



ROCKSOLD

Spring 2018

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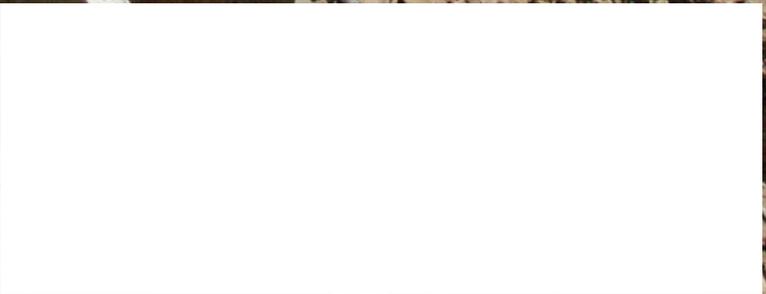


INDUSTRY ELEVATED

Utah Ready-Mixed Concrete Association
raises the bar for concrete professionals

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SHIFTING WORKFORCE PARADIGMS

Strategic partnerships are key to addressing industry-wide workforce shortages

In Utah, we enjoy a robust economy that's steadily improving. Business is booming, our quality of life is sublime, and a feeling of security and prosperity abound. We boast one of the strongest economies in the nation while being among the fastest growing states.

GROWING PAINS

But, it's not all sunshine and roses. All this growth requires more workforce labor. We face growing demands with fewer laborers entering trades. At Geneva Rock, the workforce deficit hits hard and it's hitting companies hard all around the country. Some think that it'll right itself when the economy levels out, as it always does. They say it's rough now, but we'll get past this and it'll balance out soon.

I wish it were that simple, but it's not. Statistics show that we truly are at crisis levels. One

big factor is the high number of Baby-Boomers entering retirement. Until now, they have filled many of the vocationally-oriented careers. Millennials and Gen Zers either have less affinity for skilled labor or they're not being successfully introduced to the trades. For every five Boomers retiring, only one Gen Y/Zer enters the construction industry.

COMMUNITY INVOLVEMENT

In seeking solutions, we have to address the core challenges of why fewer young people are choosing construction.

What we find is that parents, teachers and school counselors are pushing four-year college degrees for everyone. Don't get me wrong, higher education is a wonderful pursuit, but a balanced approach, with the trade careers promoted as being just as vital in a robust economy and a great fit for many students is key.

If singular emphasis is placed

on jobs requiring college degrees, we won't fill other vital and viable career opportunities. And, a balanced society needs all types of workers. College isn't for everyone and many would enjoy working with their hands, performing skilled tasks, being outdoors and having variety in their work. We need to introduce them to better-fitting career options.

BUILDING THE BUILDERS

Uplifting the construction industry nationally and regionally will take a paradigm shift. The best place to start is Utah. We're a leader in technology and economic growth. We need to be at the forefront for fighting the trades crisis curve.

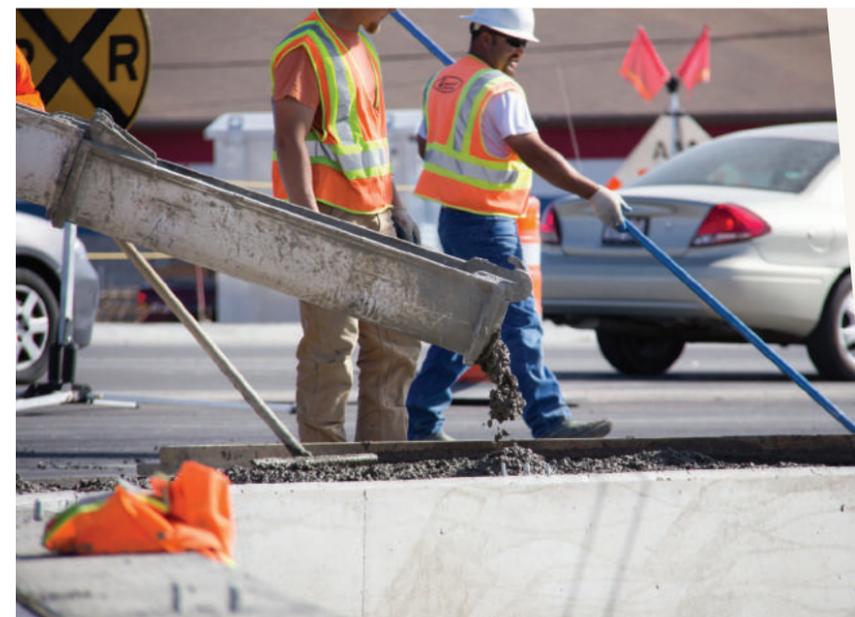
We do this by uniting as an industry for the common good. Industry leaders, including Geneva Rock, refuse to "cherry pick" laborers from other companies. While this is honorable, we need to come together to

ensure for a bigger worker pie. It's time for an abundance mentality and partnerships with others in the industry, educators and government agencies. The industry-education-government combination is the solution. If we exert a little muscle together, we can start this shift and educate the public that there is honor, value, satisfaction, stability and financial reward in construction careers.

We invite you to join us in this pursuit. Let's take stock of our own company culture to ensure that we're inviting to potential workers and let's listen and adjust where necessary. Let's team with education and vocational training providers to create curriculum for the jobs we need filled. I know we can turn the tide.



Jim Golding
President



LEADERSHIP

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RECOGNITION

American Concrete Pavement Association (ACPA) Utah Chapter

The Utah chapter of the ACPA represents the local interests of those involved with the design, construction and preservation of concrete pavements. Each year, the organization recognizes excellence in the industry. Geneva Rock earned four awards for work in 2017.

The national association – through its local chapters – supports research and promotion to improve the quality of concrete pavements and expanding their use. The ACPA offers engineering expertise, design tools and other helps to those in the industry.



Best Portland Cement Concrete Pavement Commercial Service Airport Project Delta Maintenance Hangar SLC Airport



Best Portland Cement Concrete Pavement Urban Arterial Project 10600 South Interchange Improvements



Best Portland Cement Concrete Pavement Commercial Service Project UPS Regional Hub



Best Portland Cement Concrete Pavement Municipal Street Project Indiana Ave/900 South Rehabilitation SLC

GENEVA ROCK SAFETY MILESTONES

15 Year Awards

Construction
Joel Robertson

Maintenance
Dee Anderson

20 Year Awards

Concrete
Marc Johns

Construction
Russell Chadwick

Maintenance
Robert Mixon



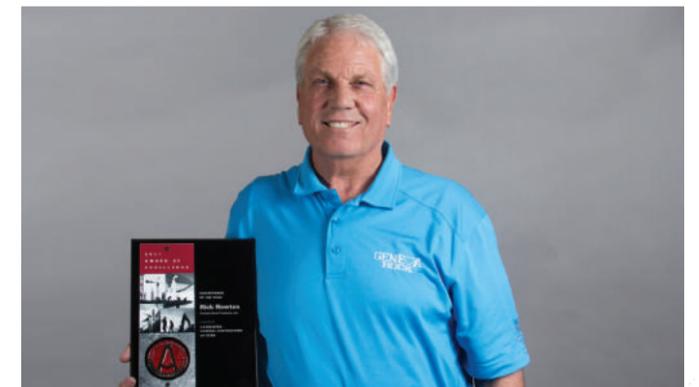
Utah Department of Transportation (UDOT) & Associated General Contractors (AGC) of Utah Large Contractor of the Year



Utah Asphalt Pavement Association (UAPA) 2017 Small Asphalt Project of the Year



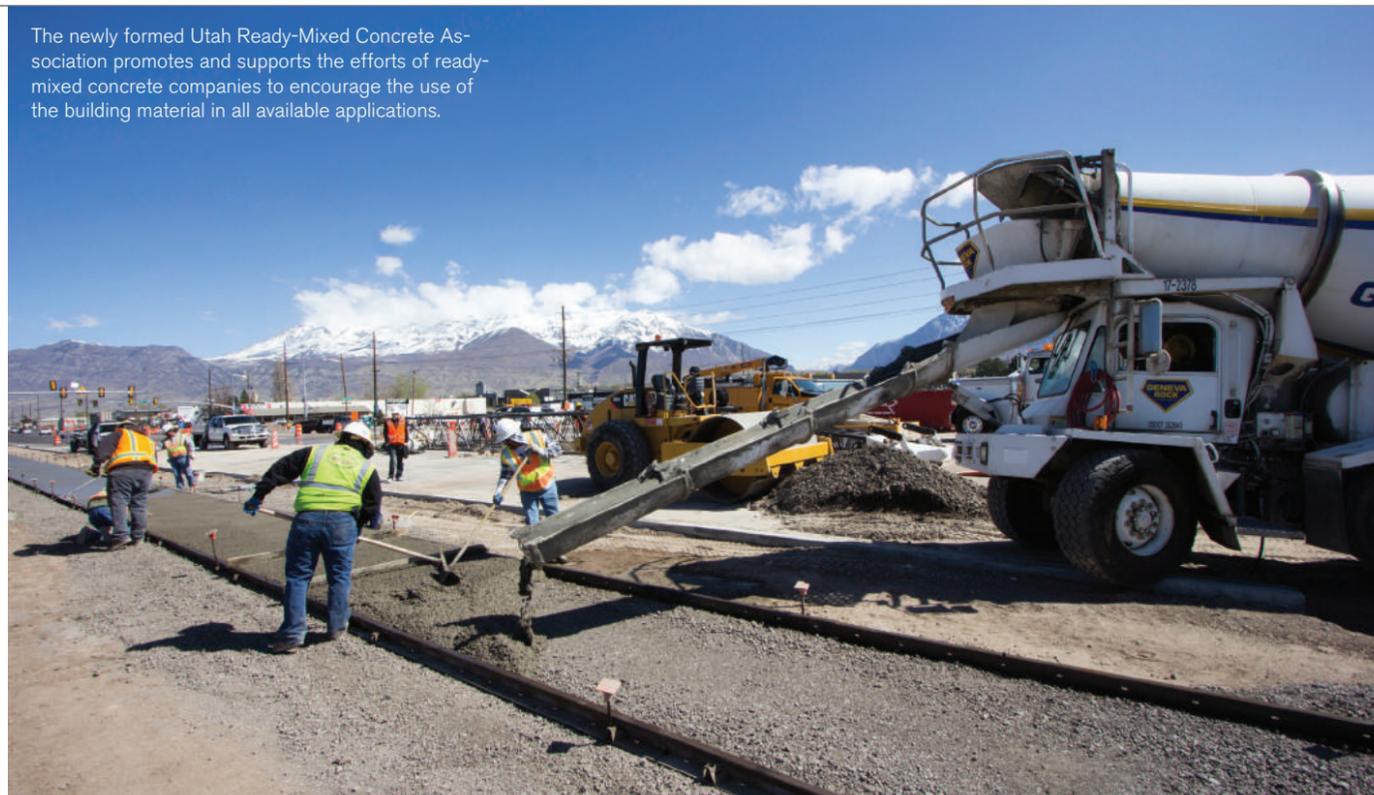
Utah Department of Transportation (UDOT) & Associated General Contractors (AGC) of Utah Best Partnering Large Project



Associated General Contractors (AGC) of Utah Salesman of the Year: Rick Newton

Quality Materials and Products + Experienced, Dedicated People + Modern Equipment and Resources = Superior Value and Results

The newly formed Utah Ready-Mixed Concrete Association promotes and supports the efforts of ready-mixed concrete companies to encourage the use of the building material in all available applications.



Geneva Rock had talked about forming a local industry association for years, but the organization was formally started in 2016.



Ready-mixed concrete is durable, sustainable and safe.

INDUSTRY ELEVATED

Utah Ready-Mixed Concrete Association raises the bar for concrete professionals

BY JAY RITCHIE

For years we at Geneva Rock had talked about creating a state association that would unite our industry in the common cause of promoting ready-mixed concrete and create a forum where we could work with our peers to elevate our industry to a new level.

Two years ago, we started

this journey with several other ready-mixed concrete and cement producers who shared this vision. The result is the Utah Ready-Mixed Concrete Association (URMCA), which officially formed in late 2016.

The mission of the URMCA is to create opportunities tailored to the needs of the ready-mixed concrete industry in Utah. We

promote ready-mixed concrete throughout the state by marketing the material's applications to architects, engineers, contractors, UDOT, economic development partnerships, state legislators and private developers. We also provide technical resources such as training seminars, workshops, certifications and recognition ceremonies



relating to all ready-mixed concrete applications.

Our members seek to build coalitions with other material producers and aligned industry associations while striving to elevate and maximize the promotion of ready-mixed concrete.

In the past few months the Utah Ready-Mixed Concrete Association has taken two major

steps that have brought us closer to realizing our objectives: formally partnering with the National Ready-Mixed Concrete Association and hiring a full-time executive director.

As a partner, the NRMCA brings numerous benefits. The national organization's mission and values have immensely benefited the entire ready-mixed concrete industry by creating visibility and advocating the advantages of choosing ready-mixed concrete over other materials. They also have incredible, established resources including training programs ranging from plant operators to mixer driver certifications. Their well-established promotional campaigns and practices assist us in our mission to educate specifiers, architects, and builders.

The NRMCA is also involved with government entities to help guide national policies.

By bringing these programs to Utah, the URMCA will be able to make these resources more accessible to concrete professionals throughout the state, shaping the future of our businesses.

Bringing on Brad Stevenson as the executive director is a huge leap forward, too. Brad has 35 years of industry experience and will be able to gain traction quickly, implementing our desired programs.

His full-time efforts will be focused on promoting the use and benefits of ready-mixed concrete. In particular, he will educate the industry on ready-mixed concrete's durability, sustainability and safety.

Currently, Geneva Rock Products, Jack B. Parson Companies, Altaview Concrete, Ash Grove Cement, Holcim, and Mountain Cement make up the association's membership, but we are just getting started.

The URMCA will eventually expand its memberships to vendors and individual contractors as well.

Through these coordinated efforts I am confident that we will see a greater push to seeing concrete specified and used more often. With the support of the URMCA, the future of ready-mixed concrete construction is looking bright.

QUICK FACTS

ASSOCIATION NOTES

FOUNDED:

Late 2016

PURPOSE:

Support and promote the ready-mixed concrete industry

EXECUTIVE DIRECTOR:

Brad Stevenson

MEMBERSHIP:

Geneva Rock, Jack B. Parson Companies, Altaview Concrete, Ash Grove Cement, Holcim, Mountain Cement

Jay Ritchie is vice president of concrete for Geneva Rock. He also serves as the chairman of the Utah Ready-Mixed Concrete Association.



Jay Ritchie



Amenities include a zero-edge luxury pool, yoga studio, fitness center, basketball/tennis court, as well as the finest residential finishes.

ANSWERING THE CALL

The partnership between Geneva Rock and Wasatch Commercial Builders is built one line of communication at a time

BY GREG BENNETT

Sometimes all it takes to build trust in a business relationship is to answer the phone.

These days, getting someone to answer the phone can be hard to do. However, it is this simple act that keeps the relationship strong between Salt Lake City-based Wasatch Commercial Builders and Geneva Rock.

Sure, anyone will answer the phone during regular business hours when the project is going smoothly. It's when an urgent problem arises at an inconvenient time that "ignore" gets

easier to press.

Geneva Rock answers. "When I'm working with Geneva Rock and something comes up, I know I can make a call to Gordon (Brady) and he will answer and find a solution," says Scott Overman, president and CEO of Wasatch Commercial Builders. "He will answer whether it's Monday morning, Friday afternoon or Saturday."

For example, during work on the 400 West apartment complex in downtown Salt Lake City, fewer Geneva Rock trucks arrived than Scott was expect-

ing. He made a call to Gordon and quickly the familiar sight of blue and yellow was surrounding the construction and providing the needed concrete. "That's rare," Scott says. "You can't do that with other suppliers."

MUTUALLY SHARED SUCCESS

In return, Geneva Rock gets to work with professionals from Wasatch Commercial Builders that treat them fairly and understand the needs of subcontractors and suppliers.

They each have a commitment

to mutually shared success.

It's at the heart of any healthy business partnership. If the relationship isn't "win-win" then it can only be temporary. It's when both parties are successful that a long-term relationship of trust and appreciation can form.

That's the type of relationship shared between Geneva Rock and Wasatch Commercial Builders.

"We have a shared respect for each other," Gordon, a senior concrete sales representative for Geneva Rock, says. "We've worked closely together for the



With its proximity to downtown and luxury amenities, the apartments on 400 West have become a popular residence for professional athletes playing for the Utah Jazz and Real Salt Lake.

last six or seven years. We make a really good team."

EXPANDING DOWNTOWN

While the two companies have worked together on numerous projects — including the Real Salt Lake Academy in Herriman, Utah — it was a recent collaboration on 400 West in Salt Lake City that is drawing attention.

The massive, 493-unit apartment complex, built by Wasatch Commercial Builders for developer Salt Development, is a luxury housing option that expands the reach of "downtown" Salt Lake City and offers high-end

residents the best amenities and convenience.

The building was a Texas wrap with residential buildings on the outside and an above-ground parking structure in the middle. The functional style offers complicated construction issues, with concrete pours for the parking structure performed just feet from framed construction.

"We needed the concrete to perform the way it was supposed to," Scott says. "Geneva's products are consistent. That makes all the difference."

Throw in Geneva's high-volume capacity and the partner-

ship grew even more.

PART OF THE FAMILY

The Wasatch-Geneva partnership is strengthened by the work done with other Clyde Company businesses.

"For us, this was a two-year project," Gordon says. "Between Sunroc, Sunroc Building Materials and Geneva Rock, Wasatch worked with Clyde from beginning to end."

Using the family of companies gives Scott and his team consistent results he can count on.

"You get the same thing with all of the Clyde companies," Scott

BY THE NUMBERS

400 WEST LUXURY LIVING SPACE

- 23,000 yards of concrete are used in the 400 West project
- The parking garage includes 596 stalls
- The luxury pool atop the apartment building cost \$2 million

says. "They are a valuable partner for us because of the range of platforms they service and they coincide with what we need."

Both companies find value in a verbal promise and a handshake.

"Wasatch understands that our word is our bond," Gordon says. "There have been situations where things fall through the cracks and we stay true to what we said we would do."

Scott's company shares the same ideology.

"That's a place where our companies align," he says. "It comes down to the fact that, if we commit to do something, we will get it done."

And the companies will continue to answer each others phone calls until the job gets done.



Gordon Brady Senior concrete sales representative

COMMUNITY INVOLVEMENT

Maintenance performed by Geneva Rock will ensure that continued recreation will be available through the Provo Marina at Utah Lake.



MARINA MAINTENANCE

Dredging sediment from Utah Lake, Geneva prepares Provo Marina for future boaters

BY BILL GAMMELL

Utah Lake is at the heart of Utah Valley and one of the largest fresh water lakes in the West. It is a large part of our community and is enjoyed for its outdoor recreation opportunities and unique wildlife. It is also a vital part of the area's watershed storage.

When we saw that Provo Marina, Utah Lake's largest access point, required much-needed maintenance to clear out silt deposited by the Provo River and aggravated by low water years, Reed Phillips and I jumped at the opportunity to work on such an interesting project.

The Provo Marina project included dredging a 100-foot wide channel, four feet deep that would allow for boat clearance from the marina to the lake.

Our Geneva Rock crew of eight, led by project foreman Bob Manookin, drained the marina of approximately 50 million gallons of lake water and placed a temporary water-filled bladder to dam the water flow, allowing our trucks access to dig out the channel.

Unfortunately, Utah's unusual winter presented some extra obstacles.

"We had a storm with four- and five-foot

waves that destroyed the first bladder," Bob says.

After extensive research we installed the biggest AquaDam manufactured and used two 40-foot Conex containers to act as wave breaks to protect against ice flows.

"The ice flows crushed the containers and snapped a one-inch thick cable, pushing the containers against the bladder," Bob says. "This all happened while we were working, and we had to quickly move our equipment to stop it from being swallowed up by the ice."

Eventually, we got approval from the U.S. Army Corps of Engineers to build an earthen dam behind the last remaining bladder. The earthen dam was built in 48 hours.

While draining the marina, Bob's crew had the additional task of finding and saving the endangered June sucker, a prehistoric native fish found only in Utah Lake. State park officials told us that they were doubtful many would be found since it is rarely encountered, having once been on the brink of extinction.

"We put on waders and used nets in muddy water to look for fish that we were told might not even be there," Bob says. "We were really surprised that we found 12 fish. The park staff

and Division of Natural Resources were really happy."

To further complicate things, an unusually warm winter also required us to bring in tons of engineered fill to create temporary roads in the marina to prevent equipment from sinking into the mud.

To put the roads in place, we first laid down geo-textile fabric and then six feet of engineered fill. After that, excavators would dig the road back up and take whatever we could reclaim for the next road.

Despite these obstacles, and by partnering with the state, our Geneva Rock team kept the project on schedule.

The Provo Marina at Utah Lake State Park will reopen in May 2018 — ready for the upcoming boating season.

Bill Gammell is a project engineer with Geneva Rock and has been with the company since 2015. He is based in Geneva Rock's Orem location.



Bill Gammell