



RENEGADE

SNYDER



SPEAKING FROM

EXPERIENCE

Opportunities don't happen, they're created. Every player at Renegade in Snyder is aware of this and because of their many years of experience, the flood gates of opportunity remain open for the district to continue growing in the region.

The first opportunity was created 13 years ago in January 2011 when Jerry Gunset and Gary Gunset, current district manager at Renegade in Snyder, made a deal with Renegade to merge Production Logging into the Renegade family.

Jerry Gunset had a long history in the wireline business, beginning his career in the late 60s. In the earlier days of his career, Jerry crossed paths with Steve Gray. After that initial encounter, the two went separate ways but brought the story full circle 32 years later.

"They were very excited and happy to get back with each other," Gary Gunset, Jerry's son, recounted. "They made the deal and my parents retired."

Steve Gray remembers when he first met Jerry Gunset in 1971. Steve was a rigger while Jerry was breaking out as an engineer in wireline. Steve said both he and Jerry were riggers when they met, but Jerry was chosen to move up and Steve had the privilege of learning alongside Jerry at that time.

THE ROAD TO RENEGADE



Gary Gunset, the son of Jerry and Eloise Gunset, worked with his father at Production Logging until the merger with Renegade in 2011. Renegade purchased his father and mother's 50 percent of the company and Gary retained his 50 percent, which was merged into Renegade. Gary's parents still receive monthly payments from the merger.

"He was learning a lot and I was too," Steve said. "We were friends and eventually we went to work for different companies."

Through the years, both Steve and Jerry went on to start their own wireline businesses and eventually became competitors, Steve at Gray Wireline and Jerry at Production Logging.

"Well, I always thought I would rather compete with the other guys," Steve said. "You don't want to compete with someone who is as good as or better than you. I always had it in the back of my mind that a merger would be a great idea."

When the door opened, Steve was determined to make the possibility a reality by acquiring Production Logging under the Renegade umbrella.

"I would rather work with them than against them," Steve said.

He said to this day, it is still the most unique deal he has ever seen occur throughout the Permian Basin, and the most unique deal he has ever been involved with.

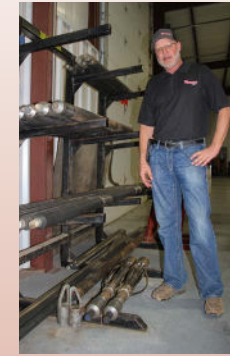
"I put our two accountants together to see what was best for them and best for us," Steve said.

Steve said it was important to him that those at Production Logging were taken care of. He knew that the business was family-oriented, much like Renegade and Gray Wireline had been. He was determined to take care of the family.

2023 ▶

TODAY

Gary Gunset serves as district manager at Renegade in Snyder. His goal for the district is to continue growing by training younger guys and keeping his employees as safe as possible while doing the best work.



1989 ▶

GARY GUNSET JOINS

Gary Gunset begins his own career in wireline, joining his father at Production Logging. Gary continues to work for his father, developing connections and building the legacy at Production Logging.



1968 ▶

BEGINNINGS

Jerry Gunset begins his career in wireline at McCullough. He goes on to serve as supervisor at Triangle Wireline then Superior Wireline.

1979 ▶

PRODUCTION LOGGING

Jerry and his wife Eloise start their own wireline service, Production Logging, specializes in injection profiles in the Snyder area.

2011 ▶

RENEGADE

Gary and his father reach out to Matt and Steve Gray at Renegade Wireline Services to discuss a merger. The deal is complete in January 2011 and Jerry Gunset and his wife retire.

"YOU DON'T WANT TO COMPETE WITH SOMEONE WHO IS AS GOOD AS OR BETTER THAN YOU."

STEVE GRAY, BOARD MEMBER AT RENEGADE

CONTINUED

LEGACY

At the time, Jerry and Eloise's three sons were working at Production Logging. And, while Steve remembers that Jerry was the front man of the business, Eloise was a pillar who made the business as successful as it was.

"Everyone knew that Eloise was running the business," Steve said. "It was a family business, and I knew what that was all about. We made a 20-year deal, that's why it's

so unique. They had faith we could make it last that long."

Jerry and Eloise Gunset were focused on building a business that could be respected. With that, they were able to acquire many connections in the area due to the Gunsets' continued dedication to quality and customer service.

"We had so many contracts and were able to work for just about all the oil companies," Gary said.



Pictured left: The team at Production Logging supported the business for many years prior to the acquisition at Renegade Wireline Services. Jerry and Eloise Gunset started Production Logging in 1979. In 1989, their son Gary Gunset, pictured above, joined them at the business. In 2011, the Gunsets decided to retire while Renegade partnered with Production Logging to take business under the Renegade umbrella. Gary Gunset now serves as the district manager at the location in Snyder.

The history between Steve and Jerry also helped the deal move forward. Jerry knew that his values would be represented at Renegade and that the Gray family would do well to take on Production Logging.

"We always were dedicated to being honest and doing the best you can do, nothing more, nothing less," Gary said. "Provide a good job and they'll call you back."

Towards the end of Production Logging, Gary said his parents were ready to retire and were not interested in trying to grow the company past what had already been built. However, Gary aspired to see the business thrive in the Snyder area.

"The industry was changing so much with more safety and computers, and they were just ready to retire," Gary said. "The Grays were always our main competition at the time, and I knew from my dad that Steve was a successful businessman and that they had plans to grow Renegade to what it is today."





“I WANTED TO GO SOMEWHERE THAT VALUED GROWTH.”

TOMMY DAVIS, SALES MANAGER AT SNYDER

Barbee worked for Jerry and his wife Eloise in the 90s, long before Production Logging sold to Renegade.

“Eloise had broken her wrist and they needed help,” Barbee remembers. I came out here doing profiles just me and Jerry.”

After that, he went on to work for another family-owned business for 17 years but was

ready for a change, so he created an opportunity.

“I talked to Gary and he told me, ‘Just come out here, we’ll take care of you,’” Barbee remembers. “It’s home, it’s family.”

The management team at Renegade in Snyder give credit to the Gray family for creating the opportunities all of them have

been given, and by continuing to provide the support needed to make it successful.

“In this industry, there are good times and there are bad times. Through the bad times, they’ve taken care of all of us and there were some really rough times. A lot of people gave up, but we just kept on going,” Gary said.

ASSEMBLING THE TEAM

After the district in Snyder was established, the real work began. The first step to success was creating a team that could fulfill the long legacy of excellence that had been set by the Gray and Gunset families combined.

“We started from scratch at Renegade and built it to what it is today,” Gary said.

One of the first calls made was to Tommy Davis, sales manager at Renegade in Snyder.

“He’s the leading sales manager for this area and he has a long history in wireline,” Gary said. “We were able to secure a lot of experience here and that’s what made this team work so well.”

Davis said it was a phone call from Jerry that encouraged him to seriously consider a future position at Renegade 13 years ago.

“I told him as long as he thought it would be a good match, it was good enough for me,” Davis remembers. “I brought the majority of operators and a lot of riggers with us when we came over.” Johnny Sutter (Pipe Recovery Specialist) and Joe Stewart (Operations Manager) were equally important in Renegades’ success in Snyder.

The proposition at Renegade was appealing to Davis because of the opportunity it offered.

“It appealed to me to go somewhere where I could get better trucks and somewhere that valued growth,” Davis said.

Chuck Barbee, account manager at Renegade, said he was drawn to the position due to his own history with the Gunset family and promise it offered for his future.

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GARY GUNSET, DISTRICT MANAGER

DEDICATION TO QUALITY

The secret to success for Renegade is the reputation they leave in their wake, which all depends on the quality of work that is provided by the workers in the field.

“We have a customer base that calls us and our guys do an incredibly good job for them and they continue to call us back,” Davis said. “That’s how we’re able to survive over here.”

The Snyder district specializes in all services related to wireline, down hole logging, perforating, pipe recovery, injection profiles and slick line/braided line services.

“You can call Snyder and it’s pretty much a one stop shop,” Barbee said.

Regardless of the services available, it depends on how well the job is done whether customers call back.

“Management wouldn’t even be here if it weren’t for the employee’s, Gary said. “We rely on them and they’re the ones who keep us employed, it’s their dedication to the services they provide.”

Barbee reiterated that point. No matter how many phone calls he or any account managers make, or how many clients they have, it’s up to the guys in the field to make it all happen.

“It’s customer service, safety, and quality of work,” Barbee said. “We can sell our service and sell everything we have but if the guys

we have in the field don’t do a good job, they won’t call us back.”

Gary insists that’s why it’s imperative for Renegade to prioritize quality employees over quantity and instill a dedication to excellence.

“We’re blessed with the employees we have, Gary said. “They’re the cream of the crop.”



SERVICE OFFERINGS

- Down Hole Logging
- Perforating
- Pipe Recovery
- Injection Profiles
- Slick Line
- Braided Line



LEADERSHIP WITH **EMPATHY**

**“NO MATTER WHAT,
WE TAKE CARE OF THEM.”**

GARY GUNSET, DISTRICT MANAGER

LEADERSHIP WITH SUPPORT

The team at Renegade in Snyder believes in their employees and trusts them to get the job done without too much oversight or interference.

“They know what they’re going to do, it’s not like we have to micromanage,” Gary said. “Because of the good people we have working for us, we don’t have to worry.”

Gary believes it’s the responsibility of management to support the workers and their needs to get the job done right.

“We all trust each other, if there’s a problem out in the field, I’ll be out there with them. It’s what we do,” Gary said.

“Management is going to support them as long as I’m here. It’s that way throughout Renegade.”

The support from management and the board at Renegade is what instills loyalty in its employees.

“No matter what, we take care of them,” Gary said.

That support extends beyond the walls of Renegade, out into the field where safety is the top priority for everyone.

“The guys are family, they’re all brothers and each person out there is looking after each other to make sure everything is right,” Barbee said.

Operators attest to that fact. Whatever job is happening or underway is not nearly as important as the lives of those who want to go home as good as they came in.

“The oilfield is big on safety,

but most companies just want to get it done. But at Renegade, if there’s something not right, they’re not worried about the job. They’ll shut it down any time to make sure it’s safe without any repercussions,” said Keith Manlief, operator.

Support for the employees begins once they’re accepted into the Renegade family but doesn’t stop once they leave.

“We take care of them when they are sick or a family member is sick, whatever issues they may be facing in their personal life, no matter what, we take care of them,” Gary said.



Barbee remembers when his father was put on hospice with days to live. Renegade didn’t allow Barbee but encouraged him to stay with his father during that time.

“I spent the last 30 days of my dad’s life with him and was there when he passed away without any questions,” Barbee said. “That meant a lot to me.”

Gary said that Renegade recognizes that while jobs come and go, family is forever. “The oilfield is always going to be there, but family is more important,” Gary said.

Manlief said he had a similar experience with Renegade when his brother fell into a coma shortly after he became an employee at the company.

“Gary told my sister to not worry about anything, they would have paid for a hotel, anything she needed,” Manlief remembers. “That’s when I told myself this is a company I want to work at for life. As long as they’re here, I want to work for them. You can tell they actually care about their employees.”

BUILDING OPPORTUNITY

Everyone has an opportunity for advancement at Renegade, but it is solely up to the employees to show the incentive to learn and want too. Renegade pushes every employee to write their own story and open their own doors to create the best future they can for themselves and their families. It's up to them to make it happen.

"As long as you're willing, there are all kinds of opportunity to move up," Manlief said. "Anything you want to grow in, there is room to grow here. As long as you're willing to work, they're willing to train you."

Renegade implemented the Employee Stock Ownership Program last year as an additional way to allow employees to take control of their futures and play a bigger role in the company.

"We're pretty unique in that we're the only company in the wireline industry that I know of that offer that," Gary said. "We keep telling the guys, the younger you are, the better you're going to be off if you make this a career."

The fact that wireline jobs aren't easy helps to ensure those who stick around with the company are in it for the right reasons.

"It's something to adjust from a normal job or a scheduled, work shift type job," said JP Smith, engineer. "In wireline, when the phone rings, it's time to go. If you're not dedicated to the work, it's going to weed you out. If you're devoted and enjoy your job and love what we do, there's always a way to move up."

Employees at Renegade can take ownership and pride in their work and know that it will all add up to more if they keep going on the right track and stay loyal to the company as it remains loyal to them.

"You come to Renegade, and you treat Renegade as your own company and Renegade will treat you right back," Barbee said. "Now that it's an ESOP, everybody has a part of it, everybody owns it now. It's turned wireline into a career, not just a job."

At the end of the day, Gary said his goal for Renegade in Snyder is to continue to grow and remain as safe as possible.

"My goal for Snyder is to be the best we can be every day and the guys get to go home safely," Gary said. "We want to continue to grow and train the younger guys. That's how you survive."



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CHUCK BARBEE, SALES



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