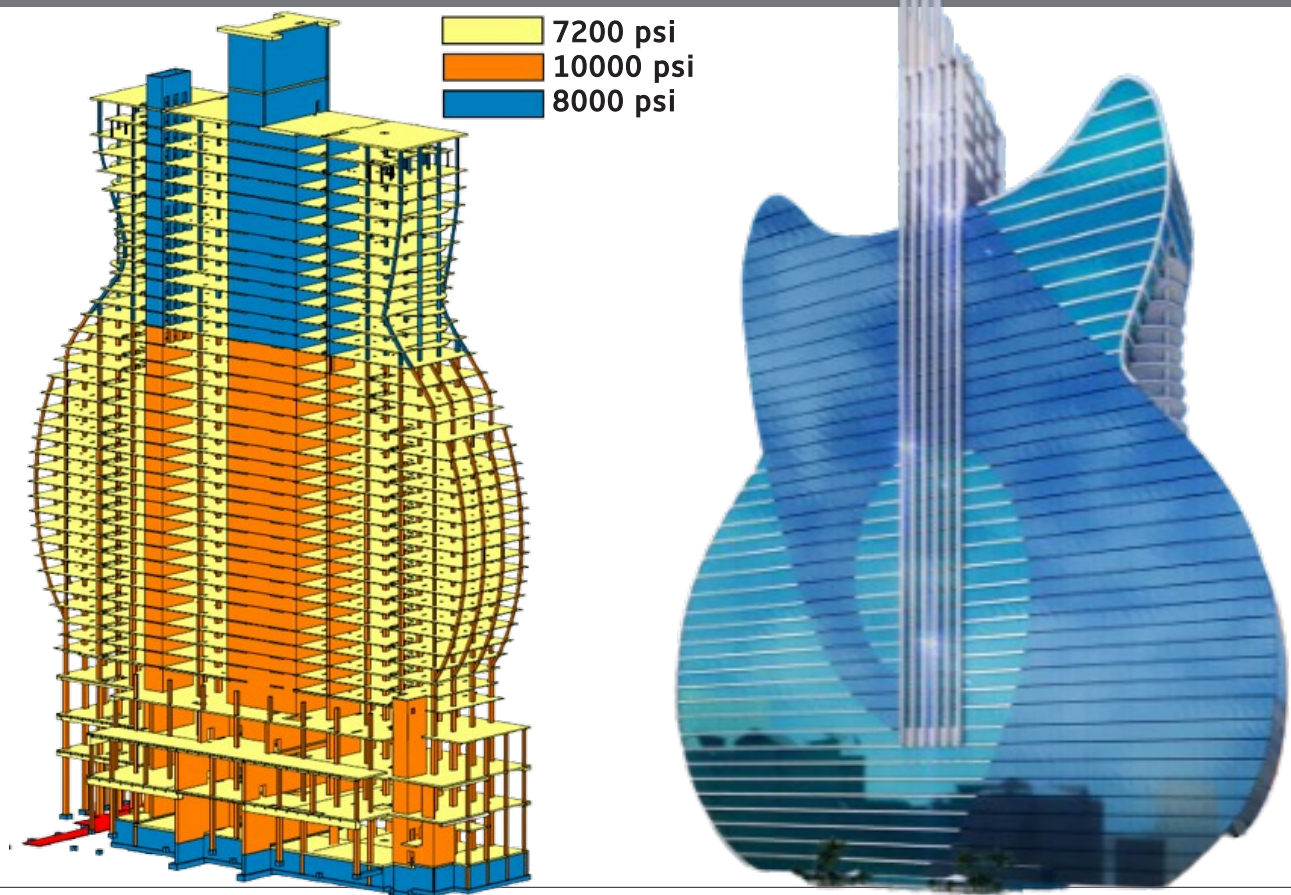


The Nevada Ready-Mixer

Your Premier Source for Company News and Updates

NRM Quarterly Newsletter



READY TO ROCK!

On August 29, 2024, the new Hard Rock Hotel & Casino officially kicked off for NRM by delivering the first load of drilled shaft foundations for Malcolm Drilling. 8000 cubic yards later, with an average 28-day strength of **10,500 psi**, the foundation was complete that will eventually hold up the 660-foot guitar - shaped structure.

The design will add 600 rooms across 36 room levels to Las Vegas's already impressive 150,900 rooms. Capping off the top of the tower will be six high-powered light beams projecting light 20,000 feet into the Vegas sky. The expert team from **All 5's Construction** leads the construction of this unique project.

As you can see from the illustration above left, the hotel tower is comprised of high-strength concrete throughout. The cast-in-place columns and shear walls (in orange) will require 10,000 psi concrete. This requirement drops to 8,000 psi (in blue) on floor level 27 and above. Finally, all post-tensioned decks (in yellow) will be constructed with 7,200 psi concrete.

As mentioned previously, the structural support for this massive tower is carried by the drilled shafts, which range in diameter from 2 feet to 6 feet and range in depth from 50 feet, all the way down to 140 feet into the earth.

Needless to say, careful planning and execution are a must for a project of this scale. Before every concrete delivery, the teams from All 5's Construction and NRM meet for a pre-pour concrete meeting to discuss everything from order details to project staffing to ensure a smooth material delivery.

To date, 30 unique concrete mix designs have been submitted for the project's construction. Concrete strengths range anywhere from 50 psi to 10,000 psi. So far, the highest recorded strength result is 14,300 psi from a load sampled during the foundation pour.

Nevada Ready Mix is exceptionally proud to partner with All 5's Construction for the construction of this project and to contribute to the forever-changing skyline of the Las Vegas Strip!

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EMPLOYEE SPOTLIGHT

Meet, Robert & Hilda!

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SPECIAL ARTICLE

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Note from the President *by Mike Sherwood*



Our Parent company, **Mitsubishi Ube Cement Corporation** asks us to adhere to the Following Code of Conduct:

1. Put Health and Safety First
2. Take responsibility as individual members of society
3. Deliver reliable product quality
4. Deliver Value worthy of trust
5. Collaborate closely with diverse individuals
6. Take on challenges and growth for the future

I believe we should add another. It should be 2.1

Take responsibility as individual members of society, **have a good attitude** and be nice to our colleagues and customers.

I have spent 37 years selling concrete for Nevada Ready Mix. At times, the market has been better than at other times. However, it has never been easy. Concrete is a commodity with very few differentiating qualities. Every day of each of those 37 years, we have been competing with fierce competitors. Companies who tell our customers that they are better than NRM. Companies who do not care if we have work. They do not care if our drivers are getting enough hours. They do not care if we live or die. Frankly, each of our competitors would rather we stop conducting our business. They would like to see our business die. They would prefer that we were not the best in the business. They would prefer that we were not the only remaining UNION company in Las Vegas. They would prefer that there were no UNION companies in Las Vegas. They do not care about us at NRM.

Who does care about NRM? The answer is each man and woman who works at NRM and their families. We must care for the success of this company, or this company will cease to exist.

How do we show we care? Be kind to our customers? Be ready to work on time? Remember our customers are important? Valuable? Critical to our success? Each and every one of us take responsibility as individual ambassadors of NRM to make certain our customers are happy? Be cooperative with our customers?

Recently, we have had two major customers complain about our service, and particularly our attitude.

One customer has even taken a serious portion of their business to our competitors. The day I am writing this, we lost two hundred yards to the competition because I was told "your employees don't care".

That two hundred yards was 10 % of our business today. That is 59 mixer hours. 7.5 men and women not working an 8-hour day.

Please take loving care of our customers. **They are the only ones we have.**

FLEET OPS.. BEBOPS!

by Bob Sacani

When we ask drivers how well they drive, about 80% will say they're great. However, if you look at the real driving data... you see exactly the opposite. Only about 30% of professional drivers sit in that top driving segment. Self-assessment and reality paint two entirely different pictures. This highlights the need for driver coaching among fleets.



Nevada Ready Mix seeks to redefine how we encourage safer drivers. Its solution includes a behavior change. Together we're redefining fleet management, through a program that rewards safer driving.

The program aims to improve driving behaviors by combining these things: telematics data, each driver's predictive collision risk, a science-backed approach in behavioral changes, and incentives for drivers to encourage improved driver behaviors.

NRM has lofty goals for our fleet, hoping it will help foster not only safer but also healthier drivers. We're talking about behavioral change, not just isolated to how safe you are on the road, but other behaviors that can lead to better welfare for our employees.

Behavior change is hard.

Change lies specifically in human psychology. ... There's a whole science behind it that has been studied very, very closely over the last 30 years. Awareness alone is not enough. Overconfidence is often a massive challenge. A prior bias clouds judgment and willpower alone will not do it.

As you change your behavior, we can see these unbelievable outcomes when it comes to production in every spectrum of the business including health care, driver moral and customer satisfaction.



GIVING back

RECAP

On March 22nd, we came together at Pabco Trailhead at Wetlands Park for our second annual park clean-up. Nevada Ready Mix employees and their families collected over 200 pounds of trash in just one hour!

Giving back to the community where we work and live is essential, and it was heartwarming to see so many dedicated individuals volunteer their time on their day off. We are excited to continue this wonderful tradition next year, so if you have a location in mind for us to unite again, please share! We look forward to seeing you then!



TRYPS Drivers Rewards Program

Since 2019, NEVADA READY MIX has recognized (and rewarded) the Top 10 performing drivers based on their efficiency, attendance, and truck cleanliness. Each quarter, data from our batch and dispatch software and payroll data are carefully compiled and analyzed. The resulting data is then sorted and ranked based on the following six categories:

T	Total Yards Delivered
R	Round Trip Time (minutes)
Y	Yards Per Hour
P	Personal Truck Cleanliness Score
S	Slump Rack Time (minutes)
A	Attendance (-1 for an absence, -0.25 for a tardy)

The Top 10 drivers in each category receive points based on their position in that category:

- 1st Place 10 Points
- 2nd Place 9 Points
- 3rd Place 8 Points
- ...
- 10th Place 1 Point

All six category points are then added and sorted from 1 to 10

Quarter 1 | 2025 Top 10 Drivers

Place	Driver	Total Points	Wins
1	Steve Rivas	34	\$600
2	Solomon Teclay	26.75	\$500
3	Carlos Acuna	23	\$400
4	Ryan Deutch	19.75	\$300
5	David Wright	17.75	\$200
6	Elmer Espinoza-Hernandez	15.75	\$100
7	Philip Parslow	13	\$100
8	Osvaldo Coronelcoss	12	\$100
9	Andy Rolen	9.5	\$100
10	Jerry Collins	9.25	\$100

Quarter 1 | 2025 Cleanest Truck

Driver	Truck Score	Wins
Steve Rivas	98.90	\$100

Quarter 1 | 2025 Most Improved Truck

Driver	Truck Score	Wins
Elmer Espinoza-Hernandez	+ 3 Points	\$100

For any questions about the program, or to request your individual score, contact Elu at (702) 595-9864

Follow Us on Social Media



@nevadareadymix

Nevada Ready Mix is now on social media!

Please follow us on Facebook, Instagram, Tiktok, YouTube and Threads to see current events, job site pictures, education and much more! If you have any pictures that you think we should put on our accounts, please text them to (702) 301-9633



Nevada Ready Mix at Nevada Ready Mix Lone Mountain
Mar 28 · 🌐

Employee Spotlight



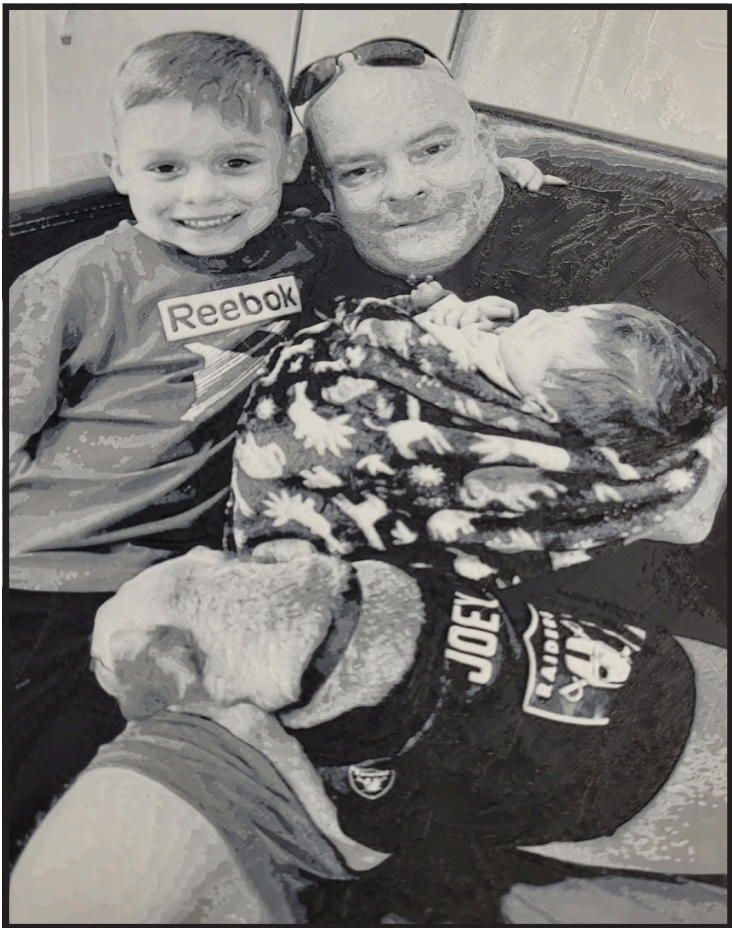
Robert Hinsley is one of NRM’s senior dispatchers and his primary role is placing orders. On average he enters over 30 unique orders every day. Robert started working with NRM in 2004, but like many NRM employees, he found other work during the recession and came back in 2014. He has been with the company coming up on 14 years total.

Robert was born in Lancaster California and moved to Nevada in 1976.

His dad served in the Air Force, which meant he moved around a lot a kid. He lived in Germany, New York, North Carolina, and Illinois before settling in Las Vegas. He attended Basic High School and graduated in 1988.

Robert’s first job was at the age of 14 at a pizza shop where he would mop the floors after school and the owner would hand him a \$10 bill when he was done for the day. At this time the minimum wage was \$3.35/hour!!

When asked what his most defining characteristic was, his answer was “my sarcasm”. His hobbies include spending time with his dog Joey, his grandkids Kason and Jax and riding dirt bikes. He also is a fan of driving out to state line for the occasional lottery ticket. If he hits it big his dream would be to move to the Florida Keys to live on the beach where his dog would also have his own condo next door.



Employee Spotlight



Hilda’s Nevada story began after she moved to Las Vegas in December 1993, following her graduation from Colton High School in 1992 and her marriage. Before joining Nevada Ready Mix, she worked at El Porto on Fremont for two years. In 1995, she welcomed her first daughter, Natalie, and in 1999, her son Edgar was born. During these years, Hilda dedicated her time to being a stay-at-home mom.

Hilda joined Nevada Ready Mix in 2003, a time when the company was producing between 3,500 and 5,000 cubic yards of concrete daily with three plants and over 300 trucks. As a multilingual order taker, Hilda’s addition to the team had an immediate and positive impact. During the recession, she transitioned to a mixer dispatcher role before finding her place at the Lone Mountain scale house in 2013. Currently, she excels as the scalemaster and LM scheduler.

Outside of her contributions to Nevada Ready Mix, Hilda is a passionate gardener, growing her own vegetables at her Las Vegas home. She also enjoys interior design, with a special flair for holiday decor. To stay fit, Hilda is committed to her health, spending time walking and hiking sometimes three miles daily.

Hilda also loves swimming in the ocean and enjoys vacationing at her family home in Baja, CA. Looking ahead, she envisions one day retiring and splitting her time between Las Vegas and Baja.

Nevada Ready Mix is incredibly fortunate to have **Hilda Chavez**, with her vibrant personality and dedication, leading the team at the Lone Mountain scale house.



ANNOUNCEMENTS



COMPANY PROMOTION ANNOUNCEMENT



Ron Reed has been promoted to **EXECUTIVE VICE PRESIDENT**

Akihiro Sato has been promoted to **VICE PRESIDENT**

AJ Munira has been promoted to **OPERATIONS COORDINATOR**

Hydraulics and Heat

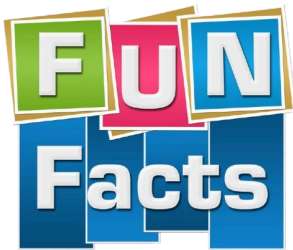
With the summer months fast approaching, it's a good time to focus on maintaining your hydraulic oil within its optimal operating range.

Here's what to keep in mind: hydraulic oil heats up quickly but dissipates heat slowly, and this heat build-up continues throughout the day. If the heat rises to a point where the viscosity breaks down beyond what your pump can handle, it can lead to operational failure. The faster your drum turns, the more the oil heats up due to friction and pressure. Therefore, unnecessarily running your drum at high speeds all day will only exacerbate this issue, potentially leading to failure.

To help keep your hydraulic system running cooler and more efficiently, turn the drum at the slowest speed necessary for the task at hand. Turning the drum slower (between 6-16 drum RPM's), will also mix the load better and faster.

Additionally, remember that ambient heat has a significant impact on your truck's fluid temperatures. Given the extreme temperatures we often face here in the Las Vegas valley, it's especially important to manage your drum speed effectively, as high ambient temperatures will always increase oil temperatures and negatively affect your mixer truck's performance.

DID YOU KNOW?



- 1. In 2024, NRM concrete trucks averaged **10,700** miles per unit!
- 2. They drove a combined total of **587,000** miles for the year!
- 3. That is **24** trips around the earth!
- 4. It's farther than driving to the **moon and back!**



Nevada Ready Mix Corporation provides a reporting hotline for employees to anonymously report any of the following incidents:

- Ethical Violations
- Wrongful Discharge
- Unsafe Working Conditions
- Internal Controls
- Quality of Service
- Vandalism and Sabotage
- Improper Conduct
- Discrimination
- Conduct Violations
- Alcohol and Substance Abuse
- Threats
- Fraud
- Bribery and Kickbacks
- Conflict of Interest
- Misuse of Company Property
- Theft and Embezzlement
- Violation of Company Policy
- Violation of the Law
- Falsification of Contracts, Reports or Records

Regular business issues and matters not requiring anonymity should be directed to the employee's supervisor or HR department.

ANONYMOUS
REPORTING HOTLINE
855-222-0916

All calls are confidential and the identity of the caller will remain anonymous.

Or visit: www.lighthouse-services.com/nevadareadymix



Manager Spotlight

We want to introduce you to our next Manager in the *Manager Spotlight* series:

Craig Thompson
(Sales)

Craig was born and raised in Las Vegas and has seen this Valley grow from its humble beginnings centered around Las Vegas Blvd., to what we see today. Teenager Craig shares a great story of driving west to Jones Blvd to hit golf balls towards the west, which was desert then.

In 1940, Craig's grandfather dropped his dad, Zander, his mom, Margaret, and his brother and sister, Dale and Vickie, off in Nelson Landing to build a new life in Las Vegas. Zander worked at the Nevada Test Site (NTS), while Margaret was a cocktail waitress at the Hacienda.

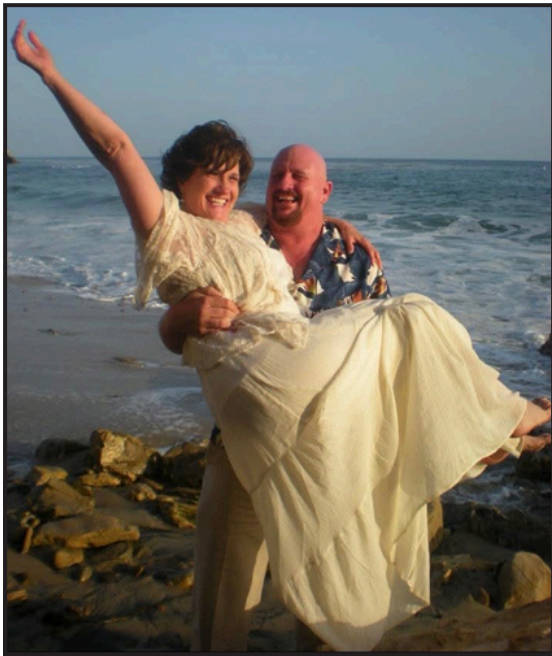
Craig was raised around Washington Ave. & Decatur Blvd. and graduated from Western High School in 1979. During high school, he played on the golf team for all four years and was named to the All-American team in his junior year. They won State his freshmen year.

After high school, Craig worked for Reynolds Electrical and Engineering Company (REEco) at NTS as a concrete laborer. He eventually worked his way up to General Foreman. In 1983, Craig left REEco to join Forest Concrete as an off-site superintendent. In 1995, he joined Bonanza Ready Mix as a concrete salesman, before joining Nevada Ready Mix for good in 2001.

Craig met his wife, Susie, in high school and stayed in touch with her through the years. In 2010, while watching Monday Night Football at the Four Kegs, Craig and Susie made it official that they were dating on 11/11/2010. They tied the knot in May of 2018, on the beach in Corona del Mar, Newport Beach, CA. Craig has five kids, 11 grandkids, and one great-grandchild.

Since his early teenage days, Craig has enjoyed spending his time on the golf course entertaining some of our biggest customers. His all-time lowest recorded golf score was a 61 at the Las Vegas Golf Club (muni). His bucket list includes playing a golf round at Augusta National in Georgia and spending more time traveling with his wife, Susie. Until then, let's recognize and appreciate Craig's contribution to Nevada Ready Mix's success!

Look below for his impressive customer sales accounts list!



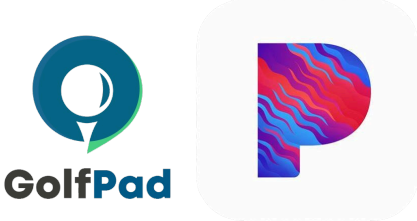
Years of Service

24

Birthplace



Favorite Phone App's



Favorite Pizza Topping



Death Row Last Meal



Favorite Sports Figure



Craig's Longest Golf Shot

401 Yards



EVENTS



On April 5, 2025, Nevada Ready Mix participated in the annual Touch-A-Truck event by sending **Steve Rivas** in truck #436. The event allows kids to climb around some cool equipment. Hundreds of kids attended the event, and kids (and adults) enjoyed the NRM mixer truck and display!

Steve and his son, Rey, arrived for pre-show setup by 7:30 am. We lined the chutes with construction paper and filled the chutes with candy. The kids loved the visual of a concrete mixer truck discharging candy and enjoyed blowing the horn inside the cab.

Thank you, Steve and Rey, for your time and effort in representing NRM at this wonderful event! Thank you also to DJ Roman and his kids for helping us during the event. We look forward to next year!



AND THE Winner IS...

Congratulations to **David Wright** for winning the Nevada Ready-Mixer newsletter issue #7 Crossword Puzzle!



\$250.00



Completed puzzle submitted by David:



CONGRATULATIONS! Winners!

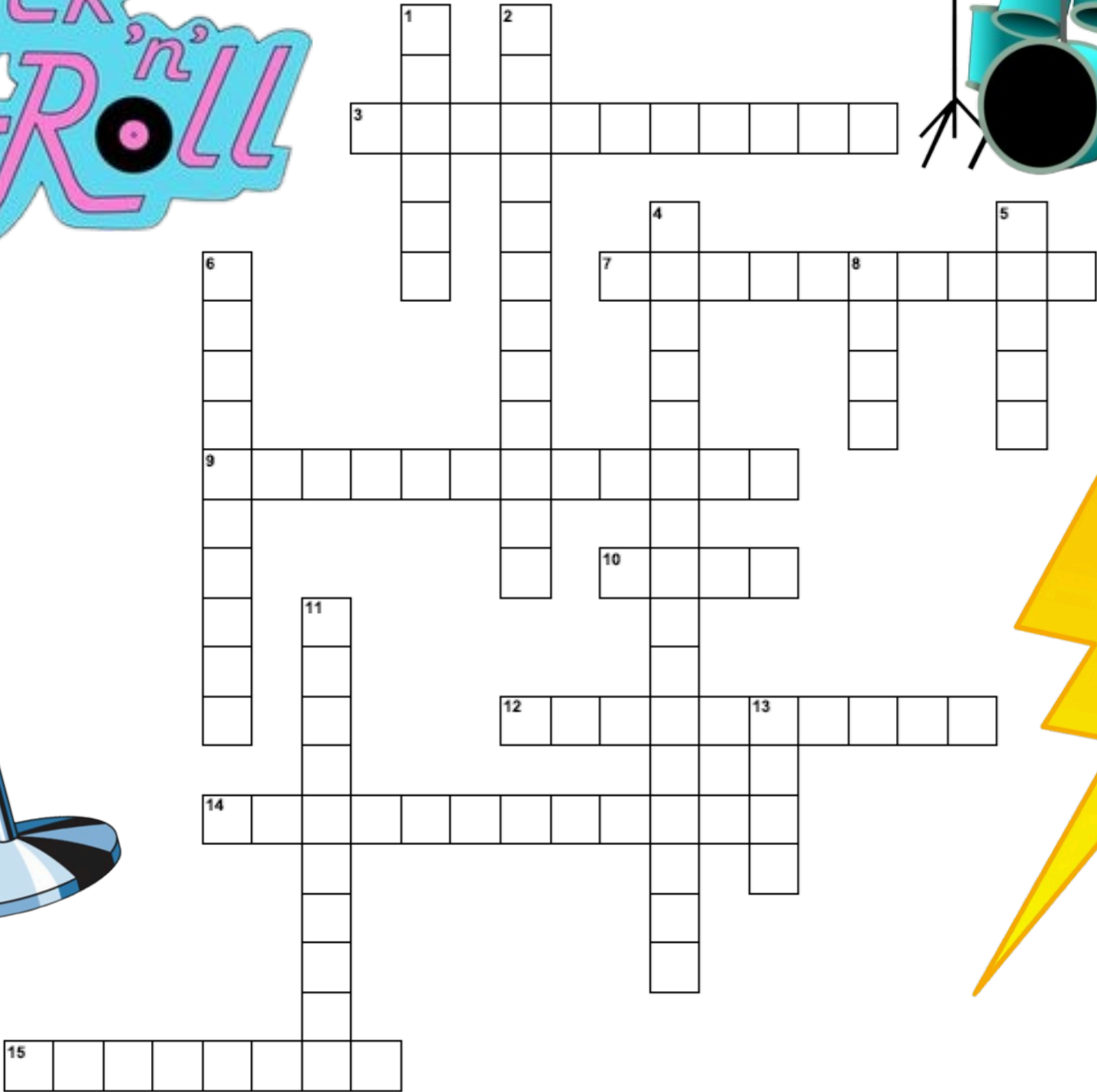
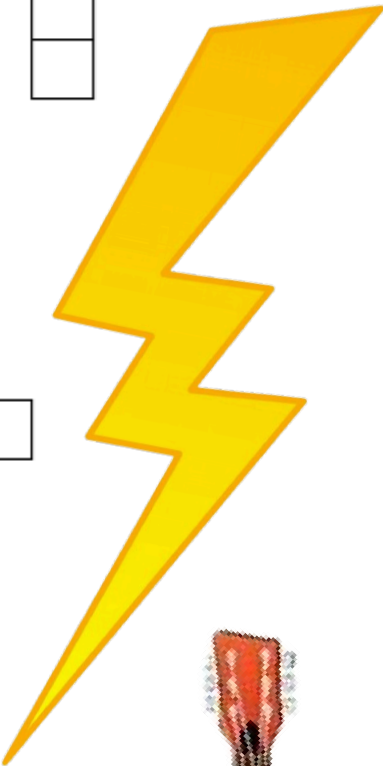
- Issue 1: Shawn Ward
- Issue 2: Robert Hinsley
- Issue 3: Nelson Pacheco
- Issue 4: Holly Heardt
- Issue 5: Ryan Deutch
- Issue 6: Carlos Acuna



ENTER TO WIN \$250.00!

COMPLETE THE CROSSWORD BELOW AND SEND A PICTURE OF THE COMPLETED PUZZLE,
WITH YOUR NAME, TO contact@thenevadareadymixer.com or TEXT A PICTURE TO (702) 595-9864

(VERIFIED ENTRIES WILL BE ENTERED INTO A DRAWING WITH ONE RANDOMLY SELECTED WINNER)
*WINNERS WILL BE ANNOUNCED IN THE NEXT NEWSLETTER



Across

- [3] Heavy blimp
- [7] Wore suits and ties
- [9] The King
- [10] Can be passionate
- [12] Not cops and robbers
- [14] 8 legs and stings
- [15] Sammy or Dave?

Down

- [1] Not how, when, where, or why
- [2] "Prince of Darkness"
- [4] Like bowling with rocks
- [5] A red playing card
- [6] A tiger that can't hear
- [8] Electric or batteries
- [11] Not quite The Brady Bunch
- [13] Hurry!

Highway Hero



We're excited to share a remarkable display of professionalism and quick thinking from one of our own. On Thursday, April 17th, at 7:30 am on I-95 Southbound at the Rainbow curve, NRM double driver **Jomaine Bobbitt** demonstrated exceptional skill and awareness that potentially prevented a more serious incident.

In this long, sweeping blind curve, a vehicle had broken down in the right lane, leading to a rear-end collision with another vehicle unable to see the stalled car. With people in the roadway and an accident blocking the right lane, Jomaine approached the top of the turn in his loaded double tractor-trailer.

Exemplifying the first principle of the Smith System, "**Aim High in Steering,**" Jomaine spotted the situation a half mile ahead. He expertly executed a controlled, two-lane swerve to alert the traffic behind him, who were unable to see the danger ahead. This proactive maneuver effectively slowed and stopped the approaching vehicles, ensuring the safety of numerous motorists.

Dispatch received a call from a grateful motorist who witnessed Jomaine's actions and believes he very likely saved lives. We have recorded this commendation.

We extend our sincere gratitude and congratulations to Jomaine Bobbitt, one of our world-class CDL drivers. Your professionalism and expertise are truly valued and serve as an inspiration to us all.

The Nevada Ready-Mixer

STAFF

Elu Chavez

Bob Sacani

Nicole Washington

Danielle Chavez

Contributing Writers
Mike Sherwood



IF YOU HAVE ANY INTERESTING PICTURES or CONTENT YOU WOULD LIKE TO SEE ADDED TO A FUTURE ISSUE,
PLEASE EMAIL contact@thenevadareadymixer.com or TEXT (702) 595-9864

