

# A Progress Update for the Champions of Delivering the Titan Experience



## The Titan Experience

Gate Concrete Products, Jacksonville, Fl, and Titan have a long term partnership. Gate is a producer of pre-stress and hollow core, using Pennsuco DOT approved aggregates supplied through Titan's Philips Hwy aggregate distribution yard in Jacksonville.



In late February, Earl Shimp, President of Gate Concrete Products, reported to Phenn Dooley, Cement and Aggregates Territory Manager, that they were having issues with verifying that Titan's #67 stone was DOT compliant. To address this as a true partner, Phenn invited Gates' QC manager, Wendell Crews to the Philips Distribution Yard to review material handling and stockpiling practices with Leo Prieto, Terminal Manager, Andrew Jarrard, Titan QC Technician, and Minor Turrentine, Florida Terminals Operation Manager. There was also a visit by Titan personnel to the Gate facility to observe sampling and testing procedures. By collaborating, both Titan and Gate made improvements to handling and sampling procedures that assured everyone that the material was compliant with DOT specifications.



Andrew Jarrard, Leo Prieto & Minor Turrentine

Now, after collaborating on this issue, the relationships are even stronger. Gate's QC manager now communicates directly with Titan's QC technician as needed to and Earl Shimp, President of Gate Concrete Products, knows that Titan will pull together the appropriate team to address any issue that may come up. Minor Turrentine and his team successfully delivered the Titan Experience.

## The Titan Experience

By *Barbara Avila*

Titan America LLC / Territory Manager Package Cement

I had mentioned to Tim Czencz, manager of Pro-build East, what we were doing as a company to create the Titan Experience and offered to assist in training new staff members. A few weeks later Tim called to ask if I would take out one of his inside sales representatives, Carolina Jaramillo, and do product field training. He wanted me to teach her the basic fundamentals of construction from start to finish.

Carolina and I planned to spend two days visiting job sites. On the first day we looked at the different stages of construction and I was able to show her the uses of the different materials they sell. The second day I took her to a Titan Stucco demonstration. She asked plenty of questions and was able to understand the process of plastering.

Both Tim and Carolina sent me many thanks for helping with their training.

"Barbara Avila has always been one of your best assets but now she has gone far above anything that your competitors have done for our industry or me personally....

Barbara took Carolina to job sites and explained to her the actual uses of other products that complement your product... I feel Barbara is a shining example of your company and I think maybe we should do more training classes in the future."

*Tim Czencz, Manager, Pro-build East*

"I wanted to thank you for the time and dedication that you put in my training... It's amazing the knowledge that you have not only about your product but the actual uses of other products that complement your product...After two years of working here now is when I can say, thanks to Barbara, I know how the plaster world works."

*Carolina Jaramillo, Inside Sales Representative, Pro-build East*



*Carolina Jaramillo & Barbara Avila*

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## EXPERIENCE



October 14, 2008

Titan America  
Barbara Nelson  
2125 Kimball Terrace  
Norfolk, VA 23504

Dear Ms. Nelson:

We would like to say Thank you for participating in our 1<sup>st</sup> Annual Touch-A-Truck event here at South Norfolk Community Center that was held on Saturday, October 4, 2008. Please extend our thank you to the gentleman who came to the event with the beautiful Breast Cancer Awareness cement truck and answered the many questions the children had and made it fun and exciting for them. He was very informative and was great with the children. We look forward to working with you again in future events.

Once again thank you for your participation and assistance.

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- As per our telephone conversation April 3, 2008, I am writing to express my appreciation for the consideration that has been extended to our company by Mr. Ben O'Brian. Ben has assisted us with pricing for several projects on the Peninsula and has been extremely helpful in our introduction in the Williamsburg market. As we discussed, we are experiencing a definitive change in the economy and the construction industry as a whole. Ben's "above and beyond" efforts have assisted us in expanding our market area and our scope of work which we provide various clients.
- Ben has been consistently accessible not only for pricing but for various support issues that invariably arise on projects. I feel communication is the key to successful business relationships and Ben has made every effort to keep in close contact with our company. It is because of his commitment to service our concrete needs in the Peninsula area that we have decided to use Titan for an upcoming project in Chesapeake, Va.
- Hopefully with his guidance this project will renew our relationship with Titan on the Southside and will be the first of many future projects which we can complete together. It is solely due to Ben's efforts that we have committed to Titan for this project.
- I also want to express my appreciation for the time and consideration which you have extended to me recently. If I can ever be of any assistance feel free to contact me directly at (757) 373 – 0128.

Sincerely,

Garry

**Garry P. Copeland**

*Vice President*

*Bay Concrete Construction Co., Inc.*

*Submitted by: Dan Osborne, GM, TVRM*

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## EXPERIENCE



- On one of our busier Mondays we started running a little behind, and as the afternoon progressed we began to run even further behind due to the fact that we had started at 2:00 am and we had to start letting our drivers off.
- At around 3:00 one of our customers Chuck Wood of C. & G. Concrete came hobbling up the steps to our dispatch office. I noticed that Chuck was limping and seemed to be in pain. It turned out that Chuck was working a couple of blocks from our Campostella Plant and while prepping a driveway he had knocked loose a piece of curb and it careened off the street and struck him just above the ankle in the shin causing a 6 inch gash. Although he had it somewhat taped up I urged him to seek medical attention. He replied that he had a delivery set for 4:00 and was short on manpower. He had driven to the office to see if he could have his delivery moved up so he could make sure his job was taken care of before he went to the Emergency room.
- With no trucks on the yard and none returning, the prospects of even making the original time looked bleak. That's when Robert Justice who at that time was working in the dispatch office came to the rescue. Robert had started his career as a Ready-Mix driver and had kept his CDL license valid. Robert went across the street fired up a vacant mixer got loaded with Chuck's order and followed him to the job where the load was promptly placed Robert returned to the plant and Chuck went to the emergency room.
- The following day with Chuck patched up and Robert back in dispatch everything was back to normal and the Titan Experience was certainly delivered.

*Submitted by: **Barb Nelson. GM, TVRM***

# Safety Culture Leads to Delivering The Titan Experience...

- Earlier today at our Hampton Plant, we held an ACI Field test certification for many local industry professionals. While proctoring a portion of the exam, A long-time VDOT employee Larry Eure, suffered a massive heart attack. It was the quick action of several Titan employees that ultimately saved his life. Having recently completed Gary Woolard's CPR and AED certification course, Bill Denison, Blake King and Robert Justice knew exactly what had to be done. Bill immediately began chest compressions while a fellow VDOT employee, Gail Weston administered mouth to mouth. The call was made to 911, while Robert Justice ran to retrieve the AED, and Blake King ran to the street to ensure the paramedics knew exactly where to go.
- When the paramedics arrived, Blake directed them to rear of the plant where the drama was unfolding and took over CPR. They were not able to revive Mr. Eure or register a heartbeat at that time and he was transported to the hospital. Bill Denison, having known Mr. Eure for many years, followed them to the hospital. Mr. Eure was eventually stabilized in the hospital. The paramedics gave credit to the quick actions of Bill Denison and the others for saving his life!
- This is the ultimate example of why we practice safety to the extent that we do. When this emergency arose, our people, along with Ms. Weston who had also recently completed a CPR class through VDOT, were well trained and ready to take action, just at our STA's outline. This ultimately saved a life today!!
- It is with Great Pride that I thank and congratulate our team, especially Bill Denison. I can't imagine a feeling better than to save a life, especially the life of an associate and friend!

Submitted by: **Dan Osborne, GM, TVRM**



# Pilot Creates the Titan Experience in Jacksonville

- I have a Titan Experience moment I would like to share with you. We have had an ongoing project with Archer Western Contractors here in Jacksonville that starts around 11 pm at night to replace concrete sections of I-95. It has been a very tough project to accommodate and keep a level of service with our regular day time customers.
- The experience I am writing to you about happened last Night (Wednesday night) with one of our drivers Harold Felton or other wise known as Pilot. The story goes as such, there was a communication misunderstanding on the time drivers need to show up for the scheduled pour, keep in mind it was 27 yards so 3 drivers was needed. Pilot being a graduate of CDP called in to the recording that the start times are on and realized he was not scheduled so in concern for the project he stopped by the plant to check and see if everything was going as planned. Lucky for us (Tarmac) he came by; the misunderstanding in times resulted in no-one showing up for delivery. Pilot immediately contacted Nour Alsamsam our QC tech on the job to inform him of the situation.
- Then Pilot took it upon his self to load his truck and deliver all three loads to the contractor. Tim in reading this you must understand that
- By this time (11 pm) Archer Western has got three large openings in the middle of I-95 and they have got to fill them with concrete. If it wasn't for Pilot's dedication and his genuine concern for Tarmac we could have been faced with serious financial issues, so not only did he salvage the pour for Tarmac, but he brought value to the contractor and the F.D.O.T. by delivering the Titan Experience.



# Tarmac Promotes Industry, Grows Market, Builds Value with The Titan Experience

- In keeping up with the Sales team's continuing education and value added push we held a joint parking lot conversion class between the Eastern and Southern Region on 3/3/08. This was held in Palm Beach and Diep Tu of the FC&PA facilitated the course.
- Orrie Kopystanski came to me with an idea. He stated that one of his customers, Woodlands Construction was starting a concrete parking lot division and he wanted to invite them to our class. His plan was to get them working along with our sales team to help build relationships and make them more successful in turning parking lots from asphalt to concrete. This will also put Tarmac/Titan in the driver seat for not only his parking lot projects but tilt wall projects as well.
- After discussing this with Carlos Giron and Tom Sinuefield we all agreed that this was a great idea. The class went off with great success. A few days later Gary Nininger and I had lunch with the owner of Woodlands Clay Fisher. Clay thanked us for giving his people the opportunity to get this valuable training. He used words like partner and consultant when describing his view of our relationship.
- Once this customer gets this new division up and running the people that attended that course and the owner will always remember that their concrete supplier was there to support their efforts.

*Submitted by:* **Mark Wachtel**  
**Regional Sales Manager**  
**Tarmac A Titan America Business**



# Multi-Level Relationship Creates The Titan Experience

- Tommy Tichacek was having a conversation with one of his largest customers who was complaining about slump consistency and accuracy. As Tommy patiently listened to the customer's complaint a thought occurred to him.
- He stated to the customer that he was going to get his entire staff together to discuss this very issue and wondered if one of his staff could come to the meeting (on Saturday), so that they could hear, first hand, the issues associated with the slump issues.
- The customer immediately became excited about the proposal and agreed to attend himself to discuss with the Tarmac employees.
- By bringing together the customer and Tommy's Western Regional team to solve the root cause of the problem, Tommy and his team, together with the customer, created the Titan Experience.

- Submitted by: Tommy Tichacek  
Western Region GM





**Titan Florida Customers identified to focus on in the “Account #” to “Client” stairway.**

	<u>1/1/08 Status</u>	<u>11/1/08 Status</u>
1. <b>BMH Concrete</b> -	<b>Customer</b>	<b>Multi-Level</b>
2. <b>RMB Concrete</b>	<b>Customer</b>	<b>Customer</b>
3. <b>US Paverscape</b> -	<b>Client</b>	<b>Titan Exp Delivered</b>

**Action Items to move identified customers up to the “Titan Experience Delivered” stairway:**

Customer: **BMH Concrete**

Action Items:

- Keep informed of current market conditions/information.
  - **Meeting with Major Callaway monthly to provide market information**
- Develop cross functional relationships (Safety, credit, environmental)
- Multi product offerings (Fly Ash)
- Get rest of company involved with account (SM, VP, President)
  - Tim Kuebler becomes more involved through meetings, CAC etc
- Develop expectations and exceed
  - **Developed batching arrangement at Tarmac ready mix plants**

Customer: **RMB Concrete and Precast**

Action Items:

- Develop cross functional relationships (Safety, credit, environmental)
- Get rest of company involved with account (SM, VP, President)
- Outside activities involving Craig Leonard and Tim Kuebler
  - **Industry Promotion event, LEED event**
- Develop relationships with all levels of this business
  - **Two calls per month on this account from sales management**
- Better and faster resolution to cement discoloration issues
- Offer technical assistance for ready mix designs through Eastern Region

Customer: **US Paverscape - Client**

Action Items:

- Place customer on the Customer Advisory Council
  - Ray Paulding was invited but had to decline due to previous commitment
- Outside activities involving Craig Leonard and Tim Kuebler to create multi-level relationship
- Develop relationships with all levels of this business
  - Two call per month on this account
    - Multi product offerings (Cement, Flyash, White Cement)
      - » Wants to discuss white cement as soon as we can offer
- Develop cross functional relationships (Safety, credit, QC both with Agg and RM)

