

CALIFORNIA ASPHALT

MAGAZINE

A PUBLICATION OF THE ASPHALT PAVEMENT ASSOCIATION

2007 Forecast Issue

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FORECAST ISSUE

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MEMBER PROFILE

Holliday Rock Co., Inc.

Paving the Way in Southern California For Over Seventy-Five Years

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“...for a while there
were three generations
working at the company...”

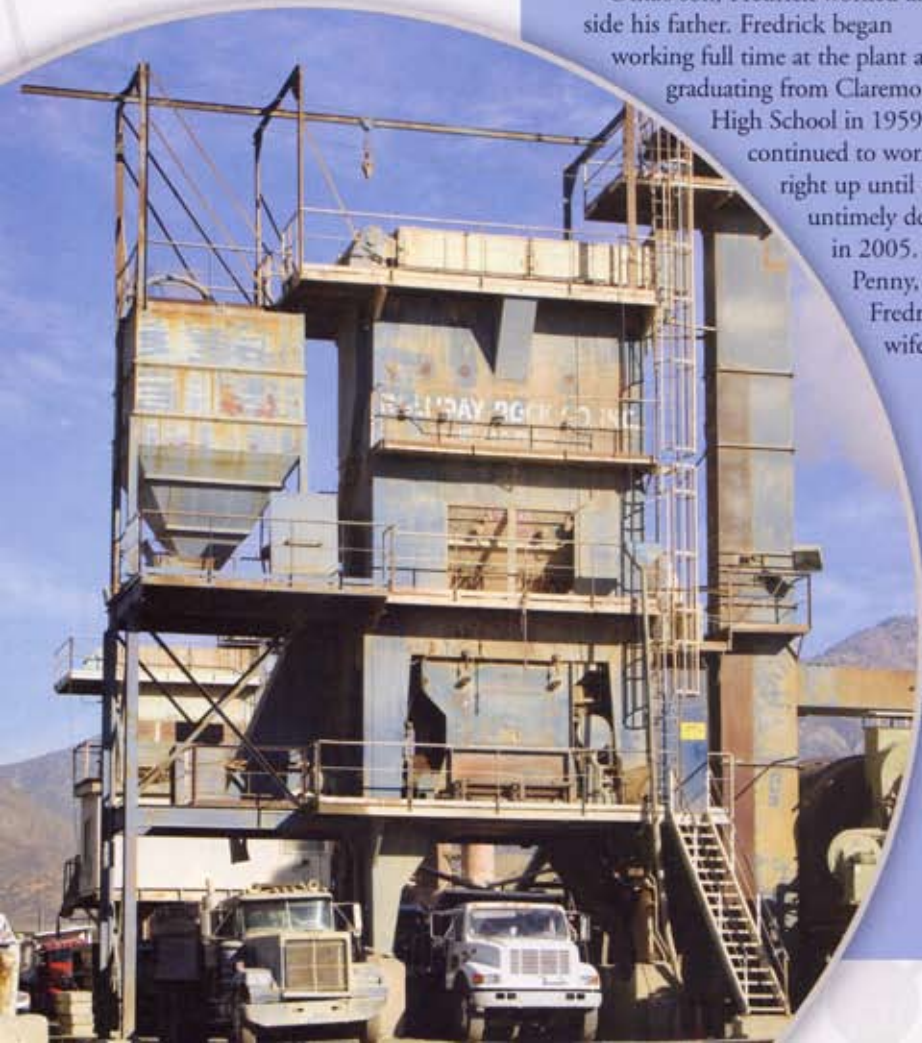
(Below) Asphalt Batch Plant

Holliday Rock Co., Inc. is an anomaly. Businesses and companies come and go faster than ever in today's accelerated economy. The family owned Holliday Rock Co. has been operating since the late 1920's. The company was founded by Otha Noel Holliday and his wife Ethel back in 1929. At that time Holliday Rock was located in the town of Lindsay in the San Joaquin Valley. Eight years later in 1937 Otha and Ethel migrated south and set up their business in Upland, CA where they have been operating ever since.

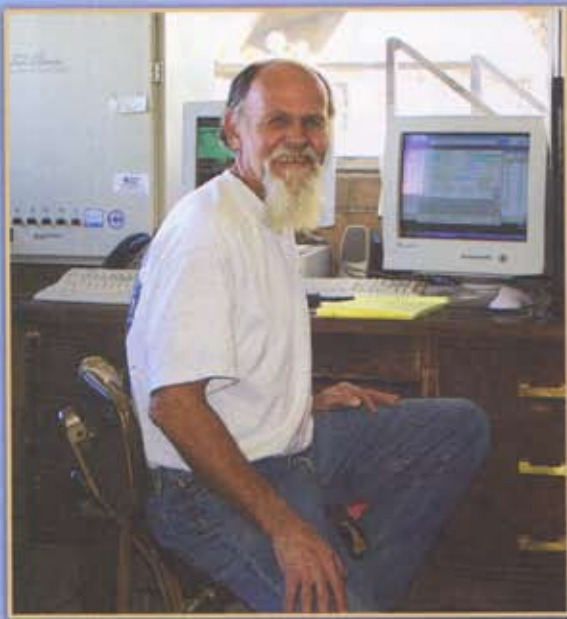
Otha's son, Fredrick worked along side his father. Fredrick began working full time at the plant after graduating from Claremont High School in 1959. He continued to work right up until his untimely death in 2005. Penny, Fredrick's wife of

42 years raised their three children. Now a third generation of Hollidays is running the family owned company. Fredrick's son, John is the company president and has been working there since 1986. "During the summers as a kid I would sweep up, change tires, just help out wherever there was a need," said John. "When my grandfather became ill I started working for the company to help my dad out." Even after starting fulltime with the company, John worked from the ground up, so to speak. "I worked dispatch, ran a loader and batched concrete. Just about every facet of the business I've been involved with in one way or another," said John. "My grandfather got better and for a while there were three generations working at the company." John's sister, Aimee Jo is the most recent member of the family to come on board. Aimee graduated from Cal Poly Pomona with a degree in Communications with an emphasis in Public Relations. Aimee currently oversees the company's special projects and public relations.

Holliday Rock Co. has twelve asphalt and ready mix plants located throughout the Southern California region. The company services the Inland Empire, most of Los Angeles and Orange County as well as the high desert area including Antelope Valley and Kern County. Over the years servicing such a wide area, Holliday Rock has provided asphalt for a wide number of projects. Among one of the more prominent projects the company has been involved with dates back to the 1970's when Holliday Rock provided approximately 100,000 tons of asphalt for Laird Construction while they were handling a major reconstruction of Foothill Boulevard. In 1990 Holliday Rock provided the asphalt for another



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major project, the Ontario Mills Mall. Holliday Rock worked with the Vance Corporation providing them with over 200,000 tons of asphalt for the mall.

Currently Holliday Rock has been involved in a number of major projects. They just finished furnishing some 100,000 tons of asphalt for PavWest, the company responsible for paving Victoria Gardens in Rancho Cucamonga. Holliday Rock is also just completing work with Gentry Brothers Construction. They provided Gentry with some 45,000 tons of asphalt for overlays and reconstruction on a number of streets in Pomona.

*(Top) Gerald Schaefer.
(Bottom) Aimee Holliday,
and John Holliday.*

Of the twelve plants that Holliday Rock currently operates, five are asphalt. Two of the asphalt plants are located in Upland, one in Colton, another in Irwindale and the fifth is situated in Palmdale. With locations close to Los Angeles, Orange County as well as the Inland Empire, Holliday Rock is strategically situated to where almost any job site is easily within reach of a plant. The Campus plant in Upland boasts a new CMI portable drum mix plant. The Colton plant has an Astec 10,000 pound batch plant. On any given day Holliday Rock runs over 100 trucks. "We regularly run 25

company owned trucks on a daily basis," said John. "We also run 100 or more independent trucks each day." Holliday Rock delivers between 10,000 – 12,000 tons of asphalt on any given day. This works out to some one million tons the company delivers in a year. "We furnish conventional asphalt to contractors," is how John simply states what the company does. "Because we've been around for so long we have had the opportunity to develop long standing relationships with a number of companies and contractors in southern California. Some of these companies have been

working with us for two – three generations."

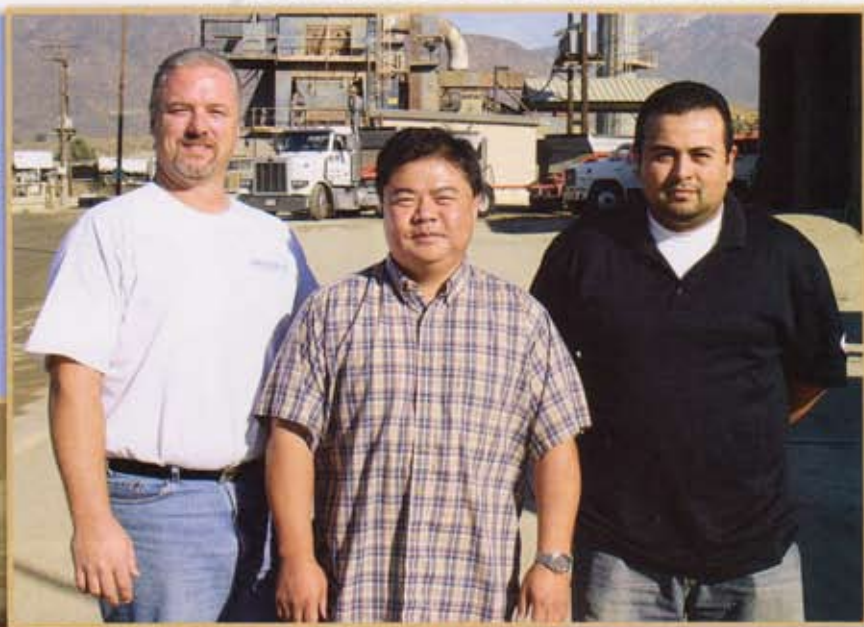
Holliday Rock has more than 300 employees. 25–30 of these employees work exclusively in the company's asphalt division. Many of the employees have been working with the company for 10–20 years. Ed Donaldson is one of the more prominent employees. Ed worked alongside Otha Holliday and ran the asphalt plant. He retired in 2001. "Ed worked with my grandfather and father. We wouldn't be where we are today if it wasn't for him," said John. Another important employee is Brian Walker. Brian is the General Manager of Asphalt Operations. He has been with the company since 1989 and is responsible for plant operations, dispatch and customer relations. Another key employee is Gerald Schaefer. Gerald is in charge of asphalt plant operations at the main plant in Upland. He has been with the company since 1984.

John attributes the long tenure of the employees to the company's focus on family values. "We started out as a family owned company and have remained one. We put our focus on our employees and their families." Among the many ways Holliday Rock involves their employees is with motivational meetings and regular management updates. "The people who work for the company want to be



MEMBER PROFILE

“With a new generation of Hollidays it appears that the company will continue operating well over 100 years...”



(Above L to R) Bennet Hodge, Brian Walker, and Mike Moreno. (Left) The Asphalt Batch Office.



involved,” said John. “They aren’t interested in getting a cap or a t-shirt. After everything is said and done they want to have input into making things safer and better for the company.” In addition to the regular meetings and seminars Holliday Rock also holds a number of parties and picnics for the employees throughout the year. “We have a company Christmas party every year, where the employees can bring their children, their aunt, whomever they want,” said John. “It is very relaxed and people don’t have to worry about getting dressed up. We have games for the kids. There is something for everybody.”

Running a business that has twelve plants and over 300 employees would seem like a big enough challenge. “Our biggest challenge is striving to do everything we can to meet the expectations of our customers,” said John. “This is one of our biggest priorities.” John looks forward to the day when a fourth generation of Hollidays will continue to run the company. “Adam is ten and he will be the operational mastermind. Jillian who is six will be in charge of customer relations, because she is the friendly one. Emma who is three will probably be in charge of everything, she’s a real dynamo and likes to take

charge,” John mused. Until that time Jodene, John’s wife of twelve years, is in charge of overseeing that this next generation of Hollidays is well cared for. “Jodene has been very supportive and has given me great advice over the years,” said John.

Holliday Rock Co. has been providing quality asphalt, aggregate and concrete for nearly eighty years. They consistently strive to provide their clients with the best service. With a new generation of Hollidays it appears that the company will continue operating well over 100 years, helping to pave the way in Southern California. **CAM**