

A Reimagined Business Partnership

DIRECT AND SUCCESSFUL LEADERSHIP GROWS CONSULTING FIRM

STRATEGY
TO
SHARE

YOU CAN'T DO IT ALONE

"While I have worked diligently for 22 years at ICC, our success is a real team effort. Maintaining solid, long-term business contacts has been the basis of our continued good fortune—and most all of our staff members are involved in maintaining and strengthening our business relationships." — Mike Robson

by Christopher Cussat

Mike Robson feels that he has been blessed with good partners, employees, and clients. As president of ICC Inc., Robson has always acknowledged and emphasized the importance of the human factor in regards to running a successful business. Through his many years involved in engineering and consulting, he has learned that everything is easy if you like the people you work with.

ICC was formed by four electrical engineers who, at the time, were working for Anheuser-Busch (AB): John Germanos, Dennis McCormick, Glenn Sontag, and Robson. In 1986, these founders incorporated as Industrial Control Concepts, Inc., and left AB in 1987 to pursue and expand the business full-time. "We originally saw an opportunity in consulting engineering that wasn't being effectively serviced by companies in the St. Louis area," Robson recalls. Al-

though it originally focused on electrical engineering, after just a few years, the company began performing mechanical engineering with the addition of Mike Mundy as a partner. "It was at this point we started doing business as ICC Inc.," Robson adds.

Today, ICC is an engineering-consulting company that primarily performs electrical and mechanical engineering for its industrial clients. The company's projects typically involve mechanical design, electrical design, programming, and purchasing at a minimum. "We are frequently involved in contracting construction activities in a design-build or EPC role," Robson says. "ICC has completed the most projects in the food-and-beverage segment, but we have also successfully performed projects for other business segments, including pharmaceutical, metals, and government clients." ICC is currently headquartered in St. Louis on the historic Laclede's Landing.

Robson is proud that ICC's owners always strive to take care of their employees and clients. As a result, ICC has had very little turnover over the years. This constant consideration of people is also evident in the company's dedication to customer service. "We tend to partner with repeat customers and operate as an extension of their engineering groups," Robson explains. "There is no secret to our success—we just strive every day to take care of the myriad details involved in a good engineering design." Since ICC operates with very little overhead, most of its efforts are concentrated on the final product.

After graduating from St. Louis University High School in 1976, Robson went on to complete his college education at the University of Missouri-Rolla (now Missouri University of Science and Technology) in 1979. Graduating magna cum laude and finishing his degree after just three years, it is no surprise that a competitive corporation like AB snatched up the young graduate in September 1979 as an engineer trainee.



THE PRINCIPALS OF ICC INC.: (Left to right) Mike Robson, Mike Mundy, and Dennis McCormick.

During his 10 years at AB, Robson accomplished much. When he left in 1987 to help cofound ICC, he had already been through several promotions and was a supervisor managing 17 programmers. Before becoming the current president at ICC, Robson has held the positions of secretary, treasurer, project manager, and vice president for the company.

These productive years of experience have definitely helped Robson make ICC a success, although he readily shares the credit. "While I have worked diligently for 22 years at ICC, our success is a real team effort," he says. "Maintaining solid, long-term business contacts has been the basis of our continued good fortune—and most all of our staff members are involved in maintaining and strengthening our business relationships."

After all he has done and experienced over the years, what Robson still enjoys most about his job is the first thing he ever did. "I began my career as an electrical engineer and still enjoy that aspect of what I do," he says. "However, that now comprises a minor amount of my time." He also greatly enjoys working in the beer business, and he has stayed close to it throughout his career. "It's a relatively small community, and I get to work with people I have known for decades," he explains. Robson is a member of the Master Brewers Association of the Americas, and he participates with the association on both local and national levels. Currently, MillerCoors is ICC's largest client.

Robson believes the basis of any good company is keeping balance among the needs of employees, clients, and owners. "If any group is favored too much, a company will not run well in the long term." [P]

BY THE NUMBERS

1986: company was founded • **\$11.5 million:** annual sales revenue • **10%:** sales growth in the past year
35: employees • **12%:** employee growth in the past year

ICC Inc.

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Engineering Services:

- Electrical
- Process
- Packaging Systems
- Process Utilities
- Start-Up and Commissioning
- Maintenance Training
- IT Services
- Mechanical
- Automation
- Structural
- Civil
- Drafting and Design
- Operator Training

ICC, Inc. shall use its manufacturing, brewing, process facilities design experience, expertise and innovative systems integration techniques to provide superior engineering services to its global client base.

ICC, Inc. shall employ only the best professional talent of impeccable character while fostering the personal growth of all its employees ensuring the company's outstanding reputation and consistent delivery of the highest quality services to our clients.

ICC, Inc. shall continue to nurture its growth seeded by earned repetitive business opportunities, provision of customer service of the highest order, the introduction and application of innovative techniques, a responsive and involved management team, and an unwavering commitment to excellence.

