



A PUBLICATION FROM GENEVA ROCK PRODUCTS, INC.

# ROCK **SOLID**

SPRING 2022

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# PLANNING FOR A SAFER GENEVA ROCK

Adding cameras to the fleet will keep team members safer than ever

BY JAY RITCHIE, PRESIDENT OF GENEVA ROCK

**O**ur team members are our first priority.

Because of that, we'll do anything we can to help keep them safe on the job.

A big step we're taking to accomplish that safety goal is our addition of Samsara cameras on the front of every commercial Geneva Rock vehicle.

We've been conservative in implementing dash cameras by spending a lot of time studying the data and analyzing several different options and possible solutions. We wanted to make sure we took the right approach, which would

protect our team members and our company.

Cameras will provide both external and internal views of the driving process. This will protect team members by bringing more attention to driving habits and exonerating them for not-at-fault accidents. Eventually, all drivers will be provided with an app where coaching can take place based on team members' driving habits.

Over time, sensitivity levels can be adjusted based on good driving habits. With this new system, we'll get the whole picture — not just a small data point. As a bonus,

seamless integration can take place across our enterprise technology systems, making them the perfect addition.

We couldn't be the company we are without each team member doing their part as safely as possible. I'm confident that as we utilize these new cameras, we'll be safer overall as a company.

It's a great time to be in the construction industry, and we're doing incredible things so far in 2022. We look forward to playing an integral role in your next project as we push through the rest of the year together. 🇺🇸



JAY RITCHIE

A handwritten signature in blue ink that reads "Jay Ritchie". The signature is written in a cursive, flowing style.



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Jay Ritchie

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### SCHOLARSHIP >>

## AFTER 14 YEARS AWAY FROM SCHOOL, U OF U STUDENT RECEIVES GENEVA ROCK SCHOLARSHIP

Kelley Severinsen, a mining engineering student from the University of Utah, has been awarded the Geneva Rock Scholarship for the spring 2022 semester. Coming back to school after 14 years wasn't the easiest decision for her.

"I knew that if I went back to school it would need to be in a field I could be passionate about," Kelley said. "The mining industry and especially the aggregates industry is essential to our daily lives."

Kelley is excited to make an impact in a field that helps make life easier for everyone. "So many people take for granted the asphalt on a road or the parking lot they use daily," Kelley said. "Or the minerals used in the construction of their homes, cars, and cell



phones."

Following an expected graduation in fall 2023, Kelley is hopeful that her newfound passion will lead to a career in the field where she can be challenged and continue to learn every day.

### LEADERSHIP CHANGE >>



RYAN DALLING

## RYAN DALLING NAMED VP OF CONSTRUCTION

Geneva Rock welcomes Ryan Dalling as its newest Vice President of Construction. Ryan previously served as the Vice President of Masonry at sister company Sunroc, where he had been since 2017. Prior to his time at Sunroc, Ryan worked in the oil and gas industry in various roles. We're thrilled to welcome Ryan to Geneva Rock in this new role and look forward to the refreshed direction he'll take the construction division.

### AWARDS >>



STRAWBERRY SHEEP CREEK PROJECT

## STRAWBERRY SHEEP CREEK EARNS ACCOLADES

Geneva Rock recently won a pair of awards for its efforts on the Strawberry Sheep Creek project. The Associated General Contractors of Utah (AGC of Utah) awarded Geneva Rock with the 2021 AGC Award of Excellence while the Utah Asphalt Pavement Association (UAPA) presented the company with UAPA 2021 Large Project of the Year honors. Congratulations to all involved on a successful project completion!

# EXTENDED REACH

## The new asphalt plant opening in Mona increases capacity

BY VICTOR JOHNSON

Our team at Geneva Rock is pleased to announce that we are set to open a new asphalt plant this year in Mona, Utah. In keeping with the Clyde Companies motto of, "Building a Better Community," the Mona plant's proximity to customers and projects will reduce the time and energy required to deliver materials and minimize the impact that delivery trucks have on congestion, roads and the environment.

In the 1990s, in anticipation of future growth in the area, the company acquired the Mona property. Significant growth in surrounding communities created demand for the high-quality asphalt and aggregate products for which Geneva Rock is known and allows the company to capitalize on the strategic purchase in Juab County. Construction continues to take place on the property with the plant set to begin asphalt operations in June.

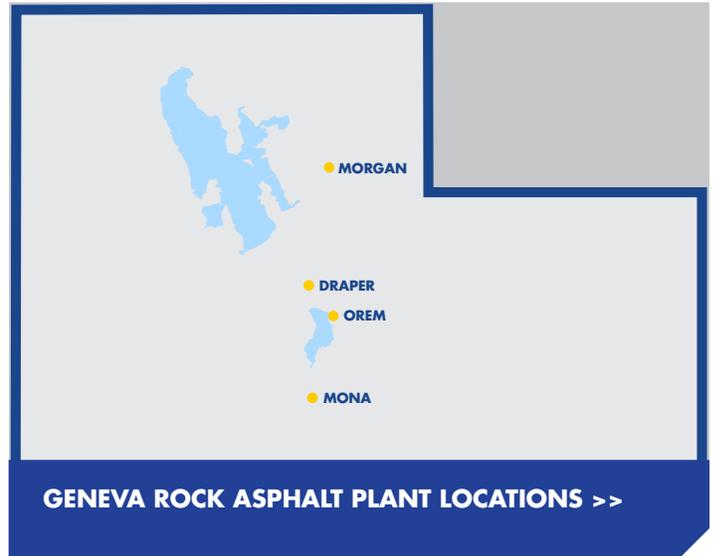
In recent years, the asphalt division completed several large projects in remote and rural locations such as Hiawatha, Delta and Sheep Creek. The asphalt materials for these projects came from plants in Draper and Orem. As our

management and operation teams worked together to identify locations for sustainable growth, it quickly became apparent that there were opportunities to make positive impacts.

"We went out looking at numerous pits to find out which location had the best aggregates and market reach," said Jacob Kerksiek, senior asphalt production manager. "We worked together with our accounting, construction management, and business development teams, in conjunction with our environmental compliance group, to find the best possible location to add an asphalt plant, which turns out to be Mona."

As a member of the Clyde Companies, Geneva Rock always strives to follow the "Building a Better Community" motto. Whether it's commuting to work, riding our bikes around the neighborhood or exercising on the local jogging path, asphalt is at the heart of every community.

The company is committed to using its resources wisely and making reasonable efforts to always impact communities in a positive way. For the asphalt division, this has meant investing in production facilities in growing communities. By adding a plant



in Mona closer to customers and projects, Geneva Rock will reduce the time and energy required to deliver materials, reducing the impact delivery trucks have on congestion, roads, and the environment.

Building communities requires commitment to three key strategies: (1) sustainable and responsible growth for the company, (2) establishing partnerships with the customers you serve, and (3) providing opportunities for success to the members of your team. The establishment of the Mona plant typifies all three of these

objectives.

Sustainable and responsible growth includes being an exemplary corporate citizen of the community. When it comes to value, there is no better surface than asphalt. And Geneva Rock has a long history of providing quality asphalt in Utah. In the beginning, Geneva Rock produced asphalt at a single location in Draper and delivered it throughout the Wasatch Front. Asphalt is a perishable product and must be placed within about two hours of being produced. As communities and populations have grown along



The asphalt plant to open soon in Mona, Utah, will make projects in Central Utah easier to reach in a timely manner — a key element in asphalt construction.

the Wasatch Front, product deliveries times have increased and rising fuel prices have increased the costs of delivery, which has decreased the effective delivery range of an asphalt plant. Expanding operations to be closer to construction is key to Geneva Rock delivering on the sustainable and responsible growth objectives.

Secondly, establishing partnerships with the customers we serve is critical to Geneva Rock's strategic plan. The new plant in Mona will be the first permanent asphalt plant in Juab County. With the exponential growth seen along the Wasatch Front in recent years, the timing is perfect for the communities the plant will serve. The new plant is designed to lower costs and increase choices for customers, municipalities, and contractors.

"In addition to producing hot asphalt mix, the Mona facility will also recycle old asphalt," says Clint Wells, upcoming asphalt production manager of the Mona plant. "Which means that customers will now have a place that they can recycle asphalt, knowing that it will be reused as a measurable percentage in the new asphalt in their community and not end up in a landfill."

The Mona plant will mainly service Juab, Millard, Sanpete, and Utah counties, but it will also be able to provide asphalt mix for state and federal projects as far as Beaver in the south, the Great Basin region in the west, and the Uinta's in the east. Bringing material closer to prospective clients will reduce transportation costs. Asphalt recycling ensures that Geneva Rock customers are receiving

some of the best price points on the market. Each will help communities successfully address their growing infrastructure costs.

The third key is providing opportunities for the members of our team. Geneva Rock is committed to creating opportunities for current team members — and future team members — by investing in new production facilities.

Initially, three team members will run the Mona plant, but plans are underway to add ready-mix concrete and expand the aggregate production, further increasing the employee count. The plant, situated on 527 acres of land, is expected to be running on all cylinders within the next 12 months.

Geneva Rock is working with the county to ensure the new plant won't negatively affect

surrounding areas. A new access road has been added across the west edge of the pit, and existing public roads are being actively improved to continue access to lands owned by the Bureau of Land Management.

"We have customers that love our product," Jacob said. "You hear it often from all divisions within Geneva Rock. They're going to be thrilled to have a new plant in Mona."

*Victor Johnson has been with Geneva Rock for 19 years and is currently the Area Manager of Asphalt Sales and Production, Area Manager for Asphalt Paving and the Quality Control Division.*





The training received as part of the Utah Diesel Tech Pathways program sets participants up for a rewarding, well-paid career and keeps industry moving in Utah and beyond.

# KEEP MOVING

Geneva Rock plays major role as an industrial partner of Utah Diesel Tech Pathways program to fill ever-growing need for qualified technicians

BY GREG BENNETT

If there is one Covid-19-related issue that has come into sharp focus, it is the importance of the supply chain to our way of life.

Delays in the supply chain hit our wallets, our projects and our last nerves.

Major player in the supply chain are well-maintained diesel trucks and machines that keep products moving from place to place, efficiently and effectively.

"Diesel plays a critical role in Utah's infrastructure," says Rachele Ackley, program manager of Talent Ready Utah. "Transportation, agriculture,

construction and other industries are powered by diesel technology. It's an integral part of our state's greater ecosystem."

However, in order to keep these machines moving it takes skilled, professional diesel technicians. Unfortunately, estimates from the U.S. Bureau of Labor Statistics indicate that 67,000 highly trained technicians and 75,000 more diesel engine professionals are needed to fill vacancies in the commercial trucking sector.

To help fill this void locally, in 2017 the Governor's Office of Economic Development

**"Diesel plays a critical role in Utah's infrastructure. Transportation, agriculture, construction and other industries are powered by diesel technology. It's an integral part of our state's greater ecosystem."**

Rachele Ackley, program manager for Talent Ready Utah

(GOED) partnered with Salt Lake Community College, Jordan and Canyons School Districts and industry professionals to create Utah Diesel Tech Pathways (UDTP).

"We are creating a pipeline

of talent," says Kyle Treadway, president of Kenworth Sales Company and chair of the UDTP executive committee. "The programs we are organizing, funding and replicating are building momentum. As young,



Students receive hands-on instruction from qualified teachers at a number of partner educational institutions throughout Utah.

## ABOUT UTAH DIESEL TECH PATHWAYS >>

from the organization's website

Utah Diesel Tech Pathways (UDTP) was formed in 2017 by the Governor's Office of Economic Development (GOED) in conjunction with Salt Lake Community College, Jordan and Canyons School Districts and industry partners. The pathway was formed to better fill the talent pipeline for diesel tech industry—an industry in high demand and vital to economic growth and development in Utah. Since its inception, the program has grown to four regions with over 15 education partners and over 100 industry partners and is continuing to expand.

Being a diesel technician is a hands-on job. Diesel technicians apply their knowledge on the machines that run this country and support the transportation, construction, and mining industries. Diesel technicians are in high demand and thus have careers with high job security and advancement opportunities.

For more information, visit [dieselttechpathways.com](http://dieselttechpathways.com).

career-minded technicians fill our ranks, the public image of diesel technology will evolve and the 'funnel end' of our pipeline should widen."

UDTP utilizes educational institutions, industry professionals and government officials to provide opportunities for the next generation of technicians to receive the experience necessary to meet the high industry demands.

"Each partner has a very important role," says Nate Collings, diesel instructor with Mountainland Technical College. "Mine is to train students and get them the knowledge to be useful in industry. Industry has the positions to help the students learn hands-on and further education with on-the-job training and paying them to learn. Government offices are a big supporter of helping expand the program."

For its part, Geneva Rock has numerous professionals working with the program and the company has donated money

and equipment as a major sponsor.

"We have also worked to get in front of the students while they are in school," says Ryon Allen, parts purchasing manager for Geneva Rock. "We talk with the instructors about the challenges we're seeing in the industry. We're also assisting with the soft skills these students need."

While causes of shortages like the one facing industries requiring diesel technicians can be complicated and hard to pin down, almost all agree that many students (and parents) are less interested in vocational classes — especially in high schools.

"Students and parents need to know that this is a great career and pays well," says Russ Johnson, area equipment superintendent at Geneva Rock. "People may not realize it, but diesel trucks and construction equipment are high-tech. They have computer-controlled systems. It's a challenging and rewarding career."

UDTP operates in six regions throughout the state, with Geneva Rock being especially involved with the Utah County area. Torrie Costantino, formerly with UVU, was instrumental in getting the Utah County group up and running.

In 2018, UVU received a grant from Talent Ready Utah to expand UDTP into Utah County. Torrie managed the grant, organized an advisory board and put together promotional materials to get the word out about the program.

"UDTP is so unique because it is truly industry-driven, rather than education pushing industry to work together," Torrie says. "With the shortage of diesel techs in Utah — and data showing that it was going to get worse — everyone came together and created pathways to help mitigate the shortage."

Since coming to Utah County in 2018, the UDTP program has expanded to all three major school districts: Alpine, Provo and Nebo.

Students at Mountainland Technical College, UVU and other state post-high school institutions are also offering additional educational opportunities that open doors to higher-paying jobs.

"We need to convince parents, students and counselors that today's diesel technology is not a low-paid, greasy thankless job," Kyle says. "It's a respectable, challenging and life-long career. Trucks today are really computers on wheels. And the skill set needed to care for them requires not just mechanical aptitude, but sophisticated IT knowledge and a forensic mindset. That message needs to be broadcast across the state."

As word gets out about the opportunities available as a diesel technician, industry professionals, government officials and educators are hopeful the supply chain will be fully stocked — with materials and goods as well as the technicians to keep trucks running.

Geneva Rock is donating time and materials to the completion of the Woods Cross Teen Center in Davis County, Utah. The facility will offer showers, a quiet place to study and a gathering area for some of the more than 300 homeless students attending adjacent Woods Cross High School.



# TAKING TIME FOR TEENS

Geneva Rock donates thousands of dollars in time and materials to the Woods Cross Teen Center

BY ROYCE HINTON

**W**ithin the Davis County School District, more than 1,300 students experience homelessness, and 300+ of those attend Woods Cross High School.

To assist a large number of those youth, Geneva Rock recently made an \$11,000 donation of materials and labor to the Woods Cross Teen

Center, a facility in South Davis County that offers support for the area's homeless youth.

The 3,500-square-foot building, which is being constructed on existing space, requires extensive renovation. Geneva Rock will mainly assist in the floor pours of the structure.

Unlike other buildings at Woods

Cross High School, this center will be funded 100% by community contributions like the one made by Geneva Rock.

The facility will provide youth in need with some degree of consistency and normalcy, including access to showers, washers and dryers, and a quiet place to study.

Ground broke for the new teen center last month and is set to be completed by the end of the school year in May 2022.

At Geneva Rock, we're proud to give back. We owe much of our heritage to the communities of Utah and take opportunities to invest in our residents throughout the year.