

I DIG the FUTURE

When describing Marcia Veidmark, the terms faith, family, honor and responsibility come top of mind. She is a kind and caring woman with a firm sense of ethics and moral practices. Marcia is the president of Specialized Services Company (SSC). Known to be a strong leader with a sense of structure, her successful long-term planning capability is based on a clear understanding of the lessons learned while building her company and of the future of her industry. She is a risk taker, decision maker and builder. Marcia's business is one usually considered the purview of men. SSC specializes in horizontal and directional boring, large diameter tunneling, pipe ramming and bursting, utility pot holing, sub-surface utility engineering, consulting and shoring. SSC is a family business and Marcia is currently mentoring her sons to assume the business in Arizona, while splitting her time between Arizona and Maui, Hawaii where her husband is based and is developing the next iteration of their careers.

I have known Marcia for several years and knew she would be in the final cut of the stories I wanted to tell. Our interview was exhilarating with her flow of boundless energy, agile, organized mind and her ability to anticipate the direction my questioning would take. Marcia's story provides marvelous insight into the entrepreneurial mind. She is comfortable with introspection as a way of solving problems and has a natural inclination to be empathetic. She looks at problems and setbacks as a part of life and is determined to resolve them through positive actions, setting plans to overcome and proceed with life. Her optimism has carried her through the hard challenges of early family life and continues to support her as she faces the challenges ahead.

Marcia was born October 20, 1948 in Clark County, Missouri the fourth child of seven. Born on a farm with the assistance of a neighbor, the doctor showed up just in time to cut the umbilical cord and check to see if mother and

daughter were okay. The doctor was paid for his services with 30 chickens – killed, hand-dressed and packaged by her mother. Times were difficult and for the first five years, Marcia lived with family friends Myrtle and Mannie Baugher. Although hard, this is a time Marcia remembers as the best. The Baughers gave her unconditional love and guidance. Today, Marcia attributes her balanced self-esteem to this important period in her life.

In 1953 her family sold their farm and moved to Phoenix, Arizona due to her mother's and baby sister's severe asthma. Just four years later, her father was killed in a terrible accident, leaving her mother a single parent with seven children. Marcia says of this period. "I watched my mom take this huge assignment with courage and obvious reliance on God for the strength it required." Summers between 1953 and 1961 were spent back with Myrtle and Mannie on their farm. "They played an important role in my early life as I handled all the farm chores during those summers," says Marcia. She returned to Phoenix and city life for schooling each fall. When Marcia was ready for high school, Myrtle and Mannie again helped her set a different course; they paid her tuition to Phoenix Christian High School. This gift, in its own way, continued to be instrumental in her future.

At this point I would like to share my interview with Marcia so she can tell her story in her own style. We will at various stages have the privilege of handling some intimate insights into the philosophy and activities of this unique personality.

Marcia, your years at Phoenix Christian High School were very good and included being crowned Homecoming Queen. That must have made your mom, Myrtle and Mannie very happy. Where did you go next?

I went away to Azusa Pacific College in California. My freshman year was great! When it was time to return for a second year, Mom had some major physical problems with my siblings and asked me to stay at home to help her through the difficult time. I did, and found full-time work at a downtown Phoenix law

MARCIA IS COMFORTABLE OVERSEEING ALL ASPECTS OF BUSINESS EVEN ON CONSTRUCTION SITES.



GRADUATION FROM HIGH SCHOOL AND OFF TO COLLEGE IN CALIFORNIA IN 1966 – GREAT TIMES!