



A PUBLICATION FROM GENEVA ROCK PRODUCTS, INC.

# ROCKSOLID

FALL 2022

# LOOKING WEST

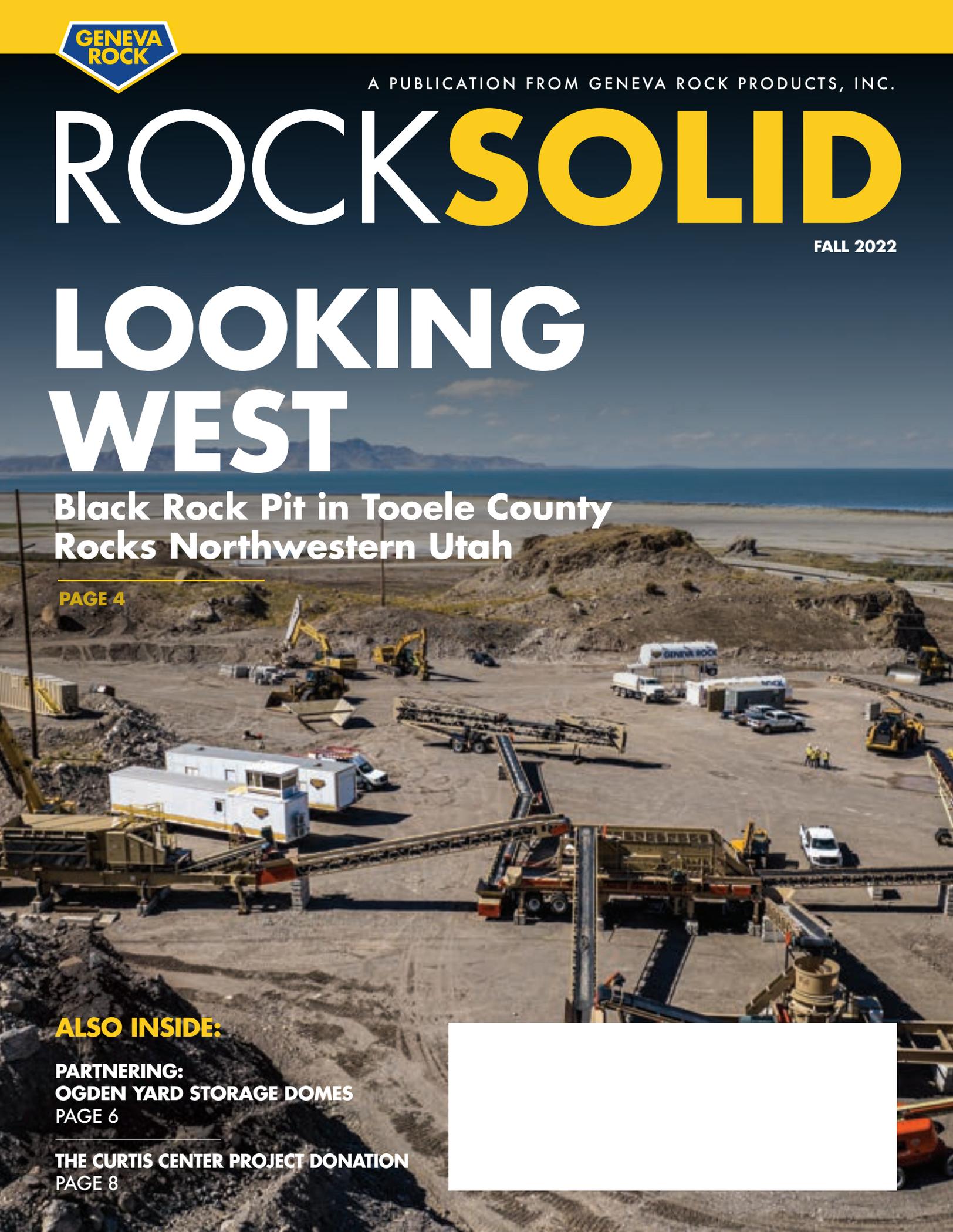
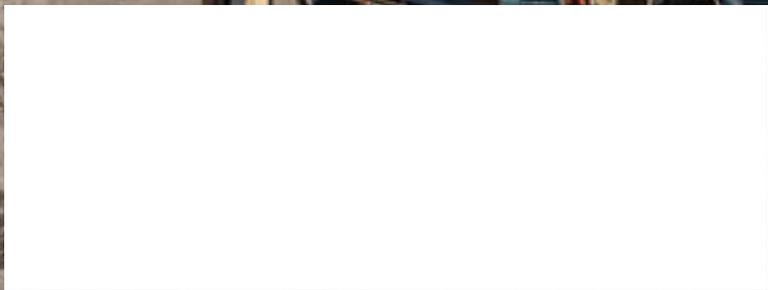
**Black Rock Pit in Tooele County  
Rocks Northwestern Utah**

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# WORKING FOR YOU

Geneva Rock continues to innovate and expand to meet the needs of clients

BY JAY RITCHIE, PRESIDENT OF GENEVA ROCK

This fall is an exciting time for all of us at Geneva Rock as we begin operations in the Black Rock Pit in northwestern Utah. We had been looking for the right pit in the area for some time to expand our business reach, and the stars aligned with this opportunity.

We couldn't be more excited to get things rolling. This pit is important to the future of Geneva Rock

as it not only provides us with a strategic area to mine aggregates, but over time, we'll have ready-mix concrete and hot-mix asphalt available much closer to customers in the area. It's really the complete package for us and will be an asset to those close by.

In this edition of Rock Solid our Division Manager of Aggregates, Scott Thayn, discusses the Black Rock Pit more in depth. I think

you'll find it both interesting and informative.

Geneva Rock keeps moving forward and upward. We know that we couldn't do it without each of you, so we don't take for granted our relationships. We hope to continue to earn your business.

We'll do our part to ensure that we always "Build Better" and fulfill the Geneva Rock mission of Building a Better Community. 🇺🇸



JAY RITCHIE



## LEADERSHIP

**PRESIDENT**  
Jay Ritchie

**VICE PRESIDENT,  
CONSTRUCTION**  
Ryan Dalling

**VICE PRESIDENT,  
GRAVEL & ASPHALT**  
Carl Clyde

**VICE PRESIDENT,  
CONCRETE**  
Terrence Savage

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EQUIPMENT & FACILITIES**  
Ray Gammell

## BUSINESS OFFICES

**MURRAY** 801-281-7900

**LAYTON** 801-771-7890

**OREM** 801-765-7800

**LOGAN** 435-713-0700

**PAYSON** 801-465-6925

**PARK CITY** 435-649-3033

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### SCHOLARSHIP >>

## CIVIL ENGINEERING STUDENT FROM BYU EARNS GENEVA ROCK SCHOLARSHIP

Jonah Dundas, a civil engineering student from Brigham Young University, received the most recent Geneva Rock Scholarship for the fall 2022 semester.

"My desire to choose a career path in the construction industry started when I found an interest in mathematics and physics in middle school," Jonah says. "As I pursued this interest, I found that I not only enjoyed it but that I excelled in it."

Upon graduation, Jonah hopes to make an impact in his field and help his community.

"My ideal career is one where my knowledge, experience and resources are used to benefit those around me," Jonah said. "Civil engineers play a vital role in the community, and I want



what I do for a living to make a meaningful difference."

Following an expected graduation of June 2023, Jonah plans to eventually design efficient, innovative infrastructure that will improve the quality of life of those around him.

### NEW HEADQUARTERS >>



NEW HEADQUARTERS IN TAYLORSVILLE

## NEW TAYLORSVILLE DIGS BRING ADDED CAPABILITY

Rapid growth has motivated Geneva Rock to purchase an existing office building in Taylorsville to replace the Murray headquarters. The new four-story building houses roughly 25,000 square feet per floor. Geneva Rock's offices will be on the fourth floor with two major tenants occupying the first and second floor, including sister company Beehive Insurance. Geneva Rock should be moved to the facility by the spring of 2023.

### OGDEN YARD >>



NEW OGDEN OFFICES

## EXPANDING TO MEET THE NEEDS OF THE FUTURE

Geneva Rock recently completed construction of a 25-acre yard in Ogden. The Ogden Yard includes office space, a concrete batch plant, a fuel island, a shop, a lab, and immediate access to fly ash and cement powder from sister company Bridgesource, who purchased a portion of the property for storage purposes. The space will prove critical to help Geneva Rock weather any cement shortages in the future.

# LOOKING WEST

## Black Rock Pit in Tooele County Rocks Northwestern Utah

BY SCOTT THAYN

Geneva Rock is thrilled to announce the opening of the new Black Rock Pit in Tooele County to strategically extend our operations even further into northwestern Utah. Securing the location, though, has been a long time coming.

"We initially had our eye on the pit back in 2008," said Bill Gammell, Director of Property and Environment at Clyde Companies, "However, a deal never completely materialized. Then, in 2019, we began looking into it once again. For us, the time was right for an incredible opportunity."

The pit itself is unique in that the 580 acres of land is owned by Kennecott, who has no use for the aggregates on the property. They, in turn, lease the land to the Black Rock Sand and Gravel Company, and as part of the agreement, Geneva Rock is subleasing the land from them with an option for multiple renewals.

Right now, the nearest Geneva Rock location to the area is the Bauer pit in Tooele County. This new location will allow for faster on-time deliveries of aggregates nearby and is another resource within the valley for our customers to get quality

While an advanced team of professionals is already working at the Black Rock Pit, eventually, a full 12-person team will run the pit planned to supply hot-mix asphalt and ready-mix concrete to areas of west Salt Lake Valley and beyond.



products that they're accustomed to receiving from Geneva Rock.

"Customers have made inquiries to Geneva Rock in the past looking for aggregates in the northwest area of the Salt Lake valley," said Carl Clyde, Vice President of Aggregates at Geneva Rock. "There aren't many options in that area right now. There aren't many sources for aggregates in that area because Kennecott/Rio Tinto has huge amounts of land secured for their precious metal extraction. There is a substantial need for aggregates in the northwestern area of the Salt Lake Valley, and Geneva Rock is providing the

solution."

The predominantly limestone quarry will help address the rapid growth of Tooele County and the west side of the Salt Lake Valley. It will also allow Geneva Rock to better compete with competitors that exist in the Tooele area, effectively lowering costs and delivery distances for customers.

However, before Geneva Rock was able to secure the long-term sublease, the company had to overcome multiple obstacles.

"In order to sublease the property, we had to work through several environmental

challenges that took extensive due diligence," Bill said. "We looked at many different parameters in our measurements of soil samples. We always want to make sure that we're meeting every environmental standard set for us."

"We've spent a significant amount of time in building a solid partnership with Kennecott," Carl said. "They are a local and international company and are very careful in how they manage their resources. They pay close attention to the environment, what they showcase to their shareholders, and how



The Black Rock Pit is on land owned by Kennecott, made available to Geneva Rock through a long-term lease agreement.

**“There is a substantial need for aggregates in the northwestern area of the Salt Lake Valley, and Geneva Rock is providing the solution.”**

Carl Clyde, Vice President of Aggregates at Geneva Rock

they interact with the public. It’s been a slow process, but they believe in being responsible corporate citizens just like us at Geneva Rock, and that’s what has helped this deal come together.”

Apart from environmental concerns, another challenge has been limited access near the entrance of the pit. Because the pit is just beginning, there isn’t a lot of room. So, we’ve installed a crushing plant, and that

will be followed by a washing operation. With time, we’ll add ready-mix concrete and hot-mix asphalt in a phased approach to provide a full range of services for our customers in the area.

Once the aggregates are crushed and ready to be shipped out to the customer, infrastructure comes into play. We’re working in conjunction with the Utah Department of Transportation’s engineers and

highway planners to ensure our access roads follow all of their requirements. To lessen the impact of traffic and to facilitate a safer entrance onto the road, Geneva Rock extended an acceleration lane to SR-201.

Crushing work is already underway, yet full-scale operations are still a few years away. Once the pit is running on all cylinders producing crushed rock, sand, gravel, other aggregates, ready-mix concrete, and hot-mix asphalt, an approximate 12-person crew will be needed to manage all of its components. The Black Rock Pit should be able to service the area with large quantities of aggregates for many, many years to come.

“It’s an exciting time to be a part of Geneva Rock,” Carl said. “We couldn’t be more thrilled to begin operations at the Black Rock Pit. The addition of this location will increase customer satisfaction and allow us to fulfill our mission of Building a Better Community better than ever before.”

*Scott Thayn  
Scott Thayn is the Division Manager of Aggregates at Geneva Rock and has been with the company for 20 years.*





The two storage domes are owned by Bridgesource, but were built on land owned by Geneva Rock and that is part of the Ogden Yard project.

# CONCRETE CACHE

Strategic partnership between sister companies  
Geneva Rock and Bridgesource offers consistent concrete to clients

BY GREG BENNETT

For the last five years, the Wasatch Front has seen record growth in construction. This includes industrial, commercial and residential, and has pressed the limits of supply chains reeling from the effects of a global pandemic.

More recently, the demanding effects have been felt by customers in the availability of ready-mix concrete, where an ever-dwindling supply of fly ash — a key component in high-quality concrete — along with limited cement resources have left lead times measured in

months.

“Demand has been at record highs,” says Terrence Savage, vice president of concrete for Geneva Rock. “Last year, we experienced a three-month cement allocation disruption. This year, that has increased to almost five months. Our customers have been excellent and very understanding of the situation, but we knew we had to find a long-term solution.”

While Geneva Rock is constantly looking to improve its procurement of vital materials, a major partnership with sister company Bridgesource has

**“This whole project is a good example of sister companies looking at their strengths and marketing opportunities to create something in the market that we haven’t seen before. It’s a strategic advantage that separates us from the competition for the long-term.”**

Terrence Savage, vice president of concrete for Geneva Rock

paved the way to a consistent supply of ready-mix concrete for builders throughout the Wasatch Front. As part of the Ogden Yard development being completed by Geneva Rock, Bridgesource built two

25,000-ton storage domes on land leased from Geneva Rock. One of the domes will be used to store fly ash, a byproduct of coal power plants. With fewer coal plants throughout the country, the supply of fly ash



Having a consistent source of fly ash and cement will allow Geneva Rock to service customer schedules and maintain the level of quality required for any job.

is dwindling. However, fly ash supplied through a long-term agreement with the Jim Bridger Power Plant outside of Rock Springs, Wyoming, will mean a more consistent supply and greater availability of fly ash to meet the growing demand.

“The domes provide critical storage to minimize the affects of market peaks and valleys of demand,” says Waylund Ludlow, P.E. and division manager for Bridgesource. “They also enable us to take advantage of higher production times of fly ash. This should go a long way in helping us maintain a consistent source of quality products to our clients throughout the year.”

Both Geneva Rock and Bridgesource are part of Clyde Companies, making the partnership a great fit, as both companies look to serve the needs of the Wasatch Front.

“Because we share the same parent company, our overall direction and mission —

‘Building a Better Community’ — is the same, which gives us the opportunity to work toward the same goal with aligned strategic intent.”

The partnership is beneficial from the Geneva Rock side, too.

“This whole project is a good example of sister companies looking at their strengths and marketing opportunities to create something in the market that we haven’t seen before,” Terrence says. “It is a strategic advantage that separates us from the competition for the long-term.”

Geneva Rock uses the second storage dome built by Bridgesource for cement procured from a new supplier to the region.

“We can now bring in an additional supply of cement into this market, which should make it less likely for us to run short,” Terrence says. “It’s going to benefit the entire industry and allow Geneva Rock greater

## **ABOUT BRIDGESOURCE >>**

Bridgesource was formed in 2020 by Clyde Companies, Inc., as an independent entity.

Located in Ogden, Utah, Bridgesource is instrumental in the acquisition, storage, distribution, and logistics of key materials, including fly ash.

Fly ash is an integral component of ready-mix concrete. Fly ash is a byproduct in the combustion of coal, and it can be used in concrete to make concrete stronger, more durable, and environmentally sustainable. A recent decrease in the production of fly ash has resulted in a market deficit, increasing the demand and cost of this material.

Bridgesource has entered into an agreement to be the exclusive purchaser of fly ash from the Jim Bridger Power Plant in Wyoming. The quality of the fly ash from Bridger Power Plant combined with the lack of other sources in the market will prove Bridgesource a successful and valuable venture.

flexibility. It’s impactful from the fly ash perspective and bolsters the cement supply side, which helps our ready-mix business.”

While material is already beginning to fill the storage domes, the units are expected to be fully operational in

November 2022.

“With the cement, we took our first deliveries in September,” Terrence says. “It’s exciting, although we don’t expect to realize the full impact of the facilities until the first quarter of 2023.”



Offering services and opportunities for special needs adults throughout Utah, The Curtis Center is located at the foot of Mount Timpanogos and borders the Jordan River. The facility will have spaces for sports, theater and other activities and will have times dedicated to other before- and after-school activities.



# COMMUNITY CARES

## Geneva Rock's \$20,000 donation to The Curtis Center Project blesses the lives of developmentally challenged adults

BY ROYCE HINTON

Geneva Rock recently made a \$20,000 donation to the construction of The Curtis Center, a facility aimed to help developmentally challenged adults in Utah. The building is a culmination of 15 years of efforts from Michelle Holbrook.

Michelle, who has a son with Prader-Willi Syndrome, struggled to find a place where her son could escape, play sports and learn in a different setting through his childhood. After starting an organization called Just for Kids

of Utah County, the group was granted non-profit status in 2007. Since then, Michelle has been raising funds for a dedicated facility — The Curtis Center — to serve people with disabilities.

The project officially broke ground in June thanks, in part, to Geneva Rock's donation. The building is being constructed on five and a half acres in Lehi City donated by Michelle's family.

The Curtis Center won't strictly be used by adults with special needs. Michelle worked with the

city to create a usage schedule allowing other groups access to the building. The facility will be able to serve over 300 adults with special needs in addition to countless other before- and after-school groups.

When complete at the end Summer 2023, patrons will participate in sports in the gymnasium, theater in the auditorium, multiple courses throughout the classrooms, and more. It will be substantially different from how the group has

functioned in the past, renting space and shifting from location to location throughout the year.

"People with disabilities want to be just like everybody else," Michelle said. "They want to be a part of the community, and with this donation, Geneva Rock is helping them feel accepted and be just like you and me. It really warms my heart to think that people in the community care about our cause. We can't thank Geneva Rock enough for their support."