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# ROCKSOLID

FALL 2021

## HEADING NORTH

Expanded Ogden yard enhances Geneva Rock's capabilities in Northern Utah

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# AIMING FOR EXCELLENCE

Geneva Rock wants to be the perfect partner in northern Utah and beyond

**T**his has been a busy and hectic Fall and we hope that you have been able to get more on top of your jobs as the cement shortage has lessened from its height in July.

We are making some innovative moves to better insure our cement supply in the future. More will be coming on this subject as we are able to release information.

In this edition of Rock Solid, we talk

about the changes going on in our new Ogden yard. We are excited about this property and it will be a real game changer for us, not only in the North but for all of our company. We are building two large storage domes that will be primarily for fly ash storage but could also be used for cement storage in the future as well as a new shop and state-of-the-art ready mix plant.

The forecast for Utah continues to be strong even with all the national

confusion. Utah is a great place to be, and we are all working to make Utah a better community.

We appreciate our relationship with each of you and will do all we can to help you be successful. Reach out to us any time for comment or critique. We need to know if we are meeting your expectations. Have a great final push to 2021 and we look forward to 2022. 🇺🇸



JAY RITCHIE

*Jay Ritchie*





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### HIGHLIGHTED PROJECT >>

## RECREATION OUTPOST WILL OFFER FOUR-SEASON FUN FOR MEN AND WOMEN OF THE ARMED FORCES

Members of the military will soon have a four-season resort at their fingertips just outside of Park City, Utah.

The Mayflower Mountain Resort, owned by Extell Development Group, will combine luxury amenities with world-class recreation that is located near Jordanelle Reservoir in the MIDA Project Area of Wasatch County. Newly constructed ski lifts will provide easy access to the *Greatest Snow on Earth* during winter months and scenic mountain bike trails the rest of the year. The reservoir offers boating and fishing close by. When it's time to come in from the outdoors, the planned resort will include restaurants, night clubs and spas.

The purpose of the proposed MIDA project area is to provide the military with a "morale, welfare and recreation" facility or hotel — similar to other facilities

they have had around the world — in a ski-resort setting. This will be the only MIDA facility at a United States ski resort and will serve as a tribute to the men and women of the armed services.

Geneva Rock has provided 7,000 cubic yards of concrete for the Pioche Apartments, the initial phase of the project. Geneva Rock has also partnered with Jacobsen Construction and Wadsworth Brothers to provide an estimated 45,000 cubic yards for the construction of the MWR Conference Hotel that will be completed over the next couple years. Once complete, the hotel will offer 60,000 square feet of conference space and 387 guest rooms — 100 of the guest rooms being reserved for military personnel — along with 55 private residences.

### SCHOLARSHIP >>

## GENEVA ROCK AWARDS SCHOLARSHIP TO JAMAICA NATIVE PLANNING TO GIVE BACK TO HIS COMMUNITY

Geneva Rock is pleased to award Khevar McLeod the Fall 2021 Geneva Rock Scholarship. Khevar is a student at Southern Utah University in Cedar City, Utah, and is studying civil engineering.

Growing up in Jamaica, he watched his dad build houses for a living, began helping him as a young man and, through these experiences, learned to respect construction.

With his civil engineering degree, Khevar plans to become a licensed professional with special emphasis in geotechnical and structural engineering. With this skill set, he wants to impact the lives of people back home in Jamaica. Khevar recounts when the

first road in his community was paved, and the great joy that it brought him and his community.

"As an engineer, I want to be able to give that same life-changing joy to others that I experienced," he says.



# HEADING NORTH

## Expanded Ogden yard enhances Geneva Rock's capabilities in Northern Utah

BY KYLE FLANAGAN

Since 1954, Geneva Rock has prided itself on providing more than just exceptional concrete, asphalt, aggregate, and construction services in Utah — it's held a nearly 70-year commitment to growth and innovation.

From humble beginnings in Orem, Geneva Rock quickly became one of Utah's largest suppliers of ready-mix concrete. As its presence grew along the Wasatch Front, so did its products and services — moving into sand and gravel supply, hot-mix asphalt plants, and a range of construction services such as asphalt and concrete paving, utility work, and excavation and site work.

This dedication to continuously growing and developing as a company has extended to a complete overhaul of the Geneva Rock Ogden yard. Beginning with the successful outcome of Ogden's Washington Boulevard project in 1991, Geneva Rock gradually found its way into Northern Utah. It started with plans for a concrete plant batch plant near Ogden's 20th Street around 2008,

leading to the purchase of the Ogden yard a few years later and a new office building in 2018.

That continued devotion to Northern Utah has manifested itself through a large-scale upgrade and development to the Geneva Rock Ogden yard — including the construction of new corporate offices, workshops, aggregate storage, and a full-service lab for concrete and asphalt testing.

"The Ogden yard serves more than just the Ogden area with increasing demand for products and services in the Northern Davis, Weber, and Box Elder county areas," Jay Ritchie, Geneva Rock president, says. "Those areas will soon be able to offer new and improved, state-of-the-art ready-mix and asphalt facilities. These will open up a greater ability to backup existing plants and will be a game-changer for us, the industry and our customers alike."

Ritchie is confident that having cement storage on-site, along with fly ash storage through sister company, Bridgesource,

Geneva Rock's expanded services in Ogden — including new corporate offices, workshops and testing labs — allows for more control over work done in Northern Utah.



The Ogden yard means Geneva Rock will have more control over availability and production of needed materials of all kinds.





While Geneva Rock has had major Ogden operations since the 1990s, the expansion solidifies the company's role in the area construction industry.

on-site, Geneva Rock will be able to mitigate shortages, should those continue to occur.

"It gives us the ability to better control our own destiny rather than be so dependent on others for our day-to-day needs," Ritchie says. "We can take more of that responsibility on our own shoulders and be able to provide better service to our customers."

The impact of the enhanced Ogden yard will be felt throughout the Geneva Rock customer base as all handling of aggregates will be done digitally in the improved facility and aggregate piles will be stored in silos and off the ground.

"The greatest bulk of material

will go directly into these storage silos," Ritchie says. "This will minimize the number of piles that are out in the open and impacted by the elements. It'll be much more environmentally sound as everything from how the aggregates are handled to how power is distributed around the property will be managed digitally, creating efficiency and exactness."

With a full completion date of late Spring 2022, Geneva Rock's area manager for construction, Mike Westbrook, is enthusiastic and hopeful that this development will bring with it a myriad of benefits and improvements.

**"It gives us the ability to better control our own destiny rather than be so dependent on others for our day-to-day needs."**

Jay Ritchie, President of Geneva Rock

"It's going to be really great," Westbrook says. "It's very exciting to have all of these resources together on one site and I really think it will enhance overall productivity and, ideally, bring operations costs down."

For Ritchie, Westbrook, and the Geneva Rock teams in Northern Utah, the new and improved facilities are something

that will make the Geneva Rock presence felt even more throughout the Northern Utah counties — particularly when it comes to competition.

"From a facilities standpoint, this puts us in the same ballpark as many of our competitors up in Northern Utah, but our supply improvements now move us ahead, in my eyes," Ritchie says.





UDOT's job is to keep Utah's travelers going safely. Geneva Rock is a trusted partner in finding cost-effective and long-lasting solutions to roadway challenges.

# UDOT-ING THE MAP

For decades, Geneva Rock has laid the groundwork for Utah's roadways with the Department of Transportation

BY GREG BENNETT

The Utah Department of Transportation — or UDOT, as it's more commonly known — has the unique mission to Keep Utah Moving. And not just moving, but moving on cost-effective,

well-built and maintained roadways.

“UDOT's role with regard to building and maintaining roadways throughout Utah includes zero fatalities, optimizing mobility, and

preserving infrastructure,” says Kris Peterson, director of project development at UDOT. “UDOT is responsible to safeguard the spending of taxpayer dollars in an efficient and responsible manner while

preserving the life and viability of the roadway and improving the quality of life of all who use it.”

To accomplish this ambitious, multi-faceted purpose, UDOT relies on professional

**“Due to our longstanding business relationship, Geneva Rock is a contractor who understands UDOT’s goals and objectives while delivering the quality projects UDOT demands.”**

Kris Peterson  
 UDOT director of project development

partnerships with contractors like Geneva Rock. “Geneva Rock is one of the major contractors that performs major roadway work for public and private entities throughout the Wasatch Front,” Kris says.

Geneva Rock has, for decades, worked closely with UDOT on numerous projects including improvements to Interstate 15, Interstate 84 and Interstate 80. Geneva Rock has also completed work on urban thoroughfare improvements that keep the local traffic moving, too.

“Due to our longstanding business relationship, Geneva Rock is a contractor who understands UDOT’s goals and objectives while delivering the quality projects UDOT demands,” Kris says.

The longstanding partnership enables the two sides to work well together and finish complicated jobs with fewer delays and concerns. That is, in part, due to the numerous personal relationships that make working through inevitable issues and challenges easier.

“Individual personal relationships within our business arrangements help each part better understand the other entity’s goals, objectives and needs,” Kris says. “These relationships help both parties work through challenging and often difficult situations in a professional and beneficial manner.”

The two parties continue to find themselves working together — primarily on heavy civil construction, asphalt and concrete paving projects — because they are aligned in their desire to complete high-quality, cost-effective work that means safer roads for Utah travelers.

Currently, there are three major road construction projects that pair the two entities. In part to better manage large, complicated projects, Geneva Rock integrated its software with the Survey123 system used by UDOT to enable for electronic communication that limits mistakes, streamlines information to the job site and uses less paper.

More information on these four latest partnerships can be found to the right.

**I-84 MORGAN TO HENEFER >>**

**PROJECT BREAKDOWN**

- Preserves the highway infrastructure of I-84 from Morgan to Summit County Line
- Improves the concrete pavement, roadside features and structures
- Removes/replaces hot mix asphalt (HMA) on 19 bridges and deck pothole patching
- Replaces four miles of median barrier and 10 miles of highway signage

**GENEVA ROCK’S ROLE**

- Prime contractor on the project
- Perform concrete pavement work
- Median barrier removal and replacement
- Asphalt removal and replacement on decks

**SR-150 RESURFACING >>**

**PROJECT BREAKDOWN**

- Nine miles of lightweight chip seal and lane leveling
- Six miles of two-inch hot mix asphalt overlay with a lightweight chip seal
- The treatment is expected to last 12 years
- Project took 60 days

**GENEVA ROCK’S ROLE**

- General contractor on the project

**4100 SOUTH RECONSTRUCTION >>**

**PROJECT BREAKDOWN**

- Reconstruction of existing roadway using 10 inches of granular borrow, seven inches of untreated base course and six inches of new hot-mix asphalt on two miles of arterial roadway
- Treatment is expected to last 25 years and keeps the east-west arterial roadway problem-free between 5600 West and Bangerter Highway

**GENEVA ROCK’S ROLE**

- General contractor

**E-TICKETING >>**

**PROJECT BREAKDOWN**

- UDOT desires to eliminate paper tickets for all concrete and asphalt jobs on its projects
- Clyde Companies appreciates transparency, accuracy and speed
- The two organizations worked closely together to find an electronic solution that worked for both
- Clyde Companies IT professionals developed a program that integrated with UDOT’s proprietary software system, Survey123, allowing tickets to be readily available on the job site and beyond





The Point of the Mountain bordering Utah and Salt Lake counties is a growing residential and industrial hotbed known as Silicon Slopes. While Geneva Rock continues to mine the area for needed raw material, plans are in place for future reclamation and development — including a massive donation from Geneva Rock to the development of recreational trails.

# RECLAIMING FOR RESIDENTS

Hiking trails and extra water resources for Lehi residents highlights Geneva Rock’s future housing development plan

BY REBECCA CALLAHAN

In 2019, Geneva Rock and its development partner, GWC Capital, announced approval to build The Vistas at Point Crossing at the site of a former Geneva Rock gravel pit. The new transit-oriented development (TOD) in Lehi will turn the site into a mixed-use project with 300 luxury apartments, 100 townhome units, a high-speed bus between Utah and Salt Lake Counties, and pedestrian and bicycle paths with easy access to nearby trail systems.

As a result of this project, and through a generous donation from Geneva Rock, the city of Lehi will also see additional water and trails for its residents.

Geneva Rock will provide its own water infrastructure for the development. Geneva Rock did this by deeding a section of property to the city as a public utilities parcel that will include a one-million-gallon culinary water tank, a 2.1-million-gallon pressurized irrigation water tank and a new municipal culinary

well. The well and water storage, when completed, will not only service the new development, but will extend to residents in other parts of the city, encompassing a footprint of nearly 300 acres.

The sale was completed in the summer of 2021 and Geneva Rock immediately donated the funds to the Traverse Mountain Trails Association (TMTA), a Lehi-based organization that promotes and supports the development of local, sustainable recreational trails to help Utah residents live a healthy and active lifestyle.

“We are always excited when companies like Geneva Rock step up and do more than is required simply to benefit the larger community,” says Brad Kenison, assistant city engineer with the city of Lehi. “As part of the annexation agreement with Lehi City, Geneva Rock was required to provide the water infrastructure for their development. However, they also went above and beyond to build water infrastructure for an

area larger than their proposed development. We are excited that the city of Lehi and Geneva Rock were able to collaborate on this successful public/private partnership.”

Jay Ritchie, president of Geneva Rock, sees the donation as another way to accomplish his company’s mission of building a better community.

“Additional trails up along the hills and foothills will give residents places to exercise, walk their dogs, enjoy the evenings or early mornings and generally have more enjoyment of the community,” he says. “We’re greatly honored to help provide an amenity which will benefit all the residents who live in that area. Building a better community is one of the tenets by which we operate, and we will continue rehabilitating the land we use to create useful living, working, growing, and playing environments.”

Geneva Rock’s mission aligns perfectly with the mission

of TMTA. TMTA has been instrumental in the funding and building of multiple trails in Utah, including Sensei (5 miles) built in 2017, Mo-momentum (2.5 miles), LoLo Loop (2.5 miles) built in 2019, Tráverse Tráverse (2 miles) built in 2020, and Brookside (in progress). The association has also recently received funding to build Footloose (3 miles), a hiking trail, this year.

“Our newest donation for \$160,000 from Geneva Rock is our biggest yet and TMTA is ecstatic,” said Lori Le, president of TMTA. “This is a huge boost in continuing to build trails and will directly fund the continued build-out on Traverse Mountain Trails System.”

This build out includes downhill mountain biking trails, hiking trails, multi-use trails, special features, and trailhead improvements.

The demand for natural trails has grown in recent years as more Utahns recognize the benefits of outdoor recreation.