



**RENEGADE**

PENNSYLVANIA | HUNKER & MANSFIELD





# FORGING A NEW FRONTIER

PIONEERING THE MARCELLUS SHALE WITH INNOVATION, EXPERIENCE & WEST TEXAS VALUES

## Before

Renegade Wireline Services became North America's largest independent wireline provider, it all started with a single yard in northeastern Pennsylvania—home to the company's first employees, Rodney Offield and Lee Cozby.

Randy Cassady, co-founder at Renegade Wireline Services, didn't just see potential in the Marcellus Shale—he saw an opportunity to build something from the ground up with a trusted team. That move into unfamiliar territory became the birthplace of the company's legacy, where loyalty, leadership, and grit laid the foundation for the company's future.



# BEGINNINGS



RANDY CASSADY | CO-FOUNDER

Having spent years working in the wireline field across Texas, Louisiana, and New Mexico, Randy Cassady and Matt Gray recognized the untapped potential of the Marcellus Shale. But while the resource was there, its viability was still in question.

"They knew the Marcellus Shale was there," Cassady explains, "but they didn't know if it was economical to produce."

That uncertainty didn't deter them. With a vision for building something of their own—and a desire to bring West Texas grit to the Northeast—they set out to prove what was possible. A year after an unsuccessful horizontal drilling attempt in the region, stalled by inadequate wireline support, the door reopened.

"They asked us to come back and work with them on getting it done," Cassady recalls. "It's fun to know that you did something that changed the whole industry."



LEE COZBY | MANSFIELD, PA | REGIONAL MANAGER

“WE  
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HIM WE  
WOULD  
FOLLOW  
HIM.”



This time, the results were undeniable. Cassady's team completed three wells that not only demonstrated the Marcellus could be produced efficiently—they also helped launch what would become one of the largest natural gas plays in the country.

Cassady's decision to bring a wireline business to the Marcellus wasn't just about solving a technical problem—it was about seizing the opportunity to change the landscape of the energy industry.

"That success opened up the Marcellus Shale, which is huge today," he says, reflecting on how that moment of success turned into a game-changing moment for both the industry and the company.

In 2009, when the Barnett Shale boom in Texas began to wind down, Lee Cozby, regional manager in northeast Pennsylvania, found himself at a crossroads. After years of working alongside Randy Cassady, Cozby had seen the potential in Randy's leadership firsthand.

"I put a lot of trust in him," Cozby reflects, recalling the decision that would change his life and career. "We'd been working together since 2006, and in 2008, when things started slowing down in Fort Worth, Randy had already made the move to Pennsylvania to get things going there."





## SERVICE OFFERINGS

- Pump Down
- Perforating
- Tubing Conveyed Perforating
- Pipe Recovery
- On-Site Tracing Lab
- Kinley Cutter Licensed

Despite the uncertainty, Randy's invitation to come help him in the northeast was a call Cozby couldn't ignore.

"Randy needed some help. He already had Rodney up here working, and when I went up to cover a job in early 2009, I knew it was a big opportunity," Cozby said.

Cozby didn't hesitate. He made the bold move to move himself and his family to the northeast because he believed in Randy's vision and leadership. That leap of faith would prove to be the beginning of a thriving new chapter in their careers and the energy industry.

"YOU CAN SAY IT ALL YOU WANT, BUT IF YOU'RE NOT ACTING ON IT, IT DOESN'T MATTER."



RODNEY OFFIELD | HUNKER, PA | EMPLOYEE NO. 1



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# Pennsylvania's

## COMPLETE OILFIELD SERVICES PROVIDER

## FROM PLAINS TO PEAKS

Cozby and his counterpart, Rodney Offield in southwestern Pennsylvania, didn't hesitate to follow Randy Cassady when he proposed the idea of starting a wireline company in the northern part of the country opposed to the Permian Basin, where they had become familiar with working. The decision to trust Cassady was an easy one.

"We all worked together previously," Cozby recalls. "Randy had met us one day in Pittsburgh and asked, 'Are y'all serious about this?' We said, 'Yes, we'd follow you for sure.' He told us 'I want you to be my partners.' That's how it all played out."

For Cozby and Offield, it wasn't just Randy's experience in the industry that made him the right choice—it was his character.

MANSFIELD

RENEGADE

HUNKER

RENEGADE



“Randy always treated us right,” Cozby explains. “You could tell he cared about the employees and always wanted to take care of everyone. He wasn’t scared to move into another area and make things happen.”

For Cozby and Offield, it wasn’t just a business decision—it was a partnership built on mutual trust, shared values, and a proven track record of integrity. As they watched Randy take the leap into unfamiliar territory, they knew they were following the right leader into a new chapter of the industry.

Offield, being the first to follow Cassady in the new venture to Pennsylvania, recalls many decisions that were based solely on the trust he had in Cassady and his leadership.

“It’s Randy Cassady,” Offield says simply. “He’s just a handshake kind of guy. I knew with everything we had, it was going to work.”

The turning point came after a conversation at Claudia’s, an Irish pub in Pittsburgh, where Offield, Randy, and their families discussed a new opportunity. Randy shared that he had never dreamed of owning a wireline company, but felt it was something he needed to do.

“That’s all I needed to hear,” Offield recalls. “We’re all in.”

A month after his child was born, Offield made the bold decision to join Randy in his new venture, leaving behind the security of his former career.

Offield had long respected Randy’s leadership, having first worked with him when Randy came in to correct bad habits at Master Wireline in Texas.

“I gained respect for him then,” he says, “because he did things right.”



It was that unwavering respect and the trust he had in Randy’s vision that convinced Offield to follow him to the Marcellus Shale and stake his future on the success of a new venture. As it turns out, that leap of faith was the beginning of a partnership that would help shape the region’s energy future.

For Cozby, the move from the laid-back wireline operations of West Texas to the more regulated world of Pennsylvania’s Marcellus Shale was nothing short of a culture shock.

“In Texas, it was a little bit

cowboyish. You could wear short-sleeve coveralls and didn’t have to worry about much—just your hard hat and steel-toe boots,” Cozby said.

But when he moved to the new operations, it became clear: the industry was evolving in ways that went far beyond the rig.

“It was a huge game-changer,” he admits. “Within a year, the culture shock hit. Safety became paramount, and the environmental regulations—especially with BP up here—were like nothing we had seen in Texas,” Cozby recalled.

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What Cozby didn't anticipate was how quickly he'd have to adapt to stricter rules, especially around spill containment and environmental safeguards.

"In Texas, it was a little bit different...But here, it's like working in Canada with double containment and backups for everything," he says, reflecting on the steep learning curve that came with the new territory.

Despite the culture shock, Cozby and his team found a way to blend their Texas roots with the demands of their new environment—an approach that's helped them not only survive but thrive.

"We still do things the Texas way in some ways—taking care of our guys and their families, supporting local charities and schools—but we've also learned

to respect the new systems in place," Cozby explains. "It's all about balancing the old with the new and making sure we leave a positive mark on the community we're now a part of."

As the industry up north continues to evolve, Renegade is proving that it's possible to stay true to your values while adapting to a new world of work.

For Rich Kozel, a shop manager at the southwestern Pennsylvania district, the move from Pittsburgh's fading steel industry to the rapidly growing oil and gas field in Pennsylvania wasn't just a career shift—it was a whole new world.

"Rodney had come up here in February of 2009," Kozel recalls. "I went on my first job with him on February 15, and I've been with him ever since."







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LEE COZBY | MANSFIELD, PA | REGIONAL MANAGER

What Kozel didn’t know at the time was that this opportunity would lead him into an industry he hadn’t even realized existed in his own backyard.

“I was born and raised in Pittsburgh,” he says. “I didn’t know there was an oil and gas industry here. The guys started coming up in the early 2000s, and nobody in Pennsylvania knew what it was. It was a learning process—something new, something interesting.”

For Kozel, who had spent years working in the steel industry as it declined, the switch to oil and gas came at just the right time.

“You’re always looking for something new. Having two kids and knowing I had to look toward the future, it was the best thing I’ve ever done,” Kozel said.

The oil and gas boom in Pennsylvania wasn’t just an economic opportunity—it was a personal reinvention. And for Kozel, what started as an unfamiliar industry soon became the foundation for a career he never imagined, in an environment that promised growth and stability for the future.

The wireline industry in Pennsylvania and West Texas may seem like two sides of the same coin, but according to Cassady, the differences between the two regions are as stark as night and day.

In the early days of operations in Pennsylvania, nearly all the work revolved around plug-and-perf completions—what Randy Cassady refers to as “crack work.” It was fast-

paced, high-volume, and played a key role in opening up the Marcellus Shale during its initial boom.

But that was then.

“Right now, Northeast Pennsylvania does no plug-and-perf work,” Cassady explains. “They’re all remedial jobs.”

The shift reflects a broader transformation in the region’s energy landscape. In contrast to West Texas, where oil wells demand constant maintenance and frequent workovers, gas wells in the Marcellus tend to remain static once completed.

“In oil wells, you produce a zone, plug it up, and move on to the next one,” Cassady says. “The well stays active for years to come.” But with gas wells, he explains, “once you’ve completed it, that’s pretty much all you do.”

These differences in well type have a profound impact not only on the type of work required but also on the revenue that can be generated. What was once a booming completions district is now focused on sustaining production through careful, lower-volume maintenance work.



# INNOVATING FROM THE GROUND UP

Beyond the technical and financial differences, the climates and operational challenges add further complexity.

"The weather is also a big difference," Cassady adds, highlighting how conditions in each region shape how work is done. Ultimately, the shift from West Texas to Pennsylvania represents a major change in the wireline landscape, one that requires different expertise, strategies, and expectations.

Now, with two districts in Pennsylvania operating full-time with a crew of eight trucks and four cranes between the two districts, the team in the northeast recognizes that staying ahead of the curve means embracing new technology and taking calculated risks.

"With this being Randy's main district up here [in northeast Pennsylvania], we were always the guinea pigs," Cozby says. "We were always the ones who tried the new stuff. Every time there was new technology, we were the ones going out to use it."

From the early days, the Pennsylvania team played a key role in pioneering hands-free hydraulic wellhead latches—now known as rig locks—in partnership with Shell. Developed as a solution to keep workers out of dangerous positions during wellhead operations, this safety innovation is now used on nearly every frac pad in the world.



Coupled with the introduction of advanced tools for perforating highly deviated wells, Renegade has built a reputation for testing, refining, and deploying the kind of forward-thinking technologies that continue to shape the future of the oil and gas industry.

"We came up with the rig lock to get our guys out of the danger zone—and now almost every frac pad in the world uses some version of it," says Randy Cassady. "It's fun to know we did something that changed the whole industry."

The culture of innovation in the Pennsylvania districts goes beyond testing new equipment. It reflects a constant willingness to adapt to the changing needs of the industry. While the district originally focused on pump-down work, it has since shifted toward vertical plug and abandon projects and slick line services. This transition has helped the team stay competitive and responsive in a market that continues to evolve.

"Josh Burt started the slick line division from scratch up here," Cozby recalls. "We went to one of our suppliers for advice and started that division."

Today, Renegade is testing new tools on pro-bono projects as part of a process to refine their capabilities. While these experiments may not produce immediate financial returns, the insights gained through development and testing are expected to pay off in the long run, with benefits that will be felt across the entire company.





# “IT’S FUN TO KNOW YOU DID SOMETHING THAT CHANGED THE WHOLE INDUSTRY.”

RANDY CASSADY | CO-FOUNDER

“As we push the boundaries of what these tools can do, it can be challenging to justify the costs in the short term,” Cozby explains. “Other districts may not see the immediate profit, but the value lies in the learning and innovation we’re driving. In the end, it’s a collective effort that strengthens the company for the future.”

The commitment to testing, adapting, and innovating at Renegade not only ensures the company stays ahead of the competition—it cements their leadership role in the wireline and oilfield industry. With each new partnership and technology, they are building the future of the industry, one tool at a time.

In a time when the oil and gas industry is undergoing widespread changes, the team in Pennsylvania has carved out a crucial role. As Randy Cassady explains, while wireline may be just one truck in a sea of heavy equipment, its impact is far greater than its size suggests.

“On a frac job, the first people you’re going to talk to are the frack company because that’s where you’re going to spend the most money,” Cassady notes. “Even though wireline is a small part of the operation, we play a big role in the success of the whole process.”

When the Marcellus Shale boom began, the need for reliable service providers was acute.

“In the beginning, there wasn’t a lot of competition in the area,” Cassady recalls. “So when an oil company bought property and wanted to start fracking, they’d turn to the frack company for recommendations. And that’s how we grew. The frack companies were our best salespeople, pulling us into new projects because of our track record of success.”

Today, Renegade Wireline continues to leverage these strong relationships with frack companies to stay relevant in the competitive Pennsylvania market. But as the industry evolves and new challenges emerge, the company knows that adaptability is key to long-term success.

By maintaining its commitment to quality, reliability, and collaboration, Renegade is positioning itself to meet the future needs of the industry, ensuring its continued growth and relevance in an ever-changing landscape.







# CULTURE OF COMPASSION

Part of that reliability is completely dependent on the team that Renegade Wireline Services has built in its employees, which starts at the top with company values and providing a great place to work.

"The big thing is, we try not to act like a traditional corporate-level company," says Rodney Offield. "We are the largest privately-owned wireline company in North America, but we don't run it that way. We make a point to be personable with our employees, to show them they're valued."

This commitment to a people-first culture is not just about offering a paycheck—it's about building a workplace where employees feel seen, supported, and integral to the company's success.

The philosophy at Renegade is reflected in the words of its employees.

"Rodney always says, 'The grass isn't greener on the other side,' and he's right—we've had people come back because they missed the culture here."

For Renegade, it's not just about talking the talk—it's about walking the walk.

"You can say it all you want, but if you're not acting on it, it doesn't matter," Offield said.



At Renegade, employees aren't just numbers on a payroll—they are valued team members with a path to success.

"A lot of companies don't mean it, but Renegade really means it," Kozel said, emphasizing the company's genuine commitment to its people.

For Renegade, fostering a culture of appreciation and support isn't just a strategy—it's the foundation of everything they do.

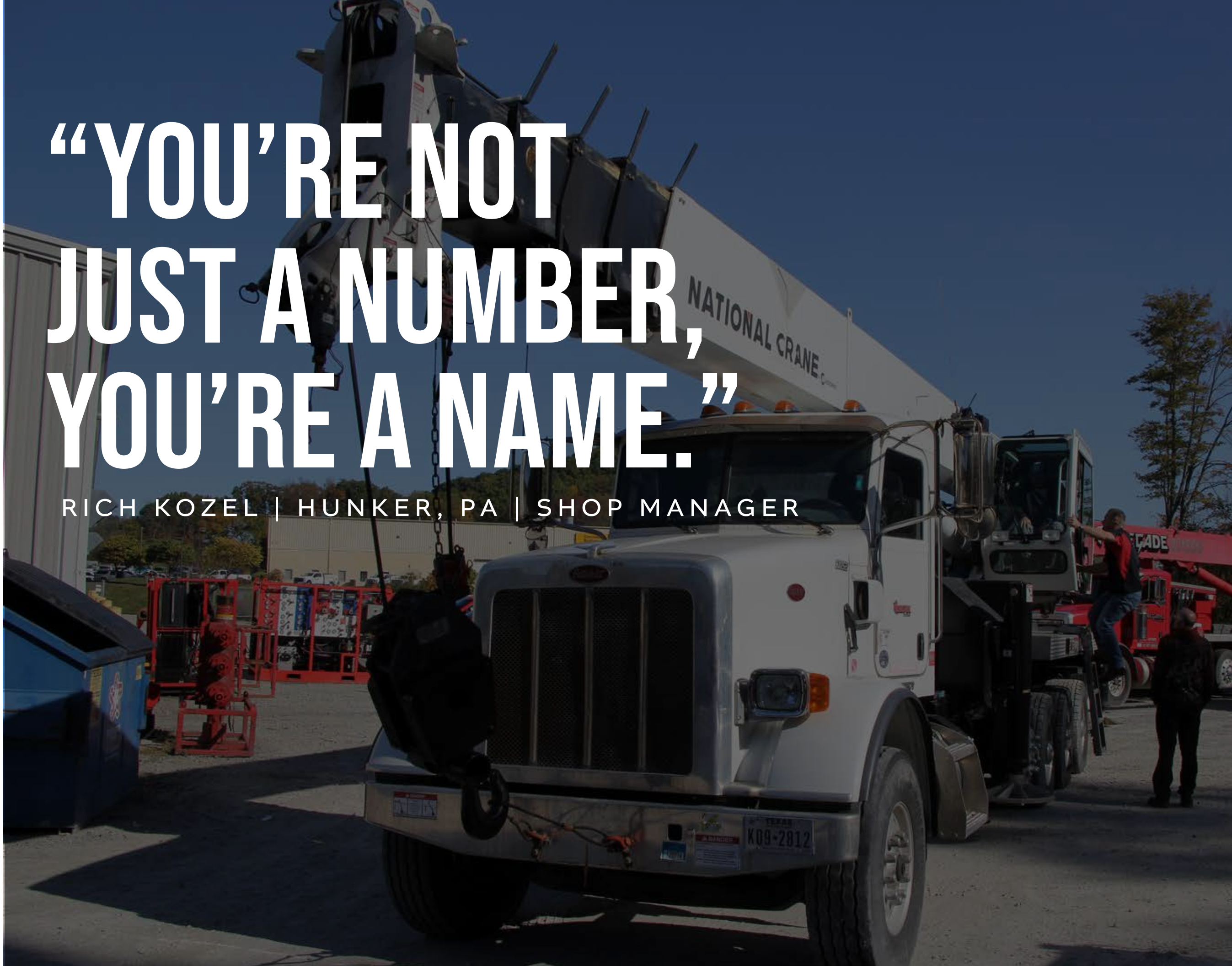
Renegade Wireline Services has solidified its place as a leader in Pennsylvania's oil and gas industry, driven by a steadfast commitment to innovation, operational excellence, and a people-first culture.

"We've got a good foothold on the industry here," Offield said. "We were part of the first group up here. That's our pitch to new clients—operational excellence and safety. We cover all of it and provide the whole package, a turnkey operation."

This holistic approach, which sets Renegade apart from its competitors, is what makes them not just a service provider, but a trusted partner in every project. While other companies may specialize in certain aspects, Renegade offers a comprehensive solution, handling everything from pump down to logging and more.

# "YOU'RE NOT JUST A NUMBER, YOU'RE A NAME."

RICH KOZEL | HUNKER, PA | SHOP MANAGER







But what truly distinguishes Renegade is its dedication to its people. The company has cultivated an environment where employees are treated like family, where growth opportunities are abundant, and where success is genuinely shared across the team—not just in spirit, but in structure.

A key part of that commitment is the Employee Stock Ownership Plan (ESOP), which gives team members an ownership stake in the company's future. Unlike many corporate benefit programs, the ESOP at Renegade isn't just a financial perk—it's a cultural cornerstone. It empowers employees at every level to take pride and accountability in the company's performance, knowing they're not just working for Renegade—they're building it with Renegade.

"We make sure they know we started at the same spot they were when we began," says Albert Jasso. "They see the growth and the potential to start at the bottom and move up through the company."

This combination of cutting-edge technology, industry expertise, and a strong, people-first workplace culture positions Renegade not only to maintain its leadership role, but to continue growing and evolving in the years ahead. As Renegade looks to the future, its ongoing commitment to innovation, safety, and employee development, rooted in ownership and mutual respect, will ensure it remains a key player in Pennsylvania's dynamic energy sector.

# "THAT'S WHAT WE OFFER, OPERATIONAL EXCELLENCE & SAFETY."

RODNEY OFFIELD | HUNKER, PA | EMPLOYEE NO. 1





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