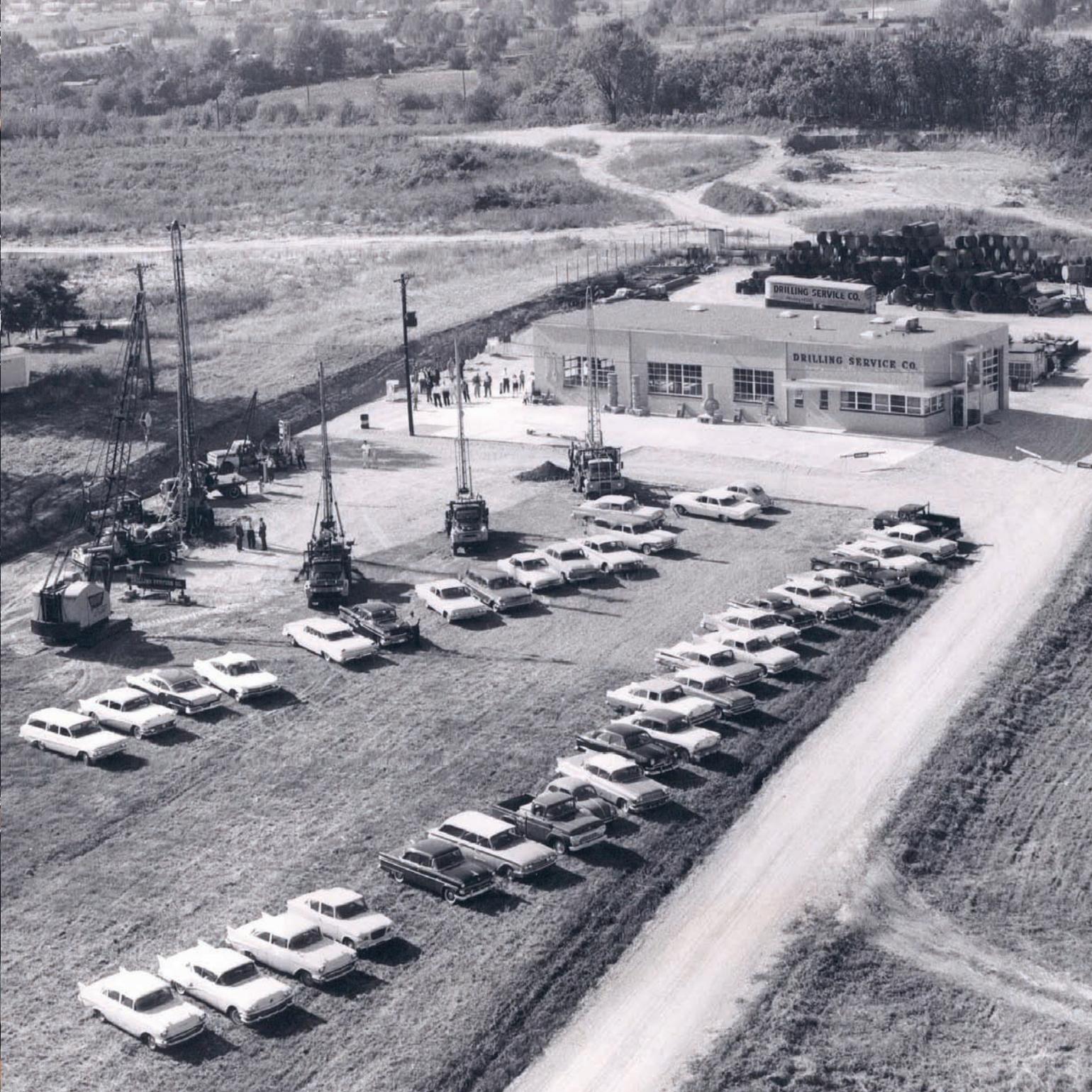




**DRILLING
SERVICE**





DRILLING SERVICE CO.

DRILLING SERVICE CO.



DRILLING SERVICE
Co.
OPEN HOUSE
Sat. Oct. 7th 1961

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with
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DRILLING SERVICE COMPANY: A FAMILY STORY

If there's a single thread that's woven through the six decades of Drilling Service Company history it is family. That thread started with two brothers—Marshall and Clifford Murphy (*left to right in photo on facing page*)—and continues with Marshall's three sons Mark, Bruce, and Jeffrey (*left to right in photo below*). Their sons are making their way into the business as well. But family at Drilling Service goes far beyond anyone with the surname Murphy, to include employees, customers, contractors and friends.





When you walk into the headquarters of Drilling Service Company, or talk to employees in the field, you immediately sense warmth, humor, and sincere helpfulness. While the company's management and employees are relentless in their passion for their work, they also place extraordinary value on relationships. Good people become part of the clan, and those connections endure over decades.

The brothers who began Drilling Service 60 years ago practiced the Golden Rule – believing that if you treat people right, good things will follow. That philosophy is at the heart of the Drilling Service culture. About 10 years ago the three brothers who lead the company now registered the phrase, “Down to Earth®” in conjunction with their logo. The phrase stands for those simple values of fairness, integrity, and valuing relationships above all else.

At around that same time the three Murphys committed to writing seven pledges, summarizing the values of the Drilling Service family. They call the pledges “Murphys’ Laws”.





When Cliff Murphy returned from World War II duty with the Seabees, the Navy's construction battalion, he had definitely caught the building bug. The Navy had taught him a lot about construction, and even more about working as a member of a team. Cliff's enthusiasm for construction was shared by Marshall.





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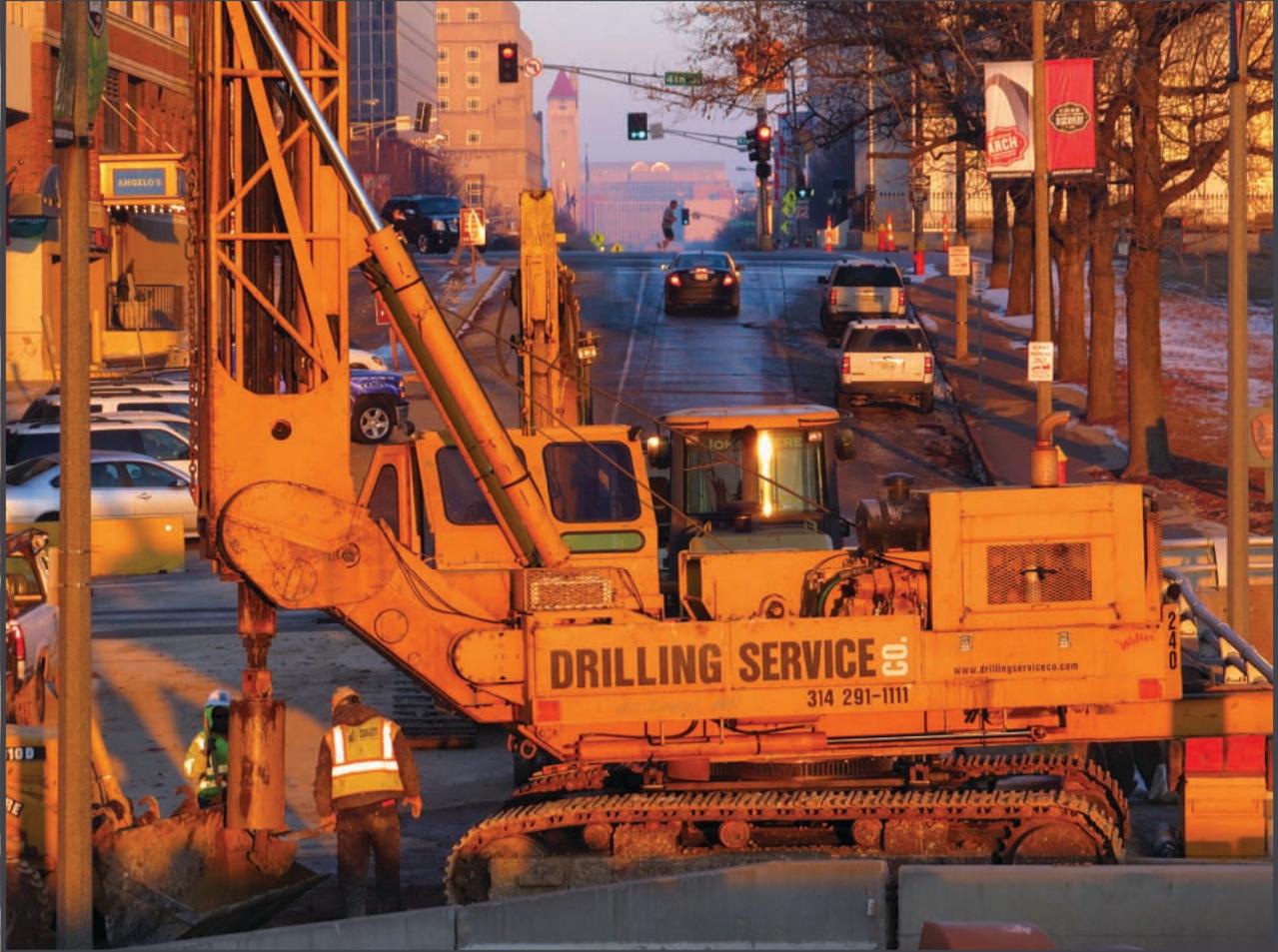
Cliff spent a few years in management positions, observing other contractors—first with a general contractor then with a foundation drilling firm. A meticulous manager (his nephews recall him as a “stickler”), Cliff believed that proper management and a focus on building and maintaining personal relationships could elevate the perception of the foundation drilling contractor as a member of the building team.



Watching what didn't work at other companies also engrained in Cliff that you needed to let the people who worked for you, your customers, and your suppliers know that you valued them. Through his career at Drilling Service he backed that recognition with actions, investing time and money in building relationships within and outside the company, and in providing training for the Drilling Service team.

Cliff had a vision of what a successful, forward-looking foundation drilling contractor should be, and finally he was ready to put his ideas into action. That big vision started small: In 1955, Cliff and his wife Armarie borrowed \$13,000 to buy a drilling rig. Drilling Service Company was launched out of their basement. The rig was stored at a gas station and Cliff bought a Chevy tudor sedan and removed the trunk lid to use the car as a pickup truck.





The Post-War residential boom kept the young firm busy drilling piers for house foundations. Soon it was performing commercial projects as well. Then, as now, having the right equipment in good working order was key to success. Here Marshall's experience as a millwright—a carpenter specializing in installing and repairing industrial equipment—served them well. Marshall continued working as a millwright for other contractors, and did welding and other repairs on Drilling Service equipment at night in his home garage. He finally joined the business full time in 1959.

While Marshall was managing field and shop operations with a millwright's attention to detail, Cliff was polishing the firm's image and expanding its project horizons. He took up golf and networked to establish opportunities for the firm to become a valued member of project teams. He built more and more relationships as Drilling Service built a reputation for the ability to plan and execute difficult projects.



1955:

Cliff and Armarie Murphy found Drilling Service Company in the basement of their home.

1961:

Drilling Service Co. moves its headquarters to Lindbergh Boulevard near Lambert Airport.

1979:

Cliff Murphy sells St. Louis operations to brother Marshall. Mark joins his Dad in firm.

1980:

Bruce joins Drilling Service as an operating engineer. Jeffrey joins in 1983 as a laborer, then becomes an operating engineer.



1989:

Company moves headquarters to current location on 21 acres in Bridgeton, MO.

1993:

Marshall passes away. His sons assume ownership of Drilling Service Co.

2000:

Drilling Service Co. buys its first new drilling rig, which is named "Doc" after Marshall.

2015:

Murphys acquire an interest in Taylor Ridge Drilled Foundations, Inc., Taylor Ridge, IL.



While both Cliff and Marshall ended their formal educations with high school, they both valued and financially supported the value of learning. “The ability to utilize ingenuity in developing techniques and methods in difficult drilling situations is indeed a talent,” Cliff wrote. He felt that the combination of academic training and field experience of the company’s employees, as well as their devotion to high standards was at the center of the company’s success. When Cliff proposed to the national foundation drilling industry that they start a scholarship fund, the first \$10,000 in grant money came from Drilling Service Company.





Through the '60s and '70s Drilling Service continued to grow in stature and in the size and difficulty of the projects it was called upon to undertake. The efforts at building relationships in the industry and community combined with the dedicated family of Drilling Service employees who could deliver both expertise and service was paying off. By the mid-70s the company was operating from modern headquarters on Drilling Service Drive in Maryland Heights, MO. By the late '70s, Cliff was winding down his career. He decided to take on a large nuclear power plant in Tennessee as his final project, and offered to sell the St. Louis operation to Marshall.





Marshall, who was in his '50s at the time, had no interest in taking on the company, unless his sons were interested. Mark, who was a freshman in college at the time, had been fascinated by the foundation drilling business since he was a child. He agreed to come to work with his Dad. Soon Mark's college career was put on hold.

Bruce, who graduated from a technical high school, would become a welder and then an operating engineer. Jeffrey would join the company out of high school, first as a laborer, then as an operating engineer. Mark and Jeffrey would later return to college while working to earn bachelor's degrees. Jeffrey continued his education to earn an MBA.

Through the '80s and until Marshall's death in 1993, the Murphy boys, working alongside their Dad and one another, learned everything they could about the technical aspects of the business. The company built a team with a reputation as a dependable technical problem-solver in areas such as drilled shafts, earth retention, micropiles, dewatering, and limited-access work.





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Down to Earth.

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Meanwhile the three brothers each developed their own personal niches at Drilling Service. When Marshall died in 1993, Mark was ready to step into the leadership role previously held by his uncle and father. Bruce fills the role originally held by his father: The company's meticulously arranged warehouse, yard and well-appointed shop are testament to Marshall's focus on the importance of the material and equipment supply chain to keeping jobs running smoothly. Jeffrey's expertise in business and finance is at the center of the now-complex operations.





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DRILLING SERVICE

Workers in safety gear

While Marshall, the former millwright, knew that new equipment would allow the company to operate more efficiently, he could never pull the trigger on a new rig, Mark recalled. A drilling rig costs over a million dollars today, and new rigs were relatively just as pricey then.





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SAFETY FIRST

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Down to Earth

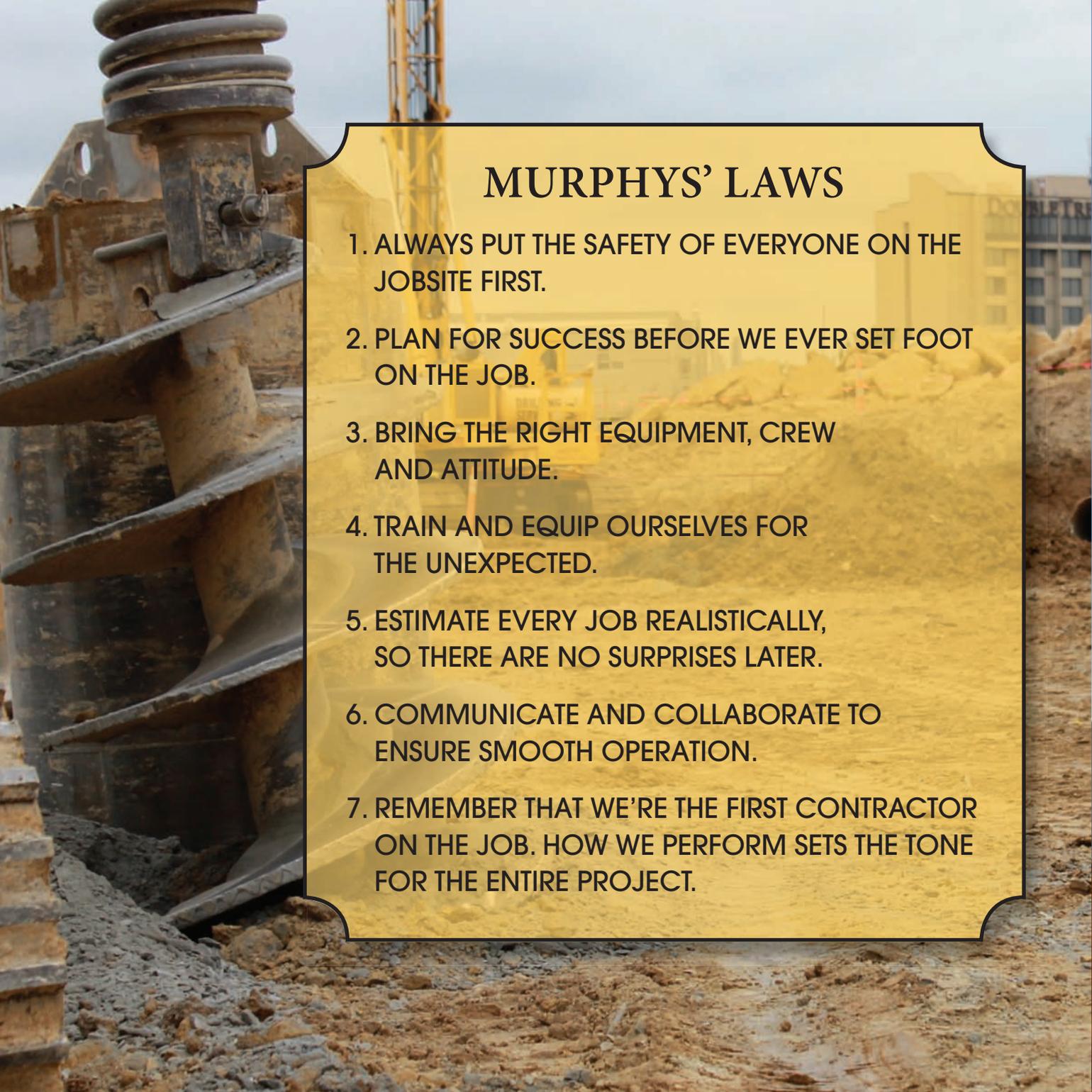
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With the company's success the Murphy brothers have reinvested in the future of their company and its employees and customers. They've pulled the trigger some 15 times in the past 15 years on new rigs as well as other equipment. The first rig they bought was named "Doc"—their Dad's nickname—and the second was "Cliff".

Their most recent investment in the future was the purchase of an interest in Taylor Ridge Drilled Foundations of Taylor Ridge, IL. They've also invested in people, bringing skilled project managers and engineers into the Drilling Service family.





MURPHYS' LAWS

1. ALWAYS PUT THE SAFETY OF EVERYONE ON THE JOBSITE FIRST.
2. PLAN FOR SUCCESS BEFORE WE EVER SET FOOT ON THE JOB.
3. BRING THE RIGHT EQUIPMENT, CREW AND ATTITUDE.
4. TRAIN AND EQUIP OURSELVES FOR THE UNEXPECTED.
5. ESTIMATE EVERY JOB REALISTICALLY, SO THERE ARE NO SURPRISES LATER.
6. COMMUNICATE AND COLLABORATE TO ENSURE SMOOTH OPERATION.
7. REMEMBER THAT WE'RE THE FIRST CONTRACTOR ON THE JOB. HOW WE PERFORM SETS THE TONE FOR THE ENTIRE PROJECT.



But if you ask anyone at Drilling Service Company the biggest reason for their success, you'll get the same answer. Mark Murphy puts it succinctly:

“WE TREAT EVERYONE THE WAY WE WOULD WANT TO BE TREATED... LIKE FAMILY.”

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