

BLOCKTALK

Service, Selection, Savings Since 1947

Vol. 95. Jan, Feb, March 2017

WHAT'S IN STORE FOR 2017?

As usual, the Fall and Holiday Season came and went in what seemed like a heartbeat. I hope that everyone's time with family and friends was as enjoyable as mine. During The Season I had the honor of recognizing one of the really great men of the masonry industry in Southern California. After over 60 years in the business Fred Dittmann of Dittmann Masonry decided to call it a career. And what a career he had. Fred and his company of master craftsmen built a significant number of the fine masonry buildings that exist throughout the San Diego County community. Schools, airports, shopping centers and more were constructed with the help of Fred and his crews. What made honoring Fred for his many contributions even more special was having many of the men he mentored in the room and having Vic Ross of Vic Ross Masonry share his wonderful memories of their times together in the San Diego Masonry Industry. What a great way to finish up a pretty good year.

And what is in store for 2017? Thank God the campaigning and the election is over. Many mixed and not so mixed feelings I believe. As I monitor the snowfall in the Sierra, particularly Mammoth Mountain, thoughts of California drought relief dance through my head. This can only be good for the construction industry in the region. Speaking of that, U.S. Construction spending was at its highest level in 10 years. This is expected to continue into 2017. From what I see and hear from many of our customers, this year is going to be busy. One of my wishes for 2017 is that we continue to plan and build the much needed habitat for the human populous in our little part of the world.

It's been a long time since I have made New Years resolutions, well except for the perpetual one where I work on being a better person. What we do look at every year here at RCP Block & Brick, is how we can continue to provide our customers with positive experiences. I resolve that we will continue to invest in developing our people into the trusted resource our customers deserve and to invest in equipment and processes that make RCP number one in quality and reliability.

Thanks so much for your trust in RCP and have a fantastic 2017.

Mike Finch, President & CEO



30TH ANNUAL FOOD & TOY DRIVE A SUCCESS

A HEARTFELT THANKS to all the RCP Customers, Employees & Vendors who helped make our 30th Annual Food and Toy Drive another heartwarming success. Through your donations of money, gift cards, toys and food, (some shown below), we were able to brighten the lives of many deserving families through Mountain Health Community Services. Based in Campo, California, they serve all of San Diego County as a private, non-profit community health center organization providing comprehensive health care, health education and social services for over 37 years. Each year, they host Christmas Parties throughout the county where families receive food baskets & toys, much of it donated by RCP customers & employees. Party goers also enjoy holiday treats and a visit from Santa.

Another recipient of your generosity was Potiker Family Senior Residential Facility based in San Diego. Operated by Serving Seniors, it provides safe housing and supportive services for seniors 62 years of age and older living below the federal poverty level. Many are special needs folks with chronic mental or physical challenges, and your gifts help them maintain a sense of independence and dignity. Thanks to you, RCP made a delivery right before Christmas to the main residential center. It included warm socks for the ladies & men, soap, toothpaste, toothbrushes, towels and more.



Pictured here are 200 "goodie bags" that were also given out. Santa's helpers shown right to left, are **Judy Koons (retired) her nieces Julia & Nicole and RCP CFO Kathy Olsen**. They all filled the bags with cocoa, cookies, crackers, fruit, candy, chap stick, pocket calendars and more. So again, Thank You All so much for sharing the Christmas Spirit with us, and may your year ahead be Blessed with Happiness, Health & Prosperity.

KEYSTONE ENGINEERING SEMINAR

Thursday, February 16, 2017

RAMADA HOTEL

5550 Kearny Mesa Road
San Diego, CA 92111
(858) 278-0800

Lunch will be provided after Contractor session
RSVP by February 13, 2017

CONTRACTOR

Check-In: 9:30 am
10:00-12:00 pm

- The Keystone System
- Introduction to new face and color options
- Installation Guidelines
- Applications

ENGINEERS

Check-In: 12:00 pm
1:00-3:00 pm

Segmental Retaining Wall design requirements in Low Impact Development applications

- Bio-Retention/Bio-Swales areas
- Vegetated Swales
- Permeable Pavement Parking Lots with Segmental Retaining Wall Support

Specialty Applications using Segmental Retaining Walls

- Gravity Wall Applications
- Water Applications

Certification for 2.0 credits will be provided

COST:

\$20 Seminar Fee for 1 or both Sessions

Contact Craig Finch or Email for a Registration Form. (619)337-2221 cfinch@rcpblock.com

DID YOU KNOW...

- RCP maintains helpful detail sheets such as Freestanding Masonry Fence Walls, approved by the City of San Diego and accepted by all Cities in the County of San Diego? They're free for the asking at all RCP locations
- The RCP Web Site has links to valuable Building Industry information for Contractors and Homeowners alike? Just go to rcpblock.com and click on the Support heading
- Our Marketing Department is always looking for photogenic projects to feature in brochures, ads and on our website? (Contact your sales associate if you have a job you'd like to submit)
- All Six RCP Sales Yards have a "Specials Area" with their own unique supply of money-saving closeout products?

MITA MASONRY CONTEST

On Oct. 22, 2016 the Southern California Regionals Apprentice Skills Challenge was held once again at West Hills High School in Santee! ALL apprentices competing showed they have what it takes and are dedicated to their craft.



Congratulations to the winners who qualified to compete on Jan. 18, 2017 at the World of Concrete convention in Las Vegas!

1st year Cristian Lopez with New Dimension Masonry



2nd year Fernando Gonzalez with GBC Concrete and Masonry

3rd year Chris Dubief with Reycon Construction.



Apprentices from MITA and Bricklayers Local 4 were challenged with timed projects for their individual apprenticeship year from 3 levels of difficulty. A BIG Thank you to our Judges: Howard Cole, Tom Demo Jr, Juan Carlos Duran, Rick Williams, Alex Lopez, and Adrian Cardenas. And thank you to the families and friends that came out to support the apprentices. See you all in Vegas!!

PRODUCT SPOTLIGHT TIGERCOOL ARTIFICIAL TURF

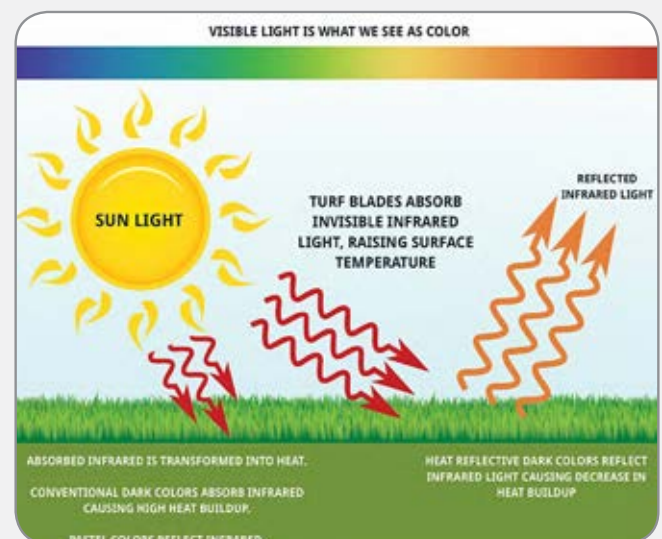


RCP Block & Brick is proud to introduce TigerCool® Heat Reflective (HR) technology, the latest in artificial turf cooling improvements.

TigerCool® technology successfully reduces turf temperatures by 30% and up to 17 degrees! That's a difference that you can feel.

Don't let the heat interfere with your life. TigerCool® makes any outdoor event a cool and pleasant experience. It's perfect for any front yard, backyard, commercial property, public park, or municipality. Like all of our turf products, it's safe for children and is pet friendly!

TigerCool® is now featured on the majority of our best selling turf products, guaranteed to last while you cool your heels on our turf for years to come! Just look for the badge and experience the difference for yourself.



Come in to any of RCP's 6 Store locations for more information. www.rcpblock.com

READY TO ENJOY RETIREMENT



Fred Dittmann & Steve Allen

At the end of 2016, longtime customer and friend, Fred Dittmann, announced his retirement from Dittmann Masonry. During more than 60 years in the Masonry Industry, Fred and his talented craftsmen constructed many major projects throughout San Diego County, including schools, shopping centers, airport buildings and more. Shown here with RCP Sales Rep Steve Allen, who is also now retired, we congratulate Fred on his long & distinguished career, and know he'll enjoy all the well deserved leisure time ahead.



Terry Waddington, Mario & Mrs. Caronna

Longtime San Diego bricklayer, and friend to all at RCP, hangs up his trowel after more than 4 decades of slinging mortar. Mario Caronna was first introduced to the masonry trade from a very early age by his father Fred. Mario, along with younger brother Henry, entered into the local bricklayer's apprenticeship program and their careers as journeymen began to blossom. Mario began his career with Two Guys Masonry in the early 70's. It didn't take long before he was recognized by others in the industry as having a keen understanding of his craft, a dedication to quality workmanship, and the value of a hard day's work. Other companies fortunate to have Mario on their team were Dittmann Masonry, D. Burke Masonry and

Schwartz Masonry. On May 7, 1999 Mario went to work for Modern Masonry as a project foreman. He continued working at Modern for 17 years until he retired midway through 2016. Terry Waddington, owner of Modern Masonry, celebrated Mario's accomplishments with family members, co-workers and industry partners at Gordon Biersch Brewery on November 10, 2016. Many memorable stories of Mario's life and career were exchanged at the event. In an effort to show their admiration and respect for all Mario Caronna meant to Modern Masonry, he was presented with a new set of golf clubs. Enjoy your retirement Mario, and hit em' straight!

HELPING HANDS



The Sister Servants of the Blessed Sacrament were established in 1904 in Jalisco, Mexico. Today, the sisters are active in the United States in the Dioceses of Sacramento, Monterey, Fresno, San Diego and the Archdiocese of Los Angeles. Five of the ten religious communities in California are located in the Diocese of San Diego where the sisters have served more than 110,000 students for more than 85 years. Their San Ysidro convent had benches in the courtyard that were no longer safe to use. With the donation of three new concrete benches from Empire Precast and the assistance of Lemon Grove yardman **Chris Sims** (left) and Mater Dei Catholic HS Freshman **Jacob Finch** (right) the sisters now have a sturdier foundation for prayer and contemplation.