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# ROCKSOLID

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# A CONCRETE MOVE

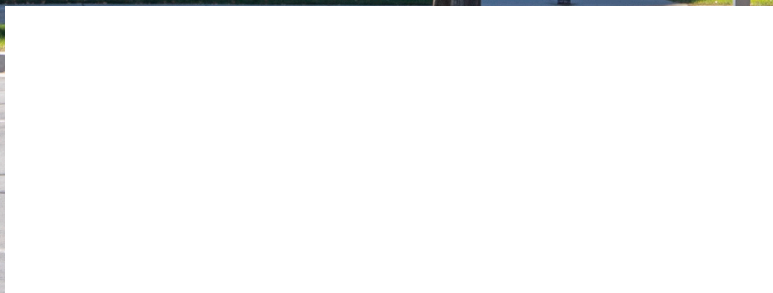
**Riverboat Building offers solid spot for new headquarters**

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# CONTINUOUSLY IMPROVING

Geneva Rock's emphasis on getting better ensures it remains a leader

BY JAY RITCHIE, PRESIDENT OF GENEVA ROCK

**A**t Geneva Rock, our commitment to Building a Better Community is resolute, and we are always seeking to improve. That's why we have instituted a company-wide value of "We Continuously Improve" to ensure that progress remains at the forefront of everything we do.

Our approach to continuous improvement is reflected in our steadfast dedication to safety, environmental stewardship, and innovation. While we are proud of the good work already accomplished, we constantly seek new opportunities to enhance our processes


and services to deliver high-quality solutions that meet our customers' needs.

This isn't just a policy or a set of guidelines; it's an integral part of our corporate personality. We believe that making continuous improvement a top priority is essential to staying at the forefront of the industry.

To help achieve this goal, we invest in our team members by providing them with regular training and development opportunities, encouraging them to share their ideas and suggestions for improving our processes. We recognize that the best solutions often come from the bottom up.

In addition, we place a strong emphasis on safety and environmental stewardship, prioritizing safety in all our operations and utilizing cutting-edge technology to minimize the impact of our work on the environment.

Our unwavering pledge to providing the highest quality products and services is as strong as ever. We set our sights on excellence in every aspect of our work, understanding that the benefits of continuous improvement extend not only to our team but also to our valued customers.

Thank you for choosing Geneva Rock as your trusted partner. 



*Jay Ritchie*



## LEADERSHIP

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Jay Ritchie

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CONSTRUCTION**  
Ryan Dalling

**VICE PRESIDENT,  
GRAVEL & ASPHALT**  
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## SCHOLARSHIP >>

# UTAH STATE EASTERN HEAVY EQUIPMENT MECHANICS STUDENT RECEIVES SCHOLARSHIP

Luke Shafer, a diesel and heavy equipment mechanics student enrolled at Utah State Eastern University, was awarded the Geneva Rock scholarship for the spring 2023 semester.

"I want to be able to experience all I can, and the construction industry can offer that," Luke says. "With all the different equipment used in construction, there will always be repairs needed. I love seeing problems with equipment and being able to figure them out."

Heavy equipment repair is a vital trade needed at construction companies like Geneva Rock. Luke believes his career choice will allow him to continually learn — and doing so in the construction field is particularly intriguing.

"I have chosen this career path to challenge myself," Luke said. "I can do that with all aspects of this industry, whether it's learning from coworkers and supervisors or through experiences of my own. There are so many aspects to explore and



learn. It's an ever-changing industry that is always evolving."

Expecting to graduate in August 2023, Luke hopes his contributions to the field will immediately benefit his community.

## HALL OF FAMER >>



# JIM GOLDING EARNS HALL OF FAME NOD

Jim Golding, who served as president of Geneva Rock from 2009-20, was inducted into the Utah Asphalt Pavement Association (UAPA) Asphalt Hall of Fame. He was honored during the 2023 UAPA Asphalt Conference as an individual who "actively fostered and demonstrated vision and dedication in advancing the asphalt pavement industry and overall investment in quality infrastructure for the state of Utah."

## PEER REVIEWS >>



# GENEVA RECOGNIZED FOR AWARD-WINNING WORK

Geneva Rock reaped honors at the 2023 ACI Intermountain Chapter Excellence in Concrete Awards, supplying concrete for the following award-winning projects including: Brighton High School Rebuild Site Concrete (AK Masonry), Mountain View Village Phase II (Green Construction), Roy Innovation Center Building (Green Construction), and Rice-Eccles Stadium South End Zone Stadium Expansion (Layton Construction).



# A CONCRETE MOVE

## Riverboat Building offers solid spot for new headquarters

BY JAY RITCHIE

**W**e are excited to announce the purchase of the Riverboat Building in Taylorsville, with plans to relocate our main headquarters there. Our current location on 53rd South in Murray has become too small to effectively serve our business, so this acquisition couldn't have come at a better time.

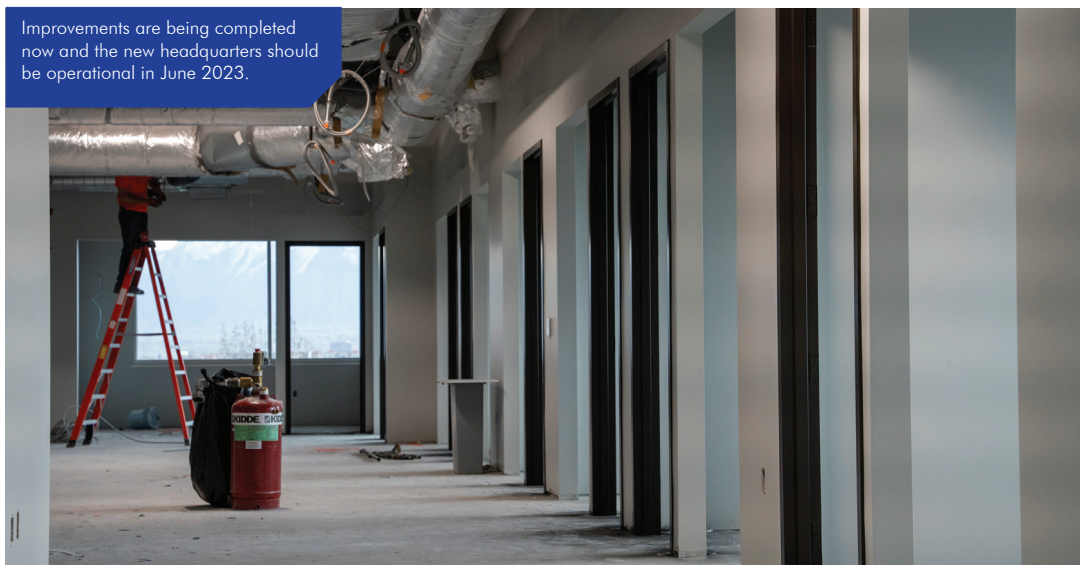
Initially, we considered constructing an 80,000-square-foot building with an underground parking lot at our current location to meet our needs. However, this proved to be too costly, so we explored other options.

Doug Snow, president of our sister company Beehive Insurance, was facing similar growth challenges and he discovered the Riverboat Building and entered into an agreement to lease space for his company. Doug mentioned that there might be an opportunity for Geneva Rock as well.

We carefully examined the property and thought, "Why not see if we can purchase the entire building and make it our new corporate headquarters?"

So, we entered negotiations with the family that owns the building and were able to make

Improvements are being completed now and the new headquarters should be operational in June 2023.



an agreement to purchase it outright.

"My team has always thought this building would make a spectacular headquarters for a strong company in the valley," says Farran Tozer Brown, director of the Vectra Management Group, the company who previously owned the building. "However, the property was doing quite well, and we weren't necessarily looking to sell. We had just invested a lot into renovations, but when we heard the vision that Geneva Rock had for the property, we couldn't resist building a partnership."

The 100,000-square-foot

Riverboat Building provides ample room for Geneva Rock's continued growth. There are four floors of 25,000 square feet each, and we will occupy the entire fourth floor. Even with the move, we'll easily have room for more than 30 percent growth. Beehive Insurance will lease 16,000 square feet from us on the second floor, and we will share the remaining 9,000 square feet with them with a 64-person training room, gym, conference room, and flex offices.

As for the first and third floors, we want previous tenants

to remain, and they're on board with our vision of the future of the building. They like the direction we're going with the property, which includes keeping the historical name "Riverboat Building." It gets its name from the original building on the property, a restaurant in the shape of a Mississippi paddlewheel riverboat. Over time, the owner found a better use for the land, and the current structure was built in 1998.

"Something needs to be said about Geneva Rock's decision to pay homage to the history of the building," Farran says. "The





Geneva Rock's new headquarters at the Riverboat Building is located just east of Exit 301 (UT-266/4500 S) on Interstate 15. The company's new address will be: 4393 S. Riverboat Rd, Salt Lake City, UT 84123.

**“My team has always thought this building would make a spectacular headquarters for a strong company in the valley.”**

Farran Tozer Brown, Director, Vectra Management Group

name is a nod to the history of Taylorsville. We're happy to see the building go to a company that values its history and is committed to preserving it. We're excited to see what Geneva Rock will do with the space and we're confident that they will be good stewards of the building."

What we love about our location in Murray is its central location in the Salt Lake Valley. We were worried about

relocating too far north or south, but the Riverboat Building is only one interchange further north off the freeway, making it easy for both team members and customers to still reach us.

As we relocate, we want to provide a more comfortable and modern work environment for our employees. Substantial renovations are currently underway to ensure we have state-of-the-art facilities. We are completely gutting the

fourth and second floors and are building it from the ground up with an entirely new interior, including the HVAC system. Outside, we're repaving the parking lot and redoing the sidewalks to meet Geneva Rock's quality standards.

Additional landscaping and roofing renovations will take place over the next five years.

"I'm so proud that this premiere Taylorsville building is now going to be the headquarters of Geneva Rock, which is best in its class," Farran says. "Geneva Rock has always been an important part of the community, and this move will allow the company to better fulfill its mission of Building a

Better Community."

You'll be able to find us in our new location in June. Our move to the Riverboat Building demonstrates our ongoing commitment to providing top-quality products and services to our customers. We're excited about this new opportunity and believe that it will serve us and our customers well for many years to come. 🇺🇸

*Jay Ritchie is the President of Geneva Rock. He has been with Geneva Rock for 33 years.*







The impressive building offers a look appropriate to serve as a municipal masterpiece welcoming visitors to downtown Provo.

# WELL-MADE WELCOME

Geneva Rock delivers a perfect match for long-time construction partner Layton Construction in building Provo City's new home

BY GREG BENNETT

As visitors exit Interstate 15 onto Provo's Center Street and travel toward the heart of the city, they are welcomed by a new five-story, 204,000-square-foot city hall that is not only an impressive welcome mat to everyone who visits, but meets the growing administrative needs of the approximately 115,000 citizens who call the city home.

The heart of Utah Valley and the hometown of Brigham Young University and large companies including Nu Skin and Vivint, Provo has needed an update and expansion for a number of

city services, highlighted most by the need for 21st Century office space, amenities and police headquarters.

And the results of the new facility, built by Layton Construction and opened last summer, are already being felt for the better.

"Rare is the opportunity to architecturally change local government," says Michelle Kaufusi, mayor of Provo. "Provo's new City Hall has created a new level of efficiency and responsiveness, which makes our community safer and more dynamic."

**"Rare is the opportunity to architecturally change local government. Provo's new City Hall has created a new level of efficiency and responsiveness, which makes our community safer and more dynamic."**

Michelle Kaufusi, mayor of Provo

The new City Hall includes sorely needed public safety improvements, including up-to-date evidence storage capabilities, a crime lab, police dog kennels and emergency operations center. It also houses

office for city departments and legal services.

But getting the landmark erected was no easy task, which builders knew from the beginning.

"The Provo City Hall was





**ABOUT LAYTON CONSTRUCTION**



Since 1953, Layton Construction has been perfecting its craft, growing nationwide, and improving the built world by providing predictability in an industry that's anything but predictable.

Layton Construction — headquartered in Sandy, Utah, and with offices throughout the United States — joined the STO Building Group in 2019, expanding its reach, resources, and portfolio. Throughout it all, Layton has always worked to construct with integrity.

No matter where a client is or who they're working with, they get the same Layton every time.

located right in the middle of Provo's downtown," says Jon Brinkerhoff, director of field operations for Layton Construction. "Access to the site was limited and neighbors were close. Everything about getting materials in place had to be planned and well orchestrated."

It was with these challenges in mind that Layton reached out to Geneva Rock during the bidding process.

"We became involved in the project during the bidding process with Layton Construction," says Mark Memmott, concrete ready-mix salesman for Utah County. "We worked the Layton team through the bidding process and were

proud to be with them the whole way."

The partnership with Layton Construction has been an important one for Geneva Rock for decades.

"When bidding work with Geneva, we have all the confidence that there aren't any hidden costs and that our expectations will be met with a fair price. Often times, pricing in material costs change, but once Geneva bids a job, the price is the price."

And, Geneva also works to make sure their trusted partners get the materials and service they were promised.

"We serviced this project through two cement shortages,"

says Terrence Savage, vice president of concrete for Geneva Rock. "Supply of cement was tight, and it had a big impact on our market. We worked very closely with Layton to ensure they had the Ready-Mix concrete available when they needed it. This was achieved by working together in order to achieve the requirements of this project."

This came with some difficulty and took planning, but is what good partners do.

"This is how you build a 40-plus year partnership," Terrence says. "You recognize the need of the partner and fully commit to each other."

For Layton, the ability to count on suppliers and partners

enables the company to deliver predictable outcomes to clients, a key to the success of the new Provo City Hall.

"Provo City Hall was designed to be the centerpiece for the city," Jon says. "Without predictable outcomes, the vision the design team had may have looked different. Geneva provided colored and gray concrete so consistently, the color match was perfect. The colors were very important to the owner for the aesthetic value of the design."

Consistent outcomes is what partners learn to expect from Geneva and what clients appreciate from Layton.

It's a perfect match. 





Geneva Rock — as part of its involvement with the Utah Ready-Mixed Concrete Association — donated \$10,000 of concrete to assist Habitat for Humanity of Northern Utah in completing a new home in Brigham City, Utah, for the Haro family.



# FRIENDLY FOUNDATIONS

Habitat for Humanity donation benefits family new to Utah

BY ROYCE HINTON

Geneva Rock has always been committed to Building a Better Community. To that end, in collaboration with the Utah Ready-Mixed Concrete Association (URMCA), Geneva Rock recently donated \$10,000 of concrete to Habitat for Humanity, which was used to build a new home for the Haro family in Brigham City, Utah.

The Haros are recent immigrants who went to great lengths to obtain U.S. citizenship. Parents Danika and Everardo have three children, one of whom

has autism and is non-verbal. Both Danika and Everardo are deaf. With these special considerations, having a home that is both safe and secure has been a long-time family goal.

This home gives them peace of mind while setting down roots for their children. It gives them structure and routine, helping them feel secure and safe, in addition to having the freedom to play.

Habitat for Humanity of Northern Utah had intended to complete the house before Christmas, but setbacks delayed

construction. However, after jumping through hoops with support from generous sponsors, as well as catching a few breaks, the Haro family was able to move just in time for the holidays.

Several Geneva Rock employees contributed to the concrete pour, including three mixer truck drivers, a batch plant operator, and multiple dispatchers. In total, Geneva Rock donated 32 cubic yards of concrete used for the basement foundation.

"The generosity of Geneva Rock constantly impresses

me," says Terrence Savage, Vice President of Concrete at Geneva Rock. "It's shown in important projects such as this. One reason we have a great reputation in our community is because of our willingness to give back. Everything we do every day is about improving our communities."

Geneva Rock owes much of its heritage to the communities of Utah and takes opportunities to return the favor to residents throughout the state each year through donations of materials, time, and money. 