

Who's Who

Written By: Jason Spiess

IN THE OIL & GAS INDUSTRY

Brian Lash, founder and chairman, Target Logistics remembers the moment in time when he decided to change professions.

"I was on my way to medical school, got disenchanted. Wanted to really be a businessman," Lash said. "I wanted to be in a business that allowed me to do the two things I love the most, which is sports and travel. So I started a sports-travel company. That was in 1978. I was 21 years old and had 3800-dollars and ran the business out of my apartment."

Started off with ski tours and seasonal packages, into year round adventure trips like white water rafting and sailing.

"I then got into the special event travel business working for the Orange Bowl. Taking all the teams to the football games, the bands for the parade, tennis players for the Rolex Junior tennis tournament," Lash said. "And from the Orange Bowl, I became the exclusive tour and travel operator for Florida State, did all their sports travel. Then started doing other special events like Woodstock and Olympic Games."

For Lash, it became about scalability, so he once again improved his model.

"I started to not do individuals to the Olympics, but rather started handling countries. Denmark. Norway. Huge corporations like Motorola. And finally the U.S. Government," Lash said. "So I started working a lot with security. Come the aftermath after 9/11, Target Logistics housed thousands of federal agents that were brought in to lockdown Salt Lake against another invasion. Thousands of U.S. Military also to protect the Olympics from terrorism. While that was going on we were also invited to bid on some projects in Iraq."

Lash won a contract to build a camp for 2,200 people in Bozeria during the second Gulf invasion.

"I figured if we were doing it in a warzone three quarters away around the world we could certainly do it for Hess and Haliburton," Lash said. "At the time I was continuing my Olympic work and we built a very large, but temporary, city for Olympic security in Whistler, outside Vancouver for the Winter Games. It slept 1700 people. It was only operable for 70 days. Haliburton came and saw it while it was up and being used for Olympic security and said we want that building."

"It was built for extreme weather conditions and very efficient. They took up a small footprint, it was tall, multiple stories."

Target Logistics moved that unit to Williston, ND, in April of 2010, immediately after the Olympics had ended in March of 2010.



The next oil show was something you only dream of.

In 2010 I was in North Dakota, I had a booth at the oil show and I was literally writing orders at our booth," Lash said. "My whole life I spend trying to sell people my products and services it was very rare where there was actually a line to sign contracts with me. And that's what was happening in 2010."



Brian Lash, founder & chairman, Target Logistics

Word spread, companies like Hess Corporation became customers of Target Logistics and their name became synonymous with temporary workforce housing in the oil fields.

Today, Target Logistics is an Algeco Scotsman company and the largest turnkey workforce housing provider in the United States. As Non-Executive Chairman, Brian focuses on business development in new geographic areas and industries. He also oversees marketing and devotes time to public speaking and media appearances as a way to continue Target Logistics' thought leadership within the workforce housing industry.

Lash compares the oil plays in Texas and North Dakota, from his industry perspective.

"For us North Dakota was like the perfect storm. You have a lot of oil and it's good oil. It is efficient and economical to mine. You have a region of the United States that is fairly desolate with little infrastructure. And it is very cold. That adds up for a huge demand for life support. Quality life support or otherwise known as remote workforce housing."

"In Texas there's a lot of oil, but there's also lots of infrastructure, small towns, lots of fast food, small hotels and apartment complexes. You can actually sleep in an RV if you wanted to and make it through the winter."

"Canada is more accepting to workforce housing than almost every all the communities in America have oil or minerals," Lash said. "It's more of a way of life. Particularly in the oil sands."

"On a self serving basis, I'd like to see a little more support for our industry because we are necessary to allow the economic growth and to prevent a real estate bubble from popping. If Williston and other communities keep building to meet what they think is an endless demand there will come a reckoning. Workforce housing can be the band-aid. Can be the bridge. Until such time until things level off, our facilities can be built, can be operable and can be moved. We can remediate the land back to farmland or whatever use community thinks is appropriate."

"You can pick up 180 apartments and move them. You can pick up a residential development of a 1000 homes and as hotel motel operators are finding out you can't pick up a brick and mortar hotel and move it."

"We run the safest, cleanest best operation in the industry. We are great stewards and custodians and very respectful of the community. And we give a lot back, not because we are gratuitous and not because we are trying to earn favor, but because we believe in the communities in which we serve."

We encourage our employees to move and bring their children. Encourage them to join the local churches. We give back."

