

ROCK**SOLID**

SPRING 2020

MOVING MOUNTAINS

Geneva Rock's work gives visitors access
to Utah's most beautiful scenery

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ALSO INSIDE:

**PARTNERING:
THE HUB**

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**POINT OF THE MOUNTAIN
MASTER PLAN**

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CELEBRATING DIVERSITY, PROMOTING INCLUSION

At Geneva Rock, we benefit from employee diversity of all our employees.

Our workforce includes a variety of races, ethnicities, genders, ages and religions. When we actively understand, respect, and value our differences we create an inclusive, supportive work environment where everyone is more innovative, productive and successful.

New research makes it clear that companies with more diverse workforces perform better financially and are more successful (McKinsey 2018). Companies with diverse workforces and senior leadership teams are:

- **33 percent more likely to generate better-than-average profits**
- **70 percent more likely to capture new markets**
- **Generate 19 percent more revenue**

Diversity is not just about doing the right thing — it's also a business strategy that increases performance and success. I'd like to highlight a few examples of the advantages we gain from the strength of our diversity.

WOMEN IN CONSTRUCTION TRUCKING DIVISION

The construction trucking division consistently achieves high safety records and great results. This division also operates

with the highest percentage of female drivers in the company. The national average of female truck drivers is about 6 percent, but Geneva Rock's construction trucking division is about 12 percent women — twice the national average.

"I've found that hiring female drivers is incredibly beneficial because they tend to have tremendous attention to detail and outstanding safety records," said Tyler Papworth, construction trucking manager.

One such fantastic female truck driver is Kelly Boswell. Kelly joined Geneva Rock in 1980, celebrating her 40th anniversary with the company this year.

"When I came to work at Geneva Rock, I had no idea what construction was all about," she says. "It's a male-dominant field and being inexperienced can make you nervous. But, you just do the best you can and work hard. Women are tougher than we realize. My favorite part of the job is a sense of achievement at the end of the day and the lasting relationships that are built."

She continues, "I loved learning through my experiences. When people were patient and offered help instead of criticism, that was the most helpful and it built my confidence. With the right training, anyone can be successful. Working at Geneva Rock has been a great career opportunity for me and other women in this industry!"

We are facing a labor

shortage in the construction industry. As a result, we need to expand our applicant pool and increase diversity at Geneva Rock. If we can fill driver seats with female drivers, we can provide good-paying jobs to hardworking women in Utah while also safely delivering the material our customers and projects need. Ultimately, that's a win-win for everyone.

HISPANIC WORKERS IN MICRO-SURFACING DIVISION

In our micro-surfacing division, Armando Santos is one of our outstanding field supervisors. Armando started with the micro-surfacing division when we opened it in 2009 and he quickly came up through the ranks through hard work, rising to foreman, then general foreman, and then field supervisor in May 2019.

"Armando speaks fluent Spanish and English, and he has been pivotal in helping us recruit and retain from the Hispanic labor market," said Casey Hawkins, area manager pavement preservation.

Armando appreciates receiving recognition for his work.

"The best thing is feeling supported and valued at my job, so when I go out and meet people, I spread the word about how great it is to work at Geneva Rock," he said.

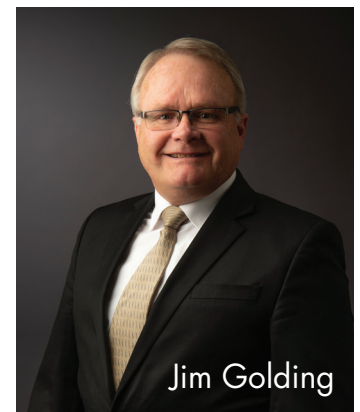
The micro-surfacing division earned one of the highest employee engagement scores across all Clyde Companies last year. The team's ability to retain

quality employees in a tight labor market is worth celebrating, and it starts with supporting and valuing all employees.

I appreciate what every individual does to make Geneva Rock a great place to work. In my 36 years at the company, I've seen this proven time and time again: our people make the difference.

While we are proud of the strides Geneva Rock is making, we recognize we have only scratched the surface of leveraging diversity for the success of the whole company and the construction industry.

Please join me in learning and implementing best practices to recruit and retain great employees from a variety of backgrounds. I know that promoting diversity in our workforce will lead to better outcomes and improve the entire organization. 🇺🇸



Jim Golding

James N. Golding



LEADERSHIP

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POINT OF THE MOUNTAIN

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QUALITY MATERIALS AND PRODUCTS



EXPERIENCED,
DEDICATED PEOPLE



MODERN EQUIPMENT
AND RESOURCES



SUPERIOR VALUE
AND RESULTS

SCHOLARSHIP >>



HAILEY BROHAMER EARNS GENEVA ROCK SCHOLARSHIP

Hailey Brohamer won the Fall 2019 Geneva Rock Scholarship. Hailey is an outstanding student in the diesel tech program at Salt Lake Community College. She knew she wanted to become a diesel mechanic in the eighth grade when job shadowed her dad, a diesel mechanic at Wheeler

Machinery.

"I was immediately entranced by his work, spending the entire day with no realization of how much time had passed by, focused on my engine," she says. "That's when I knew I was going to do the SLCC program, no matter what it took."

ANNOUNCEMENTS >>

ORGANIZATIONAL CHANGES IN OUR CONCRETE DIVISION

SOUTH AREA

Brandon Pace
AREA MANAGER

Eric Ike Isaacson
MANAGER OF PAYSON AND PELICAN POINT PLANTS

Lee Gammell
OREM OPERATIONS MANAGER

NORTH AREA

Logan Ritchie
AREA MANAGER

CENTRAL AREA

Jerry Hall
AREA MANAGER

Crystal Jepson
LEAD DISPATCHER
(SOUTH AND CENTRAL DISPATCH WILL NOW BE CENTRALIZED)

QUALITY CONTROL

Darren Smith
AREA MANAGER OF QUALITY CONTROL

AWARD >>

UTAH ASPHALT PAVING ASSOCIATION AWARDS MOUNTAIN VIEW CORRIDOR – SARATOGA SPRINGS WITH BEST LARGE PROJECT AWARD

Geneva Rock collaborated with W.W. Clyde in a construction partnership to produce one of the smoothest asphalt paving projects in the history of Geneva Rock. As the paving and grading subcontractor, Geneva placed 64,000 tons of hot mix asphalt, 3,900 tons of stone-matrix asphalt, 100,000 tons of untreated road base, and 125,000 tons of granular borrow. With efficient management and execution, Geneva Rock placed approximately 3,600 tons per day and paved one of the best roads in company history.





BEFORE PHASE 1
Photo from USDOT, Federal Highway Administration



BEFORE PHASE 2
Photo from USDOT, Federal Highway Administration

MOVING MOUNTAINS UNCOVERING UTAH'S HIDDEN SCENERY

BY SHANE ALBRECHT

The Cascade Springs Road project is nestled in the heart of the Wasatch Mountains, just off the Alpine Loop Scenic Road. The Alpine Loop is a 20-mile stretch of road winding through the forests of American Fork Canyon, Uinta National Forest, and Provo Canyon. Thousands of people drive the magnificent mountain passage every year, peaking in the fall when autumn leaves are changing colors in the forests.

Geneva Rock's project involves the stretch of road that connects the Alpine Loop Scenic Road to Cascade Springs. Cascade Springs is a picturesque area with a series of beautiful mountain springs, cascading streams, and waterfalls. The surrounding boardwalks and paved pathways create a nature trail leading to the natural pools of clear water and terraces of fish and aquatic plant life.

Geneva Rock's scope of work for the Cascade Springs Road project includes earthwork, sitework, pipelines and drainage, and asphalt paving for a total of 12 miles, from the Alpine Loop turnoff to Cascade Springs area to Heber

City, Utah. The work is being completed in two phases. The first phase connects Cascade Springs to Heber City Utah, and the second phase connects Cascade Springs to the Alpine Loop turnoff.

PHASE 1

The first phase of the project includes the improvement and paving of 6.8 miles of Cascade Scenic Drive. This road starts at Cascade Springs and moves east toward the entrance of Wasatch Mountain State Park, approximately 4 miles outside of Heber City, Utah. The previous gravel road was unpaved with windy curves creating blind corners. The new road will be paved, widened with 2 lanes, and straightened out to create a safer road with increased visibility and accessibility from Heber City into Cascade Springs.

PHASE 2

The second phase of the project consists of rehabilitation and paving of 5.3 miles of Cascade Springs Road. Beginning at SR-92, Alpine Scenic Loop Road, the road connects into Cascade Springs. The previous road was a dilapidated paved one-lane road

that will be newly paved and safer with two lanes, increasing accessibility to the beautiful Cascade Springs area from the Alpine Loop.

Geneva Rock will ensure a safe final product with complete roadway reconstruction, stabilization, guardrail, and retaining walls. A major roadway realignment will straighten curves, and drainage installation and enhancements for safety will also be completed.

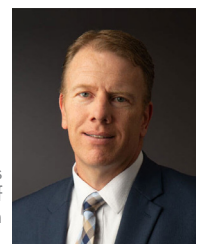
At this time, all work has been completed through steep, mountainous terrain and inclement weather. One challenge the team overcame was a late start in 2019 due to a wet, snowy winter. Another challenge was devising a way to clear and strip the large, steep banks prior to placing embankment. Safety was of utmost concern. When we hit bedrock in the roadway, we brought in a blasting contractor to help us clear the way.

The Cascade Springs Road project is being built in partnership with DSB, a small minority-owned business and Geneva Rock's small business protégé. Geneva Rock works with DSB in a partnership to help them learn the ropes. The

project owner is the Federal Highway Administration. The Geneva Rock management team developed a great relationship with the Federal Highway Administration by working through the submittal process early on with considerable patience and diligence to ensure a collaborative working relationship.

Geneva Rock's efficiency and performance on this unique project provided an advantage to win another project, Strawberry Sheep Creek, near Strawberry Reservoir. The Cascade Springs project team will repurpose large boulders from Cascade Springs and relocate them to the Strawberry Sheep Creek project.

The entire Cascade Springs Road project will be completed this year with new, smooth asphalt paving, just in time for drivers to come enjoy the new asphalt road and beautiful fall. 



Shane Albrecht is vice president of area construction at Geneva Rock.





The Hub Apartments in Orem, Utah, will house 1,044 of the 41,728 students at UVU. The 282-unit luxury student housing is located adjacent to the school west campus and in the center of UVU's planned future expansion into neighboring Vineyard, Utah.

DEVELOPING THE 'A TEAM'

Pikus Concrete pours it on at the HUB Apartments in Orem
by using only Geneva Rock materials

BY GREG BENNETT

For years following its recognition as a four-year university on July 1, 2008, Utah Valley University in Orem has experienced immense growth in student population. In fact, for the 2019-2020 school year,

UVU saw a 4.5 percent increase in student population from the previous fall, bringing the student population total to 41,728. Out of that number, 27,530 are full-time students, a huge number of which are looking for a place to

live close to campus.

Enter The Hub Apartments. The Hub is a \$91 million student housing property that will eventually include two six-story residential buildings, a parking garage and amenities

that include a swimming pool, fitness center, a lounge and other community gathering spaces.

After initial attempts to get the project completed were not working, Wasatch Commercial Builders was asked to take over



The Hub Apartments are scheduled to open in time for the 2020-2021 school year.

and finish the job, despite losing six months of build time.

"After several meetings with ownership, I accepted taking on this challenging project only if I could get the right 'A Team' to build it with me," says Scott Overman, president of Wasatch Commercial Builders.

That "A Team" included professionals at Clyde Companies and Pikus Concrete — among others.

"The build has not been without challenges, but I could not be more happy than I am with the partnership that we have with Pikus Concrete, Geneva Rock, Sunpro and all of our other building partners," Scott Overman says. "Without them, we don't have a successful project."

Central to this "A Team" — and the success of Geneva Rock — is Pikus Concrete. Pikus Concrete is the largest concrete

contractor in the state and utilizes Geneva Rock material on all of the company's projects.

"Five years ago, we decided to go exclusively with Geneva Rock material," says Scott Adams, operations manager for Pikus Concrete, based in Lehi, Utah. "This decision was based on two things: first, the personal relationships we've formed with their team; second, their ability to consistently supply our demand, which is significant."

Pikus Concrete routinely has pours of 500 cubic yards in two hours. That's 50 concrete trucks delivering consistent material, used on complicated pours, day in and day out.

"We have a lot of sub-contractors that we have to worry about," says Kirk Allred, estimator and sales manager for Pikus Concrete. "Geneva Rock

BY THE NUMBERS >>

The Hub Apartments

- Project cost \$91 million
- 21,500 total cubic yards of concrete
- 349,000 square feet of finished flatwork
- 1,375 tons of rebar
- 150 tons of post tension cable

isn't one of them. They deliver. They're consistent."

The HUB was one such project. The parking structure features mat footings between four-feet and five-feet thick. The slab band post tension deck design means the material needs to be consistent, specific and predictable.

With Geneva Rock, it's not just the material that has been consistent, but the people behind the material.

"This work is hard enough, and the hours can be cranky," Scott Adams says. "It is good to work with good people. They are responsive to our needs. They've made adjustments to their organization to help meet our needs. That means a lot."

One example of this company evolution is in the consolidation of dispatch services Geneva Rock now employs.


"We used to have two sepa-

rate dispatchers — one for our Salt Lake crews and one for Utah County," says Ryan Wolsey, sales representative with Geneva Rock. "Now, there is a single combined dispatch center. It makes it easier to get the deliveries where and when we need them. We'd been talking about it for a long time, but the work we do for Pikus was one of the big factors in us making that change."

While the projects can be challenging and multi-faceted, this relationship means that even when things get rough, the two sides work through things with a solutions-based approach.

"No matter what the issue is, I know there is someone at Geneva that I can call and we'll work through it together," Scott says.

"I deal with them like they are members of our own company."

It's a partnership that contractors — like those working on the Hub — appreciate. 

FINDING SOLUTIONS >>

A Family Affair

Besides the work done by Geneva Rock, fellow Clyde Companies Sunroc and Sunpro were involved in the construction of The HUB. Sunroc did more than \$2 million in site grading, footings, sewer, storm drain, water, site concrete and asphalt. Sunpro supplied roughly \$6 million in materials and services, including lumber (material only), floor and roof trusses (components only), millwork (material and labor), and insulation (material and labor).



Geneva Rock's continued commitment to community is illustrated by its mixed-use master plan for the area at the Point of the Mountain on the border of Salt Lake and Utah counties.

POINT OF THE MOUNTAIN VISION AND MASTER PLAN

Helping Utah grow affordably and responsibly

BY JARED MORGAN

Geneva Rock's Point of the Mountain facility plays a vital role in the affordability and availability of critical infrastructure materials. These materials enable the construction of roads, bridges, hospitals, schools, homes and more. Since its opening in 1974, the Point of the Mountain gravel pit has operated as an economic catalyst for Utah construction, providing the materials for iconic projects such as Salt Lake City Airport, Delta Center, Real Salt Lake Soccer Stadium and City Creek Mall.

Geneva Rock is prioritizing responsible and holistic stewardship of our land in our mining process, now and in the future. Our approach will be to mine the aggregates available to accommodate the immense growth coming to the Wasatch Front. After mining concludes, land

reclamation will restore the land to complement the surrounding areas and help meet the needs of Utah's rapid growth.

Over the next several decades, Geneva's vision is to create a vibrant, multi-use development where individuals, families, employers, employees and visitors enjoy an elevated quality of life. Over the last 18 months, Geneva Rock has developed the Point of the Mountain Master Plan — with input from three municipalities and two counties — to chart a course for a sustainable, diverse and economically sound development that will keep Utah growing affordably and responsibly.

Geneva Rock is partnering with GWC Capital to begin developing periphery areas of the property now.

Geneva Rock believes that strategic and phased mining, with a long-term vision of land development, is the most respon-



sible approach to the property at the Point of the Mountain. Learn more at [genevarock.com/pom](https://www.genevarock.com/pom) or scan the QR code below.



Jared Morgan is a senior project manager for Geneva Rock.