

Allan Block

Always Better Wall of Fame



allanblock.com

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Ron Howe
Reading Rock
Cincinnati, OH



The Allan Block Always Better Wall of Fame, which began in 2016, was created to recognize individuals who have spent a great deal of time (minimum 10 years) positively influencing the SRW market and their respective company. Our next inductee, Ron Howe, is someone who did just that over a 27-year career with Reading Rock.

Ron began at Reading Rock in 1988, which coincidentally was almost the exact time Allan Block and Reading Rock began a partnership. Ron had many titles during his tenure at Reading and was the go-to-guy for internal and external customers with anything relating to hardscape products for most of those years. Ron finished his career at Reading Rock as the Hardscape Coordinator and helped manage large commercial projects in unison with the sales team while also working with large distribution partners throughout the market. He was the voice of the company to many customers and was the guy people would often turn to when something needed to be done. Steve Keller, retired sales associate from Reading Rock and Allan Block Wall of Fame inductee class of 2016, told us ***“Customers learned to love him in so many ways and appreciate his get it done demeanor.”*** Those same customers would often call him with questions, to give him a little grief and/or just to check in because he had become such a close friend. Internal colleagues would go to him for answers or suggestions for a variety of different situations because of his knowledge and experience. Those of us at AB who have had the privilege to work in the field with the Reading Rock sales team have often heard customers say, ***“That Ron Howe sure is helpful – I am not sure what we would do without him.”***

We could include customer and colleague comments in this document that would lead into a book, but we feel you will get a sense of Ron with just a few of the comments from some of those who know him best:

Reading Rock President and AB Wall of Fame member, Gordon Rich recently shared some thoughts on Ron. ***“Ron Howe was instrumental in establishing Allan Block as the dominant SRW brand in the mid-west. From his start as Yard Manager, where he built everlasting relationships with our customer base, to his role as Key Account Distribution Manager, Ron's impact on growing Reading Rock's Allan Block business is immeasurable.”***

*Neil Winter, Market Manager for Reading Rock commented on Ron's ability to get things done – **"When I gave him my first order, Ron made it quite clear that it would be delivered the next day on time and everything ordered would be on the truck. It was a great relief to me that once I placed an order with him that I was good to go - quite a refreshing feeling."***

Curt Desimio, Owner of Cardinal Tie in Akron, OH is a longtime distribution partner with Reading Rock and more importantly a friend of Ron's for nearly 25 years. Curt has many great stories to share, but kept it short and sweet **"Ronny and I are buddies. He is true blue and would tell you how it is – no beating around the bush and I have always respected that about him. Ron is an "Ace" and is a great friend."** There is certainly a mutual professional respect between the two, but a great friendship that stems beyond work developed out of their business connection and that friendship will carry on forever.



Left to Right: Ron Howe , Sissy Morehouse, John Kermos, Pam Cyphers and Bryan Schaurer

Ron's leadership and customer service skills helped him succeed at his job, but his passion to help Reading Rock and everyone involved within the business succeed is what created such a wonderful career. Ron has played an instrumental role in the development of the AB and SRW markets Reading Rock covers and all of us at AB owe him a great deal of thanks. Ron, we wish you well and hope that your future is filled with much joy. You have been a great friend and colleague to many and we want to thank you for all you have done to make Allan Block Always Better!