

VANCE BROS INK

WINTER 2007

Newsletter for the friends of Vance Bros Inc. Asphalt Mfg. & Material Supply

Vance Voice

Here's to an Even Better '08

by Rob Vance, Vice President

Here we are again at the end of another construction season. This is the most common time for many of us to sit back and reflect on the positives and negatives from the past few months – and begin planning for next year.

It's a great chance to build on the positives and, hopefully, devise strategies to eliminate any negatives. The next few weeks are, in my opinion, the most beneficial period for anyone in the construction industry. With the holidays fast approaching and schedules easing a bit, now is the time to assess the good and bad from 2007 ... while you can still remember the season.

If you're like me, right now you can probably still recall what piece of equipment needs to be replaced, or what employee is ready to take on more responsibility. We can also determine what advertising tools or promotional items have been instrumental in getting jobs or referrals.

Then there are the broader questions about the future.

Is it time to think about expansion of your operation? Should you

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project profile

Paving the Way to Recovery South of Border

When the fall 2006 hurricane season seemed to come and go with little damage to the United States, many Americans breathed a sigh of relief. Meanwhile, south of the border, hurricane-related heavy rain and flooding pounded areas of Mexico, washing out many roads and properties.

The city of Juarez, which lies just across the border from El Paso, Texas, was hit particularly hard. Rainfall in the city caused by remnants of Hurricane John flooded more than 20 neighborhoods in the city, displaced 5,000 families, downed power lines and caused scores of traffic accidents. In the aftermath, the Mexican government allocated emergency relief funds to rebuild Juarez.

Vance Brothers became involved in the effort to restore the city's washed out roads. Through a business relationship with Georgia-based UltraPave, Vance Brothers was asked to handle the application of a new product on the market, REAS (Rubberized Emulsion Aggregate Slurry).

REAS – a durable slurry product applied to pavements to protect the asphalt of streets and highways – essentially gives old tires new life. It incorporates finely ground rubber from



Rubberized Emulsion Aggregate Slurry (REAS) was applied to miles of hurricane-ravaged pavement in Juarez, Mexico.

discarded tires with asphalt, polymers and other additives. The product offers environmental benefits and is noted for its distinct, black appearance.

Mike O'Leary, UltraPave's marketing manager for the western United States and coordinator of the Juarez project, says getting Vance Brothers involved was an easy choice.

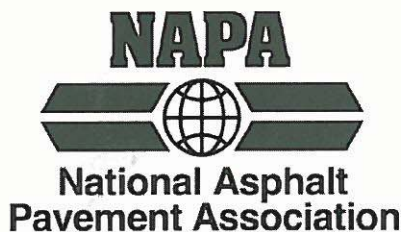
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INSIDE


Product Profile, Customer Profile, Employee Profile

Association Elects Vance Bros Into Membership

Vance Brothers Inc. recently became a member of the National Asphalt Producers Association (NAPA). NAPA is the national trade association for the hot-mix asphalt (HMA) industry, located in Lanham, Md.



Vance Brothers' President Tim Vance was designated as authorized representative to the association. Membership in NAPA represents a tremendous honor and will be another asset for Vance Bros.

With more than 1,150 members, NAPA represents HMA producers and paying contractors in the United States as well as international locations like Japan, Australia and Europe. Founded in 1955, NAPA communicates the interests of HMA producers and contractors to Congress, government agencies, and other national and business organizations. 

product profile

Military-Trusted GSB-88 Now Widely Available Through Vance Bros

When the Defense Department trusts a product to rejuvenate pavements in crucial locations, you know you might be onto something. That's the case with GSB-88, a pavement sealer/rejuvenator from Asphalt Systems Inc. (ASI).

ASI has been in business for 36 years as a specialty manufacturer of asphalt preservation materials. Based in Salt Lake City, the company manufactures a full line of pavement rejuvenators, rejuvenating sealers, and polymer and Gilsonite modified rejuvenating agents. The company's GSB-88 product is a Gilsonite modified emulsion that has been vigorously tested and widely used for 16 years.

Marketed primarily as a preservation material for pavements having high PCI/VCI ratings, GSB-88 has also been successfully used in reactive mode to treat failing or poorly performing pavements – specifically airport runways.

The U.S. Department of Defense, for instance, uses GSB-88 to prevent premature oxidation and corrosion of asphalt surfaces in military airstrips, bases and roads.

Vance Brothers and ASI have maintained a strong business relationship for the past 15 years, buying and selling products. The Denver office of Vance Brothers has had a warehousing and distribution agreement for GSB-88 for the past six years. Now, because of increasing interest in the product, Vance Brothers is making it available to customers in a wider geographic area including Missouri, Kansas, Oklahoma, Arkansas and Texas.

Our sales personnel are ready to help you find out more about GSB-88 and its ability to preserve airport runways. For further information about GSB-88, simply contact Vance Brothers at 800-821-8549.



Paving the Way to Recovery South of Border

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"I've worked with and around Vance Brothers for 20-25 years," O'Leary says. "Their surface treatment expertise is second to none."

The project itself was a huge undertaking. Juarez happens to be one of the major ports of entry and transportation centers of north central Mexico. The city's population is estimated at 1.3 million


people. Together with El Paso, the cities form a metropolitan area of more than 2 million.

The REAS project covered all the major roads and arteries in Juarez, an estimated 3 million square yards, according to O'Leary. Vance Brothers began work in the spring of 2007 and finished this fall.

"Vance's commitment and quick turnaround times helped us get

everything coordinated to pull this off," O'Leary says.

The project represented a bit of history for Vance Brothers, marking the company's first-ever project south of the border.

Most importantly, Juarez residents will benefit from superior pavement protection, increased safety and exceptional durability for years to come. 

O'Donnell and Sons Gets Heavy in Kansas City

Learn from good teachers, work hard, share the load of responsibilities. Those are the key practices that have made O'Donnell and Sons Construction Co. the successful business it is today, according to President John O'Donnell.

A family-owned company founded in 1973, O'Donnell and Sons is a heavy-highway asphalt paving contractor based in Johnson County, Kan., in suburban Kansas City. The company handles full-service grading and paving for both the public sector and for private developers.

Owned by John and brothers Laurence, Michael and Barney O'Donnell who all share the project load, the company was established by their father Jack and uncle George O'Donnell. Both Jack and George have since passed away, but the business is thriving in its 35th year. They now have 125 employees.



John O'Donnell notes the company's history with Vance Brothers goes way back.

"We've used their emulsion product for just about as long as I can remember, even when we were

a small company." O'Donnell and Sons also subcontracts with Vance Brothers for the installation of Petromat® paving fabric on various jobs.

Despite recent declines in the residential market, O'Donnell and Sons has stayed plenty busy. Future projects for the company include construction of a new mall, a retirement community, a retail development, and parking lots and roads for a new soccer park. John O'Donnell also keeps busy as the president of Kansas City's Heavy Constructors Association.

As it has for decades, O'Donnell and Sons will continue to rely on Vance Brothers.

"We appreciate that there is always someone around you can talk to," O'Donnell says. "They have a good product, are fairly priced, and they move heaven and earth to take care of us. Their service has been outstanding."



John O'Donnell

Here's to an Even Better '08

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look at better storage facilities, safety training or computer software to help make your company more efficient? And what training is available to help employees do their very best work?

I truly think that meeting with managers, superintendents and key employees now can be a beneficial tool to the growth of a company.

"... meeting with managers, superintendents and key employees now can be a beneficial tool to the growth of a company."

In a few short weeks, your thought process will be geared toward many new opportunities and challenges. Once things get busy again, trying to think back to what happened in July will be an exercise in futility. There is nothing worse than remembering in the middle of a new project that you forgot to take care of something from the previous year!

I hope everyone can find a little time to reflect, so you can have an outstanding, productive 2008. I would like to close by taking this opportunity to wish you all the best this holiday season. 🍷

Cue the Applause

Vance Brothers Inc. is happy to announce the arrival of two new employees, Lance Tate and Marco Torres.

Lance is our new salesman in Tulsa, Okla. He will be active in geosynthetics, paving fabric and emulsion application sales. Lance will also assist with pavement maintenance products in Oklahoma and Arkansas.

Marco is our latest addition to our Forth Worth, Texas, office. He will assist in sales of paving fabric and other maintenance products. We are excited to welcome both Marco and Lance to our team!



Lance Tate



Marco Torres

Locations

VANCE BROS INC.

KANSAS CITY
 (816) 923-4325
 (800) 821-8549

OKLAHOMA CITY
 (405) 427-1389
 (800) 762-9425

DENVER
 (303) 341-2604
 (800) 228-3671

TULSA
 (918) 838-2533
 (877) 588-2533

FORT WORTH
 (817) 624-0000

LITTLE ROCK
 (501) 945-2199

MINNEAPOLIS
 (763) 421-4034
 (800) 903-0015

Mastercard, Visa, Discover and American Express now accepted at all locations.



employee profile

Strecker's Journey Leads Him Home

Alan Strecker has come full circle with Vance Brothers. After taking a break from a three-year stint as a geosynthetics specialist with Vance Brothers in 1998, Strecker spent some time in the mortgage industry. He returned to the company in 2006. With the current state of the housing market, he couldn't have picked a better time to return. Today, he serves as geosynthetics manager for Vance Brothers' Denver, Colo., office.



Alan Strecker

A typical week finds Strecker contacting 20 to 30 new prospects as well as following up on prior contacts. Strecker also develops promotional materials, plans marketing efforts and attends trade shows whenever needed.

Since his return to Vance Brothers in the summer of 2006, Strecker has hit the ground running, staying busy with promotion and prospecting. He takes a strategic view of his responsibilities.

"I spend a lot of time thinking through my approach with customers and vendors. I want to be excellent at my duties. Closing a sale is my favorite thing to do," Strecker says with pride.

He also enjoys working in the Denver area, which he says is a great fit for his knowledge and expertise.

"The Colorado market has a high level of interest in geosynthetics. I think customers here know they can count on us to help them with their needs."

And he likes being the person customers depend on – again.

"Vance has a real family approach to doing business," he adds. "Even in today's intensely competitive environment, we treat our vendors and customers the right way. As an employee, I enjoy the freedom Vance Brothers gives me to do my job."

VANCE BROS INC.

Vance Bros Ink is a quarterly publication produced for the customers and friends of Vance Brothers Inc.

Your questions and comments regarding this newsletter are welcome.

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