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REFINED ROADS



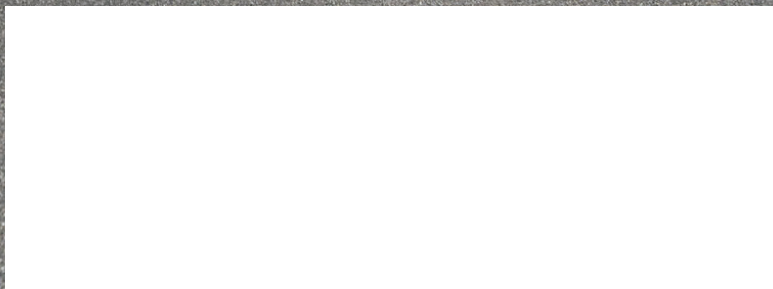
Novel asphalt mix improves road surface longevity

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RISING ABOVE THE CHALLENGE

Industry-wide supply chain issues pose no threat to adapting Geneva Rock

BY JAY RITCHIE, PRESIDENT OF GENEVA ROCK

It's no secret that supply chain challenges have touched every corner of our industry in recent years. The impacts from the pandemic still affect us in many ways. We also deal with major facility breakdowns with key suppliers. At Geneva Rock, we've worked hard to respond in a way that doesn't affect our greatest asset — you, our customers.

In the face of materials


shortages, our team has adapted.

On the cement side, we secured a long-term agreement with an out-of-state supplier to allow us to maintain a steady supply along with our current suppliers. This ensures that our projects continue without interruption.

Additionally, we're working towards completing vertical integration in our supply chain to increase reliability and control,

helping us be prepared for any future disruptions.

Each project we undertake shows the trust you place in us — a trust we strive to honor with commitment and consistent results.

Thank you for choosing Geneva Rock. We value your business and are dedicated to continuing to serve all your needs — no matter the challenges ahead. 



JAY RITCHIE

Jay Ritchie



LEADERSHIP

PRESIDENT
Jay Ritchie

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CONSTRUCTION**
Ryan Dalling

**VICE PRESIDENT,
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SCHOLARSHIP >>

SECOND-GENERATION CONSTRUCTION HOPEFUL AWARDED SCHOLARSHIP TO STUDY AT UVU

Davis Rindlisbacher, studying construction management and civil engineering at Utah Valley University, was awarded the Geneva Rock scholarship for the Fall 2023 semester.

“My life has been full of construction for as long as I can remember,” Davis says. “From carrying water buckets as a child to helping build homes — those moments of working side-by-side with family are dear to me.”

He recognizes construction’s pivotal role in the economy and wants to be part of it.

“Construction companies are the ones building America,” Davis says. “I have seen countless companies working together to build our community and make it stronger.”



Davis has aspirations of becoming a real estate developer and builder after graduation in 2026. He is particularly drawn to residential and commercial building because of the opportunities available to help build communities.

NEW DIGS >>



GENEVA CHEERS OPENING OF RIVERBOAT BUILDING

Geneva Rock team members recently settled into their newly renovated office space at the Riverboat Building in Taylorsville, Utah, after extensive updates. Team members then marked the occasion with an Open House event. The celebration kicked off with a ribbon-cutting ceremony, and then guests enjoyed refreshments while taking tours of the revamped space.

HONORING LEGACY >>



GENEVA ROCK HONORS THE MORGAN CITY KILN

Geneva Rock took the initiative to conserve the historical legacy of the Morgan City kiln, recently found to be on the brink of collapse. To honor the kiln, Geneva Rock commissioned a historian to document it and its creator, Daniel Williams. A plaque was then unveiled near Williams’ grave, celebrating his legacy with four generations of posterity in attendance.

REDEFINING ROAD DURABILITY

Novel asphalt mix improves road surface longevity

BY DANIEL McDANIEL

Geneva Rock is making significant strides in the evolving landscape of asphalt technology. In partnership with the Utah Department of Transportation (UDOT), we recently embarked on an important project near Dugway, Utah, transforming the durability of State Route 196 with a groundbreaking high modification asphalt mix.

“The goal was to utilize a relatively new asphalt mixture that promised enhanced longevity,” says Reed Ryan, executive director of the Utah Asphalt Pavement Association. “The novel mixture boasted a higher modified oil content. The enhanced density and durability contribute to the road surface’s improved resistance against wear and tear.”

Howard Anderson, the state asphalt engineer for UDOT, tested the mixture extensively before it made its mark on a state road.

“It was applied in the worst possible conditions to gauge its durability and performance,” Reed says. “The mixture showcased its resilience, outperforming expectations even in challenging environments.”

This promising performance led to UDOT’s decision to apply

Geneva Rock worked closely with UDOT to determine the best mix and proper installation to get desired results.



the hi-mod asphalt directly on top of aged concrete on Interstate 15 last year, a move that not only proved successful but also opened the doors to exploring this innovative mixture in future projects, including the ongoing partnership with Geneva Rock.

On the technical front, the intricate application process required other techniques not commonly used in asphalt paving to ensure its success.

“We employed a thermal imaging camera on the asphalt paver, an innovation that allowed real-time monitoring of temperature inconsistencies

and enabled optimal quality control,” says Jesse Averett, asphalt production manager at Geneva Rock.

The intricacies of the new hi-mod asphalt demanded an elevated compaction effort and a meticulous approach to data gathering. To assist with the thermal mapping, Geneva Rock utilized the talents of Lance Greer, area manager of construction technology.

“We leveraged existing technologies and introduced new ones,” Lance says. “It’s a process that was developed by the Federal

Highway Administration. I directly collaborated with the software’s programmers and leaders, addressing the unique challenges presented by the Utah landscape upfront.”

The ultimate goal was to find a way to eliminate the need for asphalt coring, a process that historically has led to countless potholes and cracks further down the life of the road.

“The roller mapping employed a pass count system,” Jesse says. “It worked in tandem with the heat map to provide real-time data on the number of passes and the location



The game-changing novel asphalt mix offers increased durability and longevity in part due to a higher modified oil content. The enhanced density contributes to resistance of wear and tear on a road.

“We’re in the process of refining specifications to integrate improvements into our official protocols. I’m grateful to have been part of such an important project here at Geneva Rock.”

Lance Greer, Area Manager of Construction Technology

of the rollers, offering an unprecedented level of detail and insight into the paving process.”

However, like any innovative endeavor, the project faced challenges leading up to the successful collaboration with Geneva Rock.

“The same asphalt mix was used on two projects prior to the one near Dugway,” says Reed. “The initial attempts weren’t quite successful; we discovered that placing the temperature gauge on top of the roller was problematic due to the water used in compaction affecting the readings.”

This learning curve, paired

with extraordinary collaboration with UDOT, was instrumental in refining the application process.

“UDOT has big plans for this asphalt mixture,” Reed continues. “There are ongoing test projects to keep evaluating the mixture’s application over cracked and aged concrete pavement. Asphalt’s recyclability is a significant advantage, making it an attractive option for such applications.”

The new mix’s benefits include cost-efficiency, an aspect that signals savings for taxpayers. Savings can also be made if the mix is able to be used on bridges, which have historically faced challenging and often

dangerous conditions during the winter months.

Ultimately, the project was as much about data as it was about application. Geneva Rock found a way to “Build Better” — which was more than just a tagline in this project. It was reality.


“We were venturing into the unknown with the hi-mod mix,” Jesse says. “Gathering real-time data on the number of passes and the location of the rollers offered unprecedented insights into the paving process. These insights are not just pivotal for this project but will also inform our approach in future bids.”

With UDOT pleased with the outcome, Lance knows that the future is now. Moving forward, look for these techniques to continue to be used on Geneva Rock projects.

“We’re in the process of refining specifications to

integrate improvements into our official protocols,” says Lance.

“I’m grateful to have been part of such an important project here at Geneva Rock.”

As crews continue to redefine road durability, the collaborative spirit between Geneva Rock and UDOT is set to pave the path for a future where roads are not just built to last but are also emblematic of technological and environmental advancement. It’s another way Geneva Rock is doing its part in Building a Better Community. 

Daniel McDaniel is the quality control manager at Geneva Rock. He has been with Geneva Rock for 10 years.





Collaboration with other members of the Utah Ready-Mixed Concrete Association means companies like Geneva Rock can continue to deliver high-quality concrete efficiently and responsibly.

COMMUNITY BUILDING

Geneva Rock serves as a valuable industry partner as part of the Utah Ready-Mixed Concrete Association

BY GREG BENNETT

For more than 100 years, ready-mixed concrete has been an important building material. Ready-mixed concrete is concrete that is prepared — specifically to the requirements of a given client — and hauled to the site ready to pour.

Ready-mixed concrete is ubiquitous in Utah and beyond. It provides customized, convenient concrete to job sites, meaning construction companies don't need to create their own concrete on-site.

"We are an important supplier in the construction industry and make it convenient and

cost-effective for contractors of all kinds and sizes to have a product that performs well and meets their specifications," says Terrence Savage, vice president of concrete with Geneva Rock.

A VOICE FOR READY-MIX

With the increasing complexity of construction and the regulations from lawmakers, it has become vital for industry professionals to join together to protect their livelihoods.

Enter the Utah Ready-Mixed Concrete Association.

"At Geneva Rock, we'd been involved with the national

"We are an important supplier in the construction industry and make it convenient and cost-effective for contractors of all kinds and sizes to have a product that performs well and meets their specifications."

Terrence Savage,
Vice chair of Utah Ready-Mixed Concrete Association

Ready-Mixed Association for a long time," Terrence says. "We saw a hole here in Utah and saw the potential of having a united voice to speak up for the industry."

So, professionals from Geneva Rock joined other local ready-mixed suppliers like Jack B. Parson and Altaview Concrete to form the Utah Ready-Mixed Concrete Association in 2016.

The Utah Ready-Mixed Concrete Association also works hard to give back and to ensure the long-term health of the industry through awarding 10 scholarships to students in the construction field this year.



“While 99 out of 100 times, an issue can be resolved fairly easily, every once in a while there is a complicated, wide-sweeping issue that benefits from the united industry voice the URMCA offers,” says Brad Stevenson, executive director of the Utah Ready-Mixed Concrete Association.

For example, environmental regulations often change and are enforced differently by the vast array of government agencies in charge of making sure things are done the right way. This can be expensive and frustrating for industry professionals. A unified voice through the association means people can get around

the same table and work things out through the strength of collaboration.

EARLY ADOPTERS

“Geneva Rock has been a leader in this organization from the beginning,” Brad says.

Geneva Rock president Jay Ritchie was the first chair of the organization. Currently, Terrence is the chairman of the board of directors.

“My role is to have a big picture view to know what’s happening in the industry and the market,” Terrence says. “Then, we work to create a united voice and have a say in the policies guiding our industry

and the enforcement of those guidelines.”

For example, the organization works with state lawmakers to make sure laws — and enforcement — are clear, fair and consistent.


COMPETITIVE PARTNERS

Meetings are strictly structured to meet legal and ethical standards where competing companies can move the needle for their industry in a collaborative and “competition neutral” environment.

“We always read a legal disclaimer — an anti-trust statement — that serves as a reminder that we never discuss

projects, pricing or anything else regarding the competitive environment,” Terrence says. “It’s a great way to make sure the cooperation is robust and beneficial to all, without causing any legal or ethical concerns.”

The Utah Ready-Mixed Concrete Association is, at its heart, simply dedicated to the on going ability of its members to offer a high-quality product fairly and responsibly for years to come.

“We believe this is the best construction material that is out there,” Brad says. “It’s been used for thousands of years and we want to be able to deliver it for thousands more.” 

Boston Ballash lost several fingers in an accident and rehabilitated by building with Legos. After finishing the 3,854-piece Lego set of a Wheeler Machinery Cat D11 Bulldozer, Geneva Rock hosted Boston and his family to experience the real thing.



EARTH MOVING

Geneva Rock and Wheeler Machinery bring smiles to young builder

BY ROYCE HINTON

Geneva Rock and Wheeler Machinery joined forces to put a smile on the face of a courageous 12-year-old boy.

Boston Ballash was electrocuted earlier this year in an unfortunate accident at a family reunion, resulting in the amputation of several fingers. Despite this setback, he has worked to regain the use of his hands, thanks in part to his love of building with Legos. After completing countless Lego sets at the hospital, Boston was given the ultimate Lego challenge, a 3,854-piece Cat D11 Bulldozer.

"Boston has always been a builder by heart with an engineering mindset," said Greg Ballash, Boston's father. "The simple Lego sets he had been working on were both a blessing and a curse because it was a reminder of how difficult the recovery process was going to be.

He wanted the bulldozer set for a real challenge, and he was really committed to it — even going so far as lining up pieces with his toes before securing them in place."

After seeing how much joy the Lego bulldozer brought his son, Greg reached out to the maker of the actual bulldozer, Wheeler Machinery, to see if it would be possible to set up an in-person experience with a D11.

"I contacted Wheeler Machinery through their website," said Greg. "I said, 'My son has been through a journey. He's getting close to completing his Lego bulldozer, and he's learned a lot about the machine in the process. Would it be possible for him to see one up close and personal?'"

The response from Wheeler Machinery was immediate.

They were committed to making this happen. Despite not having any D11s on site, Wheeler mentioned its partnership with

Geneva Rock and the company was excited to support Boston, too.

"We are humbled to be part of Boston's healing journey," said Jay Ritchie, President of Geneva Rock. "It has truly been an honor to partner with Wheeler Machinery to make this day possible for him and his family."

Thanks to the partnership between Wheeler Machinery and Geneva Rock, Boston was surprised to see a Cat D11 Bulldozer in real life. And for Boston, it wasn't just about seeing a piece of equipment. It was about experiencing the joy of construction with family members by his side.

"It's been so cool to come here today and see the actual thing and how it works and everything," Boston said. "This has been so much fun."

"I was honored to be a part of this event and see Boston's reaction when he witnessed the

Cat D11 Bulldozer in person," said Chris Christiansen, Director of Equipment and Maintenance for Geneva Rock. "His excitement was contagious, and it was clear that he was truly inspired by the machine. This day has been a reminder of the importance of giving back to our community, and I'm proud that Geneva Rock could play a role in making Boston's day. This will surely be a day he will remember for the rest of his life."

At Geneva Rock, we're committed to Building a Better Community. By partnering with Wheeler Machinery, we've been able to show extraordinary support for Boston. We are truly humbled to give back in ways that bring joy to the families of the communities we serve.

"I can't say how grateful I am to Geneva Rock and Wheeler Machinery for making this day possible," said Greg. "Thank you for supporting Boston." 