

# Allan Block

*Always Better* Wall of Fame  
2020



allanblock.com



## **Bruce Dick** **Expocrete** ***Acheson, AB***

Please join us in congratulating Bruce Dick on his induction into the Allan Block Wall of Fame for his contributions to Expocrete, the hardscape industry, and of course, Allan Block. When Expocrete and CCI, once competitors, became one company you could tell from day one that Bruce was a team player and on board to look forward, not at the past. We all have been fortunate to meet and work with people that just get it and see the good in everyone. Fortunately for all of us that have had the pleasure to work with Bruce that precisely describes his fair and balanced approach to everything for all concerned.

In conversations with Norm, Bruce's brother and founder of Expocrete, he used many of the same words to describe the professional I have seen day in and day out in managing integrating businesses with different philosophies, sales people that had different perspectives on what they were to do and how they were to do it, how customers should be treated, and what it meant to be a true partner. Bruce began his career at Expocrete as Vice-President sixteen years ago. After many years and much change, Bruce has assumed the reins as President of Abbotsford Concrete Products and Expocrete Concrete Products, both now Oldcastle companies. As he has with many changes of the past, I have no question that he will build the family spirit that has everyone working together to provide quality products and service, to be the undisputed leader of the hardscape industry in Western Canada.

During the early days of working through a new partnership, where Bruce had been promoting and selling competitive products, he was always open to finding new and better ways to build our relationship for the good of all concerned. I remember there was a time he had a quote from Charles Darwin on the bottom of his emails when things were a bit uncertain for all. I believe it went something like this. ***"In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."*** I believe old-man Darwin had a good view of what made mankind (and animals) tick. So is the case for Bruce. He builds bridges, he builds opportunities for all, and he does it in a caring professional manner.

Within weeks, it was apparent to all that Bruce was the local member of the Senior Management Team that would help to make the transition from more of a family company to one, that although grounded in family values, still had to report to the shareholders as a publicly traded company. It was clear to Wade, that Bruce could help make this a good transition for all involved. Apparently, Bruce took Darwin's words to heart for the betterment of all.

With Expocrete being the world leader in Allan Block sales, we wanted to recognize them for their unbelievable accomplishments. When we realized they were closing in on reaching a big milestone, 100,000,000 Allan Block units sold, Bruce joined right in to help with the planning to recognize every one of the many people on the Operations and Sales teams. He understands how each person needs to do their job to contribute to the success of all.

His personal life is as full and accomplished as his professional one. By the way, did I mention he is a Master Electrician? If you get your wires crossed, just give him a call and he will sort things out for you.



During drives from Edmonton to Calgary, you could see how the pride and enthusiasm that he had for the adventures of his son, Ryan, in some remote third world country working to set up solar power plants, or the smile he would get on his face talking about his first grandkids from their daughter, Sarah and how they could become an even bigger part of his and Colleen's daily life. When he is not working, Bruce and Colleen have their RVing friends that give them another big group to fill their lives. When Bruce first tried to pass off his weekends as camping adventures, which I bought until I saw his RV, I quickly changed my description of what he was doing to be more in line with glamping (glamorous camping).

All of our lives are filled with many blessings. I count being able to work and also count Bruce as one of my friends. From all of us at Allan Block, we are grateful everyday for how Bruce Dick has helped us on our quest for **Always Better, Always Allan Block.**