

## **EPISODE: #8 Hosting Cameron Marshall, White Tail Automation**

### **Shannon Bryant(host):**

Greetings and welcome to the eighth instalment of our podcast series the work force lands brought to you by Tarrant County college in North Texas. I am Shannon Bryant executive vice president for corporate solutions and economic development and I will be your host moderating strategic conversations with employers and economic developers on all things related to preparing and growing the workforce today and the future. Today our guest is Cameron Marshall president of White Tail Automation welcome Cam.

### **Cameron Marshall:**

Thanks Shannon and great to be here.

### **Shannon Bryant(host):**

Great to have you so Cam at your company why tell automation is a customer focused provider of automation and integrated solutions for North America and select international markets tell us a little bit about what that means about the mission of your organization and how you became president.

### **Cameron Marshall:**

Yeah, so what that means that means Shannon we really focus on working with clients that value automation and value using automation as a way to increase efficiencies in the business and to be more profitable and to grow the company's and self our mission is just that delivering automation solutions intelligent automation solutions and our ideal client in that regard, he is a company that would value the service it would bring and value automation as a way to accelerate their business.

### **Shannon Bryant(host):**

IT firm purpose of our listening audience can you give us a little bit of a dash addition of automation what is automation and how does it work?

### **Cameron Marshall:**

All right so automation encompasses the control systems or the industrial computer if you will that measures monitors and makes decisions around set points might be temperature might be level might be pressure might how fast a conveyor moves it might be how fast a pumps any kind of a fluid or any kind of a control system that would control a process in oil and gas mining manufacturing.

### **Shannon Bryant(host):**

So that would be an example of full if we go out to an oil field today some of the automation that set on some of those types of equipment.

### **Cameron Marshall:**

Exactly yep.

### **Shannon Bryant(host):**

So. Who is I know you mentioned briefly kind of who a client would be but can you speak a little bit more to that who is your target audience and give an example of a potential or an ideal client for yourself.

**Cameron Marshall:**

So, when ideal client for us first and foremost we'll look for a client that isn't looking for the lowest price and it's not that we don't wanna be cost competitive or provide or make sure that we're pricing it properly but When we go out of her way to not have clients they're looking for the lowest price and self-selected that's first and foremost it so I can always start there our ideal client would be anyone in oil and gas water wastewater manufacturing mining anywhere where there's processes and systems that need to be managed monitored and controlled and so and that ideal client would typically be a fairly forward thinking client and forward thinking in the way of wanting to make their systems their processes better.

**Shannon Bryant(host):**

Let's look back to you then how did you get into this industry and helps you come to become president of White Tail Automation.

**Cameron Marshall:**

So, I got into this industry because I didn't know what else to do so if it wasn't a hard beginning for me so I pretty much got it instrumentation control systems almost right out of high school I left high school went working as a rust belt and I saw with the instrumentation guys were doing out on the sites that I was after it looked pretty interesting and so might decide to give it a try so thirty-four years later here I am.

**Shannon Bryant(host):**

Okay and you started this company.

**Cameron Marshall:**

I started why tell automation and White Tail Automation has been in existence now for four years I've a number of different automation controls companies in the oil and gas industry and other industries but this this particular companies for yourself.

**Shannon Bryant(host):**

Okay and I decided no I know you're a hunter so how did we come to the name.

**Cameron Marshall:**

That was just it something your passion for White Tail Automation and can't even say exactly how we came up with a name other than I just really like hunting and White Tail Automation the local sing to tie and I was looking at a bottle of Scotch and have the head of a deer on it and I thought okay well if we use that for the logo and we can use White Tail Automation and so yeah that was it I was born.

**Shannon Bryant(host):**

I love it very nice I love how things come to fruition like that so okay I know you're from Canada. How did you end up in Fort Worth and can you tell us about how you started the business there but then why you selected for Orson North Texas to come and start some of your business here?

**Cameron Marshall:**

Yeah so, I'm from Canada western Canada economic difficulties in western Canada and the view of the Canadian government on oil and gas and the lack of ability of the oil and gas producers in Canada to be able to expand and grow their businesses

under the current policy Sir so that's probably as far as into politics as all get out because you will stop me once I get stuck fair enough.

My wife and I had made the decision actually most of myself and my wife went along with the decision is that let's look to Texas and let's look to the oil and gas business in Texas as a as a as a place for us to move in for play starts to go next and so I ended up doing some traveling and business development and looking around and ended up in for worse trying to figure out where the best place was to be Nassau the stockyards on Sunday and square met some incredibly friendly people ask for my wife and I said we're gonna set up shop in fort worth and she said why fort worth it so it's just a great place that's why we picked for work so I was kind of by accident as well I guess.

**Shannon Bryant(host):**

I know your office is in the stockyards is that correct?

**Cameron Marshall:**

It is yet just outside the stockyards yeah.

**Shannon Bryant(host):**

Okay.

**Cameron Marshall:**

It just on the edge.

**Shannon Bryant(host):**

And you've been here how long?

**Cameron Marshall:**

I moved to Fort Worth two and a half years ago we started doing business development in Fort Worth now almost four years ago Fort Worth Texas West Texas mainly.

**Shannon Bryant(host):**

Okay great happier to have you here some of those a little bit came about your work force one of the skills needed for the work force the type of business that you do and how do you currently recruit talent?

**Cameron Marshall:**

Right now, we the type of skills we look for is what would look for electrician, we look for instrumentation and control type people the places that we typically look for employees like that have been advertising on indeed and linked in that's probably given us I'm you know just ballpark thirty forty percent of our success the majority of our successes become coming from employee referrals.

**Shannon Bryant(host):**

And hopefully we can make some connections with the local community college to.

**Cameron Marshall:**

Absolutely

**Shannon Bryant(host):**

What would you say is a common method either attracts or discourages talent from considering the type of industry that you're in?

**Cameron Marshall:**

I think you know generally speaking trades in technical trades aren't as well respected in my opinion is they should be and so I think that it's a lot of training at home you know with young children saying we need to get university we need you to get it degree we need you to be a professional person when gosh you know trades are a wonderful way to make a good living.

**Shannon Bryant(host):**

I am indeed.

**Cameron Marshall:**

And you can be very successful in trades and I think that in a lot of times unfortunately it's parents wanting the best for their kids but talking modify talking them out of it being a trade when it's a perfect great place to make a living.

**Shannon Bryant(host):**

Is there anything that you do specifically from your organization to educate our younger folks about the type of industry that you're in to help encourage them to come to this industry in field?

**Cameron Marshall:**

You know there isn't there isn't right now Shannon but you know I'm certainly looking for ways to get involved and maybe it's volunteering at a high school but just getting involved with kids you know out before they leave high school and talking about what traits might be like for them to for them to get into rather than just solely being focused on a degree.

**Shannon Bryant(host):**

Degree program right I might have some connections for a while to talk after the podcaster great how would you define the workforce and economic development landscape of Calgary verses that of North Texas I know you already talked about a little bit but from the work force standpoint verses the political standpoint what would you say I guess how did they kind of compare.

**Cameron Marshall:**

One Calgary there are a lot of unemployed and more specifically underemployed people and so there's a lot there are a lot of people there with a lot of training that aren't able to put their skills to work because they're there the industry just doesn't exist for them to work and we did we definitely see fewer people in the Fort Worth area looking for work it's more difficult to find people with the training that we need and the background that we need so again in talking with you know what can we do with your organization and what can we do with some younger people get them headed down this path.

**Shannon Bryant(host):**

Nine absolutely yeah we will definitely sit down and come up with some creative in organic ways to help you with that for sure what are some of the greatest challenges that you're facing in your business right now just industry wide and how are you tackling those issues?

**Cameron Marshall:**

Absolutely I think the biggest thing that we're seeing right now is there's a bit of a lack of respect for trades and so it's harder for us to get employees that we need but there's also unfortunately getting to be a bit of a lack of respect for the oil and gas industry and people looking at it as an industry that they don't want to be in.

**Shannon Bryant(host):**

Can you explain why.?

**Cameron Marshall:**

ER I can you know from my perspective Shannon itself it has a lot to do with the green movement probably. A lack of understanding of emissions and a lack of understanding of oil and gas is produced and how that creates carbon and things of that nature so that topic and get into three or four podcast and create a life of its own but you know I think it's ignorance and just a lack of understanding of the oil and gas industry.

**Shannon Bryant(host):**

I'm assuming you found that to be a little bit of a better understanding here in Texas?

**Cameron Marshall:**

Much understood much better understanding here Texas and very refreshing compared to where I came from absolutely.

**Shannon Bryant(host):**

What advice so this pertains to TCC community college students and you being the president of an organization coming from such a big industry what advice would you offer to a TCC student or any other young person interested in entering the oil and energy for industry and in your observation, what is the most important character trait or strength talent would need to work successfully in the oil industry?

**Cameron Marshall:**

You know that the old adage hires for attitude and train for skill so certainly that that still applies Shannon without question but if I could give anybody some advice you know student at Baker college would be you don't have an open minded to do some research and to have a look at you know the compensation levels in the oil and gas industry what career paths can look like in the oil and gas industry and you know they're some doing saying out there about you know the oil and gas industry going away and being replaced by different forms of energy and you know I'm certainly not going to see that in my lifetime and a lot of the students that you have there's a there's a good career in the oil and gas and did something happen I think that they should do some research and have a really strong look at.

**Shannon Bryant(host):**

So, Kim since I've got you here so career path is something that's very very important for young folks, I'm not that familiar with oil and gas so can you give an example of what may be an entry level position for someone coming out of the community college might look like and what are the opportunities so just kind of an example of some kind of career path movement in this industry.

**Cameron Marshall:**

As I can look at a career path movement you know with ourselves specifically as someone starting out in a technical role with us starting at the bottom of the ladder rather than expecting to start the middle of the ladder would be would be something we would look forward to and something I would I would really like to encourage younger people graduates to have a look at the set there seems to be a I thought that I have an education now once I get to start the middle ladder and mark way up from there but you know coming in and back to the attitude pieces starting at the bottom of the ladder and learning the business from the ground up and getting a good understanding of the technical side of the business and understanding the people side of the business as well is really important our company specifically if someone came in at an entry level learn the business really well and showed some interest in leadership and management and then we'll have an opportunity from there to work their way into more of a management role in a supervisory position in companies like ours whether it's our company here in electrical company or any oil and gas company for that matter and from the server side they're always looking for young people that will come in and learn things from the bottom of the bottom rung of the ladder and work their way up an organization and we. It will help work with people to create a path in that regard.

**Shannon Bryant(host):**

I'm just gonna throw I don't typically do this but let's throw out some contact information for you in case there are any of our students out there listening to have an interest in oil and gas and that they might be able to contact you maybe to find out more call?

**Cameron Marshall:**

Yeah I'd be more than appropriate absolutely Shannon happy to do that.

**Shannon Bryant(host):**

Okay wonderful make sure that that happens here before we finish up today so I want to try and just a little bit from the company I also know that why tell automation has a foundation and what's the purpose of the foundation for your organization.

**Cameron Marshall:**

In the name of our foundation is called the RedTail Community Foundation and the purpose of it is to be involved in the communities that we work in the RedTail Community Foundation is funded solely by the companies that that that I run and manage we really do is we encourage our employees to get involved in their communities one of our employees donated some money for instance and donate some money we would match that donation up to a certain dollar amount if a group of our employees would get together and do some sort of a community volunteer events and whether that's working at the food bank or volunteering at a college or

doing anything that was community oriented we take a certain dollar amount per hour and multiply that by the man hours volunteered by the group and then we'll donate that money to those people are around those employees are working at this passion about yeah and so we. We will only donate money from the RedTail Community Foundation of our employees go first and then we'll follow along with them and so one of the interesting things that we had done in the past is weak we took a group of employees and. The RedTail Community Foundation funded it in part but the employees also funded we went to El Salvador and we kicked off of a build for a house for habitat for humanity and we did that for a week that was one of the best experiences I've ever had in my life. Lot a fun.

**Shannon Bryant(host):**

The employees have to start the initiative.

**Cameron Marshall:**

The employees have to start the initiative and so I you know what the journey to leadership hence the jury leadership in and out and you know what we don't get involved unless our employees lead employees have to lead the way into the cards and then will follow along with them but we won't get involved in a certain place lead and so it's really, it's been fantastic very rewarding force.

**Shannon Bryant(host):**

Now I love that great so that's a great segue to understand that you recently became a board member here in Tarrant County for big brothers and big sisters and obviously servant leadership is very important to you that's become obvious as I've gotten to know you tell us about your perspective of such work like that of you know the foundation, we just spoke of RedTail and big brothers' big sisters and what drives you to get back to your community you personally?

**Cameron Marshall:**

Yeah so, that's a big philosophical question solving complex text. Short way but I believe it's incumbent upon every business and every individual in the community if you have an opportunity to use your talent or skill or your energy or whatever the case might be to help improve the community eleven and so we encourage our employees to do it certainly you know for myself and my family that I really believe that where you live where you put your roots that you need to ever every individual needs to be involved in some facet helping society in some way improve and sold to make big brothers big sisters you don't my wife and I we raise five kids were empty nested more or less and you know just really felt it now it was time for me now that were empty nest and we.

For each time that it was it would be a great opportunity for me to get involved in and help out families and so I could focus a RedTail communicate community foundation focus on big brother's big sisters really community and family.

**Shannon Bryant(host):**

That's awesome that's great to give back for sure so Cam up any other thoughts that you might like to share with our listening audience pertaining to either your organization advice for students or anyone who might be interested in this industry

as we spoke about before any other thoughts that you might like to share with our listening audience.

**Cameron Marshall:**

Yeah a concert so generally speaking Shannon in regards to students and students moving into the work force and students moving into a career go back to my earlier comment about starting at the middle the latter rather than the bottom of the ladder advice I would give to students is when we're looking for employees and we're looking to hire we certainly look at your skill sets will look your credential credentials but I come with you and we look deeper than that what do you do for your summer jobs where did you where did you work what kind of jobs are it willing to take on and so we really like hiring people that you know a roughneck that worked on a drilling rig or roast about or someone that had you know summer jobs so we look back at that and our job is to take young adults and I believe and continue on with their education and their skill and help them become productive working members of society paying taxes and contributing in that regard their job in their parent's job before I met them to teach them how to work and so it's not my job to teach them work ethic what we really look for in a resume and I would encourage all students to do it is just make sure you're taken on summer jobs to make sure that you're doing some kind of volunteer work do something to put on your resume to show us your prospective employers that they do you know how to work.

**Shannon Bryant(host):**

You have initiative and you have your own.

**Cameron Marshall:**

Sure, you have initiative and some drive and so that's really what we'll look for it resumes you know it's great that you have the skill and it's great that you went to school but what's your work ethic like what's your attitude like.

**Shannon Bryant(host):**

To over promise let's give some let's get the website stressor contact for you so if anybody's interested, they can look up RedTail automation.

**Cameron Marshall:**

Sure, so the website is whitetailautomation.com you know go ahead and look on that website and there's a there's a career section get an email there reference the show and sent an email off and it'll get a sweet little make its way to me for sure.

**Shannon Bryant(host):**

Okay awesome okay and thank you so much we really appreciate you being here today I thank everyone for joining us for the eighth edition of the work force lands and we will see you all next month thank you so much.