



Who is ALL4?

All4 Inc. (ALL4) is an environmental consulting company that specializes in air quality consulting services; primarily assisting clients with complex air permitting and compliance, air quality dispersion modeling, continuous, ambient and meteorological monitoring, climate change, environmental program management, and environmental regulatory analysis.

ALL4 operates under the premise that the success of our company is directly tied to the success of our clients. We pride ourselves on fully understanding our clients' operations, culture, and business goals to the extent that we can tailor our consulting services to help turn environmental management into a company asset. Our company operates with the clear understanding that knowledge is power, that there is no substitute for experience, and that the proper application of our expertise to our clients' projects can provide them with a

ALL4 was founded in 2002 and is headquartered in Kimberton, PA. ALL4's Southeast Regional Office is located in Columbus, GA, near Atlanta, GA and Montgomery, AL. ALL4 currently employs 27 professionals averaging over 15 years of experience each. This experience encompasses the consulting, industry, and regulatory arenas. Our client base is nationwide and we work on a corporate level with many Fortune 500 companies including Abitibi Bowater, Exelon, Johnson & Johnson, Hershey, International Paper, MeadWestvaco, Merck, Pepco Holdings, PPL, Proctor & Gamble, Smurfit-Stone Container, Sunoco, Tyson Foods, Waste Management, and

competitive advantage within their respective industries and marketplaces.

ALL4 has built our reputation and our business on two core values: **ownership and authenticity**. We take **ownership** of our clients' problems and issues – we integrate with our clients' project teams at a level that has enabled our clients to embrace us as part of their team. Our clients' issues are our issues and we are always seeking what is in the best interest of our clients. We are **authentic** in our communication – we advise our clients based on what they need to hear, not what they always "want" to hear. It is this philosophy that has led to long-term consulting relationships with our clients that have stood the test of time.

Vision Statement

ALL4 is a nationally recognized consulting company shaping environmental responsibility for clients, employees, and partners.

Culture

ALL4 is built on a culture of accomplishment, respect, accountability and teamwork. While our work environment may be characterized as casual, our work ethic is formal as we strive to make one another better both professionally and personally by setting high standards and holding ourselves accountable to these standards.

Since we are clearly only as good as our people, we take great care to invest in their development and to provide them with a comfortable working environment and the best resources. There are a variety of annual, not so annual, and charity/community events that take place at ALL4. These events add to and define our company culture and also serve to bring the company together outside of the normal workday for fun or to help out in the community. Some of our events are planned "recesses" where, periodically, we will take an afternoon off to golf, bowl, play paintball or to just "hang out". We have become involved in our community by participating in Habitat-for-Humanity, hosting quarterly trash pick-up "parties" for our adopted 2-mile stretch of PA Rt. 113 that runs in front of our building, and contributing and volunteering at the local food bank.

Philosophy

ALL4 was founded on a simple philosophy – a consulting firm’s resources are knowledge and people. We realize that as consultants we do not sell a particular product; we are only as good as our people. We provide a work environment that fosters employee innovation, creativity, and fun. Our culture translates into a very stable workforce, providing consistency, continuity, and quality for our clients. We have built our practice with a passionate team of engineers, scientists, and meteorologists. Our diverse backgrounds include experience within the industries that we serve and the regulatory agencies with which we interact.

Relationships

We’ve built our business on long term relationships and the trust that we have developed with our clients through many years of service. We have a diverse group of clients that span over 30 states in over a dozen industrial sectors including Power Generation, Cement, Automotive, Petrochemical/Refining, Pharmaceutical, Chemical, Pulp and Paper, Food Processing, Iron and Steel, Secondary Lead Smelting, Lead Acid Battery Production, etc.

With ALL4, what you see is what you get. The experienced staff proposed for the project will be the actual staff that work on the project. We do not have multiple management layers, our senior staff is hands-on, and this allows us to be agile and responsive to our clients’ needs.

ALL4 Leadership



ALL4 was founded in 2002 by four principals: Mr. William Straub, P.E., CEO and Principal; Mr. Kevin Hickey, COO and Principal; Mr. John Egan, CTO and Principal; and Mr. Dan Holland, Ambient CTO and Principal. Mr. Holland reduced his work schedule in 2009 and continues to support ALL4 on a part time basis.

Timeline, Awards and Recognitions

In ALL4's eight year history, ALL4 has an impressive list of accomplishments. ALL4's "Best in Class" program has led to many awards and recognitions as have ALL4's aggressive growth over the last eight years. Below are highlights of ALL4's timeline, awards and recognitions:

- ✓ 2002 – ALL4 doors open in March 2002.
- ✓ 2003 - ALL4 volunteers with Habitat for Humanity.
- ✓ 2004 – ALL4 formally announces a new multimedia environmental regulatory review service, EnviroReview™. 
- ✓ 2005 - U.S. EPA Administrator's Award for Outstanding Accomplishments by a Small Business.
- ✓ 2005 - Philadelphia Business Journal - Nominated as one of Philadelphia's Best Places to Work - Small Business Category.
- ✓ 2006 – present - ALL4 adopts a section of Rt. 113 through Pennsylvania's Adopt-A-Highway Program.
- ✓ 2007 – ALL4 celebrates 5th Year Anniversary, holds an Open House and reveals new ALL4 logo and website 
- ✓ 2006 – Philadelphia Business Journal Best Places to Work Finalist
- ✓ 2007 – ALL4 receives Chester County Green Business Award.
- ✓ 2007 – present - ALL4 shifts from traditional client holiday gift giving to donating to charitable causes.
- ✓ 2007 – ALL4 establishes formal "Best In Class" program and "Recess Coordinator" role, who is charged with ALL4 social and philanthropy based activities. 
- ✓ 2008 – ALL4 puts on the Environmental Roadshow.
- ✓ 2008 – ALL4 unveils **4 The Record**, ALL4's monthly electronic newsletter developed and published by ALL4's RegTech Group.
- ✓ 2008 – ALL4 named to Inc. 5000 List of Fastest Growing Private Businesses. 
- ✓ 2008 – ALL4 formally announces a new service offering: Climate Change Services.
- ✓ 2009 – ALL4 embraces social media – Twitter, Facebook, and LinkedIn.
- ✓ 2009 – ALL4 rolls out Webinar Environmental Training Services. 

- ✓ 2009 – ALL4 named to Inc. 5000 List of Fastest Growing Private Businesses for the second consecutive year.
- ✓ 2009 - ALL4 named #7 in the Best Places to Work in PA in the medium-sized business category. 
- ✓ 2009 - ALL4 was identified as one of the top 150 fastest growing Philadelphia companies by the Entrepreneurs' Forum of Greater Philadelphia.
- ✓ 2009 - ALL4 was awarded 4th Place nationally as one of the “Best Environmental Consulting Firms To Work For” by the management consulting and research firm ZweigWhite and engineering media specialists Stagnito Media, publisher of Civil Engineering News, among other publications. 
- ✓ 2009 - ALL4 was awarded 2nd Place nationally as one of the “Best Small Environmental Consulting Firms To Work For” by the management consulting and research firm ZweigWhite and engineering media specialists Stagnito Media, publisher of Civil Engineering News, among other publications.
- ✓ 2009 – ALL4 gives back to the local by holding a food drive and donating to the Phoenixville Area Community Services (PACS).
- ✓ 2009 – ALL4’s John Slade was named to the Pennsylvania Air Quality Technical Advisory Committee (AQTAC), John Egan was named to the National Council for Air and Stream Improvement, Inc. (NCASI) Northern Regional Board, and Cara Fox was named to Society of Women Environmental Professionals (SWEPE) Board.
- ✓ 2010 - ALL4’s Dan Holland retires and ALL4’s Colin McCall tapped to lead ALL4’s Ambient Group. 
- ✓ 2010 - ALL4 named a 2010 Top Small Company Workplace by Inc. Magazine and Winning Workplaces, additionally ALL4’s interview process was featured by Inc. Magazine in the June 2010 edition. **WINNER**
- ✓ 2010 – ALL4 opens Southeast Regional Office in Columbus, GA; 100 miles southwest of Atlanta and 90 miles east of Birmingham, Alabama. ALL4 names Tony Owens, Sr. Consultant and Southeast Regional Office director.
- ✓ 2010 – After weathering the recession, ALL4 resumes growth plans by hiring 3 additional staff in 2010 with more growth planned through 2015.

Services

ALL4 offers a wide variety of environmental consulting services in seven main areas:

- ✓ Air Quality Compliance;
- ✓ Air Quality Permitting;
- ✓ Air Quality Dispersion Modeling;
- ✓ Continuous, Ambient, and Meteorological Monitoring;
- ✓ Environmental Program Management;
- ✓ Multimedia Regulatory Analysis; and
- ✓ Climate Change.

We are a company that was founded on our expertise in air quality and we have been expanding into other environmental arenas based on our clients' needs and our ability to find top quality consultants.

Our clients' businesses cover a wide spectrum of industry: including automotive, pulp and paper, electric utility generation, cement, iron and steel, medical waste incineration, secondary lead smelting, lead acid battery production, waste management, and food processing. ALL4 has worked on a wide range of projects, for small and large clients, on an individual facility basis and at the corporate level. While we have worked with clients providing "ala carte" services, our clients more often utilize our services on a continuous basis. Clients utilize ALL4 services for....

- ✓ 'high end' strategic consulting,
- ✓ individual projects – from permitting to modeling,
- ✓ ongoing, continuous support as their sole consultant – an extension of their staff, and
- ✓ for unique innovational projects.

ALL4 is most proud of the fact that we have worked with some clients for more than 20+ years spanning 3 consulting companies. What do our clients have to say?

"I just want to give you thanks and commendation for a job well done. This was a very good piece of permitting work done by corporate and the ALL4 team. This was not an easy permitting exercise and we had to go through many iterations and challenges as we worked through the issues. You guys spent a lot of hours working through all this. The outcome was an outstanding success! I am very pleased with the work done and subsequent outcome."

"We like EnviroReview™ and find it superior to any other regulatory tracking product because it is customized to our needs. Our environmental managers are able to quickly identify applicable requirements and start working on them without routing through a lot of unnecessary information."

"Now that the job is behind me I can obviously say I made the right decision on having ALL4 being part of the team."

"I've learned to count on many people to get things done, and I always can count on ALL4. This was (is) true when Kevin and I were working together. KUDOS to all of you and your staff."

"EnviroReview™ is concise and company specific, which saves us an enormous amount of time, while providing us with the information we need to operate our facilities."

People

ALL4's staff is the backbone of the company and the key to our continued success and growth. Our mix of environmental professionals strikes an effective balance of technical, ecological, and environmental policy savvy that is unique for an environmental consulting firm of our size. Our divergent professional work experience is another factor that differentiates ALL4 from our competition.

ALL4 has degreed meteorologists and scientists (i.e., chemists, physicists, and environmental scientists) as well as degreed aeronautical, civil, chemical, mechanical, and paper engineers. Additionally we have licensed professional engineers.

ALL4 staff has hands-on industrial experience and has worked with environmental consultants in previous professional positions. From this perspective, we recognize the qualities and characteristics of successful consultants and consulting firms and have integrated those traits into the ALL4 business model. Our staff's regulatory agency experience provides us with the knowledge needed to effectively represent our clients during times of regulatory uncertainty such as negotiation of permit conditions or addressing potential non-compliant situations.

Process

ALL4 has developed a straight-forward company structure to ensure that all projects and tasks are staffed with the best internal resources available which in the end results in an efficient, high-quality project deliverable – saving our clients time and money. It also provides assurance that the quality of our work and final deliverable meets the standard that has become synonymous with ALL4.

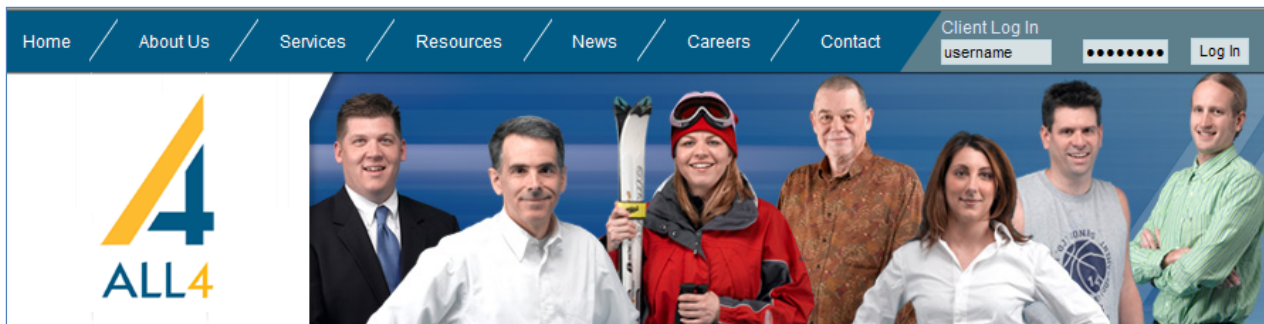
ALL4 has created a unique internal technical group that we refer to as the RegTech Operations Group (RegTech). RegTech is led by senior consultants – but comprises the abilities and experiences of the entire organization. The different backgrounds of our engineers, scientists, and meteorologists include former state regulators, life-long environmental consultants, manufacturing operations environmental staff members from various industries, air quality modelers, and even former stack testers. With a broad pool of experience, RegTech is designed to harness these resources and allocate them to improve project efficiency and product quality.

RegTech is responsible for maintaining, growing, and disseminating the institutional knowledge base of the company to benefit our clients, employees and ALL4.

Too many times, environmental projects get the perspective of a single or limited number of experienced consultant(s) responsible for managing their team. No matter how much experience a consultant has, creative and innovative solutions – as well as project efficiency, come from the discussion of project specifics among a group of experts with different perspectives. ALL4 creates this environment with RegTech.

More about ALL4...

We invite you to explore the attachments as well as learn more about ALL4 at www.all4inc.com. Our website further defines our services, provides readers with regulatory and technical resources, shares ALL4 and regulatory news, introduces you to ALL4 staff (both professionally and personally), and shares ALL4 events. Additionally, follow ALL4 on Twitter (<http://twitter.com/ALL4Inc>), search for "All4 Inc." on Facebook, or find "All4 Inc." on LinkedIn.



Your environmental compliance is *clearly* our business.

"I wish to thank ALL4 for their help in the two biggest and most important reports, as well as updating the MSDS database. Your experience, diligence and professionalism were key to accomplishing all of this work. This was an exercise in development, learning, teaching, testing, checking, reviewing and patience. I look forward to a continued relationship."

Tom J. Roberts P.E.
Smurfit-Stone Container

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Contact Us

Questions or Comments? Contact us by email at info@all4inc.com or fill out our easy-to-use online form to send a message or sign-up for ALL4's *4 The Record*, our monthly newsletter.

[Contact Form](#) | [Staff Directory](#) | [Directions](#)

RegTech News

Miss ALL4's 4-Part Boiler MACT/CISWI Webinar Series? Order the CD!
On June 4, 2010, U.S. EPA published four (4)

ALL4 News

ALL4's John Egan Named to NCASI Northern Regional Committee
John Egan, ALL4's Technical Director, attended the meeting in Portland, Maine on



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Specialties
Air Quality Consulting Services, Air Permitting, Dispersion Modeling, Ambient Pollutant and Meteorological Monitoring, Continuous Emission and Parameter Monitoring System Consulting, Regulatory Compliance, EnviroReview