



RSC Cuts Ribbon on New Taiga Nova Facility

BY REBEKAH BENOIT *editorial@macmedia.ca*

From the picnic area behind RSC's brand-new facility in the Taiga-Nova eco-industrial park, it's easy to imagine you're somewhere other than an industrial park. The breeze sighs through the trees fringing the picnic area, wafting past and filling the air with the scent of pine and fresh grass, rather than diesel fumes and dust. Birds pick out a bright tune amongst the branches while employees unpack their lunches and relax on another warm Fort McMurray summer day.

The picnic area is only one of the many pleasant features of RSC's new building and Taiga Nova as a whole, which stand in stark contrast to what most people envision as an industrial park. In place of the usual dirt yard, which becomes a muddy quagmire in the spring and fall, RSC has laid smooth black concrete. Greenspaces and walking trails crisscross the park, inviting employees out for a stroll in the fresh air during breaks or lunch hours. The building itself features expansive stretches of floor to ceiling glass, infusing the rooms within with natural light and a sense of openness.

"It may sound silly, but having this picnic area lined with trees for our staff is like an oasis in the middle of an industrial yard," says Scott Fisher, president of Canadian operations for RSC. "It's a great place to work, a premier facility. There's nothing else like it around here."

Even before Mayor Melissa Blake officially cut

the ribbon at RSC's grand opening, **the impressive new building has been generating buzz throughout the community.** Fisher says that RSC has been receiving resumes on a weekly basis of people who want to join the team, drawn by the new facility which promises excellent working conditions and a caring attitude towards employee moral and wellbeing.

"Retention has been very good, for sure, with the attraction of quality employees," says Glen Jackson, director of operations at RSC. "We're starting to turn the tide on all the misnomers surrounding Fort McMurray."

Some of those misnomers have become legendary far beyond the borders of the city, earning Fort McMurray a reputation for backbreaking work hours in shabby camps for employees who turn a blind eye to workplace safety. Fisher says that RSC is battling these misperceptions not with verbose corporate policy, but with action.

"Too many people here cut corners, working under standard shops without a care for safety," Fisher says. "Our shop is well lit; it's enormous, which cuts down on congestion, it's safe - it's just a better place to work."

Aside from the aesthetics and comforts of the new building from an employee perspective, RSC has embraced the philosophy of Taiga Nova by including a number of green

features. The vast majority of materials used in the building of the new facility are green materials, and the facility features LED lighting, an energy-efficient HVAC heat pump on the roof, specially insulated window and door glass, low-flush toilets and numerous other green features.

"It's built on a 'lean and green' philosophy," explains Fisher. "Going green is nothing new for RSC. 'We've been practicing green initiatives for many years through our equipment choices, our tire choices, what equipment and solvents we use in the shop,' Fisher says. "It's been an ongoing focus for RSC for many, many years. It's nothing new for us."

This new building, the largest of RSC's 460-odd branches, is 26,000 square feet, four times the size of RSC's previous facility on MacAlpine Crescent in the Gregoire Industrial Park.

Jackson says the increased size points to RSC's optimism that the Fort McMurray economy will boom once again. "A lot of companies want to come to Fort McMurray and take advantage of the growth opportunities, but when they see the cost of operating in Fort McMurray, they cut corners and undersize their facility," he says. "This new facility can handle double our current fleet. It's an investment in future growth. With this building, we've got a very long-term commitment."



LEFT TO RIGHT: Sine Chadi, President and CEO of Imperial Equities, developer of the TaigaNova Eco-Industrial Park, Mayor Melissa Blake and Erik Olsson, CEO, who flew in from Arizona to attend the ribbon cutting. PHOTO: Courtney Palmer

RSC provides rental equipment to contractors and oilsands producers, from small hand tools to large pieces of heavy equipment, with a focus on safety and environmental responsibility. "We've spent a fortune to make this a safer facility," says Fisher. "We have a more conscientious customer base. Safety, environmental quality and customer service are the cornerstones of our business."

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