



Six Decades of Communications and Critical Messaging Excellence

Radio Communications of Virginia (RCV) was established in 1954 as a two-way radio shop providing service and installation for a variety of public safety, education and other customers in central Virginia. A 1989 Motorola partnership led RCV into two-way radio equipment sales as a Motorola dealer. And in the early 1990's, RCV's offerings expanded into paging services.

Today, RCV is led by owner and President Joe Buttner, who joined RCV in 1975 as a technician. Jerry MacAulay, CFO and Director of Paging and Messaging Services, provides leadership of the company's critical messaging services. With approximately 35 employees, RCV has built a solid regional reputation for product and service excellence.

Local Paging Solutions Lead to Growth

When RCV got into the paging business in the early 1990's, it began building its own paging system which today covers Richmond and six central Virginia counties. In 2004, RCV partnered with Redi-Call Communications to provide extended paging coverage in Washington, DC, Maryland, Delaware, eastern and northern Virginia and southeastern Pennsylvania. Hospitals and medical offices represent the majority of RCV's paging customer base, which has steadily grown in the past decade.

"We've enjoyed a growth trend in our paging business since 2004 that can be attributed to a few factors," notes MacAulay. "We've successfully leveraged relationships from our two-way radio business into the paging business, and most of our customers appreciate our local presence and customer service. And since we own, operate and maintain our own paging network, we've been able to step in to provide service when national carriers have taken down transmitters in our service area."

In addition to paging network services, RCV installs and maintains several in-house hospital paging systems – they even maintain the system of another local paging company. The company also builds customized paging websites designed to help make systems work more easily for hospital operators. MacAulay notes that, like many other paging companies, RCV is working with healthcare customers to provide smartphone paging apps that can provide critical messaging redundancy for paging systems.

Emergency Preparedness Drives Growth

Two way radio installation, maintenance and sales have been the foundation of RCV's business with a customer base that includes public safety, manufacturing, education and healthcare. The company maintains its own two way radio SMR system which is used by customers who don't maintain a private system. RCV is a Motorola Premier Service Partner, a designation that demonstrates the company's consistent capabilities in performance, personnel and commitment to Motorola products and services.

According to MacAulay, trends that have been driving growth for RCV's two way radio business include post 9/11 emergency system upgrades, such as outfitting and maintaining police and first responder vehicles with radios and laptop stations. The move from analog to digital platform is also a key trend for RCV's radio business, with Motorola as a leading force in this area.

RCV's expertise took center stage in 2003-2004 when they designed and installed a two way radio system at Ground Zero in New York City. The project established communication for subway conductors, police and maintenance crews in the reconstructed subway tunnels running under the Twin Towers location. Handling local radio interference, which had previously been blocked by the Twin Towers, was a primary technical consideration for this half-million-dollar project. According to news reports, RCV was selected for the Ground Zero radio project because of their reputation for troubleshooting difficult situations.

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