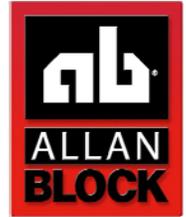


Allan Block

Always Better Wall of Fame



allanblock.com

October 2016

Bruce Stickney
Expocrete - an Oldcastle Company
Richmond, BC Canada



Bruce Stickney has been in the Segmental Retaining Wall (SRW) industry for almost 30 years. When you speak with him you will immediately hear his passion for the industry and his desire to make the industry better. Bruce is our next ***Always Better*** Wall of Fame (WOF) inductee for the simple fact that he has used his passion and desire to improve the industry, Expocrete and all of us at Allan Block (AB) for almost 30 years and counting.

Bruce began his career in the SRW industry in 1987 with Expocrete in their Edmonton, AB market before transitioning to Vancouver in 1993 to help CCI (now Expocrete) launch AB in the local market. This was an easy decision for Bruce and his wife, Janine since they were both from Vancouver. Their families were still there and they were now raising two young children with a third on the way. Since that time, Bruce has helped make AB a household name within the British Columbia area and he has done so with integrity, hard work and a competitive spirit that drives him to be the best.



Phelim MCQuillan from Colinwell Concrete (left)
with Bruce Stickney at ABU

Today, Bruce is the Key Account Manager for Expocrete which has him focused on the specification community. However, his involvement with contractors and dealers to assist with the closure of business is all part of his daily “fun.” His competitiveness has led to many successes and as he puts it “I want to win and I realize that this is more than just a job.” With that approach and mentality, it is very easy to see why he has been successful for so many years.

It is a treat to hear the passion from our partners that we share for the industry and Bruce is no exception to this. “I started training contractors prior to the AB Certification and have continued because we need to continue raising the bar. Other industries, such as electrical and plumbing, have accredited training programs and are required for each installer. Why should the SRW industry be different? The programs at AB are unique – nobody else is doing this stuff.....with the support to follow. The programs are imperative to the long term success of the industry.” Bruce has certified many contractors and provided countless training seminars for many engineers and has “enjoyed all of it.”



Kourosh Nosrat from
Cyrus Landscaping (right)
with Bruce Stickney

We always like to ask experienced associates for a tip to share with a new AB sales associate and Bruce provided many good thoughts. “We are beautifying land and creating usable space. Understanding that the value we bring is far greater than just selling block is crucial – repeat this until you believe it.” He also stated that he would tell them to “keep going.” “Never give up and just keep going – there is (limited) flat land for building today and we provide solutions for this and we must keep going to win opportunities.”

What has kept Bruce in the industry through the years? “The people I have worked with, understanding the industry and being part of something that I felt accountability to and responsibility for.” He goes on to say “I had good timing with the SRW market, we took baby steps at first but to see it develop into a multimillion-dollar business opportunity has been amazing.” We have all been fortunate that Bruce has been working within and promoting the SRW industry for so long because we have all benefited from it. Bruce, thanks for all that you are doing, will continue to do and most importantly for all that you have done. It has been an honor to have worked beside you and we hope to affect positive change with people as effectively as you have been able to do for so many years.