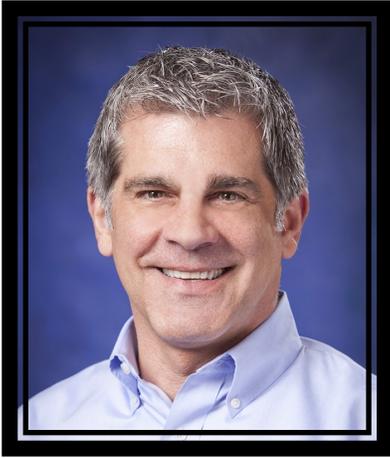


Allan Block

Always Better Wall of Fame
2021



allanblock.com



Mark Swortwood
Reading Rock, Inc.
Cincinnati, OH

It is with great pride that we introduce our next inductee into the “*Always Better*” Allan Block Wall of Fame. We are honoring a person that has always had a steady hand at the wheel for Reading Rock, Inc. We are talking about none other than, Mark Swortwood. Mark has been an instrumental part in guiding Reading Rock and helping them grow into what they are today, a regional leader in the concrete products industry. His experience includes business development, material distribution, manufacturing, sales, and marketing.

Mark Swortwood, a graduate of John Carroll University in 1982, started his career in 1996 with Reading Rock, Inc. He currently is the Senior Vice President of Development. In one of Mark’s first roles with Reading Rock, he saw the opportunities to expand their hard-scape sales. He was instrumental in developing a professional approach to sales in a new industry opportunity, in what could have been described as the wild west of the concrete products industry. Mark also played a major role in the development of RockCast, a manufactured stone veneer product line, for Reading Rock. Over 20 years ago, Reading Rock was selling precast items from another manufacturer. As things go in business, changes were made, and Reading Rock needed a new supplier of decorative precast concrete. Mark took the initiative to formalize a business plan, develop a production and sales team, and create a division within Reading Rock to focus on selling RockCast products to be specified, distributed, and sold all over North America.

It was September 11, 2001, and the world was about to change. Tim Bott was visiting Reading Rock for two days to help with training of their current sales team. Before their meeting started



one of the customer service reps stated that an aircraft just flew into the World Trade Center. They all watched as things unfolded. That evening, with many of the Reading Rock Sales Team being away from their homes and family, Mark invited the entire team to his restaurant for dinner to help bring some normalcy and calmness back to the group. This is how Mark is, engaged with a goal of overcoming obstacles, while focused on helping to bring people together with calming respectful charm.

While Reading Rock is deeply embedded in many facets of the construction industry, they have grown from the first AB Producing Partner outside of Minnesota to become a regional supplier of Allan Block throughout five States and the top AB Producing Partner in the United States. This did not happen by accident, with Mark as Gordy Rich's (AB Wall of Fame inductee in 2016) right hand man on the Reading Rock Senior Management Team, they continued to allocate and focus company resources to grow the market and provide the product, service, and support to earn their top position in the US. With an eye to the future, Mark helped guide the company to finding ways to expand their long-term capabilities to increase production capacity. From being the lead man on acquiring a new plant on the western edge of their market, to working to replace an existing production line with a new state of the art Besser line, which will be commissioned in early 2022, he has been instrumental in looking to the future so their Allan Block sales can continue to grow.

When Mark isn't working, which isn't very often, he is enjoying time with his three daughters. They are all married, and he enjoys any time he can be with the families. Whatever Mark does he is all in, all the time.

We are lucky to have Mark as a part of the Allan Block team. He is always willing to "roll up his sleeves" and get to work. He continues to push forward and find new and innovative ways to help Reading Rock be a leader in this industry. One can say he is a "stabilizing force" that follows Allan Block's motto of ***Always Better, Always Allan Block***. For that, we are always appreciative of his partnership, leadership, and friendship. From everyone here at Allan Block, thank you.

