



NEW ADDITIONS IN SUNROCK QUARRY

When a 60 year old company survives and grows for years in one part of the country, expands into another region and eventually moves the whole operation from New York to North Carolina, some things should stay constant in the midst of all the changes.

For Carolina Sunrock, one of those constant things has been its interest in operating the most efficient equipment possible. Our most recent additions have included a new Liebherr wheel loader and new aggregate processing equipment by Telsmith.

Carolina Sunrock has been using Liebherr equipment since its first unit, a 984B shovel, was purchased in 1989. That unit was traded in 2004 for a Liebherr 974B Litronic excavator to be used in the Kittrell Quarry loading shot rock. Since that time, we have added seven Liebherr wheel loaders and two Liebherr excavators to our

equipment fleet. Liebherr's newest and largest wheel loader, the L586, is the flagship of the 2plus2 range. The main features of the 2plus2 range are cost-effectiveness and environmental friendliness. This wheel loader uses up to 25 percent less fuel than other manufacturers' comparable machines under the same operating conditions. Carolina Sunrock is currently operating the L586 at its newest quarry in Woodsdale, NC.

Carolina Sunrock has had a long standing relationship with Telsmith and its parent company, Astec Industries. Telsmith has been manufacturing aggregate equipment for over 100 years and was acquired by Astec in 1987. Our most recent equipment additions have been a new Telsmith 5060 "Iron Giant" jaw crusher and two Telsmith Vibro-King TL screens. This equipment was installed in our Butner Quarry during winter maintenance shutdown. The 5060 jaw crusher is Telsmith's largest crusher in the Iron Giant line. The new crusher replaced an older jaw crusher

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Who Make The Products.

That Build Your World.



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and has many features that improve productivity and ease in performing maintenance. It is capable of handling 36" plus feed material and processing above 1000 tons per hour. The Vibro King TL is Telsmith's newest line of heavy duty incline screens. As with the Iron Giant jaw crusher, the Vibro King TL screens incorporate the newest technology to increase productivity while reducing maintenance.

Whether it is with our mobile equipment fleet or stationary processing equipment, Carolina Sunrock is dedicated to using the most efficient equipment possible.

"From an operations perspective, the evolution of the equipment that is employed in producing construction materials has offered increased safety, greater productivity, ease and comfort for our employees," said Chairman of The Sunrock Group, Bryan Pfohl.

Pfohl's thoughts on the future are simple, "Our organization continues to evolve. The company is dedicated to making investments that address our long-term goals and objectives and above all, make good common sense."



SUNROCK PARTNERS WITH SVG CONCRETE SERVICES

SVG Concrete Services is shown in this picture pumping and finishing concrete supplied from Carolina Sunrock. Incline Construction was the General Contractor for this job at Altec Inc. in Creedmoor. SVG Concrete was established in 1999 in Cary. Sunrock is currently supplying concrete to SVG on the Franklin County School project as a subcontractor for CT Wilson, and to a school project in Durham as a subcontractor for Bordeaux Construction. SVG Concrete also owns five concrete pump trucks that can handle any size job a customer may need.



DUKE CANCER CENTER

Duke Hospital is building a new cancer treatment facility beside the existing Duke Hospital. BE&K is the General Contractor on the job and Southern Pan is the concrete contractor. The new building will be a seven story facility. The first two levels are elevated decks and the top five are concrete slabs poured on metal decking. Carolina Sunrock is supplying over 10,000 cubic yards of concrete and 2,000 tons of stone base for this project.



ETC CONCRETE CONSTRUCTION CORPORATION

ETC Concrete Construction Corporation is pictured pouring a major addition to the Space Station Storage Units in Morrisville. ETC and Sunrock are currently working together on two other major projects; Blackley Renovations in Butner and the Wake Forest Town Hall in Wake Forest. The Estevez Family founded ETC in 1996, and has been a valued customer of Sunrock throughout the years. ETC specializes in industrial, commercial and residential concrete and masonry services.

VETERANS ADMINISTRATION PARKING DECK

Carolina Sunrock is currently supplying concrete and stone for the new Veterans Administration parking deck in Durham. This project will add much needed parking for the ongoing expansion of the VA Hospital in Durham. S.J. Construction of Durham is the General Contractor overseeing this project. New Carolina Concrete Constructors Inc. of Durham will be working closely with S.J. Construction to place and finish the concrete on this challenging job. Limited working areas and traffic congestion are two large issues on this job. Sunrock will provide quality control and field service representatives to handle these issues and any other challenges that arise on this job.





WAKE COUNTY JUSTICE CENTER

American Deep Foundation and Shoring Inc. have over 125 years of experience in the construction industry with over 70 years focused on deep foundation piling. They are a major installer of Auger Cast-In-Place Piles. The Wake County Justice Center will contain 1339 piles ranging in depth from 12 feet to 80 feet. The piles are drilled with an auger that removes the soil as it drills down to solid rock. As the drill is backed out, an auger grout mix is pumped through the bit to replace the soil. After the concrete fills the hole, a 23 foot rebar cage is forced down into the pile and then sits in the concrete as it cures. Footings, columns, walls and crane pads are then tied into the concrete piles to prevent the new building from settling or sinking into the ground. Sunrock supplied approximately 4000 yards of auger grout mix to secure the new Wake County Justice Center.



WAKE TECH EXPANDS CAMPUS PARKING

Ruston Paving is shown here paving the new parking lot expansion at Wake Technical Community College. This is one of many commercial jobs Ruston Paving and Carolina Sunrock have teamed up on this year. Ruston is placing a SF9.5A asphalt mix on this job. The SF9.5A mix is a NC DOT approved mix, designed for paving applications ranging from one inch to an inch and a quarter. Ruston Paving is one of the top commercial paving contractors in the Raleigh/Durham area. Ruston Paving offers its customers a complete site package, which includes everything from the grading of the stone to laying the final layer of asphalt. Thanks to Ruston Paving and Carolina Sunrock, the Wake Tech parking lot expansion is now complete and ready for students to use.





Employee Spotlight

THE VOICE OF SUNROCK



Sarah Keagy joined Carolina Sunrock on August 25, 2008 as the Corporate Receptionist at our Raleigh office. During this time Sarah has become the "face and voice" of Sunrock to our visitors and callers. Sarah has built valuable relationships with our customers, vendors and community representatives.

Sarah wears many different hats during her workday. Not only does she greet our visitors and callers, she also manages our office supplies, product tickets through the Filebound system, FedEx deliveries/pickups and assists the Sales Department with various tasks. During the past year Sarah has been the leader in helping us cut costs on our office supply items and our FedEx deliveries. She has helped us cut our costs on office supplies by 39% and FedEx deliveries on average, 29% on each shipment. Way to go, Sarah!

Sarah is originally from Wilmington, North Carolina. She and her 3 year old son, Win, moved to Raleigh in August 2008. Sarah's mom and other various friends and family still live in Wilmington, which she and Win often visit. Sarah enjoys taking Win to the park and to the beach. She loves to cook, especially Paula Deen recipes. One of her favorite recipes is BBQ chicken, which she cooks for her family quite often. She enjoys baking from scratch and has made all of Win's birthday cakes.

Sarah was very involved in her church in Wilmington. During high school, she participated in two mission trips in which the group taught Vacation Bible School and helped build a church. These trips were to Mexico and Antigua.

Sarah has been a great addition to Sunrock and represents the company in a very professional manner. Thank you, Sarah, for all your hard work and dedication.



SUNROCK OFFERS FLU VACCINATION SHOTS

Each year, millions of people become ill due to the seasonal flu virus. For those individuals who have had the flu, you will agree that flu season is not something you look forward to each year. The seasonal flu is a contagious respiratory illness caused by influenza viruses. It spreads from person to person and can cause mild to severe illness. Each year, between 5 and 20 percent of the U.S. population gets the flu and more than 200,000 people are hospitalized from flu-related complications. As if the seasonal flu virus was not enough, in the spring of 2009, the H1N1 also known as the swine flu virus surfaced in the United States. The H1N1 virus is known as the swine flu because laboratory testing showed that its gene segments were similar to the influenza virus that was most recently identified in and known to circulate among pigs. This virus is very contagious and about 70 percent of people who have been hospitalized with H1N1 flu have had one or more medical conditions that placed them in the "high risk" category for serious seasonal flu related complications.





In an effort to help prevent the spread of the seasonal flu and H1N1 virus, Carolina Sunrock proactively offered free vaccinations for both viruses. These vaccinations were offered onsite to employees and their families. Many employees and their families took advantage of this opportunity. Even those individuals who were afraid of needles took advantage of the vaccinations. In addition, the Safety Team distributed disinfectant wipes and encouraged all employees to wash their hands throughout the day.

QUARTERLY DOSE OF WELLNESS . . . OPTIMISM IS POWERFUL MEDICINE



Winston Churchill summed it up saying, "Attitude is a little thing that makes a big difference." Medical science is aligning with Churchill's comment more each day, study after study.

Physicians can write many prescriptions for pills, creams and physical therapy, however one thing they cannot dictate is a dose of positive attitude. You and you alone are in charge of that department. It has been found that patients who "look on the bright side" tend to handle medical problems better than others. Those patients seem quicker to seek help when they need it and they are more motivated to follow doctors' orders. Perhaps most importantly, they appear to believe they are going to get healthier.

A recent issue of the journal *Circulation* provided us with hard evidence that optimism and health are connected. Researchers studied 100,000 participants over eight years, tracking how many heart attacks they suffered and how long they lived. The conclusion? Optimism is good for you. "Optimists had a 16% lower risk of having heart attacks," says the lead author, Dr. Hilary Tindle. The reverse seems to hold true, too. Pessimists—who were followed in a 2000 Mayo Clinic study looked at more than 800 patients over 30 years—ran a 19% higher risk of early death than optimists.

"Optimism and pessimism affect health almost as clearly as do physical factors" says Dr. Martin Seligman, director of the Positive Psychology Center at the University of Pennsylvania.

"Pessimists say that if they can expect the worst to happen in a situation, they will never be disappointed. Even though they may never be disappointed, they are likely to die earlier. The constant stress from negative predictions lowers immune system effectiveness and increases the risk of becoming ill" as noted in Dr. Daniel Amen's, *Change Your Brain Change Your Life* (2009).

Are you an optimist or a pessimist? Most people can identify themselves as one or the other. However, the fact that you are naturally a pessimist



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does not mean your disposition is unalterable. Pessimists can be reformed, Dr. Seligman says, by learning new ways to think. It is called "resilience training" and he maintains that those who take it seriously can become adept at thinking positively. If you're constantly in the "glass is half-empty" camp, it's not too late to change. You do not have to wait for disease to strike to start looking at your life in a new way. Will optimism lead to better health? Perhaps - but it is also its own reward. After all, who would not prefer to wake up on the right side of the bed every morning?

"There is a science that is emerging that says a positive attitude is not just a state of mind. It also has linkage to what is going on in the brain and in the body," says Carol Ryff, University of Wisconsin-Madison. Ryff says people need to think not in terms of a cure but of a better life. "It's putting an impossible burden on the power of positive thinking to say in all cases, if this stuff really works, people should be cured. The right way to think is that this positive attitude orientation can actually keep life worth living and can possibly extend the period of life you have," she says. "It won't make the disease go away."

NEW DESIGNS IN ACCOUNTING



The key activities of the Accounting Department sound simple, but they can become very complicated. They include:

- *Paying our employees*
- *Paying our suppliers*
- *Billing our customers*
- *Getting paid by our customers*
- *Completing monthly financial reporting*

In Accounting, our goal is to complete these key activities as quickly as possible but with accuracy. To achieve our objectives, we must have at least one team member available each day that can complete all of these tasks. This requires an extensive cross-training effort among all team members. To evaluate our level of cross-training and customer service level on these activities, we initiated a complete Business Process Analysis of the Accounting Department in late 2009.

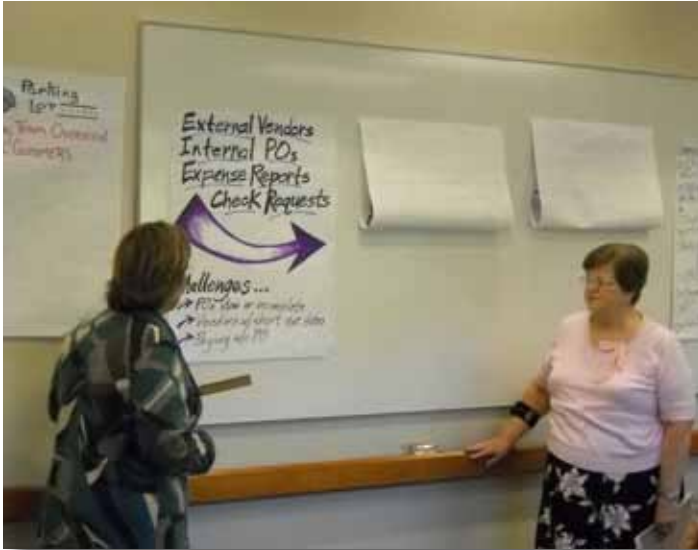
A Business Process Analysis is a review of the activities in a department with an objective of listing all the steps to complete the activities so that the department can better support the mission of the company. For example, Accounting pays suppliers for materials bought by Carolina Sunrock. While it seems straightforward to pay a supplier, there are multiple steps to complete.

Some of the major steps are:

- 1) *Get an approved purchase order*
- 2) *Get the receiving report for the material*
- 3) *Receive the supplier's invoice*
- 4) *Confirm the purchase order and invoice have the right product and price*
- 5) *Enter the invoice in the system to be paid*
- 6) *Write and mail the check to the supplier*



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To complete a Business Process Analysis there are 3 key steps:

- ☞ **Identify the Activities**
- ☞ **Gather Information about each Activity (talk to employees who actually do the work)**
- ☞ **Make a Process Map (use post it notes and a large whiteboard to lay out steps and the sequential flow)**

Identifying the steps in an activity may seem like an easy task, but when you start the review, you quickly learn there are steps in the process you do subconsciously, or there are steps you are unclear on how they relate to the final product. That is when you need every team member's input.

In our Business Process Analysis, we spent over 100 hours completing the process map. While it is a significant amount of time invested on the front-end, it more than pays for itself with the insight it provides into areas for efficiency and productivity improvements. As a result of our work, we identified 17 tasks or procedures for further review. In fact, regular meetings have been held on the top 3 projects and improvements are forthcoming. Once a project is completed, we will move forward to the next priority until we finish them all.

Just as important as the projects, the Business Process Analysis identified the desire for regular team meetings in Accounting, which have since been implemented. In the initial team meeting, we established an agenda template for meetings, goals for the meetings, identified facilitators for the meetings and prioritized functional focus presentations by each group in Accounting. The meetings are held every 2 weeks. Team members talk about their success of the recent 2 weeks and hurdles for the upcoming 2 weeks. Selected team members explain their responsibilities and how they fit into the overall functions of Accounting. These discussions have been

great and have given each member of the department an opportunity to talk about their contributions to the department's achievements. It has also given team members an increased knowledge of other activities in Accounting. This gives team members a chance to talk with each other and develop improvements themselves. Since they are most familiar with the tasks, they develop valuable solutions.

Another item we implemented from the team meetings was a request to visit other facilities of Carolina Sunrock. In early April, Elisabeth Pfohl Sasser, Executive Vice President, helped the accounting team with this request and was the tour guide for 2 trips by our team members. She took them on a guided tour of the Butner facility and the distribution centers at MDC and RDU. All of the team members came back with an increased understanding and appreciation of the sites' activities. Now that the team members have seen the sites, they better understand the information they receive from these sites. Thanks Elisabeth for your help!

The initiation of regular team meetings has been very beneficial and has increased the camaraderie in the department. Each member has gained an understanding of the inter-relationships within the department and we are able to effectively support the rest of the company. 2009 was an event filled year for the Accounting team and the initiation of regular team meetings has greatly enhanced the esprit de corps of the department and contributed to meeting the challenges our team faces. In appreciation of each member's participation in the successes of 2009, we decided to hold an offsite team meeting at Brigs Restaurant. This gave everyone an opportunity to reflect on the achievements of 2009.

As we go through 2010, we expect to continue to benefit from the Business Process Analysis and improve our service level to the company. Thanks to the entire team for actively participating in this project and the ongoing team meetings.





EMPLOYEE MILESTONES

23 YEARS	Ronnie Breedlove	Equipment Operator	Butner	January 19
16 YEARS	Ron Schuler	Plant Utility Person Concrete	Butner	March 21
12 YEARS	Keith Williams	Concrete Delivery Professional	North Raleigh	January 20
10 YEARS	James Crews	Concrete Delivery Professional	Butner	January 21
	Kara Hunnicutt	Manager Customer & Transportation Services	North Raleigh	February 18
9 YEARS	Mike Berry	VP Customer & Product Services	Raleigh	January 9
	Justin Stevens	Maintenance Technician	Durham	February 7
8 YEARS	Dustin Fahrer	Lead Mechanic	Butner	February 25
	Timothy Kopec	Manager Asphalt & Concrete Operations	Raleigh	March 11
	Bernard Daniels	Concrete Delivery Professional	North Raleigh	March 12
7 YEARS	Maurice Holland	Concrete Delivery Professional	RDU	March 31
6 YEARS	Ihor Volyanyuk	Quality Control Technician	Durham	February 23
5 YEARS	Marjorie Poole	Supervisor Aggregate Transportation	Butner	January 17
	Roderick Crews	Concrete Delivery Professional	North Raleigh	January 24
	Bill Morgan	Inter-plant Driver	Butner	February 16
	Lester Thomas	Concrete Delivery Professional	RDU	February 18
	Keith Batts	Concrete Lead Driver	Butner	February 21
	Doug Ramsey	Maintenance Technician	Kittrell	February 25
	DJ Keene	Concrete Delivery Professional	Butner	March 28
4 YEARS	Zachary Satterwhite	Market Manager Public Works, Highway & Heavy Construction	Raleigh	January 3
	Robert Williamson	Mechanic	Butner	January 9
	John Cooke	Concrete Lead Driver	North Raleigh	February 20
	Jerry Everly	Pit Supervisor	Butner	February 20
	Armando Diaz	Equipment Operator	Kittrell	March 13
3 YEARS	Ron Blackburn	Supervisor Asphalt Plant Operations	RDU	February 1
	Chad McDougal	Equipment Operator	Woodsdale	March 14
2 YEARS	Doris Hicks	Scalehouse Operator	Woodsdale	January 8
	Felicia Sneed	Lead Human Resources Generalist	Butner	February 4
	Angela Campbell	Plant Maintenance Administrator	Butner	February 11
	Danny Dean	Lead Engineering Technologist	Raleigh	February 28
	George Georgiou	IT Support Engineer	Raleigh	March 18
1 YEAR	Phillip Chase	Concrete Delivery Professional	Durham	February 4
	Sharon Palmer	Executive Assistant	Raleigh	March 26



Community Involvement

CREEDMOOR ELEMENTARY SCHOOL

On Tuesday, March 23rd, John Tankard, VP Plant & Equipment Services, spoke with over 120 fourth grade students at Creedmoor Elementary School. John gave a presentation on the different types of rocks produced by Sunrock and how customers use the rock. He included a short video of a blast and provided samples for the students to view. Souvenirs were given at the end of the presentation to all students that asked questions.



WAKE FOREST CONSTRUCTION CAREER FAIR

On Tuesday, February 9th Felicia Sneed, Lead Human Resources Generalist, attended the Wake Forest Construction Academy Career Fair held at the Wake Forest-Rolesville High School Ninth Grade Center Cafeteria in Wake Forest, NC. This was an opportunity for business leaders to talk informally with students about career opportunities and educational requirements in the construction field.





INSTALLATION OF 4TH PRESIDENT

Piedmont Community College kicked off its celebration of the College's 40th anniversary with the installation of Dr. Walter C. Bartlett as its fourth President on Friday, March 5th. The sun shone brightly as nearly 400 people gathered for the installation ceremony, held on the College's Person County Campus in Roxboro. Linda Lemar, Vice President Human Resources & Community Relations, attended the ceremony on behalf of Sunrock.



Pictured following the administration of the oath of office, from left to right, the Honorable Mark Galloway, District 9A Chief District Court Judge; Ron Booker, Chairman, PCC Board of Trustees; Melissa E. Bartlett and Dr. Walter C. Bartlett, PCC President.

Dr. Scott Ralls, President of the North Carolina Community College System, issued a challenge to the President and the community. The Honorable Mark Galloway, District 9A Chief District Court Judge, administered the oath of office to Dr. Bartlett as his wife Melissa held the Bible.

PCC and Carolina Sunrock have collaborated on Workforce Development projects as well as various WorkKeys' projects for internal staff development purposes.

Dr. Bartlett, a U.S. Navy veteran who holds a Ph.D. in Curriculum and Teaching from the University of North Carolina at Greensboro, has more than 20 years experience in the North Carolina Community College System. He previously served as Vice President of Technical Programs at Caldwell Community College and Technical Institute in Hudson, NC. He succeeds Dr. H. James Owen, who retired as PCC's President in August after a distinguished tenure of 22 years.

INDUSTRY EVENTS ATTENDED

- Jerry Everly, Pit Supervisor, attended TelSmith School in Milwaukee, WI on January 18-21.
- The **National Ready Mixed Concrete Association Dispatcher Training Forum** was hosted in Silver Spring, MD on February 15-17. Kara Hunnicutt, Manager Customer & Transportation Services, attended on Sunrock's behalf.
- On February 22-26, Paul Budd, Field Mechanic, and Marvin Ramsey, Maintenance Technician, attended the **Powerscreen Service Training Course** in Louisville, KY.
- Tony Sample, Manager Environmental Compliance, attended the **CRMCA Environmental Forum** in Charlotte, NC on February 24.
- The **CAI 2010 HR Management Conference** was held in Raleigh, NC on February 24-25. Linda Lemar, VP Human Resources & Community Relations, and Rontreal Tyler, Field Human Resources Generalist, represented Sunrock.
- On March 16, Tony Sample, Manager Environmental Compliance, attended the **NCSU/NCDWQ Level Spreader Design Workshop** in Apex, NC.



CONTACT INFO TO KNOW

SUNROCK LOCATIONS

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Butner, NC 27509
919.575.4502

Butner Quarry

100 Sunrock Drive
Butner, NC 27509
919.575.6010
Aggregates.Concrete

Durham Facility (MDC)

1503 Camden Avenue
Durham, NC 27704
919.688.6881
Aggregates.Concrete.Asphalt

Woodsdale Quarry

5280 Woodsdale Road
Roxboro, NC 27574
336.599.4147
Aggregates

North Raleigh Facility

5043 Unicon Drive
Wake Forest, NC 27587
919.554.0500
Concrete.Asphalt

Kittrell Quarry

214 Sunrock Road
Kittrell, NC 27544
252.433.4617
Aggregates.Concrete.Asphalt

RDU Airport Facility

8620 Barefoot Industrial Drive
Raleigh, NC 27617
919.861.1860
Concrete.Asphalt.Recycling

BENEFIT PROVIDERS

Health & Vision

BlueCross BlueShield
of NC
PO Box 35
Durham, NC 27702
1.877.258.3334
www.bcbsnc.com

Dental

Metlife Dental Claims
PO Box 981282
El Paso, TX 79998-1282
1.800.942.0854
www.metlife.com

401(k) Plan

Principal Financial Group
PO Box 2000
Mason City, IA 50402
1.800.547.7754
www.principal.com

Life, Short Term & Long Term Insurance

Reliance Standard Life
Insurance Company
www.reliancestandard.com
1.800.351.7500

Employee Benefit Website

Go to: www.hcwbenefits.com



www.thesunrockgroup.com



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