

Consumers Concrete Core Values

Promote A Safe, Rewarding Workplace

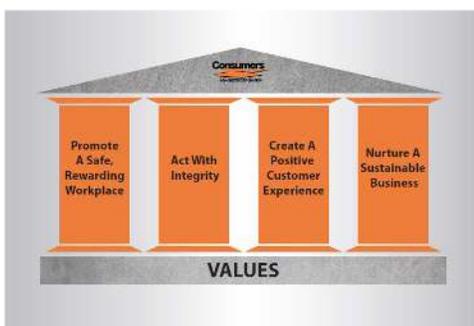
By Randy Parsons

I have been asked to write a brief article about my thoughts on how we promote a Safe and Rewarding Workplace. I believe we have made several improvements over the past year. There has been a sincere commitment from the Executive Management team to make Consumers Concrete a GREAT place to work. With both financial support to upgrade equipment, and better training opportunities. We launched the Home Safe campaign, which many of you have embraced and are setting a great example for others to follow. We have welcomed DJ Kalee our safety director into the manufacturing facilities and with his help we are implementing new safety procedures for all the different duties being performed. We are developing and implementing SOP's which will insure we are doing things the same SAFE way across the company.

I believe each and everyone of us have to look first at ourselves and make an honest assessment of what we can do to not only promote, but also sustain a safe, friendly, and rewarding workplace. We need to be willing to look after each other instead of looking at each other. Make sure we make decisions based on what is best for the company as a whole, and not based on just one location. We have the vision of ONE CONSUMERS and I believe we have the potential to make that a reality. I would like to encourage each and everyone of us myself included to take an honest look at ourselves and the different areas we can influence to make ONE CONSUMERS who we are.

I sincerely hope everyone goes HOME SAFE.

Randy



By Steve Cronkite

When I think back to when I started driving here as a summer job in 1972 while going through college, safety was not a first concern of how we did things. It was get the job done. I shake my head in amazement that we didn't have more injuries and accidents. Safety was not at the top of our list and sometimes not on the list at all. At the time, accidents and injuries were just part of the construction industry.

Yes, things have changed, and changed for the better. Safety and Home Safe are a daily focus and Promoting a Safe and Rewarding Workplace is a constant attitude I undertake every day in my job.

Attending our recent 85th Anniversary Celebration, my wife was very interested in and we talked about Bruce Blair's comments on HOME SAFE, ONE CONSUMERS and our 4 Core Values. At the end of the day about a month later as I was leaving a work-related event on the other side of the state, I texted her, "Leaving Dearborn, heading for home", and I got a reply "Ok. Home Safe!" with a smiley face symbol. It put a smile on my face as I realized Bruce's words did sink in.

A couple of weekends later, I was putting up some shelves. All I needed to finish the project was to cut a couple 2"x2" braces. I got out the circular saw and work table to cut them and was reminded by my wife, "where's your safety glasses, Home Safe". OK, maybe she listened too well, but she was right, I got my glasses and made my 2 cuts.

My point being, we all need to look out for each other, both here at work and at home. We want all of you, HOME SAFE always!

Steve



Consumers Concrete Core Values

Act With Integrity

By Melissa Kline

I am writing on what the core value of “Act with Integrity” means to me. I believe acting with integrity can be defined by the character of a person when no one is looking. It is exhibited by being honest, trustworthy, fair, responsible, and behaving in an honorable way. It is doing the right thing even when it’s not easy or necessarily popular.

Integrity is exhibited no matter what peer group surrounds us at the moment, whether inside or outside of Consumers Concrete. Here at Consumers, we strive to give our customers a quality product at a fair price. If a product is produced inferior in any way then we step forward to right any wrongs. We treat others as we would want to be treated.

Integrity is being honest and trustworthy by avoiding gossip. In a recent podcast, I heard the acronym of “THINK” to consider before relaying something heard about another person. There are five_ questions we can ask ourselves: First, Is it True? Second, Is it Helpful? Third, Is it Inspiring? Fourth, Is it Necessary? and Fifth, Is it Kind? If you answer “no” to any one of the five then integrity is at risk.

I believe integrity is a core value improved upon daily by taking that proverbial look in the mirror and becoming a better version of yesterday.

Melissa

By Andrew Poth

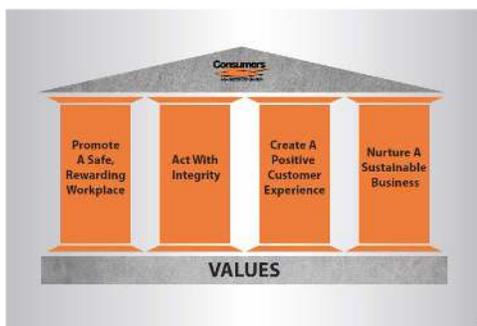
First of all, anyone who knows me, knows that I do not enjoy writing down my thoughts, but here is how I see the Core Value of Act With Integrity.

Looking at Google and other references, the definition for Integrity in short is; The quality of being honest and having strong moral principles. I believe that Act(ing) With Integrity simply means doing the right thing, even when nobody is watching. Much of what we learned about integrity was acquired when we were young. We learn from people we respected such as our; parents, grandparents and teachers. We watch how they deal with situations, good and bad, in public and behind closed doors, and this influences our future behavior.

I believe, overall, we do well with the Core Value of Act With Integrity at Consumers Concrete, however, we are human and we all make mistakes. Integrity can be demonstrated in how we take ownership of a mistake or how we deal with others that have made a mistake. I think you have the right to “call us out” if you see any of us not upholding this Core Value. The “call out” needs to be done in a respectful way, pointing out the potential concern. It could be as simple as talking to the individuals involved.

I work hard each day to do the best I can and try to make this a better place to work for all of us.

Andrew



Consumers Concrete Core Values

Create A Positive Customer Experience

By Brad Heidema

On May 5, 2018 at our Company's 85th anniversary celebration, our CEO/President, Bruce Blair, presented our 4 Core Values that will reflect and define our corporate culture. One of the Values is "Creating a Positive Customer Experience." I would like to share how I believe this Value relates to my position and how it has been a part of what I do for the past 21 years at Consumers Concrete.

I view all 200 plus coworkers at Consumers Concrete as "internal" customers. As a Company, we are in the "people" business and work in the concrete industry. People are our greatest strength. Without each of you we do not exist. We need to recruit and retain the best people to succeed in our ever-changing world.

There are two basic philosophical principles that I've implemented to navigate the workday and use to serve YOU, our internal customers:

- 1. Servant leadership. Often, the word "servant" has a bad connotation in society. This is simply not true. Those attributes for a good servant leader are: listen intently, humility, honesty, place others first, and attempt every day to make the people around you better at what they do.*
- 2. Add value. Consumers Concrete hires quality people who want a "career" or to "pursue a passion" and not just "have a job." View everyone you encounter as possessing value and who can add value to the workplace. When interviewing people, I often interject the question: "What value do you think you can contribute to our Company?" I further explain that you may be joining our family and we are all depending on you to add value to our workplace.*

I believe Creating A Positive Customer Experience is a daily choice that I accept every day I come to work. My hope is that I help each of you know that Consumers Concrete cares about you and is doing everything it can to make this company a great place to work.

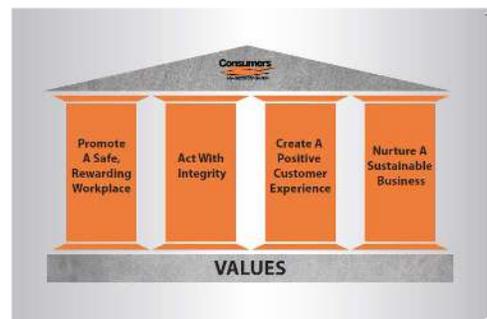
Brad

By Bill Dyke

A truly great customer experience is only one that can be defined by our customers. Every single one of us has the power to help shape that definition through simple words and deeds on a daily basis. Above all we must be passionate about Consumers Concrete, our products, and our customers. We must have empathy and show compassion. Show customers you truly care by asking genuine questions and adding value to what you do or sell. Give of yourself. When you are speaking to a customer, speak their name, look them in the eye and smile. Smile when speaking to customers on the phone. Express your true intent to the customer. Let them know that you have only their best interests at heart. Don't be pushy and try to get the customer to make "the big decision" all at once. Move ahead incrementally. This is a process. During the process, don't forget to listen intently and use warm, friendly words. Don't try to impress with your extensive vocabulary because you will end up sounding fake. In the end... Thank the customer!

When you are able to do these little things on a routine basis with every customer you contact, at the end of the day I just know there will be someone that says, "I love working with Consumers Concrete and wouldn't consider using anyone else because Your Name actually cares about me."

Bill



Consumers Concrete Core Values

Nurture A Sustainable Business

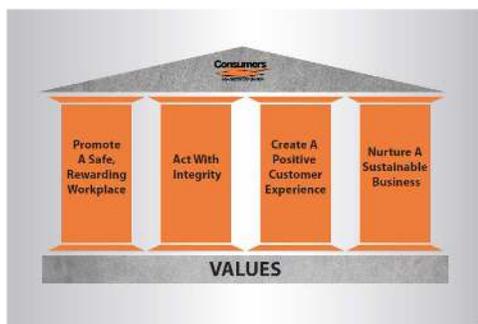
By Bruce Stanley

When I think about our core value of, To Nurture A Sustainable Business, I think of how we are constantly assessing the needs of our customers and markets so we can provide value in the products we offer. We continually invest in technology, technical services, and quality control to improve our ability to serve our customers. We are always working with our customers and our leading vendors to develop the new products and services that separate us from our competition. More specifically to me, it means how we grow our business. We want to be smart, profitable and efficient in what we do to generate earnings. Earnings that turn into the capital that our long-term business plan requires.

The capital we need to provide the tools and training for each Consumers employee to excel in their position. The capital we need to reinvest in trucks, heavy equipment, and in the plant network our industry requires to provide and deliver quality products. Investments like the new block machine we just installed in Wyoming that will help us safely increase our efficiencies for years to come. Finally, and as important, the capital to allow each employee an opportunity to advance and share in a growing compensation level to support their family and lifestyle.

I strive to never lose sight of my responsibility to everyone here to make sure our company is sustainable for many years to come, and we continue to be; The Company to Trust When The Concrete Matters.

Bruce S.



By Jim Kishman

Regardless of all the other things our company does, the basic job of Consumers Concrete is to make a profit.

To be sustainable at Consumers Concrete we are always thinking both short and long term. For us to be celebrating our 85th anniversary, it takes more than just "working hard." Forging relationships with our employees and providing them a career that supports the employee and in many cases their families with pay and benefits cannot happen if the company is not profitable and focused on how to Nurture a Sustainable Business.

For Consumers to be sustainable it takes commitment from all of us, not just the management team.

Being involved in the equipment side for most of my career, I see the cost of new equipment and the parts to repair our fleet. We need to have everyone do their part to properly check out the piece of equipment they use for their job at the START of every day. From checking fluid levels and air pressure in the tires to completing the pre- trip and post-trip inspections. These steps have proven time and time again to catch something before it turns into a major repair. Please remember, the major repair is more than just the parts and labor to fix a piece of equipment. It is also the "cost" of lost loads and deliveries while that piece of equipment is repaired.

The commitment to continue to invest and upgrade our fleet, plants and equipment is vital to the success of Consumers Concrete. Working as "One Consumers" to keep repair costs down directly impacts the bottom line and helps us have the resources to continue to invest.

Being with Consumers Concrete for 25 years I have been through good times and very low times. Our commitment to Nurture a Sustainable Business by the management team and the Thomas family shows to me that Consumers Concrete will be around for years to come.

Jim