

## IDEAS IN ACTION



**THE PRINCIPAL:** Principal Technology plans to expand its client base, which includes oil and gas giants BP and Hunt Oil Co., says Matt Hodson, CEO and president.

# It's all in the details

## PRINCIPAL TECHNOLOGY HAS FOUND SUCCESS BY STAYING METICULOUS FOR ITS CLIENTS

BY JARED MONMOUTH | STAFF WRITER

James Hampsten started Principal Technology as an engineering consulting firm in 1997.

Now the company works with oil and gas producers and industrial manufacturers, providing engineering solutions for natural gas, refining and chemical facilities.

Based in Plano, Principal Technology has 30 employees experienced in getting projects built from the ground up.

Hampsten, while still actively involved with Principal Technology, is now semi-retired and has handed the reins to his original business partner, Matt Hodson.

"This has become an environmental regulation driven industry, so our specialty is designing efficient, easily transportable systems," said Hodson, president and CEO.

The systems Hodson was referring to are mostly modularized process units. These units and equipment are designed to minimize construction in the field as much as possible, reducing the overall time it takes to complete a project.

The systems can take eight to 12 months to complete and are custom-made, manufactured and tested in a fabrication facility, then sent to a client's site for installation.

## GREATEST CHALLENGE



'Finding new engineers and new designers with the right kind of experience is always a challenge,' said President and CEO Matt Hodson. 'But somehow we always end up with the right people.'

Principal has provided design, engineering and consulting services to companies including BP, Chevron Phillips Chemical Co., ConocoPhillips, Hunt Oil Co. and Tesoro Refining.

The company's national client base requires systems designed and manufactured with the utmost detail, or else things can go drastically wrong.

"Our company was referred to Principal because the people there have experience handling hydrogen sulfide, a poisonous gas we frequently deal with," said Jace Graham, vice president of operations of Palo Petroleum Inc.

Sulfur-bearing gases are emitted during the refining of petroleum feed stocks and natural gas production. With such high stakes, attention to detail drives Principal Technology to design near-perfect systems that, when installed, reduce the amount of pollution that is generated on site.

"Principal Technology is extremely detail-oriented, executing plans meticulously," Graham said. "They are always involved and engaged in a project from start to finish."

## REFINED PRINCIPLES

**NAME:** Principal Technology Inc.  
**BUSINESS:** Engineering  
**HEADQUARTERS:** 1901 10th Street, Ste. 400, Plano  
**OWNERSHIP:** Private  
**TOP EXECUTIVE:** Matt Hodson, President and CEO  
**EMPLOYEES:** 30  
**ANNUAL REVENUE:** \$10-\$20 million  
**PHONE:** 214-239-3900  
**WEB:** principaltechnology.com

Don Wallace, Principal Technology's director of design, used to work as a project coordinator before he came to the company.

"A lot of work goes into our designs," Wallace said. "We support true fabrication and construction efforts, so my design group has to be well-versed in many aspects. Clients aren't really used to getting packages as well-organized as what Principal Technology sends."

The challenge with creating such efficient systems lies in finding workers fit for the job.

"Finding new engineers and new designers with the right kind of experience is always a challenge," Hodson said. "But somehow we always end up with the right people."

Looking to the future, Principal Technology has no plans to slow.

"What we really want to do is take our core engineering abilities and expertise in dealing with large scale plants, and apply that to smaller systems such as engineered products," Hodson said. "We're really trying to expand our base of customers."