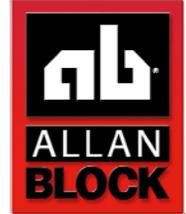


Allan Block

Always Better Wall of Fame



allanblock.com

April 2016

Cecil Fitzpatrick

Expocrete - an Oldcastle Company

Vancouver, BC Canada



The first recipient is someone many of you may recognize because he is regularly near the top of almost every AB Program Management category. He has been a long time partner with Allan Block and is someone we are proud to know.

Cecil Fitzpatrick of Expocrete *an Oldcastle Company*, Vancouver, British Columbia is the first “Always Better Wall of Fame” recipient. Cecil has been with Expocrete working the SRW market for 14 years. He has built a strong network of Engineers, Contractors and Dealers who have assisted in his steady rise to the top and have allowed for such a well balanced approach to the market. When asked, “How did you do it?” his answer was **“I work the full cycle and make sure to be there for all my customers”**. Cecil’s idea of building a network is not just building relationships with his contractors, dealers and engineers, but also connecting contractors to engineers and contractors to dealers.

A typical day for him is to work with engineers on commercial designs, and visit dealers in the early hours of the day to ensure contractors get the product they need to fill their orders. His dealers love him because he is constantly bringing contractors to them while also helping their existing customers improve. In addition, he is very attentive to his dealers’ needs: he is there to help educate them, drive business to them, work with their customers along with many other industry leading roles. In return, the level of commitment to them and Expocrete is world class and what helps lead to many successful AB projects.



**Cecil and Master Wall Builder
Mathieu Lyon’s Landscaping**

We are confident if you were to ask all of Cecil’s customers they would share a similar story – he has earned their loyalty and trust by building a relationship based on helping everyone succeed. Cecil takes full advantage of the various AB Programs as evident by winning 4 out of the last 5 annual overall contests and the Contractor Certification Program is a great example of how he goes above and beyond. He makes it a priority to go visit job sites to shake a contractor’s hand for a job well done. Presents each individual who has completed the certification program with a framed Allan Block Certificate along with their rewards – sometimes at/or in conjunction with the dealer that services them. To state that he is connected and knows his contractors is an understatement, he is the hub of the wheel that everything ties to and he always delivers on what he promises to do. Cecil is the very definition of successful partnerships and we are proud he is on our side. Thank You Cecil for all your hard work, dedication and commitment to Allan Block!