

# BLOCKTALK

*Service, Selection, Savings Since 1947*

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## **RCP BLOCK & BRICK TURNS 70 YEARS OLD IN 2017**

I've grown to have a real appreciation for history. We can learn so much from it. A big part of our society and its various cultures honor the past and the people and events that have made us who we are. To me that's one of the best things we do in life. Think about it, all of our holidays are based on this concept. That's not to say we should live in the past and not in the now. Life and times change and looking back that's the way it has always been.

RCP Block & Brick's history began 70 years ago. In early 1947 Marvin Finch came home from serving his country and by April he had a stake in a new business venture. With an initial investment of \$200 he became a partner in Revolutionized Concrete Products. After WWII the opportunity to achieve the dream of starting a successful business was pretty good. A little capital, a strong back and an even stronger will to succeed could get you on your way.

As I was refreshing my memory to write this piece, I dug out the first set of books for the R.C.P. Company. With 3rd generation owners Erin and Craig (two of Marvin's grandchildren), I reviewed the fiscal year 1947-1948 financials of the new company. We got a kick out of looking at numbers from that first year. Total sales for the first year were \$11,233.49. The Company had one full-time employee, Marv's brother Chuck Finch, and a couple of part-timers with total payroll of less than \$2000. Rent was \$50 a month, Sales tax was 3% and we made just a hand full of products. My how things have changed.

Fast forward 70 years. RCP Block & Brick, as we are known today, has grown to six masonry / hardscape centers and one high efficiency manufacturing facility. We have over 200 employee and supply Southern California with thousands of masonry, concrete and hardscape products. RCP continues to stay true to the same culture Marvin began creating back in 1947. A place where shared values, quality and superior customer service rules. Our Mission at RCP Block & Brick is "Focusing on our Customers', Vendors' and our own success - Improving the world one block at a time".

My memories of RCP Block & Brick go back to the early 1960's. The lessons I've learned from seeing how my father led the Company through the changing times were invaluable. Marvin's example of respect and caring helped make better people out of the multitudes of those who had the good fortune to be around him. We have learned much about making block, trucking, applications of our products, the list goes on. The most valuable lesson learned over the 70 years is the importance of respect and caring for our fellow human beings.

In gratitude, I think of the good people RCP Block & Brick has been blessed to work with over the past 70 years. We honor the past and look forward to the future with a great group of folks eager to contribute to the continued success of our Customers, Vendors and RCP.

**Mike Finch, President & CEO**



**Founder Marvin Finch (forefront) and brother Chuck Finch back in the early days of RCP**

## A SAD FAREWELL



RCP has lost another good friend. On Saturday, May 27, 2017, while enjoying a long weekend at the Colorado River with his wife and two children, Kyle Cleavenger suffered a sudden and fatal heart attack. Kyle was the head of Cleavenger Masonry, a business started by his father. With the help and dedication of his wife Andrea, brother

Mark, son Shayne and many skilled crew members, the company grew to be one of San Diego's most successful builders in the masonry industry. Their skill can be seen in many large commercial projects around the County, including San Diego Urban Academy, Fuller Ford in Chula Vista, and the award winning Ocean Beach Comfort Station. RCP CEO Mike Finch and Tom Finch, VP Sales & Marketing, enjoyed good times with Kyle on ski trips, golf outings, at the Christmas parties and more. Tom remembers Kyle as someone with a great sense of humor, who loved the outdoors, especially off-roading, and spending time with family. Everyone at RCP sends heartfelt condolences to Kyle's friends and family, especially his wife Andrea, daughter Brittnee and son Shayne. Kyle will be missed by so many.

## 20TH ANNIVERSARY FOR THE CHAIRMAN'S CLUB

On Saturday, July 8, 2017, the annual meeting of the RCP Chairman's Club was held in Balboa Park at the San Diego Automotive Museum. It's always a special time when friends, family and co-workers come together to celebrate 25 plus years of employment with RCP. This one was especially memorable though because it was Twenty years ago that Company Founder Marvin Finch established the Club at RCP's 50th Anniversary Celebration. 2017 marks Seventy years in business for the Company



Left to Right:  
Kathy Olsen, Ken MacLean,  
John Herd & Mike Finch

Three new members joined The Club this year; John Herd, Michael Leon and Ken MacLean. Mike Finch shared highlights of their careers at RCP, and along with Kathy Olsen, presented John & Ken with their Chairman's Club jackets. Mike Leon was unable to attend. John Herd is based mainly in the RCP Escondido Store and is a member of the Commercial Sales Department. Ken MacLean is a Loader at the Otay Mesa Dispatch/Manufacturing location. The Club had 28 original members and now has 69. Some have retired, but many are still adding more years to their time at RCP.

Congratulations To All

## MASONRY PROMOTION A PRIORITY



For many years, RCP owners and employees have been involved with numerous organizations and events that promote the advantages of building with masonry. One such group is the Concrete Masonry Association of California and Nevada (CMACN). They work tirelessly with architects, contractors, engineers and municipalities to ensure that specifying, designing and building with masonry will be their natural choice. Recently the Executive Director of CMACN, Mr. Kurt Siggard, was named a Fellow of the Masonry Society (TMS). This is one of the highest awards attainable within TMS and is bestowed on only those members who have made outstanding contributions to the Society and the Masonry Industry. Congratulations Kurt on this well deserved achievement!

## MITA MASONRY CLASS

Even though some of the class couldn't show up due to being on jobs out of town, it was still a fun last class for our MITA apprentices. RCP Block brought the pizza and MITA Executive Director Lyn Oleson brought cookies, drinks, and gifts for the students and our wonderful instructor Dave Ratynski. MITA still holds their class at West Hills HS in Santee. If you would like to join the next class in September be sure to contact Lyn at MITA [www.trainmason.org](http://www.trainmason.org).



**M**ASONRY  
**I**ndustry  
**T**RAINING  
**A**ssociation

Left to Right:  
Damon Smith, Brando Wiley,  
Instructor Dave Ratynski,  
T J Demo III, Eric Campbell,  
Uziel Rodriguez,  
Craig Finch, RCP Block



# KUSI SPOTLIGHT



On May 20, 2017, to celebrate RCP's 70th year in business, our media partner KUSI TV, brought a crew to the Lemon Grove store and spent the morning broadcasting live spots for their Morning News program.

On hand to share information about RCP and what type of products are available at their six locations, was Marketing Manager Ryan Ertle. Evan and Craig Finch, gave viewers How-To tips for building outdoor living projects. Several of RCP's vendors were also on hand to answer any questions that walk-in customers might have.

There was also a one day Anniversary Sale with discounts and special pricing on select products. All RCP locations reported having a very busy day with many orders placed for future deliveries.

Many Thanks to the RCP Team Members, Customers and Vendors who made it a very successful event.



## READY TO RELAX



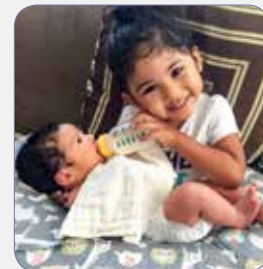
After 32 years at RCP, Escondido Store Manager **Rusty Christian** has retired.

In December 1985 Rusty was attending Palomar College in the mornings and working afternoons at an Escondido 7-11 near the then RCP location on Broadway. One day a customer asked if she would like a full time job. He turned out to be Todd Bonilla, from the newly opened RCP Escondido. Here's Rusty's job description in her own words; "I started out in the little shed on Broadway. George Milby was appointed my trainer and mentor by Bob Frescas who was the manager at the time. I started on the counter learning the sales end of the business, but George had the insight that I might grasp things better if I were to find them in the yard and help load them. From the counter I took over the tool order and distribution for all the yards when we moved into the new location at 1070 W. Mission Ave. At one point George and I were Co-Assistant Managers and together we were unstoppable. When George took over as Manager, I was his right hand until he retired in 2004. Then I had the privilege to manage the store until I retired on April 28th 2017." With her years of customer service experience, Rusty also assisted Retail Sales Manager Jim LaDouceur in training employees to work in all 6 RCP Sales Offices. Her retirement plans include traveling all over the United States with husband Steve in their motorhome. She's also trying her hand at gardening, sewing and trying to learn how to relax. Their son Russ Christian is now the Assistant Manager in the Escondido store. He and wife Ashley will be welcoming their first child, Bridget Aurelia Christian at the beginning of September. This will also make Rusty and Steve first-time grandparents, and as Rusty says "that will be the best new job I could ever have".

## CHANGES IN ESCONDIDO

Assistant Manager **Mike Nusso** has taken over the position of Store Manager from retiring Manager, Rusty Christian. **Russ Christian** has moved from Senior Counter Salesman to Assistant Manager. Congratulations to all.

## NEW ARRIVAL



With Big Sister Emiko

Eddie Albano, RCP Contractor Sales Associate, welcomed his second grandchild on March 27, 2017. **Kaizen Levi** is the son of Eddie's daughter Alyssa and husband Branin Shimizu. Baby Kaizen weighed in at 7 lbs 3 oz and was 19" long. His big sister, 3 year old Emiko Hope, loves to help with the new baby. Congratulations to the Shimizu & Albano families.

## GRADUATION DAY



With Sisters Lindsey (left) & Shelby (right), and Brother Jake

May 14, 2017 was not only Mother's Day, it was Graduation Day for **Avery Finch**. After four years at the University of Dallas, Avery received her Teaching Degree and will return there next semester for a one year Master's Degree program. Avery is the daughter of Tom Finch (RCP VP of Sales & Marketing) and his wife Andi. In the future, Avery plans to move back to San Diego and become an Elementary School Teacher. However, during this summer she's learning the family business by working on the sales counter at RCP Lemon Grove. Congratulations Avery & Continued Success.