.
- Direct provides all employees with identification badges.
- Official Direct vehicles are identifiable by the Direct logo prominently displayed.
- Direct employees have experienced three (3) recordable OSHA incidents within the past eight (8) years.
- These cases were recordable, yet were a direct result of external causes such as job site conditions and automobile related accidents.

## CLIENT PROFILE

- Commercial, industrial, maintenance related services, and contracting account for approximately 86.8% of Direct's current clientele list with the remaining 13.2% representing the residential sector.
- Service, construction, and design services are routinely provided for *Fortune 500* companies, as well as numerous privately owned firms and individuals. Any individual, contractor or corporation can employ Direct.

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**H. DeWayne Rice**  
*Founder & CEO*



H. DeWayne Rice founded anchor division Direct Electric in October, 1999. As Founder and CEO, DeWayne is responsible for profit and loss performance and operational excellence. He oversees financial matters, sales, business development, marketing, customer service and contractual compliance.



From the beginning of his career in 1973, DeWayne has honed his leadership skills and proven his ability in the electrical service and construction trades while designing the concept that would later become Direct. Once Direct was operational, DeWayne began fine tuning his unique business template that when applied to the company's multi-divisional services allows for the fostering of great customer relationships, as well as a profitable and rewarding environment for all employees. Now, overseeing all facets of the multi-divisional service, construction, and design firm, DeWayne is able to bring experience and knowledge from high performance production to the daily practices of his consummate team of professionals.



Direct has completed projects with varying budgetary sizes and risk factors and is always able to generate a winning solution for both the company and the client. Taking great pride along the way with the company he has built, DeWayne recognizes that reputations can last forever and it is easier to satisfy a client's needs than to lose one customer due to poor customer service.

For over 35 years DeWayne has devoted his talents within the service and contracting industries. Through his vast experience he has developed a problem solving approach for challenges and he possesses the abilities of a great communicator, with effective and impressive interpersonal skills, that are required to run a successful and growing organization.

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## **Rick Rice**

*Vice President of Operations*



Rick Rice has been with Direct since its' inception as a co-founder, along with his Father, H. DeWayne Rice. Contributing on all levels to the company's growth and success, Rick started out as a key member of the production force by lending his talents on projects of all sizes before taking on an operational role within Direct in 2001.



Rick has helped form and maintain the multiple divisions of Direct that are now in operation and is directly responsible for the day-to-day procedures and overall process implementation. This vital role gives Direct an edge and allows the company to stand out in the mass of competition through the practice of the art of operational analysis which is Rick's specialty. By insuring standards for safety, quality, and profits, Rick is tasked with this key position leading the winning Direct team.



In 2005, Rick coordinated Louisiana's Hurricane Katrina and Texas' Hurricane Rita relief efforts for the company by directing a production force in the devastated regions of the Gulf. Specializing in major catastrophe losses and large renovations projects, Rick is also able to serve a dual role on the sales team by maintaining relationships with key clientele within those specific industries. Expertise in insurance related losses helps many customers get their projects turned around quickly, improving everyone's overall performance and directly helping propel the success of general contracting customers simultaneously.

Rick has over 10 years of experience in the service and construction industry and contributes daily to the success of Direct through this talents and constant improvement to the company's performance. Key responsibilities include human resource management, sales, project pricing, contract negotiations and management of overall operations.

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## **Ronnie Tinsley**

*Vice President*



Ronnie Tinsley has been a part of the Direct team as the Master Electrician since the co-founding of the company in October, 1999 along side his father, H. DeWayne Rice and brother, Rick Rice.



Ronnie graduated 2<sup>nd</sup> in his class in 1997 from the Gulf Coast Independent Electrical Contractors Association – US Department of Labor – Training Program. After completing his Master's studies in the summer of 1999, he went on to pass the City of Houston's Master Examination and the SBCCI Master's Examination along with many other regional certifications as required until the implementation of the Texas State Licensing of 2003. In 2005, Ronnie secured the Louisiana State Contractors License for Direct Electric enabling production during Hurricane Katrina and for other regional projects within Louisiana.



By tailoring Direct's image and market appeal to the growing customer base, Ronnie is able to use his talents for marketing and organization to facilitate the company's growth and appearance within the HVAC, electrical, plumbing, and maintenance markets.

Ronnie devotes time and efforts to his community and in 2004 was elected Chairman of the San Jacinto Advisory Board; he has been re-elected every year since that time. This voluntary position's duties include contributing to curriculum development and marketing strategies for student enrollment efforts within the regional district by advising the administration and the Dean's office. Ronnie is also involved with The Houston Band Coalition, a non-profit 501-3C organization and was elected as Vice President in 2005 and President in 2007. He leads a collective effort of 1,600 plus members to promote and market the regional musical arts of the Gulf Coast area.

With over 15 years of experience, he has brought with him vast knowledge within multiple facets of service and construction industries from working in other prominent regional electrical service and contracting firms since 1993. Ronnie is responsible for developing successful marketing strategies, internal systems creations and implementation, electrical projects design, and the estimating department management.