

Distributor Spotlight

COUNTY MATERIALS AND BELDEN: BUILDING A PARTNERSHIP

P.O. Box 100, Marathon, WI 54448-0100

> To reap the fruits of success, one must first sow the right seeds. That's why County Materials holds fast to the principles that have made it a prominent supplier of construction and landscape materials for more than half a century.

What began with one man, a truck and a block machine 60 years ago has become considerably more complex in the years since County Materials was founded in the rural northern town of Marathon, Wis.

County Materials became a Belden Brick distributor in October 2001 in conjunction with its acquisition of the Tews/Lafarge Brick and Building Division in Milwaukee. Today, the company operates showrooms and contractor stores in Waukesha and Oak Creek.

As Wisconsin's leading distributor of clay brick, County Materials sells nearly 3 million units of Belden brick and pavers for residential, commercial and landscape applications throughout southeast Wisconsin each year. This adds a nationally renowned product to the company's wide array of structural and decorative concrete masonry units (CMUs), stone veneers, retaining wall block, concrete pavers and patio accessories, as well as ready-mix, precast and prestress products (available in select markets).

The family-owned company has developed a reputation for product quality and customer service that meshes well with Belden's own national standing. Of County Materials' seasoned Milwaukee sales staff, David Bares has 33 years of experience selling brick, while Dominic Novy, Sales Manager for the Milwaukee Division, adds 22 and Becky Schneider 15. Cheryl Porter and Kris Flynn have 23 years between them. In all, County Materials' Milwaukee personnel have 125 years of combined experience selling the finest brick in southeast Wisconsin. It's such expertise that helped County Materials supply Belden brick to such notable Milwaukee landmarks as the Milwaukee Brewer's Miller Park (470-479 Medium Ironspot Utility) and the Midwest Airlines Convention Center (Belcrest 330 Utility).

According to Novy, Belden offers County Materials' customers one of the most extensive and highest quality brick lines that the industry has to offer. He says, "Belden is noted for their product and their reputation. It is a quality-minded company, which shows in their people and their products."

For more information about County Materials, log onto www.countymaterials.com



2007 Class Preview

BELDEN BRICK DISTRIBUTOR SALES TRAINING

Dates: March 12-14th, 2007

Location: McKinley Grand Hotel, Canton, OH

> Monday, March 12th, 2007:

Monday we get started at 7:00am for breakfast and a quick welcome at The McKinley Grand Hotel in Canton, OH. Then we will be taking a tour of The Belden Brick Company mining operations and Plant facilities in Sugarcreek, OH. A portion of this day is spent outside so be prepared for possible cold weather and plant conditions.

> Tuesday, March 13th, 2007:

Tuesday we spend back at the hotel in a classroom setting. We review the previous day activities and become more acquainted with the management team at Belden Brick. We also discuss things such as ASTM standards, Special Shapes, and Belden Brick sales & marketing support materials. Plus guest speakers on various topics. This is followed by dinner with some other Belden Brick employees at Benders Tavern, the oldest restaurant in Canton, OH.

> Wednesday, March 14th, 2007:

Wednesday we get started again in the Hotel and have a few special presentations including a session with a local architect followed by a Q & A session and evaluation. The class is over by 12:00 so that you can get started home at a reasonable time.

We hope this gives you a basic understanding of what happens during the time you spend with us. Please realize this is a tentative agenda and is subject to change. If you have an interest in being a participant in this year's class please contact Brian Belden or Carrie Ritchey in our Canton office at (330) 456-0031 and we will get you registered.

The class is limited to the first 30 registrants so please contact us quickly if you are interested.

A Best Friend



"Flash" with Superintendent Bill Swinderman

On a gray, chilly day in late October of 2005 one of our workers at Plant #4 noticed an underfed dog at the edge of the plant property. When approached the mixed Sheppard would run off. This began an everyday occurrence. After a few days it was decided to leave some dog food out and see if this frightened, and obviously abused, dog would respond. Eventually he felt comfortable with human contact. Many months have passed and a great deal has changed since those first few days in October.

The firemen at Plant 4 now have a companion and watchdog during the nightshift. This well fed dog, now appropriately named Flash, spends his nights on duty with firemen Bob Bardall, Mark Burger, Jerry Stubblefield and Doc Sproull. During the day Flash spends time either following around Plant Superintendent Bill Swinderman, Assistant Superintendent Harry Shull, or simply resting up for the night shift. Occasionally Flash will wonder up to our Central Maintenance facility for or short visit with the guys and a snack.

Flash has free reign of the plant and has become part mascot, part employee and part pet. If he does not know you he will bark at you but all he really wants to do is be with people. If you are ever at Plant 4 Flash will look you up, you won't have to go and find him. This is a story with a win – win scenario and a truly happy ending.

2006 Employee Anniversaries

July through December 2006

30 YEARS

Jim Schlegel
Donald Weaver

25 YEARS

Stephen Brown
David Casey
Troy Jones
Donald Balder
Robert Zincon
Jay Gibbs
Richard Miller

20 YEARS

Frank Alleshouse
Tom Taylor Jr.
Joseph Yoder
Philip Heldt

15 YEARS
Joy Jones
Richard Polen

10 YEARS

Mark Regula
Michael Schrock
Harry Ott
Eddie Cook

5 YEARS

Deborah McGowan
James Lorenz
Curt Taiclet
Brian Keiser
Carolyn Todd
Gregory Sproull
Terry Brown
Ryan Sherer
Charles Redman

2006 Manny Award Winner

Congratulations, Belden Brick, Insider Business Magazine Best Place to Work



From the President's Desk

Dear Belden Colleagues and Friends,

In December, I had the opportunity to dine with a small group of local business people and the President of the Federal Reserve Bank of Cleveland, Sandra Pianalto. The leaders of The Timken Company and Diebold were among the guests, and they spoke of their views on the global economy that they compete in by necessity, if not choice. As I listened to their thoughts on why Ohio has lost so many manufacturing jobs and has fallen in rank among the states in terms of various socioeconomic indicators, including average wages, I reflected on the more modest scope of the Brick Industry and Belden Brick's place in it.



It occurred to me that while it is both a blessing and a curse that our product is too heavy to transport economically around the United States, much less the world, we still must be vigilant in our pursuit of continuous improvement. The global economy does affect us although not as obviously as it does the Timkens and Diebolds of the world. Because of our good fortune to have abundant reserves of high-quality shale and fireclay, it would appear that we should be able to remain in the brick manufacturing industry for the foreseeable future, but we cannot afford to be complacent. Other types of wall cladding and pavers are aggressively seeking to displace brick and capture our markets. The cost of labor to install our product continues to increase and the craftsmanship and supply of masons seems to be declining, potentially rendering the end use of our finished product less desirable to architects and owners.

We, at Belden Brick and in our Industry, need to continue our efforts to increase our productivity while maintaining the quality of our products. It is important for us at Belden Brick, in concert with our distributor network, to listen to what the users of our products need and to meet those needs better than competing materials can meet them. If we are able to satisfy those end users, we will maintain our manufacturing jobs.

We all know that "the only constant is change" and that Belden Brick must be ready to adapt while maintaining its traditional values. I know that we are all committed to doing whatever it takes to remain "The Standard of Comparison" in the Brick Industry as we have been throughout our 121 year history.

Let me take this opportunity to wish all of you a happy and prosperous New Year.

Sincerely,

Robert F. Belden
President

Calendar of Events January

January 23-24
Brick Forum 2007
The Sheraton Greensboro Hotel at Four Seasons
Greensboro, N.C.

February

February 12
Belden Brick Annual Distributor
Dinner & Forum
Forum @ Canton McKinley Grand Hotel
Dinner@ Four Winds

March

March 9-10
Hardscape North America
Offering products, technology & knowledge
for the hardscaping professional
Gaylord Opryland Resort &
Convention Center
Nashville, TN

March 12-14
Belden Brick Annual Sales School
McKinley Grand Hotel
Canton, OH

March 29-31
BIA The Brick Show 2007
Gaylord Palms
Orlando, FL

Congratulations...

**Shauna Ross Graduates with Bachelor
of Science in Environmental, Safety and
Health Management.**



The Belden Brick Company would like to congratulate Shauna Ross on her most recent accomplishments. Shauna graduated from the University of Findlay with a Bachelor of Science in Environmental, Safety and Health Management. Shauna has been with The Belden Brick Company for nine years and was recently promoted from EH&S Technician to Manager of Health & Safety. She will be replacing Bob Sclater who is retiring after 33 years of service. We would like to thank Bob for his dedication to The Belden Brick Company and wish him an enjoyable retirement. Thank you Bob!!

New Colors. Shapes. Pavers.
[http:// www.beldenbrick.com](http://www.beldenbrick.com)

BELDEN NEWS

WINTER 2006/2007

Quality Corner

**New Environmental & Safety Technician is
Glad to be on Board.**



Chad Yoder, who began his work as Belden Brick's Environmental and Safety Technician in April of 2006, notes that "There is a lot going on" in his department and that he's "glad to be a part of it."

Chad was born and raised in Sugarcreek and served for four years in the Marines directly following his high school graduation. After being discharged in 1999, he began working for Belden Brick at Plant 8. There, he started out hand-jigging brick and was a piece worker for 3 years before being promoted to Monorail Supervisor, a position he held for another 3 years.

Chad started college classes in 2001 and graduated in May of 2006 from Kent State University's Tuscarawas branch with an Associates degree in Business Management Technology. He started classes in September at Malone College and plans to graduate this fall with a Bachelor of Arts degree in Systems Management.

Chad and his wife, Cara, were married January 3, 2003 and have two children: Cole and Charlotte.

Welcome aboard, Chad!

THE BELDEN BRICK COMPANY • P.O. BOX 20910 • CANTON.OHIO • 44701-0910 • (330) 456-0031 • [http:// www.beldenbrick.com](http://www.beldenbrick.com)

in this issue

QUALITY CORNER

DISTRIBUTOR SPOTLIGHT

LETTER FROM THE PRESIDENT

webnews

Catalog now online... the what's new section of Belden Brick ...

www.beldenbrick.com



On our website, this is the place to view all of our newest information. If you are looking for new products, colors and sizes, this is the area to check out. Also now available, is our newest paver designer, log on and start creating your new masterpiece today!