



Cochran The Wire

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01

Letter from the General Manager,

Building the Future, Together.

As we step further into the new year, I can't help but reflect on how far our team in Oregon has come. From our beginnings as a service-driven shop to our teams consistently pushing themselves to take on larger and more complex projects—all while maintaining the high standards we're known for.

But growth goes beyond numbers or revenue—it's about trust, teamwork, and the belief that we are capable of achieving more. Over the years, our teams have pushed boundaries, taken on bigger challenges, and demonstrated that our team in Oregon is a solid player in the market. Whether it was executing the North Valley Complex, delivering a robust AV transformation for IBEW, or expanding our presence in healthcare, transit, and high-tech infrastructure, we've strengthened our reputation as a leader in electrical and technology solutions

What makes this growth truly special is **how we've done it—together**. Across every job site, every project, and every department, we have **built a culture of support, accountability, and innovation**. This is more than just a place to work—it's a place where people grow, where leaders emerge, and where challenges are met with solutions.

As we look ahead, we are positioned for an exciting new chapter. The market is evolving, and we are evolving with it. Our **three, five, and ten-year visions are ambitious**—but I have no doubt we will achieve them, because I see the **passion, expertise, and commitment in every member of this team**.

We are **not just an Oregon office—we are an extension of the Cochran enterprise, a critical part of a company that has been building the future for 70 years**. That legacy is now in our hands, and I couldn't be prouder of what we are accomplishing together.

Here's to another year of **growth, opportunity, and success**.

Sincerely,



Brad Morton
General Manager, Cochran Oregon

02 Building Oregon: Cochran's Legacy and Future in the Pacific Northwest

Cochran Expands to Bend, Oregon, Bringing 70 Years of Excellence to Central Oregon

As we celebrate our 70th anniversary, Cochran is proud to announce the official opening of our new office in **Bend, Oregon in August of 2024!** For decades, we have partnered with clients in the region on specific projects, providing support as needed. However, we now want to be a permanent resource for the local community, offering ongoing expertise, reliability, and top-tier electrical solutions. By establishing a full-time presence in **Central Oregon**, we are committed to building long-term relationships and contributing to the region's growth and success.

Our **expansion into Bend** represents our continued commitment to serving the needs of local businesses and communities. By bringing our culture of innovation, operational excellence, and customer-first approach to the region, we are better positioned than ever to support your needs. **Whether it's commercial, industrial, or specialized electrical projects, our local team of talented professionals is ready to provide top-tier service and solutions.**

We look forward to building strong relationships, creating new opportunities, and contributing to the growth and success of Bend and the surrounding areas. **Thank you for your support over the past 70 years—we can't wait to serve you in our new home!**

A Foundation Built on Trust and Innovation

Our journey in Oregon began in 1988 with the acquisition of **Broadway Electric**, a pivotal moment that set the foundation for what would become one of the region's most trusted electrical and technology firms. From those early days, we have built a reputation not just for delivering exceptional work, but for being a **true partner** to our clients—trusted to **solve complex challenges, scale to match their needs, and deliver at the highest levels.**

For decades, our Oregon team focused primarily on service and tenant improvements, maintaining and upgrading critical infrastructure across the state. But growth has never been an afterthought at Cochran. **Through a strategic, thoughtful process, we've evolved to take on large-scale electrical construction, integrated technology projects, and public infrastructure.**

Brad Morton, General Manager of Cochran Oregon, describes it best: *"We've built something special here. What began as a small group has grown into a strong, trusted team, capable of handling projects of all sizes and scopes."*

A Defining Moment: Expanding Electrical Construction

Historically, Cochran Oregon was known for **service and smaller-scale projects**, but in 2023, we reached a **major milestone**—completing our first \$10 million electrical project, the **North Valley Complex**, a multi-agency **State of Oregon** facility designed to consolidate **public services under one roof**. This project was more than just another build—it was proof that Cochran could **execute at scale, integrate multiple disciplines, and compete with the region's biggest firms.**

“We’ve built something special here. What began as a small group has grown into a strong, trusted team, capable of handling projects of all sizes and scopes”

**Brad Morton,
General Manager, Oregon**

03 Technology: A Key Driver of Growth

This growth didn't happen by accident. It was **driven by trust**—trust from our leadership to pursue the right projects, trust from our customers to deliver, and trust between our teams to **push forward together**.

"One of the key differences between Cochran and other electrical contractors is how well our electrical and technologies teams collaborate," says Brad. "Many companies struggle with tension between these groups, but we excel at working together to solve problems. When we take on a project with multiple scopes, our teams work seamlessly to deliver outstanding results to the customer."

This ability to **streamline project execution**—where **AV, security, structured cabling, and electrical come together as a single, coordinated solution**—is what sets Cochran apart and continues to **fuel our expansion into large-scale construction**.

One of the biggest catalysts for our Oregon expansion has been the growth of the Technologies group.

From its beginnings in the early 2000's to **leading some of the largest AV installations in the region**, our Oregon team has grown into a leader in our market.

Take **Daimler Trucks North America**—what started as **basic cabling work** turned into a **long-term technology partnership**, providing AV support, mobile device management, and full network infrastructure services.

"We've built relationships that go beyond single projects," says Jay Fodrea, Technologies Preconstruction Manager. "We solve problems, we adapt, and we make it easy for our customers to work with us. That's what keeps them coming back."

These projects have solidified Cochran's **position as a key player in meeting Oregon's evolving infrastructure needs**, proving that our expertise extends **far beyond traditional electrical work**.

Cochran has never been just about **projects and revenue growth**—we're about people. Our company's strength comes from **long-term investment in employees, developing leaders from within, and creating a culture of trust and opportunity**.

Jay Fodrea, Technologies Preconstruction Manager, came to Cochran from another firm and immediately noticed the greater levels of autonomy and trust provided to employees.

"There's a reason people stay here," Jay says. "You're given the tools to grow, the trust to lead, and the support to deliver your best work."

Brad Morton transitioned from helping build the Technology Group to leading Cochran Oregon's strategic growth, shaping the division's future.

That approach fosters **ownership, accountability, and a deep sense of investment in the company's success**—an attitude reflected at every level of the organization.



Portland International Airport

Technology That Scales, Solutions That Evolve

Our Oregon Technology Group has grown in parallel with the increasing demand for fully integrated, future-ready systems. What used to be standalone infrastructure—security, AV, network cabling—now functions as unified systems, requiring expertise in interconnectivity, automation, and long-term adaptability.

Today, we provide comprehensive, full-stack solutions, including:

Enterprise Security & Access Control – AI-driven surveillance, biometric authentication, and cloud-based security systems designed to protect critical infrastructure.

AV & Smart Collaboration Spaces – Large-scale audiovisual installations, including Direct view LED video walls, immersive boardroom systems, and dynamic event spaces that redefine communication.

High-Performance Data Networks – Fiber-optic network infrastructure, 5G connectivity solutions, and cloud-based IT architecture that keep businesses connected, agile, and prepared for the future.

“We’re no longer just running cables—we’re engineering environments that support the way businesses operate,” says Jesse Lierman, Director of Technologies in Oregon. “Security, connectivity, and digital communication are all converging, and our job is to ensure that those systems work seamlessly together, from the moment they’re installed to years down the road.”

That level of integration requires expertise in **both execution and foresight**. The way buildings function today is different from five years ago—and five years from now, the landscape will change again.

“Our team is constantly looking ahead,” Jesse explains. “What technologies are emerging? What’s the next big shift in connectivity and security? What challenges will our clients face in five or ten years? That’s where we focus.”

“We’ve built relationships beyond single projects. When problems arise, we adapt. We make it easy for our customers to work with us. That’s why they’re coming back.”

**Jay Fodrea,
Oregon Technologies Group Preconstruction Manager**

relationships that go
projects. We solve
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that keeps them

04 Powering the Future, Protecting the Present

We've come a long way since 1988, but we're just getting started.

The next decade will be defined by:

- Expanding our large-scale electrical construction footprint in Oregon.
- Continued growth of AV and security integration.
- Developing and promoting the next generation of Cochran leaders.

"In Seattle, Cochran is the go-to firm for major electrical projects," Brad says. "That's what we're working toward in Oregon—to be the first choice for the biggest, most complex builds in the state."

Our team in Oregon is more than just another electrical contractor. **We're a partner, a builder, and a team committed to powering the future of the Pacific Northwest.**

And as we continue to **grow, innovate, and expand**—one project, relationship, and investment at a time—we'll do what we've always done: **deliver excellence. Together.**

The rapid pace of technological evolution is reshaping how we connect, communicate, and secure the built environment. Buildings are becoming smarter, data networks are more complex, and security systems are expected to integrate seamlessly with enterprise operations. At Cochran, we've been at the forefront of this transformation—not just keeping pace, but leading the way.

For more than 20 years, our Oregon Technology Group has grown from a structured cabling and network infrastructure team into a multi-discipline, full-service division specializing in security, audio visual, and building automation solutions.

Our approach goes beyond just installing systems—it's about designing the future of connectivity, ensuring that what we create today will be prepared for what comes next.

But as technology advances, so do the risks and complexities that come with it. That's why Cochran doesn't just focus on innovation—we prioritize safety, planning, and long-term reliability at every stage.



TriMet Ruby Center

Building for Longevity: Training, Talent, and Trust

At Cochran, technology is more than just the systems—it's about the people who design, install, and maintain them. That's why we focus on developing talent from within, ensuring that our teams aren't just trained on current best practices, but are prepared to lead the next generation of innovation.

Greg Bambusch, Senior Project Manager, started his career as a field electrician and worked his way up to project management, now overseeing the Oregon Electrical Service department as well as a high focus on large service accounts and medical campus projects and service.

His time in the field gave him a deep understanding of what it takes to make a project successful—before, during, and after installation.

"There's an advantage in coming up through the field," Greg explains. "I know what challenges our electricians and technicians face because I've been there. I know how to troubleshoot issues before they happen, and I know how to support the team to keep things moving smoothly."

That kind of **field-driven leadership** is what makes Cochran different. Our teams understand both the technical and practical sides of the job—how systems function and how they get installed in the real world.

It's also why our teams stay with us for decades—because at Cochran, we don't just build projects. We build careers.

05 The Evolution of Safety at Cochran Oregon



As technology, electrical infrastructure, and construction methods evolve, **one factor remains constant—safety is the foundation of everything we do.** At Cochran, safety isn't a checklist item or a regulatory requirement—it's a **culture, a mindset, and a shared responsibility that every employee carries, throughout our entire organization.**

For the team in Oregon, safety has been a defining element in shaping how projects are executed and teams are trained. Under the leadership of **Ilene Ferrell, Safety Director, Cochran Oregon** has embraced a **proactive, people-first approach** to safety—one that prioritizes **education, collaboration, and innovation.**

A Shift in the Industry: From Compliance to Culture

Construction and electrical contracting have always been **high-risk environments**, but in recent years, the industry has shifted from **simply meeting safety requirements to embedding safety into company culture.**

This focus on **prevention at every level** is what defines Cochran's approach. The company has moved beyond standard compliance by implementing **daily safe work practices that ensure awareness, preparation, and accountability.**

Some of the key safety protocols Cochran Oregon has built into its culture include:

- **Stretch and Flex Warm-Ups** – Every day begins with a series of dynamic stretches to prepare crews for the physical demands of the job.
- **Pre-Task Planning** – A structured

process where teams identify their tasks, **assess potential hazards, outline risk mitigation steps, and ensure proper equipment and training are in place before work begins.**

- **Lockout/Tagout Protocols** – Ensuring that **hazardous energy sources** are fully controlled before work begins, preventing unintentional re-energization and electrical hazards.
- **On-Site Training and Field Leadership Engagement** – Our field leaders accept responsibility and accountability to assure team members are following safe work practices by conducting **real-time assessments and providing ongoing coaching** to ensure the team is consistent with best practices of the electrical industry.

"We never put schedule over safety," Ilene says. "Yes, there's always pressure to meet deadlines. When people feel rushed, they take shortcuts, and shortcuts lead to mistakes. We do it right the first time—safely and efficiently."

A Safety Culture Built on Trust

At Cochran, **safety goes beyond policies and procedures—it's about trust.** Trust that leadership will support crews in making the right call. Trust that workers will speak up when something doesn't seem right. Trust that everyone has one other's backs.

"Our people are what make us successful," Ilene says. "If we take care of them—by providing the right training, the right tools, and the right culture—we know they'll go home safely at the end of every day."



Portland International Airport

That trust has been built through years of **open communication, investment in training, and ensuring that safety is a shared responsibility, not just a top-down directive.** This emphasis on **empowering teams in the field** is something that **Greg Bambusch, Senior Project Manager,** has seen firsthand. Having spent years as a **field electrician** before moving into management, Greg knows that **real safety leadership happens on-site, in the moment.**

“Because I came up through the field, I can look at a set of drawings and know where the challenges will be before they happen,” Greg says. “That kind of experience means we can troubleshoot problems early and ensure our teams have what they need to do their jobs safely and effectively.”

Investing in the Future of Safe Work Environments

As the construction industry continues to evolve—with new materials, technology, and expectations for worker safety—Cochran is **staying ahead of the curve, investing in next-generation safety training, advanced planning tools, and cutting-edge protective equipment.**

Looking ahead, Cochran Oregon’s safety leadership will focus on:

- **Expanding specialized training** programs to keep crews up to date on the latest standards and best practices related to electrical construction.
- **Enhancing safety planning with digital tools** that improve site assessments, risk tracking, and real-time communication.
- **Further integrating safety into every phase of project execution,** ensuring that safety isn’t a step in the process—it’s embedded into every decision.

“At the end of the day, safety is more than just policies—it’s about people,” Ilene says. “If we invest in our people, we’re investing in the future of this company and the well-being of everyone who steps onto our job sites.”

Cochran Oregon’s commitment to safety isn’t just about following regulations. **It’s about leadership, trust, and ensuring that safety is a core value that guides every project, every job site, and every team member—today, tomorrow, and beyond.**



06 Our Oregon's Electrical Group: Powering Growth, Building the Future

The demand for **complex, large-scale electrical projects** has grown across Oregon. From healthcare expansions to data center builds, from commercial developments to public infrastructure, the electrical industry is undergoing a transformation—one that demands **technical expertise, innovative leadership, and a commitment to excellence.**

At Cochran Oregon, our Electrical Group is built to meet the evolving needs of our clients. Under the leadership of **Cody Adams, Director of Electrical**, we have built a team of strong leaders alongside a skilled and talented group of electricians, all of whom bring expertise, teamwork, and commitment to every project. This team has steadily expanded, taking on a wide range of work, from service and industrial projects to healthcare and large-scale construction. With each project, they've strengthened our expertise and commitment to quality, reinforcing Cochran's reputation as a reliable and skilled electrical partner.

From Safety to Leadership

Cody Adams didn't take the traditional path into electrical construction. In 2014, fresh out of **Central Washington University**, he joined Cochran as the Oregon Director of Safety—a unique entry point for someone who would later go on

to lead the Electrical Oregon Team.

"I originally pursued a career in safety, but what I quickly realized at Cochran is that safety and operations are deeply connected," Cody explains.

"Understanding how teams work, how projects run, and how to balance safety with performance—that set the foundation for everything I do now."

That background in safety gave Cody a **different perspective** when he transitioned into leading Cochran's Large Electrical Group.

"Operations will always have pressure—to deliver on time, to meet budgets, to execute at a high level. But if you're cutting corners, you're not really succeeding. My job is to make sure we deliver for our customers, protect our crews, and build in a way that strengthens Cochran's reputation."

That approach has resonated across the division. The Electrical Group has grown into a high functioning team, taking on growth in our ability to pursue projects that, just a few years ago, seemed out of reach.

“My job is to make sure we deliver for our customers, protect our crews, and build in a way that strengthens Cochran’s reputation.”

**Cody Adams,
Director of Electrical Oregon**

07 Scaling for Bigger Projects in Oregon

As we've built a team of strong leaders, we've created new opportunities for growth. That expertise and credibility have opened the doors for growth in key areas, including:

Healthcare Infrastructure Expansions

– Cochran continues to expand in the **healthcare sector**, securing major healthcare projects. These projects require precision and careful execution, from lighting retrofits to power upgrades and large-scale infrastructure improvements—all completed without disrupting patient care.

Commercial & High-Tech Facilities – Our team is taking on increasingly complex projects, providing advanced electrical solutions for corporate campuses, **high-tech manufacturing**, and **high-rise developments**.

Public Works & Transportation – With TriMet's five-year maintenance contract, Cochran is helping modernize **Oregon's transit infrastructure**, delivering reliable power and lighting solutions across the region.

By scaling our capabilities while maintaining the quality and integrity Cochran is known for, we're strengthening our position as a **trusted electrical partner in every sector we serve**.

One of the defining moments came with the **North Valley Complex, a multi-agency State of Oregon facility** that pushed the team to **execute at a higher level**.

"That project gave us the confidence and credibility to compete for larger work," Cody says. "But it wasn't just about winning the job. It was about executing, showing customers that we can handle this scale—and doing it the right way."

At Cochran, **quality is our priority**. We're committed to delivering **consistent, reliable work—not just for the project at hand, but for the long-term relationships we build**. A strong reputation comes from providing results our customers can trust every time.

"Not every project is a financial success" Cody admits. "But whether we make money or not, the customer will never know by looking at the final product. We don't cut corners on safety or the quality of the installation when budgets get tight. We build with pride, our standard is the same across every job, because that's what builds trust."



OHSU Elks Children's Eye Clinic





OHSU Knight Cancer Institute

08 Looking Ahead: Growth, Technology, and Innovation

A Market in Transition: Challenges and Opportunities

The Oregon electrical market is undergoing a major shift. For years, Intel dominated the local construction landscape, employing thousands of electricians across large-scale builds. But as Intel scales back, the competition for new work is intensifying.

"We're seeing a reset in the market," Cody explains. "A lot of contractors who relied on Intel are now shifting their focus elsewhere, which means more competition, tighter bids, and higher stakes for every project."

This shift presents both **challenges and opportunities** for the team in Oregon.

Challenge: More competition means tighter margins and **increased pressure on estimating and execution.**

Opportunity: Cochran's **long-standing customer relationships** give us a strategic advantage, allowing the team to secure work in **healthcare, public infrastructure, and commercial markets.**

"We've positioned ourselves for aggressive growth," Cody says. "We have a strong team, the right customers, and a clear vision for where we're going next."

The Cochran Difference: More Than Just an Electrical Contractor

At the core of Cochran Oregon's success isn't just **technical expertise**—it's how we approach our relationships with our teams, customers, general contractors, and industry partners.

"We don't see ourselves as just another subcontractor," Cody explains. "We're part of the general contractor's team. We're solving problems before they happen, effectively coordinating with other trades to resolve issues before they reach the customer, boosting efficiency on the jobsite, and making sure every project runs as smoothly as possible."

That commitment to **teamwork, integrity, and long-term customer relationships** is what continues to set Cochran apart.

"At the end of the day, it comes down to trust," Cody says. "Our customers trust us to execute. Our teams trust us to lead. And we trust that the way we build—responsibly, with quality, and with integrity—is what will keep us growing for years to come."



North Valley Complex

What's Next for Cochran Oregon Operation?

Our team in Oregon is on track to reach **\$50 million in revenue in 2025**, with a **10-year vision to scale beyond \$100 million**. The roadmap to achieving that growth includes:

- **Expanding the Large Construction** – Targeting more **large-scale complex projects** in commercial, healthcare, and public works.
- **Growing the Service** – Continuing to **scale service and maintenance contracts**, building long-term relationships with key clients.
- **Investing in Emerging Technologies** – We are exploring innovative technologies such as Power over Ethernet (PoE), microgrids, and modular electrical construction to provide our customers with more efficient and cost-effective installation solutions.
- **Developing the Next Generation of Leaders** – Fostering internal talent to sustain long-term growth and industry leadership.

"We have an incredible team," Cody says. "And we're just getting started."

Cochran's team isn't just **keeping up with the market**—we're **leading it forward, one project, one innovation, and one relationship at a time**.

09 North Valley Complex: Engineering a Future-Ready Facility

In Wilsonville, Oregon, a former warehouse has been transformed into a **state-of-the-art public services hub**, combining five of Oregon's largest state agencies into a single, highly functional facility. The **North Valley Complex** is more than just a renovation—it's a **strategic infrastructure upgrade** designed to **streamline operations, improve efficiency, and modernize essential services**.

For our team in Oregon, the **160,000-square foot** project was an opportunity to demonstrate the power of **collaboration, integration, and technical expertise**. By bringing together **electrical, technology, security, and HVAC controls** under one team, Cochran delivered a seamless, **fully integrated solution** that set a new standard for how state facilities can operate.

"We touched nearly every part of this building—power, lighting, mechanical controls, security, and data infrastructure," says Jake Welch, Senior Project Manager. "This was more than just an upgrade. It was a complete transformation of how the State of Oregon delivers services in this region."

A Project Built on Coordination & Complexity

From the onset, the **North Valley Complex** presented a unique challenge: a **total mechanical, electrical, and plumbing revitalization of the building**, while coordinating with **multiple state agencies, general contractors, and trades**.

"It was essentially a full-scale tenant improvement project," Jake explains. "We had to gut the space, reinforce the structure with steel beams, and then rebuild it into a modern facility that could handle everything from OSHA labs to police operations."

The scope of Cochran's work included:

- **Three 1MW Generators** – Ensuring **uninterrupted power** across the facility, with **4,000-amp paralleling switchgear** to handle emergency transitions.
- **Advanced Lighting & Controls** – A **wireless lighting control system** that seamlessly integrates all **160,000-square feet** into a single, **smart-controlled environment**.
- **OSHA & Specialized Lab Power Systems** – Delivering custom electrical solutions for highly technical spaces, ensuring **reliability and precision**.
- **Photovoltaic System** – Installing a **150kW solar canopy**, improving **energy efficiency** and reinforcing the state's commitment to **sustainable infrastructure**.
- **Security & Access Control** – Implementing a **comprehensive security system**, providing high-level protection for multiple agencies.

Executing a project of this scale required **constant coordination** with mechanical, plumbing, and security teams, as well as the **State of Oregon's facility managers**.

"There was no room for miscommunication," Jake says.

"We worked closely with every trade, from the general contractor to the mechanical contractors, making sure everything was coordinated and installed to exact specifications."

Scan to Watch
the Full Video





North Valley Complex

Bridging the Gaps: The Power of an Integrated Team

One of the **biggest differentiators** for Cochran on this project was our ability to **step in where others couldn't**.

Steven Orchard, Controls Project Manager, describes how Cochran's controls team filled **critical scope gaps** that emerged during construction.

"There were areas where the original controls contractor didn't have full coverage—cooling towers, sumps, emergency power systems," Steven explains. "Our team came in and provided the necessary control systems to keep everything running smoothly."

That ability to **adapt and integrate** across disciplines is what makes Cochran unique. Instead of operating in silos, Cochran's **electrical, low-voltage, and controls teams work together**, ensuring that **every system—lighting, security, HVAC, and power—functions as one seamless network**.

"This project showed what's possible when you have a fully integrated team," Jake adds. "Electrical, low-voltage, and controls weren't separate contractors—they were one coordinated effort."

The State's Commitment to Modern Public Infrastructure

The **North Valley Complex** represents a **major shift in Oregon's approach to public infrastructure**. By consolidating multiple agencies under one roof, the state is **increasing efficiency, reducing operational costs, and improving public service delivery**.

"The state needed a facility that could handle everything from high-tech forensic labs to administrative offices," Jake says. "That meant integrating specialized electrical systems for labs while ensuring that core infrastructure like power, lighting, and HVAC was rock solid."

For the State of Oregon, this project wasn't just about modernization—it was about **future-proofing public facilities**. Cochran's **flexible, scalable electrical and technology systems** ensure that the **North Valley Complex can evolve with the state's needs**, whether that means adding new lab equipment, upgrading IT infrastructure, or expanding security systems.

"We built this facility to grow with them," Jake explains. "As their needs change, the infrastructure we've put in place will support them for decades to come."

Lessons from the Field: A Project That Brought out the Best in Cochran

The North Valley Complex wasn't just another job—it was a **project that challenged and strengthened the Cochran team**.

For Jake Welch, the project was personal.

"I spent two years in that job trailer, working alongside our electricians, problem solving on site, and making sure every piece of the project came together," Jake says. "There's something different about being on the ground every day—it gives you a deeper respect for what our teams accomplish."

That hands-on leadership style fostered a strong team dynamic, ensuring that everyone—from project managers to field electricians—was aligned, engaged, and committed to delivering the best possible result.

Trevor Yeo, Foreperson on the Controls Team, also highlighted the value of teamwork in making this project a success.

"Nothing great is accomplished by one person," Trevor says. "It took our entire team—PMs, field crews, mechanical contractors—to bring this facility to life."

The Future of our Oregon Team: What's Next?

With the North Valley Complex now fully operational, Cochran's focus is shifting to **what's next in Oregon's infrastructure development**.

The project reinforced Cochran's ability to **handle large-scale, multi-discipline projects, setting the stage for bigger opportunities in healthcare, public works, and high-tech facilities**.

"We've proven that we can execute at this level," Jake says. "Now, we're looking to build on that momentum—taking on more projects that require complex coordination, deep technical expertise, and the ability to deliver a full-package solution."

For the State of Oregon, the North Valley Complex is a **model for future public infrastructure projects—efficient, modern, and built to last**.

For Cochran Oregon, it's a testament to **what's possible when you bring together a highly skilled and integrated team to solve complex challenges**.

And for everyone who worked on the project, it's a **reminder of what great construction is all about—collaboration, problem-solving, and a shared commitment to excellence**.

"This was one of those projects that made us better as a team," Jake says. "And that's exactly the kind of work we want to keep doing."



North Valley Complex Labs

10 Building a Space for the Next Generation of Electricians: Cochran's Role in the IBEW Local 48 Union Hall

The International Brotherhood of Electrical Workers (IBEW) Local 48 has long been a cornerstone of the electrical industry in Oregon, training and advocating for the workforce that keeps the region powered and connected. When it came time to modernize and transform their Portland-area Union Hall, Local 48 needed a technology partner that could seamlessly integrate cutting-edge AV solutions, intelligent lighting systems, and future-ready controls into a space designed to educate, engage, and inspire the next generation of electricians.

Cochran stepped up to the challenge, delivering a complete AV overhaul and state-of-the-art digital infrastructure that turned the union hall's meeting spaces into a showcase of modern electrical and technology integration.

"This wasn't just an upgrade," says Adam Silva, Senior Project Manager for Technology. "It was about creating a space that reflects the future of the electrical industry—one that brings people together, enhances communication, and showcases the capabilities of the trade."

A Space Designed for Engagement and Learning

IBEW Local 48's meeting hall serves as the centerpiece of the local's union's operations, hosting everything from membership meetings and training sessions to community events and industry gatherings. But prior to the renovation, the 30-year-old system was outdated, inefficient, and no longer capable of supporting the local's union's evolving needs.

"The system had been upgraded multiple times over the years, but it was essentially layers of patches on top of patches,"

Adam explains. "It wasn't user-friendly, and it wasn't built for the type of hybrid, high-tech engagement that's expected today."

Cochran's goal was clear: **bring the space into the future with a fully integrated, intuitive, and high-performance AV system.**

Planar MGP Video Walls: Two large-format LED displays replaced the outdated projection system, providing crisp, high-resolution visuals with significantly improved brightness and clarity.

Advanced Audio System: A completely redesigned audio setup, including upgraded speakers and microphones, ensures that every voice in the room is heard with clarity, whether in-person or on a video call.

Hybrid Meeting Capabilities: The system was optimized for remote participation, allowing union members from across the region to join and engage in meetings seamlessly.

Custom-Tailored User Controls: A touch panel interface allows for intuitive system operation, giving presenters full control over audio, video, and lighting settings with the press of a button.

"We wanted to make sure that anyone—whether they're tech-savvy or not—could walk into this room and run a meeting without stress," says Eric Fraelich, Lead Systems Programmer and AV Designer. "This system is built to be powerful but simple."



IBEW Local 48



IBEW Local 48 Union Hall

Challenges & Solutions: Engineering a Seamless Experience

Building an AV system of this scale in an active facility came with several challenges—from navigating the unique acoustics of the space to overcoming pandemic-related supply chain delays.

Designing for Sightlines & Acoustics –

One of the key innovations of this project was Cochran's direct input into the architectural redesign of the space. The walls surrounding the video displays were angled to optimize viewing angles and ensure that every seat in the room has a clear, unobstructed view of the screens.

Supply Chain & Procurement Hurdles –

Wireless microphones, video switching equipment, and processing components were all impacted by the global chip shortage. Cochran worked closely with vendors and manufacturers to secure alternative solutions and keep the project on track.

System Adaptability & Future Expansion

– Understanding that technology never stands still, Cochran designed the system with scalability in mind, ensuring that the infrastructure could support future enhancements and emerging AV technologies.

"We don't just think about how a system works today," Eric explains. "We think about how it will evolve in five or ten years. The infrastructure we put in place ensures that the Local IBEW 48 has room to grow."

Beyond Installation: Ongoing Support & Optimization

Even after the completion of the project, Cochran has remained an active partner, fine-tuning and optimizing the system as the union adapts to its new capabilities.

"Once you start using a new system, you quickly realize little tweaks you want to make," Adam says. "For example, we added pre-programmed camera positions for video conferencing to improve speaker tracking and engagement."

As the local union continues to host events, meetings, and training sessions, Cochran remains committed to ensuring the system performs at the highest level, providing ongoing support and adjustments as needed.

Setting a New Standard for Union Halls & Training Spaces

The Local Local 48 project is more than just a technical achievement—it's a blueprint for the future of union halls, training facilities, and collaborative meeting spaces across industries.

With more unions, trade schools, and workforce development centers investing in technology-driven education and collaboration, Cochran is positioned to lead the way in designing and implementing modern, integrated learning environments.

"What we've done here is about more than just technology—it's about empowering the next generation of electricians," Eric says. "This space now reflects the innovation and craftsmanship that defines our industry."

For Cochran, the success of this project reinforces what we do best: delivering high-quality, future-ready solutions that enhance the way people work, learn, and connect.

As the electrical industry continues to evolve, so will the spaces that train, support, and unite the workforce that powers it.

And Cochran will be there—engineering, integrating, and leading the future of connected environments.



IBEW Local 48





Oregon Convention Center

