

J. DANA WOUDENBERG SR.

Woudenberg Enterprises Inc. (W.E.) was founded in 1962, originally doing business as Star-Lite Barricade & Sign Company renting traffic barricades, signs and warning lights for roadway construction projects. The company added Trench Shoring Equipment Rental in the mid-1970s. Woudenberg, chief executive officer, has run the company since 1968 when he took over from his father, John. His son, Jack, is chief operations officer of the company.

W.E. currently does business as Trench Shore Rentals and Trebor Shoring Rentals, renting specialty shoring equipment to underground pipeline contractors, municipalities and utility companies. The company has operations in Arizona, California and Texas. Woudenberg is also principal of DA-RO Investments L.L.C., which owns and manages a portfolio of industrial properties in the Rocky Mountain States.

Woudenberg is the President of the North American Excavation Shoring Association (NAXSA). He is a past president and board member emeritus of the American Traffic Safety Services Association (ATSSA). He is a past member of the board of directors for the Associated General Contractors of Ariz., member emeritus of the board of regents for Brophy College Preparatory of Phoenix and a member of The Phoenix Thunderbirds Civic Organization. He received ATSSA's Pioneer (Man) of the Year Award and was a finalist of Ernst & Young's Entrepreneur of the Year Award for Ariz.

Woudenberg attended the University of Southern California on a football scholarship and received a Bachelor of Science degree in accounting.