Earl Rodman was born in Kansas in 1896. He entered the oil industry as a roughneck but was soon called to serve in the U.S. Marines during World War I. After his return, he worked several jobs before an oil well supply company hired him as a salesman. Several transfers and locations later, Rodman settled in Odessa, Texas, and in 1935 formed Rodman Supply Co. Shortly after, he began collecting and reconditioning old rigs and selling them to independent operators for a reasonable price. Rodman also started drilling on his own with marginal success. In 1941, Rodman met William Noel in McCamey, Texas at the Rodman Supply store there. That started a partnership that would span 35 years. During that time, the pair learned much from one another and shared in such diverse enterprises as gasoline plants, banking, ranching, oil and gas drilling and production, mining, and gas gathering and treatment. The crown jewel of their portfolio was the petrochemical complex near Odessa.