



Promotion Pays!



MAY 25, 2007
ISSUE 81

Education Leads to Promotion

Education can open the door to many opportunities with our ready mix customers, architects, and engineers. When we give educational presentations, we establish ourselves as a resource for the decision makers and we show industry expertise, which promotes value-added service for our customers.

Steve Struble, P.E., O'Brien County Engineer in Primghar, Iowa, is a good example. Steve has an ethanol plant project starting this spring adjacent to two county roads. The

field experience regarding testing and placement, but most importantly, minimal experience in recognizing problems that could be avoided by good concrete practices. O'Brien County has historically been dominated by the asphalt overlay market and full depth asphalt construction.

The Iowa Ready Mixed Concrete Association (IRMCA) contacted Struble and invited Steve Johnson and me to conduct a three-hour presentation on Hot and Cold Weather Concreting, Basics of Jointing Concrete, and Trouble Shooting.

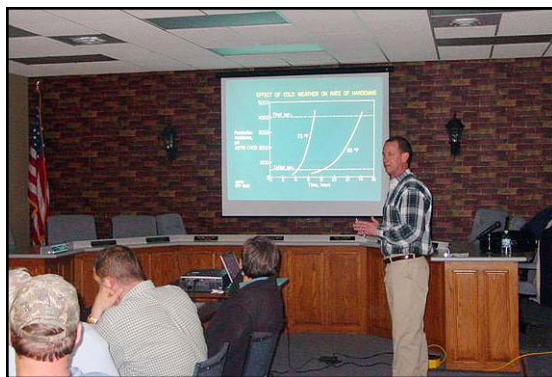
was finished, Struble was inquiring about his upcoming project regarding

This promotion shows how presenting as an educator, not as a salesman, has created a new relationship with the County Engineer.

accessibility, jointing details, and whole list of issues regarding the duties

of his construction inspectors during the different phases of the project.

This promotion shows how presenting as an educator, not as a salesman, has created a new relationship with the County Engineer. Educating his staff on good concrete practices and serving as a resource regarding Steve's upcoming project creates value. This opens the door for opportunities in the future to promote concrete in O'Brien County.



project requires concrete paving for access into the new ethanol facility.

His concern is that his construction inspectors have had minimal concrete

Our target audience was Struble and his entire staff, the Sioux County Engineer and his key employees, and two plant managers from Alliance Concrete. Before the day

Education is Promotion!

-Trevis Beeck

Mission

Provide world class customer service that consistently exceeds expectations at market competitive prices.

Sales Department Goals

Motivate a team of successful people who are dedicated to continued improvement in leadership, innovation, cooperation, communications, and education.



Ash Grove Cement Company

"Rules of the Road"

1. Respectful, open, and honest fair dealing in all business functions.
2. Responsible, candid participation of all employees in the constructive improvement of our business process.
3. Continuous communication throughout the Company to promote the teamwork needed to reach our goals.
4. Active Company participation in the communities we serve to improve the existing and future quality of life.