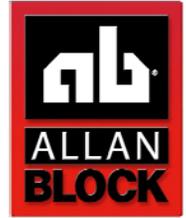


Allan Block

Always Better Wall of Fame

August 2016



allanblock.com

It is with great pride that we introduce our next recipients of the Always Better Wall of Fame – John Barr from Clayton Companies and Steve Keller from Reading Rock . We thought it was only appropriate to honor both of these retired legends together because when they were selling Allan Block they always strived to beat the other in virtually everything they did and as they are now living comfortably in “retired life” we wanted to honor them simultaneously to avoid any type of feud! In fact, when speaking with John he mentioned that he still remembers Steve winning the first Allan Block

Contractor Program to which he made a quick call to his friend stating “this would not happen again!” We can’t say who won the overall contest more frequently between these two through their years, but please know they both improved the SRW industry through their hard work, dedication and drive to be Always Better.

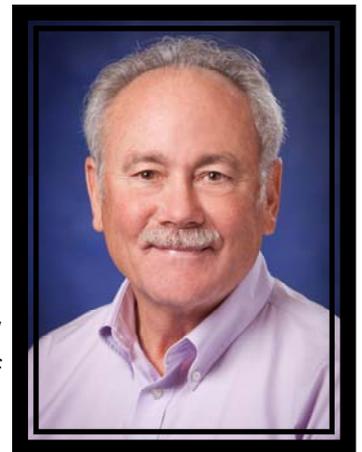
Joking aside, these two remain great friends today and in fact when we reached out to talk to each of them the first thing both mentioned was, “you know I hung up with John 30 minutes ago...” and “Steve and I just talked...” It is great to see the competitive spirit these two had created a great friendship that has carried beyond work and remains intact even after they

have moved into another chapter of their lives.

John enjoyed a 24-year career with Clayton Companies, Steve a 30-year career with Reading Rock and both can tell you story after story about their careers and specifically what brought them and their respective companies to AB. The owners of each company, William Clayton (Clayton Companies) and Gordon Rich (Reading Rock), were both quick to bring these two names up as being instrumental to the success each business experienced with AB during our recent



John Barr
Clayton Companies
Edison, NJ



Steve Keller
Reading Rock, Inc.
Cincinnati, OH



conversations with each of them for their own Wall of Fame interviews. John and Steve's stories are entertaining, still enthusiastic, we think mostly truthful and they each share slightly different versions due to their roles within each company along with the different markets served, but each shared a very similar version of their path to success.

First, when asked what led to their success with AB they both stated that working the programs – Engineering and Contractor, were instrumental in their market development. John stated “I can't say



Tim Bott, Steve Keller, David Hafner

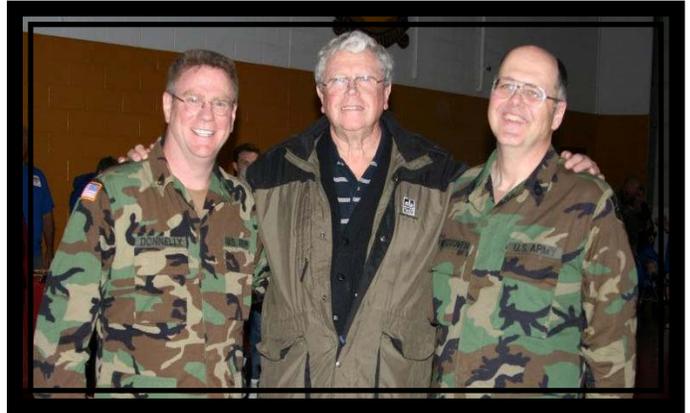
enough about the Engineering Program - the software and educational programs allowed us to create demand for our products and allowed us to provide our contracting customers a solution to their project needs.....as AB got better with these programs, we got better.” Steve elaborated on the Contractor Training program “it really made a difference in our market, we already had a lot of

paver installers and adding an SRW product for their use was a natural transition and a perfect fit. All we had to do was provide training and support and the AB Certification program that was eventually created helped us do that.”

Second, we asked them for a tip from their careers and one they could share with another AB Sales Person – both immediately replied with “know your product.” They both emphasized the importance of understanding the installation and design of retaining walls as key traits that all successful sales associates should possess. In addition, Steve shared that “Gordy told me when I first entered the business to get up with a smile every morning, never lie,

get a pad of paper to write things down and always follow up. These things are valuable to all of us and no doubt great tips for all sales associates.” John went on to state, “follow up is key – if I got even a hint about a project, I would follow up with anyone and everyone to learn more about the opportunity and I know it led to sales.”

As we mentioned above, their competitive spirit drove them to be Always Better and they inspired all of us at AB to continue improving each and every day. In addition, earlier we stated that we can't share who won the most AB Program contests through the years, but that is not true. Everyone in the SRW industry, including all of us at Allan Block won because these two did an exceptional job at growing their markets, the AB brand and ultimately the SRW industry. To both of you, thank you for allowing us to be part of your career and good luck in everything you do!



Joseph Donnelly, John Barr, & Kryn Westhoven