



RGE Tech Tips from the Field – Client Edition

Topic: *The Story Behind RGE*

RGE BRAND STORY

The Story Behind RGE

Why Red Glen Electronics Is More Than a Tech Support Business

Sometimes you spend months building something before you realize what you've built.

RGE took shape over months of conversations, website revisions, Tech Tuesdays, RGEisms, Essential guides, seminars, and house calls. Somewhere along the way, a simple truth emerged:

THE TRANSFORMATION

*Every visitor who arrives saying, "I'm terrible with computers."
...and leaves thinking, "Maybe I can do this after all."
That's RGE.*

Everything else—the services, the website, the PDFs, the seminars, even Chip and Bailey—exists to serve that one transformation.

A Brand Promise Hidden in a Familiar Journey

In The Wizard of Oz, Dorothy thought she was searching for a place—home, in Kansas. Really, she was discovering confidence in herself. That's the same promise at the heart of Red Glen Electronics: the goal isn't just to solve a tech problem, but to help someone see that they can make the journey.

THE RGE MISSION

"Many tech services fix the problem. I try to fix the problem and leave you more capable than when you arrived."



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THE PHILOSOPHY BEHIND THE WORK

The Yellow Brick Road to Confidence

The parallels are almost too perfect. Every familiar face at RGE points back to the same idea: people are usually more capable than they think.

RGE Team	What the role represents
Jim	Scarecrow—hands out a little wisdom, then points each visitor down the Confidence Path.
Spuds	Cowardly Lion—the seasoned pro: steady, practical, and never far from “Don’t panic.”
Chip	Tin Man—plenty of processing power, always chasing a little more heart.
Bailey	Toto and Chief Biscuit Officer—keeps everyone grounded and isn’t afraid to pull back the curtain.

Why the Pieces Exist

The Confidence Path, Tech Tuesdays, Essential guides, seminars, RGEisms, house calls—even the website’s Easter eggs—all serve one purpose: a little more confidence at every stop.

Teacher first. Technician second. People always. — The person matters more than the device.

The Confidence Path — Each page should leave the visitor more capable.

Chip and Spuds — Technology works best when experience and new tools work together.

Bailey, the CBO — Warmth and humor make unfamiliar technology less intimidating.

The Wizard of Oz and It’s a Wonderful Life — Familiar stories make the lesson human, memorable, and hopeful.



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The Real Work

Dorothy never really needed the Wizard. She needed someone who believed she could make the journey herself.

That's what RGE does—every Tuesday, every house call, every seminar, every Essential guide, every conversation: help people discover they are more capable than they thought.

That's why the closing line is more than a clever reference—it distills the entire RGE brand promise. In that moment, we finally found the words for what RGE had become.

THE WORDS WE FINALLY FOUND

There's no place like RGE.

