



A PUBLICATION FROM GENEVA ROCK PRODUCTS, INC.

ROCKSOLID

SPRING 2021

SERVING CUSTOMERS DURING COVID

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LOOKING FORWARD TO SAFER TIMES AHEAD

Join with us to protect the future of infrastructure, the foundation of economic success

As we hit the one-year mark for the Covid 19 pandemic, we can all say that we have been through a lot in the past 12 months.

We have learned what social distancing is and how to scale back important family holidays like Christmas and Thanksgiving. This past July 4th, I celebrated in a way unlike any I have ever celebrated before.

Although we have grown accustomed to wearing masks and attending virtual functions, hope is on the horizon. As the vaccine rolls out and the infection numbers continue to drop, we can see an end in sight to this pandemic.

Now, though, is not the time to let our guards down or relax our resolve to be safe. We will continue to follow the guidelines that we receive from the State Health Department as we move closer to safer times ahead.

Our team members have worked diligently to take care of you — our customers and clients — and this has resulted in long hours and much hard work. This winter has seen little to no slowdown in the work, and this year promises to be as busy as the last. We hope that your business is doing well and that you are finding success in your endeavors.

We have made the largest

capital expenditure purchases in our history, all in the context of providing better service to you and your subcontractors. We are fortunate to live in Utah where we have not been hit as hard economically as other states.

Our goal is to help you be more successful and for the customers that use your products and services to be happy and satisfied. We appreciate our relationship with each of you and we take seriously the trust you place in us.

Good luck to you this year and may we continue to work together to accomplish a win/win for all of us.



JAY RITCHIE

LEADERSHIP CHANGES

Jay Ritchie

Congratulations to Jay Ritchie, Geneva Rock's new president.

Jay formerly served as executive vice president, vice president of concrete, and area manager at Geneva Rock.

His extensive leadership experience, passion for quality and more than 37 years in the construction industry uniquely qualify him to lead the Geneva Rock family into the future.

Jim Golding

All of us at Geneva Rock would like to wish a warm and heartfelt thank you to Jim Golding as he moves on to his new role as president of Construction Materials and Services Group at Clyde Companies.

Jim was with Geneva Rock for 36 years and served as president for 11 years. Thank you for your service, Jim, and good luck in your new endeavors.

Bill Howes

Geneva Rock welcomes Bill Howes, a business development specialist, as the newest member of the Geneva Rock team. Bill has extensive and worldwide experience in the oil industry, concrete products, construction, sand and gravel and technology. He and his wife have three daughters and four grandsons, and he enjoys fly fishing and restoring old cars. Bill can be reached at (801) 743-7797 or bhowes@genevarock.com.



LEADERSHIP

PRESIDENT
Jay Ritchie

VICE PRESIDENT, SPECIALTY CONSTRUCTION
Nathan Schellenberg, P.E.

VICE PRESIDENT, GRAVEL & ASPHALT
Carl Clyde

VICE PRESIDENT, AREA CONSTRUCTION
Shane Albrecht, P.E.

VICE PRESIDENT, CONCRETE
Terrence Savage

VICE PRESIDENT, EQUIPMENT & FACILITIES
Ray Gammell

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+

EXPERIENCED, DEDICATED PEOPLE

+

MODERN EQUIPMENT AND RESOURCES

=

SUPERIOR VALUE AND RESULTS



SCHOLARSHIP >>

UVU CONSTRUCTION MANAGEMENT STUDENT RECEIVES GENEVA ROCK SCHOLARSHIP

Geneva Rock congratulates Joey Summers, the recipient of this year's Geneva Rock Scholarship.

Joey is working toward a bachelor's degree in construction management at Utah Valley University and plans to pursue a career as a project manager. He has worked for Geneva Rock for the past four years, including working with the asphalt paving crew on the award-winning Cascade Springs project.

Since he was a child, Joey has taken pride in a job well done, from mowing lawns to remodeling houses to paving highways. Joey says that one of the things he loves about working in construction is the role it plays in making sure that members of the community, "have what they need to survive and thrive comfortably as they carry on with their lives."

Great job, Joey!

RECENT AWARDS >>

2020 Heavy Duty Fleet of the Year
Utah Clean Cities

Largest Sand and Gravel Producers 2020
Utah Business Magazine

Urban Project of the Year AGC of Utah (4100 South Bangerter Highway)

Rural highway Project of the Year
AGC of Utah (Cascade Springs)

Concrete Paving Award (Commercial and Military Airports)
Utah Ready-Mixed Concrete Association (Taxiway E Reconstruction)

Large Project of the Year
UAPA (Cascade Springs)



SERVING CUSTOMERS DURING COVID

How Geneva Rock's dispatch team evolved in the midst of a pandemic

BY REBECCA CALLAHAN

Geneva Rock's dispatch centers are the heart and soul of its customer service efforts. Dispatchers are up early every day, working hard to make sure customers' concrete orders are delivered on schedule.

Managing the delivery cycle requires constant, on-the-spot communication and exacting levels of teamwork — characteristics that Geneva Rock dispatchers have mastered — to provide some of the best customer service in the industry.

To offer a broader range of resources to its customer base across Utah and Salt Lake counties, Geneva Rock combined the two dispatch offices for Salt Lake and Utah counties into one dispatch center. The change went live in April 2020, bringing dispatchers from Orem and Salt Lake City together to work out of the new office in Murray, now called Valley Dispatch.

Centralization came with challenges. Combining systems, operations, and staff from two different dispatch centers and getting them up and running was no easy task. The challenge was exacerbated when COVID hit. Geneva Rock values its employees' well-being over all

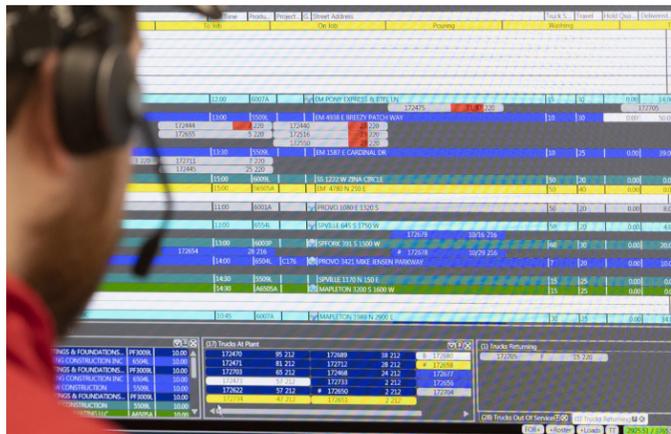
else and, with a large group working in close quarters, many members of the new dispatch team were required to work from home to keep everyone safe.

"You're working with people who you've never met and you aren't meeting face to face," says Jance Hall, a dispatcher from the Salt Lake City office. "That led to some interesting challenges and a lot of late nights."

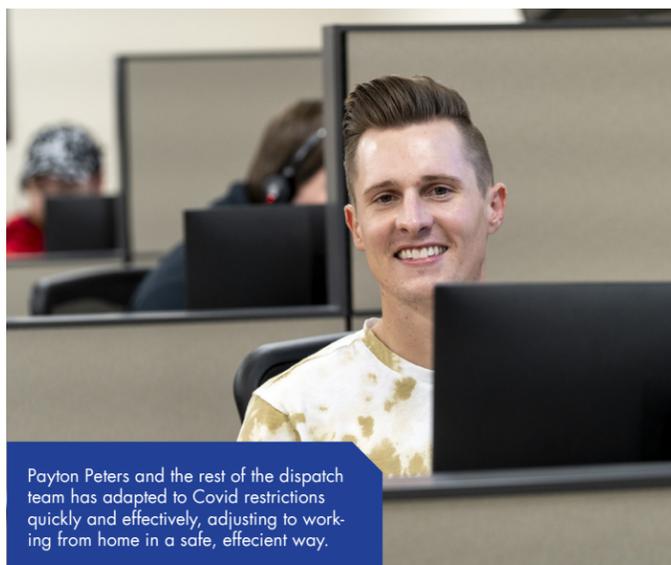
There were logistical changes to deal with, too.

"Before COVID we would just send the drivers to the plant where we needed them, and they would get in whatever truck was available," says Ross Ellsworth, a dispatcher from the Orem office. "Now, they have to go to their home plant, pick up their own truck, then go to the plant we need them to. Geneva went to a lot of effort and expense — and is still going through a lot of expense — to make sure the drivers don't have to share equipment."

When Charlie Keller was asked in October to lead the new dispatch center, he jumped at the chance. As the manager of the IT service center and part of the construction materials systems team, he had previously



Kyler Oster is part of a dispatch team that consolidated two offices — in Salt Lake City and Orem — into one that serves the Wasatch Front from a new facility in Murray.



Payton Peters and the rest of the dispatch team has adapted to Covid restrictions quickly and effectively, adjusting to working from home in a safe, efficient way.



Front, left to right: Jamee Ritter, Melissa Lazenby, Crystal Jepson
Back, left to right: Ross Ellsworth, Payton Peters, Kyler Oster, Trevor Slater

supported the concrete operations across Geneva Rock.

"I was excited about it," says Keller. "I had been supporting those systems all along and now I was actually going to be part of the operations that run those systems and utilize them."

He looked forward to helping the new dispatch center tackle its current challenges and evolve into a customer service powerhouse that could easily handle Geneva Rock's growing workload. Other Geneva Rock departments jumped in to help. IT services provided laptops for many of the employees and set up the phone systems to work from their homes while the maintenance and facilities group often sanitized the dispatch facility at a moment's notice.

The dispatch team stepped up as well.

They completely transformed the way they managed their communications. Before COVID they relied on being in the same room, which provided instant, face-to-face collaboration. But with this change, they had to beef up their technical skills, relying more on Microsoft Teams than ever before. They did it without complaint at a time when they were busier than ever. In fact, 2020 was the busiest year in Geneva Rock's history and the workload on the dispatch team was enormous. Dispatchers who used to field 120 to 150 calls per day were now getting up to 250 incoming calls.

"When I look back on the last year, I don't know how

we survived it," says Melissa Lazenby, who has been a dispatcher with Geneva Rock for 18 years. "It's one of the hardest years we've had to get through at Geneva Rock. It's definitely been a challenge." Keller agrees.

"One of the things Geneva Rock has always prided itself in is the highest quality and the best service at a fair price," he says. "That is one of our core values. With the demands we had, it was challenging to give that kind of customer service. Dispatchers had to constantly roll with the punches, which they did day in and day out with a good attitude. That is admirable."

Despite the challenges, the team is better because of it. Team members rose

to the challenge, improved communications, and learned a new way to work that will allow them to manage the increased workload that Geneva Rock continues to see in 2021. They are confident that this new way of operating will result in even better service and stronger relationships with their customers.

"At the end of the day you just build a team that's solid to cover for each other, and that's what we've done," says Crystal Jepson, Lead Dispatcher at Geneva Rock and a 21-year veteran of the company. "Everybody just jumped in to do more than they did the day before. And now we know what to do. It's opened the door for so many more opportunities. It's made us better."



Geneva Rock and Tom Stuart Construction have partnered on a number of buildings, including several tilt-up concrete warehouses in the growing Northwest Quadrant of Salt Lake City.



THE CENTER OF IT ALL

Geneva Rock is a partner with heart for a pair of community building projects

BY GREG BENNETT

Since the earliest permanent settlers arrived in the mid-19th Century, Salt Lake City has been known as the “Crossroads of the West.”

In the expanse of the western United States, it is a metropolis that is conveniently accessed by planes, trains and automobiles and is relatively equal distance from major Pacific coastal cities like Seattle, Washington and Los Angeles, California.

“There are thousands of acres in the Northwest Quadrant of Salt Lake City that are now open for development,” says Tom Stuart, owner of Tom Stuart Construction in North Salt Lake. “When the state pays for the

lines to run out there, it’s an even better option.”

And Tom and his team have found success from being experts in tilt-up concrete construction, which is ideal for warehouses and storage facilities.

Tilt-up concrete involves pouring the building’s walls on the ground and then “tilting them up” using a massive crane. The walls are then secured to the previously poured concrete foundation, flooring and roof.

“It’s very popular in the warehouse arena,” Tom says. “It speeds up construction and is very cost effective.”

Part of this efficiency comes

FINDING SOLUTIONS >>

The Northwest Quadrant

When the state of Utah decided to move the Utah State Prison from the shadow of Silicon Slopes and the state’s burgeoning tech sector to an area close to the Salt Lake City International Airport, the state paid for utility lines to be brought through the Northwest Quadrant of the city. This development means warehouses and storage facilities could be built for less money in the area. Throw in the Northwest Quadrant’s proximity to Interstate freeways, the airport and rail lines heading in all directions and it’s little wonder why the area is in need of Geneva Rock concrete.

from the fact that nearly all construction is done at floor level and doesn’t require laborers and materials be elevated through scaffolding

around the building.

“A 1 million-square-foot building requires between 40,000 and 50,000 yards of concrete, which means roughly

5,000 truckloads of ready-mix concrete,” says Terrence Savage, vice president of concrete for Geneva Rock. “There are few companies in the state that have the capacity to build these types of buildings. It requires pouring big floors and walls very quickly.”

Not only are quantities high, but the concrete’s performance has to meet exacting and consistent performance — especially in a warehouse storing valuable goods on massive shelving systems. Warehouses stack heavy products high in the air and require concrete that can withstand the pressure that comes from all that weight being secured by four-inch metal plates.

That’s where Tom relies on Geneva Rock.

“We’ve used Geneva Rock from the beginning for almost every square foot of concrete over the years,” Tom says. “In all of those years, I have never had an experience where Geneva hasn’t met the required specifications.”

Besides helping Tom Stuart Construction complete numerous warehouses in the last few years — including multiple buildings over more than 1 million square feet on one floor — the two companies work together on a number of others projects, too.

One such project is the Utah Test and Training Range (UTTR) west of Salt Lake City. Tom Stuart Construction is a second-tier subcontractor on the military project. The company was brought in specifically to erect 10 new structures for the project that serves both the U.S. Army and the U.S. Air Force.

“Tom Stuart was brought into the project at Geneva Rock’s request because of their experience in the concrete structures called for in the project plan set,” says Shane Albrecht, vice president of area construction for Geneva Rock. “We partnered with the other contractors to formulate a strong team that prevailed through the proposal process.”

Beyond the cubic yards of concrete and the dollars and

BY THE NUMBERS >>

At the Crossroads

Salt Lake City sits conveniently in the middle of the western United States. This location — along with a strong transportation system — makes it an ideal spot for warehouse facilities. It is located accessibly close to the seven major cities of the western United States.

- > SEATTLE, WA = 829 MILES
- > PORTLAND, OR = 771 MILES
- > SAN FRANCISCO, CA = 735 MILES
- > LOS ANGELES, CA = 688 MILES
- > PHOENIX, AZ = 663 MILES
- > DENVER CO = 517
- > LAS VEGAS, NV = 420 MILES

cents, the partnership between Geneva Rock and Tom Stuart Construction is personal.

“The people at Geneva Rock are some of the best people I know — some of my best friends — and that extends beyond any project we’re working on together,” Tom says. “They are honest and you know they are going to treat you well. That doesn’t mean we haven’t had some disputes, but we’ve always worked through them because we trust each other.”

The relationship isn’t one-sided, either.

“The relationships we have with the people at Tom Stuart Construction genuinely make any opportunity to associate with them something we look forward to,” Shane says. “We enjoy the camaraderie and shared interest we have with each other and the projects we build together.”

The new home of Dan and Cheryl Fisher was built after the retired couple lost their home to a wildfire. Geneva Rock and other construction companies donated time and resources to give the Fishers the dream home they never dared dream of.



LABOR OF LOVE

Donated Geneva Rock concrete is just part of a neighborhood rebuilding effort

On August 29th, 2019, a wildfire that started above Bountiful roared down the hillside and destroyed Dan and Cheryl Fisher's home of over 18 years.

The experience was devastating.

The Fishers, retired and on a fixed income, lost everything they owned, including irreplaceable family mementos and valuable antiques.

Fortunately, incredible people stepped in to assist. First was Clark Ivory (affectionately called "The Duke" by Dan) and Kirt Harmon ("The Godfather") from Ivory Homes. They offered to rebuild a new home for the Fishers at cost.

Through their professional contacts, they got donations and massive discounts from a variety of different construction vendors and subcontractors. In an amazing show of generosity, local subcontractors jumped at the chance to be a part of the Fisher Home rebuild project.

One of those subcontractors was Geneva Rock. Brandon Pace, Geneva Rock's area manager for the ReadyMix South Division, coincidentally grew up in the Fisher's neighborhood, and his 77-year-old mother, suffering with Alzheimer's, is one of their neighbors.

When she smelled smoke that night, she exited the front of the house with a flashlight and was quickly enveloped in the heavy cloud of smoke covering the cul de sac.

Meanwhile, two doors down, Dan Fisher was fleeing for his life. He had just jumped into his pickup truck to drive to safety when he saw the dim flicker of a flashlight through the smoke. He made his way to Brandon's mother and said, "Jolene, you've got to get in the car. There's a fire. We've got to get out of here."

Then Dan, with his house burning to the ground in the background, drove Jolene Pace to safety, where he was able to

contact her children and sister to come care for her.

When Brandon heard about what Ivory Homes was doing, he quickly got the ball rolling on a concrete donation from Geneva Rock. He felt that it was the least he could do for the man who had saved his mother's life.

Geneva Rock donates regularly to the communities in which they work, but for Brandon, this donation had special meaning.

"I'm really proud of what we were able to do as a company," Brandon says. "It's neat to be able to have somebody close to me affected by it."

Everyone who participated in the project was affected. Kirt describes it as "among the top five experiences in my building career" and the Fishers have expressed profound gratitude for all who were involved.

The Fishers love their new home. It is the dream home they never dreamed they would have. It was built with the highest level of earthquake

resistance, includes a zoned system for heat and air, and is equipped with a modern, high-tech kitchen. Cheryl spends hours cooking complicated meals from scratch now just because she enjoys her kitchen so much.

And Dan still raves about the superior quality of concrete he received from Geneva Rock. In fact, Kirt recently received a text from Dan about moving snow off his new driveway. The text said, "My driveway is perfect. My snowblade didn't catch on anything. I'm used to this old broken up driveway, but this one's like Teflon."

While Fisher had hoped for 3,000 pounds per square inch, the concrete poured by Geneva Rock was almost 4,5000 psi. When he dropped a heavy-duty hammer on his driveway the other day, it bounced right off.

"If you are looking for quality concrete, you don't need to look any further than Geneva Rock," Dan says.