

SPREAD SHEET

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Changes for the Future at Reed & Graham, Inc.

January of 1999 marked a change in the corporate management at Reed & Graham, Inc.

The Graham Family felt it was time to release control of the day-to-day management of the Company to a strong Management Team and focus their efforts on strategic planning and the future growth potential of the Company. The following is an overview of the results.

Reed Graham has been promoted to the position of Executive Vice President. In this position, he will oversee the new Management Team to ensure that it is an effective body that functions as directed. Reed will also oversee the implementation of new Company policies.

Dave Smiley was promoted to General Manager and head of the Management Team. Dave has demonstrated his ability to create a positive and profitable business operation as general manager of the Geosynthetic Division. Through his business management and staff development skills, he built the division into the largest distributor of Geosynthetic products in the West. Dave also has a strong background managing a family business.

As the new General Manager, Dave stated, "My objective is to help continue the Graham's heritage of quality and industry leadership into the next century, as well as they have done for most of this century."

Throughout the Company, new personnel have been added to existing divisions and will be presented in this issue. Current Managers and Staff support the changes and are as motivated as the Graham Family to make them successful.



Dave Smiley, General Manager

A **Mission Statement** has been created, outlining the principals the company firmly believes, and, more importantly, memorializes the values of the founding family members.

You, our valued customers, will be the most important judge if the changes have been successful. Your input is our most valuable tool. Call or e-mail me <gerry@rginc.com> with your comments or feedback.

Thanks,

Gerry Graham, Jr.
President and Chief Executive Officer

Reed & Graham Mission Statement

Reed & Graham, Inc. established in 1927, strives to continue as a leader in the manufacture and supply of paving contractor supplies, engineering services, and other products and services. Our mission is to continually improve and expand our products and services to meet our customers' needs. How we accomplish our mission is as important as the mission itself. Fundamental to success for Reed & Graham are these basic values:

Customers: Customers are the focus of everything we do. Our work must be done with our customers in mind, providing better products and services than our competition. Our products and services are the end result of our efforts, and they should be the best at serving our customers' needs.

Quality: To achieve customer satisfaction, the quality of our products and services must be our number one priority. We must continually strive for excellence in everything we do: In our products, in their safety and value, and in our services, our human relations, our competitiveness and our financial strength.

People: Our people are our strength. They provide our corporate intelligence and determine our reputation and vitality. Employee teamwork is our core human value, so we must treat each other with trust and respect at all times. Dealers and suppliers are part of our team. Reed & Graham must maintain mutually beneficial relationships with dealers, suppliers, and other business associates.

Integrity: Integrity is never compromised. The conduct of Reed & Graham must be pursued in a manner that is socially responsible and commands respect for its integrity and for its positive contribution to society.

Reed & Graham, Inc. - Management Team

Dave Smiley has developed the Reed & Graham Management Team to deal with the day-to-day business matters for the corporation. The team is comprised of the following Reed & Graham employees:

Sam Carter has been elevated from accounting supervisor to the position of Controller. Sam has been with Reed & Graham since June of 1990.

As Controller, Sam will be responsible for:

- Managing and administering accounting matters;
- Providing financial direction to employees of Reed & Graham;
- Preparing a Corporate Budget prior to each fiscal year, with input from the General Manager and other managers at Reed & Graham;
- Serving as the corporate “check and balance” for management decisions involving expenses; and,
- Accounting and periodic auditing for all levels of the corporation.



Sam Carter, Controller

Sam expressed, “My goals during my tenure as Controller are to continue excellent accounting support to our manufacturing and sales employees and assist our division managers through their budgeting and cost control efforts. The accounting department will continue to provide whatever support is necessary for Reed & Graham to sell top of the line products at the best possible price.”



Aldo Branch has been appointed to the position of Chief Legal Officer.

Aldo is delegated complete authority for legal functions at Reed & Graham and will:

- Provide legal advice to the President, General Manager, Senior Management and department managers;
- Handle and supervise litigation involving the Company;
- Prepare and review contracts, and oversee the credit and collection activities of the Company; and,
- Work closely with the Human Resource / Risk Manager.



**Aldo Branch
Chief Legal Counsel**

Aldo came to Reed & Graham in August of 1996 and served in the capacity of Credit Manager / Corporate Counsel.

“While managing the company’s legal activities, my goal is to positively support Reed & Graham’s officers and management team, by providing prompt answers to their legal questions and by participating in the strategic planning for the future growth of Reed & Graham,” stated Aldo.



Patrick Eggers has been with Reed & Graham since 1984 when he was hired as the Systems Manager to implement and manage our new computer system.



**Patrick Eggers
Chief Information Officer**

As Chief Information Officer, Patrick will:

- Provide inventory, and customized computer programs and systems;
- Oversee and maintain the company’s automated accounting and inventory system;
- Implement and establish policies and procedures related to information system activities; and,
- Maintain relationships with technology vendors to create long-term strategic partnerships.

“My goal is to provide the management and employees of Reed & Graham with reliable and accurate information that can be used to make informed business decisions. I am constantly looking for ways to leverage evolving technologies to improve our information systems in ways that will benefit our company,” indicated Patrick.



Butch Lumby began working at Reed & Graham in June of 1978 in the San Jose Operations Department as dispatcher for the oil spreader fleet.



**Butch Lumby, Risk Manager
Human Resource Manager**

In the dual position of Human Resource Manager / Risk Manager, he will be responsible for:

- Preparing personnel forecasts to project employment needs;
- Developing and maintaining an active file for personnel recruitment;
- Working closely with the Chief Legal Officer;
- Managing corporate training programs for safety, environmental, and personnel needs; and,
- Ensuring that Reed & Graham is in compliance with local, state, and federal laws.

Reed & Graham, Inc. - Management Team

Butch explains his role as “working closely with the all divisions of the Company and the management team to ensure that personnel, safety and insurance needs are met and that we are in strict compliance with regulations.”



Jack Dougherty began working for Reed & Graham in May of 1978 in the San Jose Emulsion Plant.



Jack Dougherty
Emulsion Division Manager

As Emulsion Division Manager, he will be responsible for:

- Production and production personnel for standards of performance;
- Ensuring that emulsion products are monitored so they will meet the projected and actual sales activities; and,
- Coordinating emulsion production to maintain quality to ensure customer satisfaction and that the emulsion production meets demand based on the market.

“Working for improving the quality of products and service to the customers and for better communication between the customers and the emulsion division,” is what Jack is striving for as his part of the management team.



Fred Smith began his career at Reed & Graham in September of 1989.

As Asphalt Products Sales Manager in the San Jose office, his basic responsibilities are:

- To ensure that sales will meet or exceed the established Reed & Graham standards of excellence;

- To provide expertise, guidance, and support in the formulation, development and implementation of production activities and marketing; and,
- To coordinate emulsion and specialty product sales in San Jose and the Bay Area.



Fred Smith
San Jose Asphalt Sales

Fred sees his main focus as “striving to keep the customers supplied with the finest products and the best service available.”



Don Malony joined the Reed & Graham family on July 26, 1999. He came to us from CalMat Company, Bakersfield, California.



Don Malony
Operations Manager

Don is the Operations Manager and will be responsible for:

- Overseeing the emulsion, Over Kote and asphalt production facilities;
- Overseeing the San Jose Operations staff;
- Ensuring there is an effective working relationship established within the Reed & Graham Operations structure;
- Coordinating with the Sales staff to ensure that customer needs are met with quality material and first rate service; and,

- Maintenance of production facilities and the coordination of vehicle maintenance at the San Jose site.

“My goal as Operations Manager is to work closely with the management team and to instill a high level of work ethics to the Reed & Graham personnel that will result in high quality products and services for our customers.”



John Moehring began working at Reed & Graham Laboratory Services in January of 1996.

In the capacity of Manager of the Laboratory, John provides for:

- Ongoing support for the laboratory employees for the daily planning, executing, and monitoring functions required for scheduled production / testing jobs;
- Staff support as the laboratory focal point, technical backup, and staff administrator, in planning the business and accounting activities, setting goals and objectives, staff interviews, and personnel evaluations; and,
- Coordinating and analyzing laboratory business opportunities.



John Moehring
RGLS Manager

“My task is to ensure RGLS maintains it’s solid reputation for dependable, timely, cost effective testing services performed in an enjoyable, safe, and technologically advanced work environment. Our objectives are to focus on innovative, profitable, quality service while increasing our competitive presence in the asphalt construction materials testing services market,” stated John.

Reed & Graham, Inc. - Spotlight



Kurt Templeton
Over Kote and Emulsion Sales

Kurt Templeton joined the Reed & Graham family on May 23, 1999. Kurt came to Reed & Graham from Netafim Irrigation, Inc.

He will develop and market product lines to customers for all products in Northern California and Nevada, including emulsions and the Over Kote line.

Kurt will work hand in hand with the Emulsion Division Manager and the Sacramento Plant Salesman to coordinate with the sales requirements for quantity and quality of product needed. He will also help plan the distribution of the product lines throughout Northern California.



Roseanne Scardina Credit Manager

Roseanne Scardina has been with Reed & Graham since September of 1984. She has recently been promoted to Credit Manager. Previously, Roseanne served as Assistant Credit Manager for Aldo Branch.

As Credit manager, Roseanne is responsible for credit aspects of customers accounts, and for collection and processing of payments. She also provides customers with assistance to questions regarding the credit application or with the terms within the application.

"I not only have the responsibility of collections, but also the pleasure of meeting and working with our customers on a regular basis."



Cliff Clowers
Sacramento Plant Sales

Cliff Clowers joined the Reed & Graham family in May of 1991. He worked in the San Jose Operations Department until May of '99 when he relocated in Sacramento.

Cliff is responsible for sales of Over Kote, emulsions and all plant products in the Sacramento plant in Northern California and Nevada. Cliff will work with the Geosynthetic Division for distribution and sales of their products in conjunction with his product lines.

Cliff will be the support person for Kurt Templeton in Over Kote Sales and will be available for customer needs for application and distribution of the Over Kote product lines.

In the next issue of SPREAD SHEET

Scott Pinkham - HP Inspections
Raina Pickett - Marketing Manager.
Sacramento - Area News

Geosynthetics - New Faces
QC / QA - RG Laboratory Services
San Jose - Area News

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