

# REVOLUTIONARY!

PERSISTENCE ALLOWS LARGEST  
BOILER AND PUMP COMPANY  
IN CALIFORNIA AND NEVADA  
TO SERVICE WHAT THEY SELL



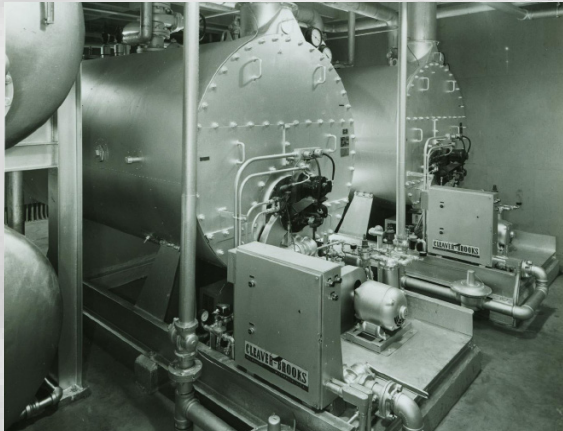
**R.F. MacDonald Co.**

*your boiler & pump solutions team*

*~ since 1956*

**The first and finest  
of their class**

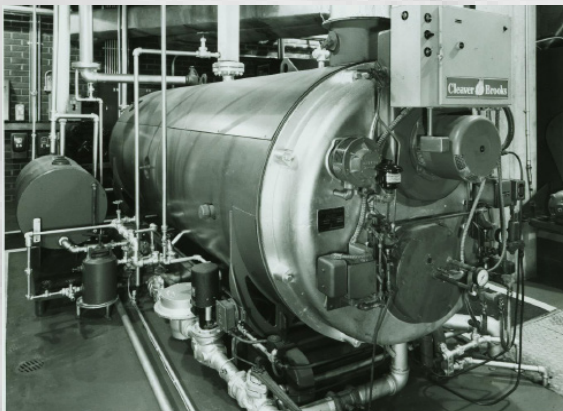
## YOUR SINGLE SOURCE BOILER AND PUMP SOLUTIONS TEAM



1950s - FORD MOTOR CO - Fremont, California.  
Two combustion boilers with 250 HP supply high-pressure steam for car manufacturing facility.



1972 January - April quota breakers. First Row: Les Turner, Turco Engineering, Inc.; Neal Smith, Delval Equipment Corp.; Bob Schoenberger, Mason Equipment Co.; Jack Blake, Power Equipment Co.; Benton Mallory, Power Equipment Co.; Bob MacDonald, R.F. MacDonald Co. Second Row: Harry Cockerman, Turco Engineering, Inc.; Bob Doyle, Applied Engineering Co.; John Nash, Applied Engineering Co.; Jay Jennings, Intermountain Boiler Co.; Pat Houston, C.H.E., Inc.; Eddie Lunn, Boiler Supply Co. Third Row: Joe Burrows, Lorenzo Burrows & Assoc., Inc.; Bruce Mayer, Delval Equipment Corp.; Roger Anderson, Anderson Brothers Engrg. Co.; Bob Duncan, R.A. Duncan & Assoc., Inc.; Gary McDonald, Intermountain Boiler Co.



1956 - QUEEN OF THE VALLEY HOSPITAL - Napa, California. Two combustion boilers with 250 HP supply high-pressure steam throughout the hospital.



Bob MacDonald, with an agreement to sell Cleaver-Brooks boilers in northern California, founded R. F. MacDonald Co. on March 8, 1956

The first time all offices gathered at the same time was with Bob MacDonald during our 40th anniversary. Now, after 20 years, we will accomplish the same feat on Saturday, Sept. 24, 2016 during our 60th anniversary celebration.

It takes a lot of hard work by dedicated employees to thrive for 60 years. The excellent work of our factory-trained, field service technicians supported by our engineering expertise have made our Sales and Service accomplishments possible. And, our Administration personnel continues to perform without fail, allowing management to focus on the most important goal – current and future customer satisfaction.

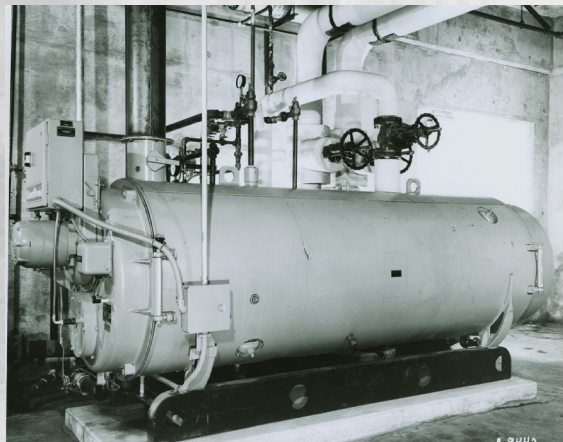
EVERYONE in our company has contributed to make these accomplishments possible. However, these accomplishments, and those not yet realized, would not be

possible if it weren't for our founder, Bob MacDonald.

There are many adjectives to describe Bob but perhaps none better than persistence. From Bob's personal home office to our now growing company of nine offices, persistence was his constant theme. In his remembrance, we have adopted "Persistence" by Calvin Coolidge as our company culture:

Nothing in the world  
can take the place of persistence.  
Talent will not;  
nothing is more common  
than unsuccessful men with talent.  
Genius will not; unrewarded genius  
is almost a proverb. Education will not;  
The world is full of educated derelicts  
Persistence and determination alone  
are omnipotent. The slogan  
'Press On' has solved and always  
will solve the problems  
of the human race.

In memory of Bob MacDonald, we hope these words bring inspiration to you.



1961 - HARRAH'S - Stateline, Nevada. One 400 HP C-B boiler provides hot water needs for restaurant and hotel services.



# L e g a c y , L o c a t i o n s

## Pre-1950s

Cleaver-Brooks, Fulton Boiler Works, Grundfos, ITT Goulds and many R.F. MacDonald Co. distributors had already begun industrial innovations before Robert F. MacDonald began his legacy with R.F. MacDonald Company. Cleaver-Brooks was founded in 1929. Fulton's founder invented the vertical tubeless boiler in 1949. Grundfos began in 1944 and Goulds created their first wooden pump, banded with iron, in 1848. After World War II, American industry was booming. Bob MacDonald would be ready to represent the industry sector.



Cleaver-Brooks - 1939

## 1960s

Certified Public Accountant James MacKenzie is hired as one of the first employees and is the first controller for RFMCO. MacKenzie convinces Bob to open a separate bank account for the business. In 1963, RFMCO moves to Burlingame, CA. By the end of the 1960s, RFMCO has 12 employees.



Burlingame - 1963

1960 - Merritt Hospital,

Oakland CA

1961 - Harrah's, Stateline NV

1962 - Campbell Soup,

Modesto CA

1965 - U.S. Steel Co, Pittsburg CA

## 1950s

Bob MacDonald, a registered mechanical engineer with eight kids ranging from 1-12 years old, begins R.F. MacDonald Co. in 1956. With commission advances from Cleaver-Brooks and a loan from his father, he opens his first office in San Francisco, CA. By the end of the 1950s, RFMCO has three employees.



San Francisco - 1956

## 1970s

Pacific Gas & Electric Co. teams up with RFMCO to put the C-B boiler house on the road. Sales take off. Jim and Mike MacDonald join RFMCO. Revenue hits \$1 million. In 1978, RFMCO begins low NOx boiler applications. By the end of the 1970s, RFMCO has 18 employees and three service technicians.



Foster City - 1973

1956 - Queen of the Valley Hospital,  
Napa CA

1956 - Memorial South Hospital,  
Ceres CA

1959 - Sierra Nevada Cheese,  
Orland CA

1970 - U.S. Navy and Air Force,  
Japan Naval Base

1971 - Pacific Gas & Electric Co,  
San Luis Obispo, CA

1978 - Genentech,  
San Francisco CA

1979 - IBM, San Jose CA



# & Major Projects

## 1980s

Offices in Modesto and Reno open. RFMCO begins major entry into the food processing industry beginning with multiple Morning Star projects. Revenue hits \$5 million. RFMCO begins offering pressure vessel repairs and pre-fabricated systems. In 1988, RFMCO celebrates C-B's 50th anniversary after receiving an award as No. 2 in Overall Sales from C-B. By the end of the 1980s, RFMCO has 63 employees.



Modesto - 1988



Reno - 1988

- 1986 - San Quentin State Prison,  
San Quentin CA
- 1988 - Apple Co, Cupertino CA
- 1989 - Campbell Soup, Modesto CA

## 1990s

RFMCO moves its headquarters from San Francisco, CA to Hayward, CA. New offices open in Fresno, Brea, Las Vegas and San Diego. In 1994, RFMCO receives the Lifetime Achievement award from C-B. In May 1996, founder Bob MacDonald passes away. Revenue soars from \$10 million in 1990 to \$38 million in 1999. By the end of the 1990s, RFMCO has 129 employees.



Hayward - 1995



Brea & Las Vegas - 1998

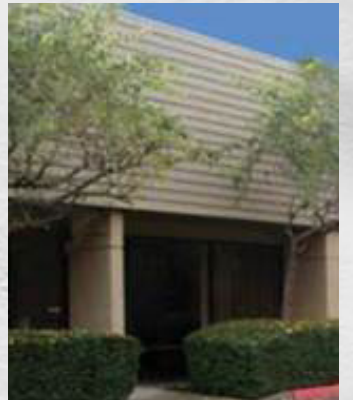
- 1993 - Decentralized Heating Plants,  
Khabarovsk Russia
- 1996 - J. Paul Getty Museum,  
Los Angeles CA
- 1999 - Camp Pendleton USMC,  
San Diego CA

## 2000s

RFMCO begins pump training classes, which show immediate success. Rohnert Park office opens. Revenue hits \$50 million. RFMCO is named one of the fastest growing 100 private companies in the Bay Area by San Francisco Business Times. RFMCO receives prestigious Grundfos President's award. By the end of the 2000s, RFMCO has 160 employees.



- 2002 - Pomona Paper Co, Pomona CA
- 2005 - Saguaro Power Plant,  
Las Vegas NV
- 2006 - Clement Pappas, Ontario CA
- 2007 - Gas Recovery Systems, Irvine CA



Rohnert Park - 2005

## 2010s

RFMCO supplies over 15,000 boilers since 1956 — 1,000 of them are low NOx boilers, which has helped the California market meet the most stringent emissions standards in the country. Kaiser Permanente becomes RFMCO's biggest customer. In 2016, RFMCO has over 250 employees. The future of R.F. MacDonald Co. is bright.



- 2010 - Barrick Cortez Gold Mines,  
Carson City NV
- 2011 - University Southern California,  
Los Angeles CA
- 2014 - Merritt Hospital, Oakland CA
- 2015 - Stanford University, Palo Alto CA



Santa Fe Springs - 2011



San Diego & Fresno - 2015



# PUMPS

**FOR EVERY SERVICE**

1956 - RFMCO represents  
PACO Pump

1968 - RFMCO begins strong  
push into the pump market as  
Blackmer pumps distributor



1978 - RFMCO represents  
Warren Rupp



1989 - Pump operations begin  
in southern California

1990 - RFMCO represents  
Seepex

1995 - RFMCO represents  
Goulds Pumps

2012 - RFMCO receives Goulds  
National Recognition Award

2013 - RFMCO represents  
Viking Pump

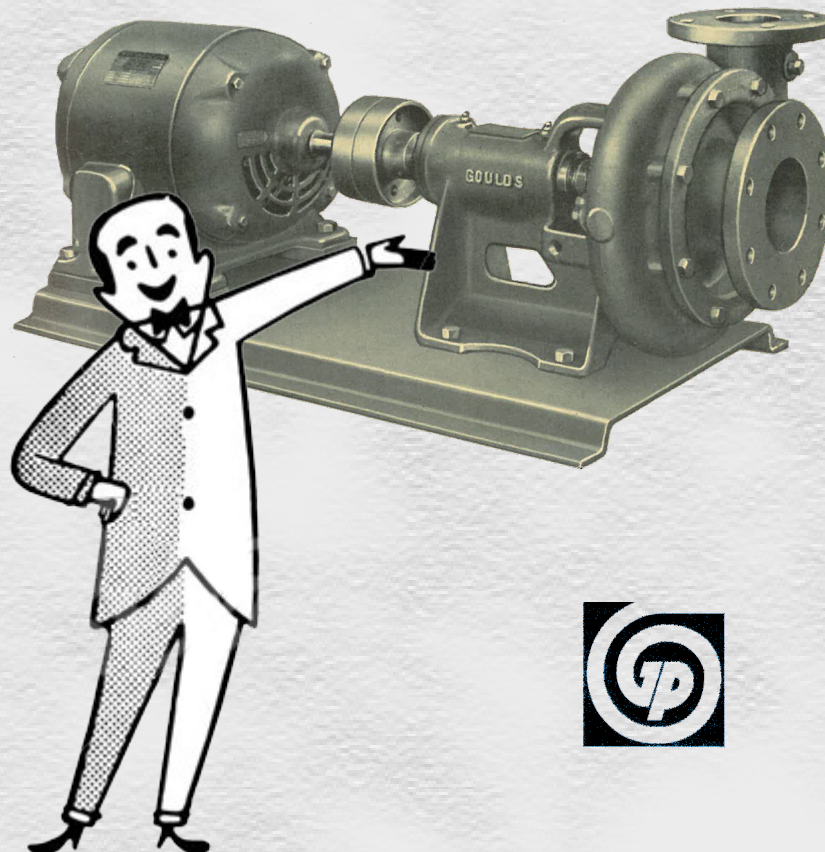
# It's New!

## Tomorrow's water service today

## Benefits that go right to the bottom line

With the latest condition monitoring technology to transform  
your Predictive Maintenance program into a Profitability program

# It's a GOULDS



**Kuwait Oil Field Restoration, Kuwait** According to the global industrial company Bechtel who hired RFMCO and H&H Pump in 1991 to assist in oil recovery after the Gulf War, the restoration was the "most successful oil recovery in history, recovering 13 percent of the original 11 million barrels spilled, compared with 8 or 9 percent recovered in most operations of this type."



1969 - RFMCO nameplate shows Burlingame office address on Weinman pump at Samuel Merritt School of Nursing in Oakland, CA. In 1981, the Samuel Merritt School of Nursing transitioned into a four-year accredited institution and was renamed Samuel Merritt University.

