



ROCKSOLD

SUMMER 2014

A Publication from Geneva Rock Products, Inc.



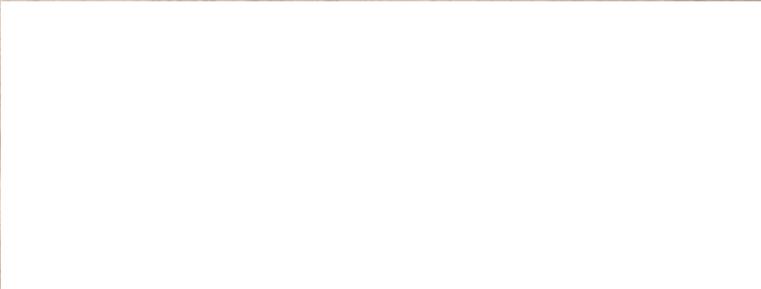
**LEADING BY
EXAMPLE**

page 8

**MOVING THE
FUTURE**

page 12

Pacific States Pipe,
Provo, Utah – 1954.



GIVING A

**FULL
MEASURE**

FOR 60 YEARS

inside

VALUE DRIVEN page 2

Geneva Rock Products used three 'greats' to build 60 years of excellence.



VALUE DRIVEN

As Geneva Rock Products celebrates 60 years in 2014, I am honored to be president of this incredible company. I am proud to say I've been a Geneva Rock Products man for half of the company's existence.

In that time, I've discovered three key components of our company's continual success, decade after decade – great leaders, a great foundation and great employees.

GREAT LEADERS

I'm a believer in the Proverb, "Where there is no vision, the people perish." Geneva Rock Products' success should first be attributed to the visionary men and women who came before. Wilford W. Clyde put us on the map and leaders since have grown this organization into what it is today.

Al Schellenberg, former president of Geneva Rock Products, once told me, "When someone breaches my trust, it is difficult to have confidence in that person again."

Maintaining trust with our partners, employees and other stakeholders has been — and continues to be — a top priority.

Above all, the leaders have made their marks by making good choices where they matter most — in people, relationships and building for the future.

GREAT FOUNDATION

Perhaps it isn't a coincidence that our company has remained true to its founding principles and poured more Utah foundations than any other company.

OUR PRODUCTS ARE MADE OF THE FINEST MATERIALS. JUST AS OUR ORGANIZATION IS MADE UP OF THE FINEST PEOPLE.

It is our core values that have shaped our business for the past 60 years. The principles we stand by ensure customers receive the quality they deserve. An organization's true colors are shown when concerns arise that test the nature of its corporate character.

On a recent job for a key partner, it was discovered our concrete possibly did not meet specifications. We didn't wait for standard fault-finding procedures to take place before replacing the concrete. Why? Because, our word is our bond and always has been. We always give a full measure and provide quality products and services.

GREAT EMPLOYEES

Our products are made from the finest materials, just as our

organization is made up of the finest people.

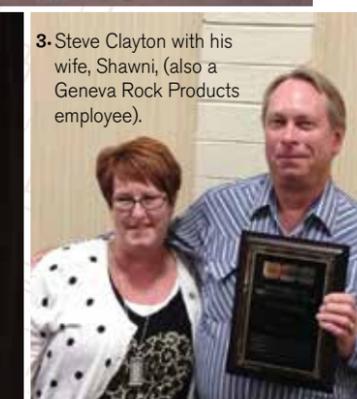
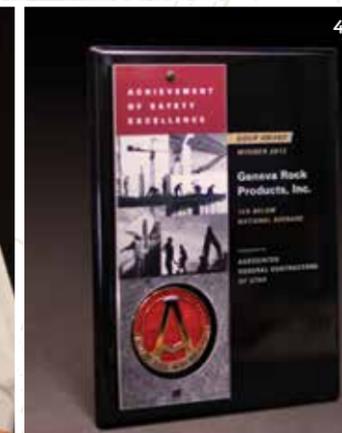
I am impressed with the skill-sets and integrity of our employees. I value the wonderful men and women whose time and energy provide quality products and services.

I'm humbled by the number of retiring employees who have dedicated their careers to Geneva Rock Products.

Our employees are the future of our organization — and what a great future we have. As we celebrate our 60th year of operations, I aim to continue the legacy of Geneva Rock Products by building the leaders of tomorrow.

I wish to thank the many employees, customers, organizations and community members who partner with us to build a better community.

1. RENOVATE I-80 PLAN AHEAD



ON THE INSIDE

1. NEW CONSTRUCTION

The Construction Division was recently awarded the I-80, Silvercreek to Wanship project, a \$35-million dollar job reconstructing a seven-mile section of Interstate 80, one of the most heavily-traveled highways in Utah, using new concrete pavement to prolong the life of the roadway. Crews will also replace the westbound bridge over Silver Creek.

2. EMPLOYEES AWARDED

Two Geneva Rock Products employees received top recognition at the 2014 Clyde Interchange Event – an annual business meeting for members of the Clyde Companies family.

Brandon Pace earned the Outstanding Results for 2013 Award and Jerry Hall received the highest recognition – the President's Award for 2013.

3. DRIVER OF THE YEAR

Steve Clayton was recently named Driver of the Year by the Utah Safety Council. Steve maintains a 28-year, accident-free record while driving with Geneva Rock Products.

4. GENEVA ROCK PRODUCTS AWARDS

Geneva Rock Products received the AGC of Utah's Achievement of Safety Excellence, Gold Award with an incident rate 15 percent below the national average.

LEADERSHIP

- PRESIDENT**
Jim Golding, P.E.
- VICE PRESIDENT, CONCRETE**
Jay Ritchie
- VICE PRESIDENT, CONSTRUCTION**
Nathan Schellenberg
- VICE PRESIDENT, GRAVEL & ASPHALT**
Carl Clyde
- VICE PRESIDENT, EQUIPMENT & FACILITIES**
Ray Gammell

BUSINESS OFFICES

- LAYTON 801-771-7990
- 5300 SOUTH 801-281-7900
- POINT OF THE MOUNTAIN 801-281-7950
- OREM 801-765-7800
- LOGAN 435-713-0700
- PAYSON 801-465-6925
- PARK CITY 435-649-3033
- TOOELE 435-833-9116
- HELPER 435-472-3466
- www.genevarock.com



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

BUILDING A LEGACY

Retirement luncheon celebrates some of the **hands that built Geneva Rock Products, Inc.**

BY GREG BENNETT

Geneva Rock Products, the company that builds Utah, is built of great workers with strong minds and equally strong backs.

It is made up of hundreds of projects around the state, each one completed through the efforts of a team of men and women that, working together, do amazing things.

To celebrate the success of

Geneva Rock Products through the last 60 years, the company brought in 10 retired — and close-to-retirement — workers who enjoyed the chance to reminisce with management as much as they enjoyed the pulled pork.

Here we celebrate the individuals that helped turn Geneva Rock Products into the construction leader it is today.

AL SCHELLENBERG

Schellenberg started with Geneva Rock Products in 1972 and retired in 2009 as president of the company. What those attending the lunch learned, however, was that he got fired once along the way.

Early in his career, he was asked to pick up five turkeys from a tire vendor that was offering free turkeys to everyone that buys tires. He went down to pick up the turkeys and was told when he arrived, he had another thing waiting for him.

It was a message from Schellenberg's boss.

"The manager said, 'I have a message for you from Dave

Thomas,'" Schellenberg says. "I said, 'okay,' and the manager said, 'You're fired.'"

When Schellenberg returned to talk with his boss, Thomas made sure Schellenberg knew Geneva Rock Products didn't shake down vendors that way.

"He rethought my firing and rehired me — on probation," Schellenberg said with a laugh.

Schellenberg oversaw tremendous growth at Geneva Rock Products and was instrumental in hiring and mentoring current president Jim Golding.

"I thought I would work at Geneva Rock Products for a few years to get some experience," he says. "Forty years later, I

LEADERSHIP STARTS WITH YOURSELF. YOU HAVE TO BE ABLE TO WORK IN TEAMS.

retired after working with my best friends."

GARY BRADFORD

In 1970, Bradford was hired and began work on his first Geneva Rock Products job — BYU's Marriott Center. Before his career was done, he would work on a number of jobs at BYU including the football stadium



Wilford Clyde (left), Ray Gammell (center) and Gary Bradford.

expansion, the J. Reuben Clark Law School building, the Wilkinson Center, the LDS Church's Missionary Training Center and the Monte L. Bean Museum.

He started driving a truck for Geneva Rock Products and eventually became a sales manager and helped get work for the company around the state. In fact, his sales truck was No. 10 in the fleet

— an indication of how early he joined the team and how valuable he was to the company's growth. When he started, the company had four ready-mix trucks. Now it has more than 300.

Bradford finished his career as the plant manager in Orem.

JOHN YOUNG

Perhaps no one in the state

of Utah knows more about ready-mix concrete than Young. He started with Geneva Rock Products' concrete division in 1965 and worked tirelessly until he retired in 2009.

Over the years, he developed relationships with key players in Utah construction. The reputation he helped solidify for Geneva Rock Products made the company

a player in high-profile projects like the LDS Church Office Building, the ZCMI Center and numerous hotels that are all landmarks in downtown Salt Lake City.

"It's interesting how relationships have helped Clyde Companies [parent company of Geneva Rock Products]," Young says. "We had a good relationship with Christiansen Brothers Construction, which led us to a lot of those really good projects."

The most difficult job Young can recall was at Snowbird, building four towers on the tram. Each tower had a 50-yard pour. Complicating matters was getting to the site with the concrete trucks.

"We finally had to cut switch-backs into the mountain," he says. "If you got off that road, you lost a truck and the driver. That meant we sent the best trucks and the best drivers to make sure that didn't happen."

It's a testament to the skill and bravery Young brought out in his people and the work the company can do for clients.



Jim Vie, Dick Allen and Steve Ewing.

REX HARDMAN

Hardman is one of Young's people.

"John Young is my hero," Hardman says. "He made this a great place to work. They say someone who is happy in his job never works a day in his life. That's me."

Hardman started as a mixer driver in the Murray plant on June 2, 1975. He made some mistakes that first day and feared

a scolding when he was brought in to meet with management to discuss the day's events.

"I thought I was in major trouble," he says. "When they brought me in, they asked me if I'd learned anything from what happened. I said I had learned a lot and they said that was good. They gave me the chance to learn in the job and I've always appreciated that."

He reciprocated this loyalty to

the company.

"I know (the Clyde family) owns this company, but I would fight to say I do, too," he says. "I'm a part of this company and everything I have in my life I attribute to this great job I've had for almost 40 years."

Hardman is seen as a jack-of-all-trades of sorts and even spent time as a van driver/chauffeur for Geneva's guests during the 2002 Winter Olympics.

EVERYTHING I HAVE IN MY LIFE I ATTRIBUTE TO THIS GREAT JOB.

DICK ALLEN

Allen started his career by driving a mixer in Salt Lake City. He worked hard and enjoyed being part of the excitement construction brings to a community.

"I helped with the pour at Kennecott (Copper Mine) and that was really exciting," he says. "I enjoyed that."

Allen enjoys looking back at some of the projects he's worked on and seeing how they raise the standard of living throughout Utah. He also appreciates the Geneva Rock Products management team's devotion to employees and their families..

KAY CHRISTOFFERSON

For years, Geneva Rock Products has developed talent from college interns. Christofferson is one such intern-turned-management-superstar. As a sophomore engineering student at BYU, Christofferson saw an ad

posting an internship at Geneva Rock Products in the company's safety program.

After gaining experience in sand and gravel testing and graduating from BYU, he was hired full time as an estimator working with Schellenberg. As Schellenberg was promoted, Christofferson filled his shoes.

Eventually, Christofferson worked closely in Geneva's design-build work, which was started in 2000. He oversaw projects like the \$11 million Park-and-Ride for UTA and light rail from Main Street to the University of Utah.

In 2010, Christofferson took an early retirement option, leaving the heavy lifting of Geneva Rock Products to others.

"The company survives without me," he says with a smile.

And it thrives because of pioneers like the men eating lunch together on an early spring day.



John Young and Al Schellenberg (right).



BYU Cougar Stadium Expansion



I-15 Bridge Rehabilitation and Overlay, Utah Co. SR-199 - I-215 to Big Cottonwood Canyon University Avenue, Provo, UT Maximum Security Prison, Ely, NV



Washington Blvd. 12th Street to 400 North Salt Lake Int. Airport Parking Structure Delta Center (Energy Solutions Arena) Washington Boulevard



Magnaplex 17 at Jordan Commons



UTA TRAX North South Light Rail Park and Rides



I-15 Freeway Expansion Olympics Jump



University Light Rail Line Design-Build Snow Basin



Soldier Hollow Gateway Shopping Center

1980s

1990s

2000s

2010s

ONE WAY

LEADING BY EXAMPLE

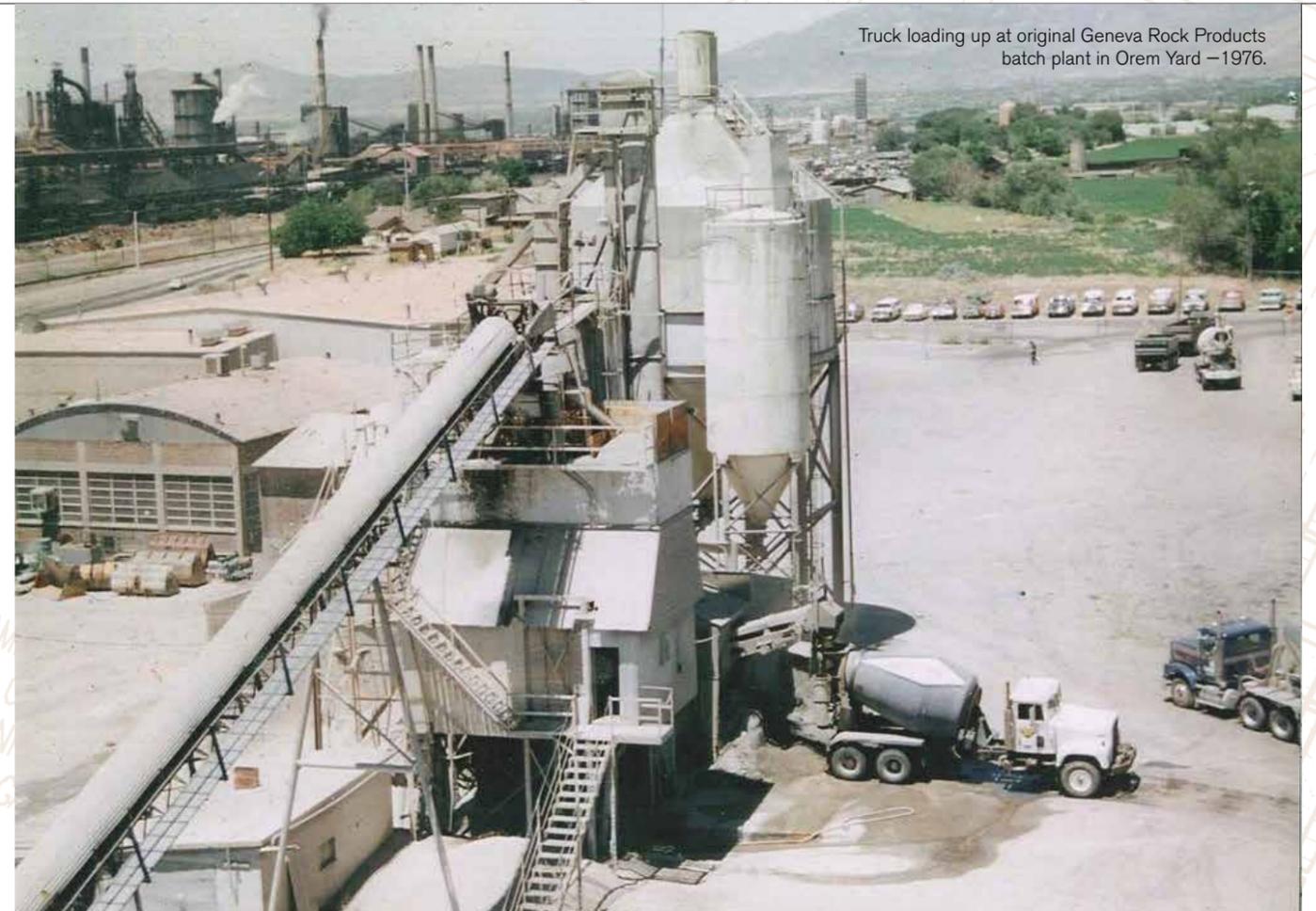
BY GREG BENNETT

Jim Golding didn't plan on working in the construction industry. In fact, at age 16, the southern California native had narrowed his professional aspirations to geology, dentistry and civil engineering.

While civil engineering seems like a natural transition to a career at Geneva Rock Products, it was his father's career as a civil engineer in the aerospace industry that sparked Golding's interest.

However, after four years at BYU (with an LDS Church mission to Argentina mixed in), Golding settled on civil engineering and a career in building.

Now in his fourth year as the president of Geneva Rock Products, Golding shares insights into his life and career — and how his dad shaped him.



Truck loading up at original Geneva Rock Products batch plant in Orem Yard — 1976.

>> How did you decide on a career in construction?

GOLDING: A wise man — a professor at BYU named Reed Bradford — didn't tell me what to be, but he said I should do something that would be of service to my fellowman. My father was a civil engineer — in aeronautics — and that influenced me.

Coincidentally, the first class I took at BYU was in the Clyde Engineering Building. Little did I know then that I would spend the majority of my career working for the Clyde Companies.

>> How did you find your way to Clyde and Geneva Rock Products?

GOLDING: When I graduated, I had two job offers — one in southern California and one in Evanston, Wyo. My wife was less excited about moving to California, so I spent the early years of my career in Wyoming. I worked at Rocky Mountain

Engineering & Surveying and then was a civil engineer for the city of Evanston. I always tell people I earned my graduate degree in Evanston, Wyo.

Eventually, the economy in Wyoming turned and I looked for opportunities to come to Utah. In March 1984, I went to the BYU placement center and called Al Schellenberg and got an interview. I started at Geneva Rock Products on April 1, 1984. How's that for an April Fool's joke?

I worked on the construction side and stayed there until I was named an executive vice president to Schellenberg in 2007. (Golding was named president of Geneva Rock Products in 2010.)

>> Your dad was a big influence in your life. What are specific lessons you learned from him?

GOLDING: My father designed the mechanical and computer systems that assisted in the

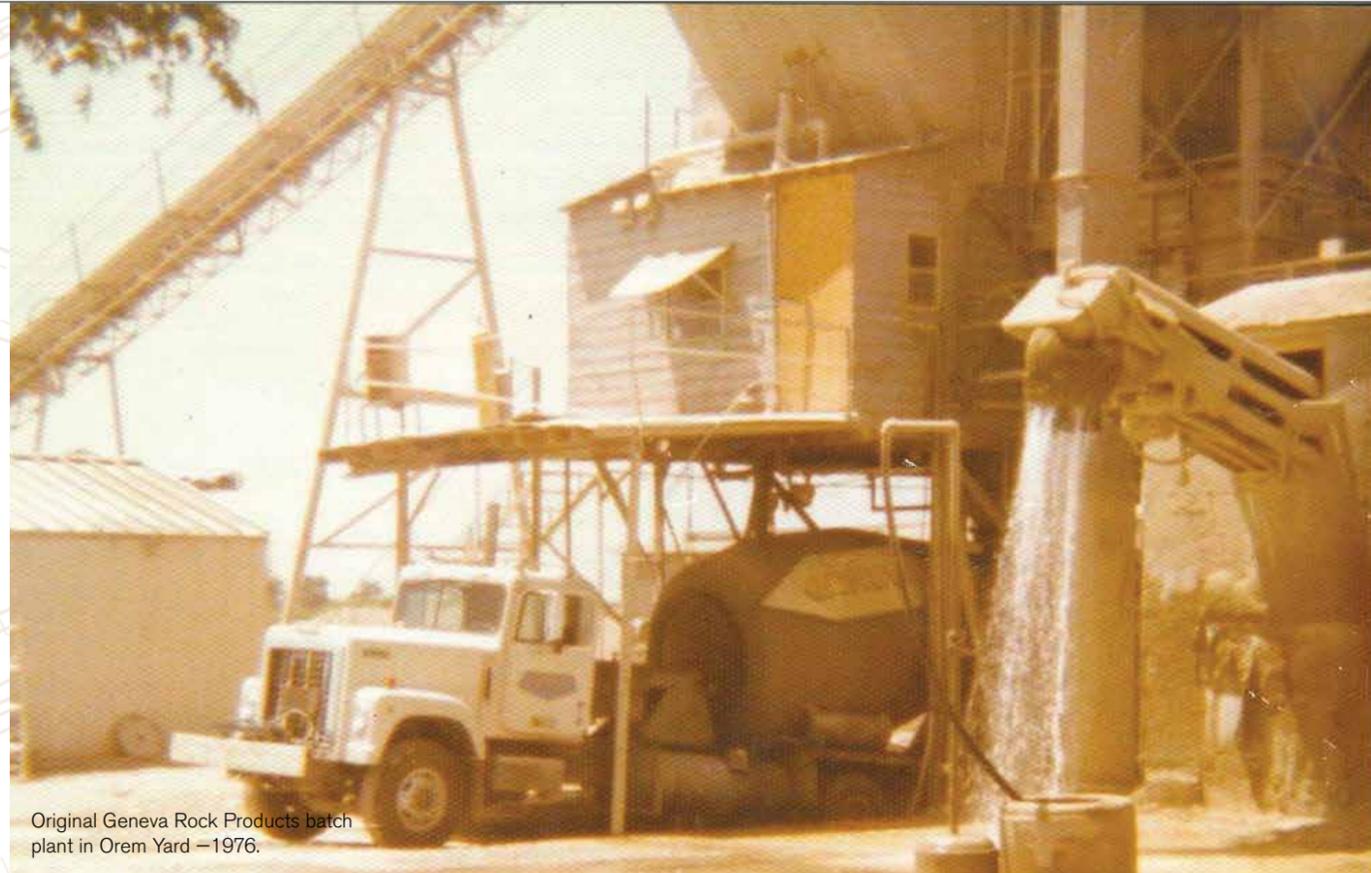
ONE OF MY GREATEST RESPONSIBILITIES AS A LEADER NOW IS TO DEVELOP FUTURE LEADERS SO THEY CAN SUCCEED MYSELF AND OTHERS WHEN WE'RE DONE.

fatigue testing of well-known commercial and military aircraft such as the DC-10 and the F-15 Eagle Air Superiority Fighter. He then led the teams that performed the fatigue tests before the aircraft ever flew. His team included union machinist that he solicited input from through the design and testing process.

This approach is a big part of my leadership. Leadership starts

with yourself. You have to be able to work in teams. My dad could work with anyone. I have a picture of my dad on my credenza and part of it is to remind me of how he would work with people. He was a problem solver.

Plus, he taught me how to work. He had eight children and kept us busy by working on many rental units he owned. When people would ask why he



Original Geneva Rock Products batch plant in Orem Yard —1976.

owned these multi-unit apartments, he said, “You can’t buy a farm in Southern California, so I bought apartments to teach my children how to work.” We would load the station wagon and go paint, or mow, three nights a week.

He taught us how to play hard, too. He was right there with us when we were learning to surf. He would take us on excursions to Mexico.

>> What Geneva Rock Products experience illustrates how you approach your work?

GOLDING: One such challenge was working with residents and government officials on the rehabilitation of the South Weber gravel pit we purchased in 1990. Geneva Rock Products was new to that area and people didn’t know us. When we would talk to city leaders about our plans, people would show up in opposition to us.

I needed to restore the city’s confidence in that location.

We worked to prove to them that we do what we say we’ll do. We came up with a reclamation plan and, for more than two years, we worked closely with the city planning commission, city council and a citizen pit committee to fulfill every promise.

At the same time, we were working on high-profile road projects in the area that went well and further established us as an important part of that community.

Some of those people I worked with are still really close friends of mine. I still live in that area.

However, it came down to us getting people’s feedback, developing a solid plan and then coming through on that plan. They learned that our word was our bond.

>> How did your job change when you became an executive vice president in 2007?

GOLDING: It was a new beginning for me. I am a hands-on person. I wanted to be part of the bids and estimating. Howev-

AT A GLANCE

JIM GOLDING, president

HOMETOWN South Weber, Utah

RAISED Southern California

EDUCATION Bachelor’s degree in civil engineering from BYU (1980)

STARTED AT GENEVA ROCK PRODUCTS April 1, 1984

FIRST PROJECT

- \$20,000 asphalt overlay on Minuteman Drive in Draper

MAJOR PROJECTS

- Airport asphalt overlays
- SR 190 construction on east bench of Salt Lake Valley
- Restoration and reclamation of South Weber gravel pit
- Light rail from Main Street to University of Utah in Salt Lake City
- 1-15 expansion from Utah County line to Bangerter
- Expanded long-term parking at Salt Lake International Airport in 2005
- Redwood Road expansion to Saratoga Springs
- Washington Blvd. reconstruct from 12th Street to 400 North

er, that job meant I had to take a 30,000-foot view of things. I had to adjust my thinking and develop a broader view and perspective of our company, people and vision.

I also oversaw the concrete side of things — which I didn’t have experience with — so I was all ears ready to learn in that area. It was an adjustment.

Plus, we had the recession right then, which also gave me a chance to learn a lot in the last couple of years when Al was still the president.

>> Now that you run Geneva Rock Products, what do you hope to accomplish?

GOLDING: In the old Orem board room, there are pictures of the past presidents of Geneva Rock Products. It’s almost surreal to think that I’ve joined that group of amazing presidents.

While thinking of that responsibility is daunting, I hope that I bring a new set of unique skills and talents that will serve this company well in my time. I hope those who have preceded me respect what I bring to this title of president of Geneva Rock Products.

Those who are close to me know that I’ve taken this role seriously during these tough economic times. We’ve made it through on our core values and I believe we’re through the worst of it.

>> What current happenings at Geneva Rock Products are you working on?

GOLDING: I’m excited for the growth that’s coming again in our industry and in our company.

We’re working on preserving our right to mine at our gravel pits. We’re being challenged on every side on our ability to mine, which is our livelihood. We need to preserve our right to our resources from challenging residential growth.

We also need to overcome the challenges that come from regula-



tions in our industry.

Specifically, I want to bring a resolution at the Point of the Mountain with the hang gliders and the Division of Air Quality, so we can take care of our needs, but do it in a partnership. That’s the biggest challenge of the next six to eight years I have left here.

I believe this state is going to continue to grow and we need to be in a position to provide the quality goods and services in the same manner we have in

the past to meet the needs of the growing state.

>> What does the future hold for Geneva Rock Products?

GOLDING: I’m looking forward to the growth we talk about in 20 years, when I’m one of the old guys looking back.

One of my greatest responsibilities as a leader now is to develop future leaders so they can succeed myself and others when we’re done.

CORE VALUES

- We value people.
- Our word is our bond.
- Always give a full measure.
- Quality products and services at the best value.

The new conveyor belt system at the Point of the Mountain quarry will keep Geneva Rock Products supplying the material needs for contractors throughout the Wasatch Front more efficiently and responsibly.



MOVING THE FUTURE

New conveyor belt system will meet the quarrying needs at the Point of the Mountain while reducing energy consumption through recycled power



BY ANDREA STAHELI

Geneva Rock Products' Point of the Mountain (POM) quarry location is home to two of the largest crushing operations in the state of Utah.

With a rich supply of ledge rock (material left behind by tectonic movement deep in

the earth) this plant provides roughly 75 percent of the material distributed through the company's aggregate, concrete and asphalt products each year.

In May, Geneva Rock Products finished the installation of a multi-million dollar conveyor belt system designed to trans-

port the ledge rock material to the crushing operations at the POM. This investment also significantly reduces energy consumption, as the energy produced by the load of the downhill belts can be re-routed for use in the plant's electrical network.

"Conveyors provide an efficient, safe, and sustainable way to move aggregate material," says Ed Clayson, aggregate production manager. "This type of system is a good fit for the properties we mine at the Point of the Mountain operation, and allows

us to provide aggregate resources to build well into the future."

While this type of system has been used in other mining operations, Geneva Rock Products is excited to be one of the first organizations utilizing this tool in the sand and gravel industry in Utah.

The conveyor system is set-up to move 3,000 to 3,500 tons of material per hour from the southeast side of operations to the crushing plants. From start to finish, the material will be transported over miles of conveyors without being touched by human hands.

The process begins with dozers pushing the material to loaders that feed the material into vi-

brating grizzly feeders where the material is sized to 7-inch minus. The material then hits the discharge belts, is dumped into a common hopper and poured onto the first of three downhill conveyors (which measure 700, 800, and 1,050 feet in length, respectively).

As it runs down 60-inch conveyor belts at an 18.66 percent slope, the material moves 400 feet per minute. Counter weights provide tension for the belt, keeping proper contact with the pulleys and ensuring the belt doesn't slip.

A variable frequency drive will act as a braking system to control this energy, taking the excess power generated from

the belt and running it into a central distribution center to be used for plant operations. The more material on the belt, the more energy is produced. This system offers sustainable energy resources for the POM quarry.

The material nears the end of its journey as it hits a 100-foot, 60-inch conveyor that transfers the material to a 60-inch by 50-foot stacker. The stacker feeds two Syntron tunnel feeders where it is divided and conveyed to separate crushing plants.

The material is then crushed, sized, washed and deposited into aggregate piles — the final step in a process that pulls material from the mountain and places it on the customer's

driveway in the same day.

When it comes to rock products, what you put in is what you'll get out. Geneva Rock Products, starts with the highest quality resource to get the highest quality product.

The ledge rock material meets state specifications extremely well, with minimal effort. This conveyor system allows Geneva Rock Products to continue offering high-quality products at fair prices to our communities.

"Our customers enjoy quality material and great service at a central location from our Point of the Mountain plant," Clayson says. "We believe this system will only increase the experience our customers have come to expect."

HELPING HANDS

Geneva Rock Products quietly celebrates 60 years with **60 acts of corporate service**

BY ANDREA STAHELI



GENEVA ROCK PRODUCTS EMPLOYEES HAVE RACKED UP MORE THAN 300,000 HOURS IN VOLUNTEER SERVICE.

A Geneva Rock Products crew brought a truck to five elementary schools in the Jordan School District as part of Vehicle Days. It's one of a number of community outreach programs completed by the company.

Geneva Rock Products is more than just engineers, project managers, truck operators and highly skilled professionals. Employees are proud to be builders, mentors, volunteers, laborers, tutors and so much more, as they use their talents and skills to better the world they live in. Whether it's sponsoring local high school athletic teams, collecting food and clothing for the less fortunate or racing for a cure, they're committed to improving the places they call home.

With a focus on building a better community, Geneva Rock Products employees have found they can make the biggest impact by giving back through generous in-kind donations and professional services. Since they got their start in 1954, millions of dollars in cash and products have been donated and employees have racked up more than 300,000 volunteer service hours.

In celebration of the company's 60th year, Geneva Rock Products is excited to introduce its 60 Acts of Service campaign. Throughout the year, employees will be participating in a minimum of 60 projects that support the local community. They've already gotten things rolling. Check out five of the 30 services they've already provided.

ACT #4

In a donation to the Boy Scouts of America, Geneva Rock Products gifted materials and services to improve the lake at Maple Dell Campground. This included delivering boulders to line the lake and sand to form a beach area for the visiting scouts.

ACT #11

After the tragic death of Sergeant Corey Wride, Geneva Rock Products partnered with Walker Concrete to support his family by donating 10 yards of concrete to pour a circular driveway for their recently built home.

ACT #19

Labor, sand and gravel were donated to Perry City for its Three Mile Creek Range. In addition to smoothing and shaping the property, one equipment operator provided free training to city employees on proper equipment usage and maintenance.

ACT #21

Over a three week period, Geneva Rock Products employees visited five elementary schools in the Jordan School District in celebration of Vehicle Days. The students loved learning the ins and outs of concrete mixer trucks.

ACT #26

In May, Geneva Rock Products donated a truckload of landscaping rock to the Children's Center of the Neighborhood House program in Salt Lake City.

Geneva Rock Products will continue to feature acts of service on its blog, Facebook page and Twitter feed throughout the remainder of 2014. Please connect with Geneva Rock Products to keep up with the campaign.

If you would like to recommend a deserving project for the company's 60 Acts of Service, please tell us on Facebook or visit www.clydedonations.com.





Thank You

for sixty
successful years of

Building a Better Community

