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**Providing Award-Winning
Network Infrastructure
Solutions for 25 Years**

LinkTech

By Kathy Hunt

Behind the successful operation of every voice, data and audiovisual (AV) system, wireless network, and fiber optic communications is a team of skilled cable technicians. These professionals set up, maintain, and repair network infrastructure, which is the backbone of any telecommunications network. For 25 years LinkTech, Inc. has designed, installed, and supported cabling systems for a diverse range of clients in Pennsylvania, New Jersey, New York, Delaware, and Virginia. Headquartered at 200 Penn Avenue in West Reading, LinkTech, Inc. was founded by longtime Reading-area resident Ramon Melicio. Under his leadership, the company has become renowned for exemplary work delivered on time and at an affordable price.

Among the installation services offered by LinkTech are Category (Cat) 3, Cat 5 and Cat 6 cable, Fiber Optic back bone with wiring block termination, security cameras for remote monitoring, and wireless LAN (local area network) and bridging. The company likewise conducts wireless surveys to determine the power requirements, radio frequency coverage and interference, access point placement, and wiring needs for installing an optimized wireless network. Furthermore, the certified cabling system provider can design and configure audiovisual cabling for multimedia rooms, projection systems, sound systems, and online conferencing and document sharing. Note that LinkTech performs cable installation work only. Another company must supply the software, cameras, servers and sundry equipment for multimedia, security, and other systems.

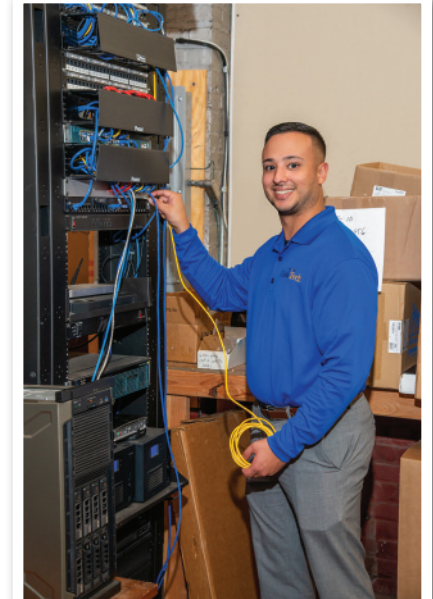
The early days of LinkTech

November 1, 1996, marked the first day of business for LinkTech, Inc. "It was me and my dad in a Volkswagen Quantum that had 350,000 miles on it," Ramon Melecio recalls. In the early days both Melecio and his father went out on calls. "When I started, I had no idea how to run a business," he said. "Prior to that, I had worked as a nationwide project manager at FasPak, handling major accounts with companies like All-State, Cingular (now AT&T), and Penske Truck Rental. Through my relationship with Penske, I was offered the



PHOTO BY STYLISH IMAGES

RAMON MELICIO



opportunity to start my own business, working as a subcontractor for them. I had to think hard about this but, ultimately, I just went for it.”

For the first ten years Melecio juggled working in the field while covering the day-to-day business operations, including sales and payroll.

“There have been ups and downs because I didn’t know how to run a business at first,” Melecio explains. “Because of this, I made some good, but also some bad, choices, but I prayed, and pray, every morning before I go to work — I put a lot of things in God’s hands. From there I start making decisions and try to make the best decisions not only for me but for everyone who works here. Everyone here is like family to me. I know that they have bills to pay and people who rely on them. I understand their situations and consider them when making decisions,” he said.

Today, LinkTech has a staff of 12, consisting of seven technicians and five office personnel. Melecio’s wife takes care of bookkeeping and works with an outside accountant on payroll and other financial demands. Similarly, Melecio’s son Cristian, who graduated from the Wilson School District in West Lawn and Indiana University of Pennsylvania with a bachelor’s degree in business, has joined

the company. Presently, Cristian is learning all facets of the business, participating in everything from site surveys and installations to attending meetings and invoicing clients. Melecio’s hope is that Cristian will eventually take over some of his responsibilities. That way, he can spend time out of the office, working to increase LinkTech’s customer base.

“Bringing my son on board enables me to do more and gives me more time to do productive things for the company,” he said. “With the extra time I hope to go out and create more work opportunities for LinkTech and more employment opportunities for local people. Unfortunately, if you just concentrate on where you live, you won’t make it as a business.”

Giorgio Foods and Penske Truck Rental open doors for LinkTech

Melecio has done work with Giorgio Foods for more than 15 years, and he is grateful for that professional relationship. “We are blessed for the opportunities they have given us through the years,” he said. Melecio also attributes part of LinkTech’s success to his relationship with Penske Truck Rental. Penske’s corporate headquarters are in Reading.

“In the beginning no one knew us or knew what we were capable of doing,” he said. “Having Penske as our number one customer has opened a lot of doors for us. Once those doors open, once we execute the job for the new client, and once the client is happy, that client begins to refer us to other people and other companies. I don’t have a sales team. I am the sales team. Satisfied customers and word-of-mouth — That is how this company has grown, because of the performance of the guys in the field and the customer being happy. But, if it weren’t for Penske initially opening those doors, I wouldn’t be here. Without Penske, there would be no LinkTech. It’s proof that Fortune 500 companies do give opportunities to people. We are extremely fortunate to have a nationwide contract with Penske and so we go wherever we’re needed,” he said.

As he had mentioned, Melecio credits not only Penske but also his employees for the company’s achievements. “Everyone who works here works together as a team,” he said. “I don’t believe in titles. We all work together to bring the best customer service to the client and that’s how everything has been turned around. Our customer service is 24/7. Whenever you need us, we’ll be there. I sleep with my phone right next to me, so I don’t miss a call.”

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Staying on top of timelines and technology

LinkTech's employees are driven by deadlines and, according to Melecio, always deliver the job on time. Often the company will complete a project long before its due date.

"We're very successful when there is a timeline," he said. "We've been fortunate that 98 percent of the time we deliver way ahead of schedule. We don't get many callbacks about problems, either. We test, label, and properly plan for anything that the customer needs, and whatever he needs will be provided. It's a smooth transition from us to a customer's IT person or department."

He noted that many installation projects

only take one to two days to complete. Depending on how large the undertaking is, though, some may take several months to finish. Governor Mifflin School District in Berks County is one such example. It took three months for LinkTech's team of six to execute the cabling for a voice over IP system; the system encompasses the seven buildings that comprise the school district. Due to advance preparation and the ease of working with Governor Mifflin School District, the process went quite smoothly, Melecio said.

LinkTech has worked seamlessly with other school districts and colleges, too. The company completely rewired Conrad Weiser Area School District in Robesonia with fiber optic cable. It installed Cat 5 cable at Wilson School District in West Lawn, Cat 6 Albright College in Reading as

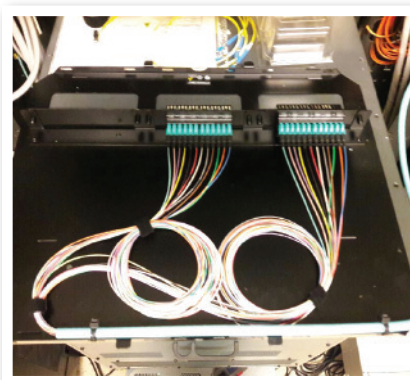
well. In written testimonials administrators at Conrad Weiser and Wilson school districts have praised LinkTech for its timeliness, responsiveness, workmanship, and professionalism.

To stay on top of technology and maintain the level of expertise for which his company is known, Melecio makes sure that his employees receive ongoing training. He arranges for instructors to come to the office and educate the staff on new products. Staff members participate in OSHA (Occupational Safety and Health Administration) courses and learn how to safely use such equipment as aerial work platforms, also known as boom lifts, and cable pullers. LinkTech technicians must be licensed to operate heavy equipment such as boom lifts.

"With our employees we've been lucky

and blessed," Melecio said. "Through the years we've been able to hire a lot of experienced technicians who've already had years of hands-on training from other project managers, but we also hire new people who we train."

Along with keeping personnel up to date, LinkTech aims to educate its customers on the latest Internet and network technology. To accomplish this, Melecio holds on-site trainings and arranges them at a time determined by the customer. That way, clients can learn about their new network, AV system, and the like at their convenience without ever leaving their offices. Plus, they receive technical training comparable to what LinkTech gets. When it comes to knowledge about a cable installation project, Melecio wants everyone to be on equal footing.






LinkTech

LinkTech, Inc. is a structured cabling system provider that designs, installs, and maintains cabling systems for all technologies and security systems/access control systems. We strive to provide reliable, high-performance data connectivity for our customers.

We appreciate the opportunity to participate in the bidding process and ask that we may be added to the bidders list. LinkTech is certified with PA D.G.S. as an MBE, ITQ, SPI and SDB.

Twenty-five years of hard work leads to recognition

Melecio observed that over the past 25 years of running LinkTech, the biggest headaches have come from the unpredictability of the company's workload. "Staying steady, having regular work can be a challenge," he explains.

"In this field, sometimes, especially in the winter, work can be slow. We've been blessed that in the past eight years we've had steady work. Local clients like Giorgio Fresh Company keep us busy. Giorgio has helped us out a lot and opened those doors to other clients. We are always looking for where the new opportunities are."

Twenty-five years of hard work, dedication, on-time delivery, and ongoing support have not gone unnoticed. The company has received numerous awards and accolades, including Pennsylvania's House of Representatives citation. This document declared that "the company stands as a role model worthy of emulation. . ." and that LinkTech "... has made immeasurable contributions toward the welfare of society and the community at large through strong commitment to customer service and personal relationships." In Pennsylvania such citations are bestowed upon businesses that benefit not only the communities in which they work but also the commonwealth.

In 2021 LinkTech received the *Best of West Reading Award* for Data, Voice & Fiber Optic, Security Cameras, Wireless Networking Engineers. The annual West Reading Award Program recognizes local businesses that enhance the positive

image of small business through their service and long-term value to customers and the West Reading community. This is the thirteenth consecutive year that LinkTech has won the Best of West Reading award. As a result, the company now qualifies for induction into the 2021 West Reading Business Hall of Fame.

In addition to these and other commendations, LinkTech holds several certifications. They include a

Minority Business Enterprise certification from the Eastern Minority Supplier Development Council and from the Pennsylvania Department of General Services. The company is a certified installer for Hubbell Premise Wiring and a member of BISCO (Building Industry Consulting Service International). Additionally,

Melecio is a former member of the Greater Reading Chamber Alliance and the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce. He has also served on the board of the local chapter of the United Way. Due to work and time constraints, he is not presently active in these three organizations.

While Melecio appreciates these honors and recognition, his greatest joy comes from providing jobs to the community. He sees this as his most important accomplishment. "I am blessed to be able to give people jobs and the opportunity to progress in life," he said. "That is what gives me the biggest satisfaction."

LinkTech is always eager to take on new clients. If you're interested in scheduling a free estimate for a cable system installation, you can contact the company by email at information@linktechinc.com or by phone at 610.927.2126. For additional information, please visit www.linktechinc.com.

"LinkTech provides reliable, high-performance data connectivity solutions that are delivered on-time, within budget and at the performance specifications required by today's technologies."



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