

RCH Companies announces formation of The Threshold Group, Inc.

November 1, 2019, Cherry Hill, NJ - RCH Companies, a national field services organization which primarily supports the telecommunications and broadband sectors, is pleased to announce the formation of *The Threshold Group, Inc.* a network of three companies focused on developing and managing business outside of its core sectors.

RCH, a privately held company founded in 1977 and headquartered in Cherry Hill, NJ, built its business on direct sales, retention, field collections and technical fulfillment – primarily in the cable television industry where it continues to work for all the top cable and broadband operators.

In 2011, RCH began work in the utility sector, enrolling customers into energy efficiency and energy management programs through direct marketing, which it operated under its *Threshold, We Open Doors* brand. The company has since expanded into utility sector technical fulfillment, non-profit direct marketing and a multitude of home services functions including smart-home fulfillment and light assembly work.

The Threshold Group Inc. will include three distinct companies – Threshold Energy Solutions; Threshold Giving and Threshold Home Services – each of which will focus on its own sector. In addition to growing work in these industries The Threshold Group will pursue opportunities in other yet-to-be defined areas.

The new group will be run by the following management team:

- **Steve Nolfi**, a 17-year veteran of RCH and currently its SVP of Sales Operations, has been promoted to President of the new entity and will be responsible for managing its internal growth as well as its expansion into other sectors. Steve will continue to run the RCH Sales Division which offers door-to-door sales in the cable, waste management and solar industries.
- **Joel Schofield**, currently a Sales and Operations VP who has been with the company for 15 years, will be elevated to SVP Operations of The Threshold Group and will have oversight of all three divisions.
- **Erin Elmiger**, who has been with the company for nearly 10 years and has been instrumental in its growth, particularly in the Broadband and Utility sectors, has been named VP, Business Development.
- **Don McSweeney**, a 12-year veteran of RCH who has managed many of its broadband, telecom and solar operations - and built its non-profit division - will continue as VP Operations, Threshold Giving.
- **Brian Hickey Jr.**, a Program Director with more than eight years of experience who oversees many of the companies' current utility projects, has been promoted to VP Operations, Threshold Energy Solutions.
- **Thomas Poulos**, recently with the companies' satellite installation division has been named Director of Operations, Threshold Home Services.
- **Shelley Warner**, another veteran of the satellite installation division, has been named Director of Administration, Threshold Home Services.

For more information on The Threshold Group Inc. and its three operating companies please go to www.thresholdgroup.us