

2025

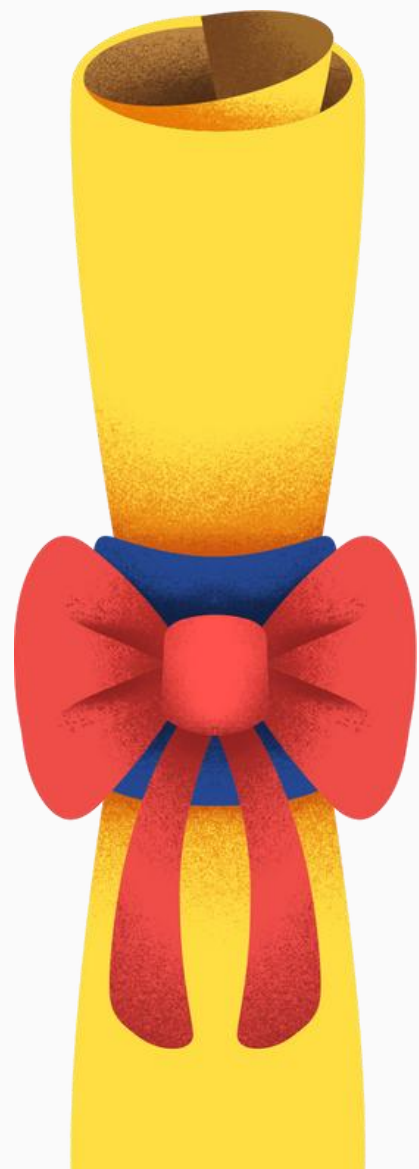
Managing Oneself & Empowering Others Graduation



11:00 AM | May 30, 2025 | Reed Carseum

Commencement Exercises

SCHEDULE OF ACTIVITIES

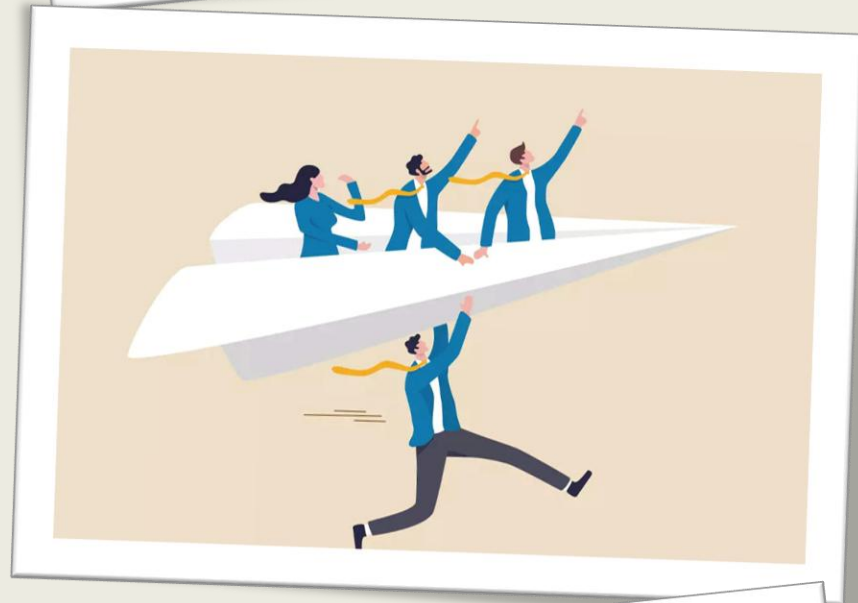


11:00 AM	Opening Remarks	Jay Salinas (HR)
11:10 AM	Reed S.P.I.R.I.T.	Matt Reed (GRI)
11:20 AM	BUILD Information	Shannon Staley (BUILD)
11:30 AM	Presentation of Candidates for Graduation	HR Team
12:00 PM	Closing Statements	Jay Salinas(HR)
12:15 PM	Lunch	ENJOY!

Opening Remarks

Jay Salinas
HR Coordinator





Self awareness is the foundation

Empowerment is a two-way street

Continuous learning and growth

The power of collaboration

Empathy and compassion



Reed S.P.I.R.I.T

MATT REED



Reed S.P.I.R.I.T. is the Foundation of RFC's Leadership Learning & Development Programs

- **Managers** get the right things done through and with people toward stated objectives – *task* oriented
- **Leaders** shape and inspire actions of people to drive improved and sustained results – *people* oriented
- **Cheerleaders** support the achievements of people by creating a positive work environment in which people have fun and take pride in creating the company's success – *culture* oriented

S	Strengths	Know yourself and build on your Strengths and Leadership Style (and on the Strengths of your team!)
P	Purpose	Align on Purpose and Principles (S.E.R.V.I.C.E)
I	Inspiration	Internal Communication that is Imaginative and Inspirational
R	Recognition	Embedded into everything we do! Recognition is integral to who we are and how we do things.
I	Identity	Our brand, Who we are, What we do and How we do it! Our Culture!
T	Thoughts	Thoughts become Words, Words become Actions, Actions become Character. Character + Competence = Trustworthiness!

Our Company Culture:

“How we do things at RFC to achieve our mission”

Become grounded in understanding yourself and then authentically use that self-knowledge to encourage, support, develop & empower employees to achieve our mission of profitably growing the business for our company success, employee's success, and long term viability.

We deliver our mission through the **innovation** of our employees and the **excellence** of our products. We demonstrate our **respect** and **integrity** by delivering to our customers-partners on-time superior performance, materials and by providing a healthy, safe and environmentally responsible workplace for our employees, customers, and communities.

Principles:

More guidance of how we do things at Reed Family Companies!

S	Safety and Environmental Sustainability
E	Empower
R	Reliability
V	Long Term Viability – Our People are our Strategy!
I	Innovation
C	Caring for our People, Customers, Communities & Environment
E	Excellence and Ethics

Looking to continue your leadership journey after graduation?





BUILD

Founded Fall 2021

B.U.I.L.D

- B** – Bridge our companies and community
- U** – United in a vision and purpose
- I** – Creating a positive Impact thru
- L** – Leading employee appreciation and
- D** – Driving volunteerism



GOALS

Communication

Increase
Communication
across all
companies

Recognition

Create cross
company
employee
recognition

Volunteerism

Encourage
volunteerism



Opportunities

Lets Explore ways that you can get involved

PROJECT LEADERS NEEDED:

1

JULY 4TH PARADE



2

HEART WALK COACHES

PROJECT LEADER FOR JULY 4TH PARADE :



HEART WALK COACH:

TWO LOCATIONS

SACRAMENTO OR MODESTO EVENT:





For Information on BUILD

Contact: Kenny Cooper or Build@reed.net



Monika Martin
George Reed, Inc.
Bid Coordinator/ Supervisor
Hired in August of 2024

I enjoyed meeting people throughout the different companies and hearing about their leadership styles.

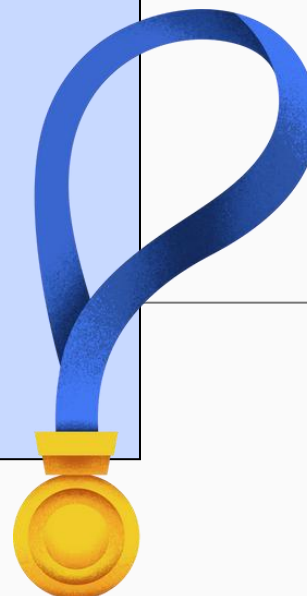
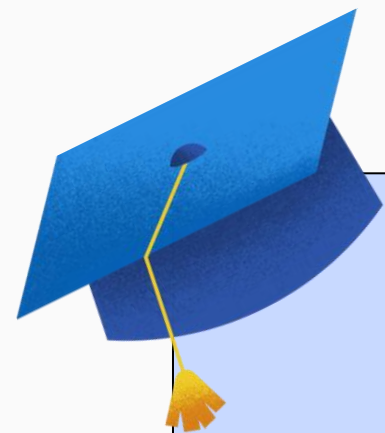
I entered the world of construction through my mom who is also a part of Reed Family Companies. After working in education for over a decade, the construction world has been a great new path so far. I have been married to my husband for 10 years and we have 3 children. When I'm away from work I enjoy taking trips to the coast and exploring the local shops and restaurants with my family.

Aaron Gomez
George Reed, Inc.
Project Manager/ Estimator
Hired in Feb 2024

I enjoyed the DISC and strength assessments. I think getting a deeper understanding of how one learns and communicates is crucial to teaching others.

BIO: I've been in the construction industry for 8 years. I enjoy being outdoors whether that is golfing or hiking in the summer or snowboarding in the winter. I like to travel and experiencing different cultures, especially new cuisines.





Jai Dev Sharma
Reed Family Companies
Financial Analyst II
Hire Date: 10/05/2023

The most important thing I learned was how to effectively communicate and manage resistance to change within a team. Understanding the different types of resistance—like fear, pessimism, and lack of knowledge—has made me realize how important it is to approach change strategically and empathetically. I can apply this by actively listening to my team members when introducing new changes, addressing their concerns with specific tactics, such as offering training sessions or providing clear, transparent information. I'll also aim to celebrate small wins early to reduce pessimism and keep momentum going. The program inspired me to be more proactive in communicating change. Instead of waiting for resistance to arise, I'll make sure to include regular check-ins, provide resources for upskilling, and ensure that everyone involved feels heard and supported throughout the change process.



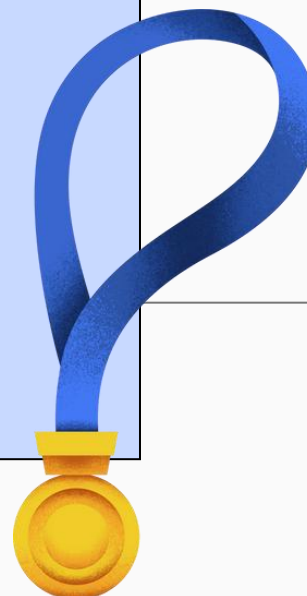
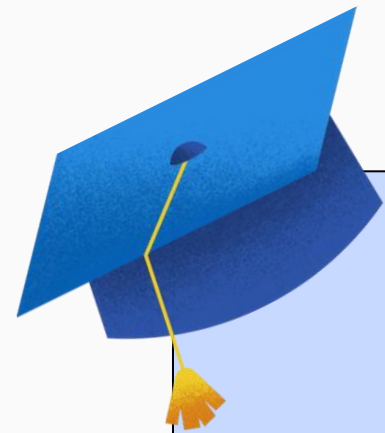
I'm a Financial Analyst II with a strong passion for turning data into insights that drive strategic decisions. With a solid foundation in financial modeling, forecasting, and performance analysis, I thrive on solving complex problems and delivering actionable solutions that support business growth. My analytical mindset is balanced by a lifelong love for sports—I believe the discipline, teamwork, and competitive spirit I bring from the field carry over into how I approach challenges in the workplace. Whether it's optimizing budgets or breaking down performance metrics, I'm always up for a good numbers game—on or off the court.

Kim Alvarado
Reed Family Companies
AP Manager
Hire Date: July 15, 2024

Learning new ways to handle difficult situations amongst a Team and hearing how everyone deals with these situations no matter if you work in an office or out in the field. The presentations were great too they helped summarize a lot of the different courses we had to watch and books we had to read throughout.

I have always loved working with numbers and within a team environment but besides having 19 years working within accounting/finance here is a little more about my background – I’m a proud Portuguese Bay Area native – born and raised in Fremont, CA. 3 years ago, my longtime fiancé of 15 years and counting and I moved here to the Central Valley to be closer to our friends and family. I’m what they call a “Disney Adult” and is always up for a trip to Disneyland – but I also just love hanging out with family and friends at home whether it’s having a BBQ, Game Night or just hanging out with my Best Friend of 36 years watching reruns of the Golden Girls.





Graduate: Jeremy Proctor
Company: George Reed, Inc.
Title: Safety Specialist
Hire Date: Aug 19, 2024

Meeting and somewhat getting to know various people from across the Reed Family Companies.

Not much to say about Jeremy. I grew up in Calaveras County and currently live there with my wife and three children. Outside of work, I attend school full-time and in January will be starting graduate school in pursuit of a Master's in Safety, Security, and Emergency Management. When I am not working, I am usually with my family, which is THE most important thing in my life. That is why, in my several gigabytes worth of pictures, I do not have a single one that is just of me. I do also have a love for fishing, though it is rare for me to ever be successful at it.

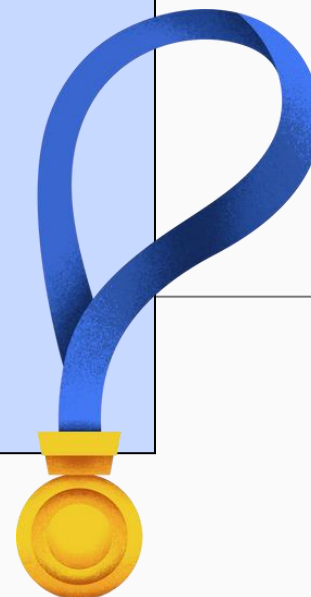


Name: Melissa Morrison
Company: 711 Materials, Inc.
Position: Financial Analyst
Hire Date: 9/24/2024

I gained valuable insight into my leadership style through the DISC assessment and was excited to learn about my Clifton Strengths. Understanding how these traits influence my work and personal life has been both empowering and motivating. This program gave me the tools and clarity to lead with purpose, communicate more effectively, and support my growth.

I've been married to my husband, John, for 30 wonderful years, and we've been together for 35. Our son, Eric, is 22, a high school biology teacher, and currently in grad school for biology. I'm grateful for a close-knit circle of lifelong friends—including my best friend Mardi (who many of you know)—and outside of work, I'm known as "T-Rex" and for my collection of hats with funny sayings. I love musicals, plays, museums, and any chance to dance brings me joy!





Name: Valarie Perkins
Company: RFC
Title: Payroll Supervisor
Hite Date: 1/16/2012

The disc assessment was right on point in a description of defining my personality which was a (PEACE MAKER). The books offered valuable insight into my personality style and pointed out my strengths and weaknesses. This course really helped me to do better in my position and helped with my strengths and weaknesses; it has provided me with tools to use in my position to manage myself in a more productive way. I learned practical strategies for decision-making, skills that I will now apply to my daily role.

My name is Valarie Perkins, and I work for Reed Family Companies as payroll supervisor. I oversee three employees in my department. When I started back with the company in 2012, I was a payroll clerk. In June 2022 I was promoted to Payroll Supervisor. I love my job and am always seeking to advance my role to its full potential. This managing oneself class has taught me the importance of how to help my team go and grow to their full potential.

Name: Diana Contreras
Company: RFC
Title: Social Media Content Creator
Hire Date: 1/6/2025

I particularly enjoyed working with my team one group; Doug Ford and Valerie Perkins were wonderful collaborators. I gained valuable insights about how to use my strengths to achieve successful results in my professional responsibilities. Reflecting on the overall impact of this training, I can confidently say it has been a great moment in my career growth. The insights I gained and the strengths I developed will undoubtedly influence my approach to future challenges.

Growing up in the Central Valley has shaped who I am today. Coming from a big family taught me the value of mutual support and togetherness. When I'm not working, you'll find me mastering French pastry techniques in my kitchen or exploring the beautiful outdoors. My professional journey spans graphic design, digital marketing, and communications – fields I'm passionate about. I thrive on discovering new things and sharing the inspiring stories of our wonderful folks from the Reed Family of Companies. It's been amazing connecting with such talented colleagues and gaining such rich experiences in my time here.



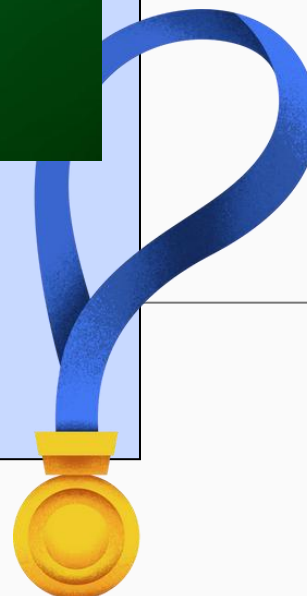
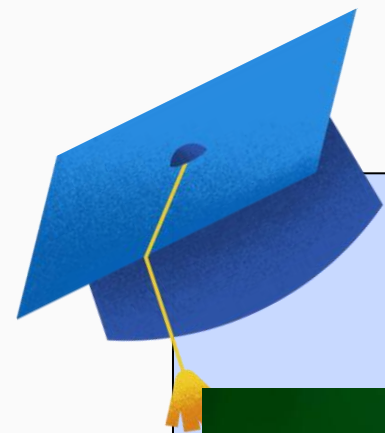


Name: Doug Ford
Company: UPS
Title: VP & General Manager
Hire Date: 12/09/2024

Doug started construction in 1983 working in residential development and subdivision earthwork. He moved into pavement preservation in 1991 as a crew foreman for Pavement Coatings Co. In 1994, he became Vice President and then President in 2007. He remained in this position until he retired in September of 2023. He joined the Reed Family Companies in 2025 when he came to work for Union Pavement Services, Inc.

Doug has also been active in several industry trade associations. He served on the International Slurry Surfacing Association (ISSA) Board of Directors from 2005 through 2015, serving as President of ISSA in 2012. His involvement in the development and application of 100% Recycling Aggregate Products (RAP) slurry seal has made him an industry leader for assistance throughout the United States where he has served as an advisor to several agencies in the implementation of RAP products in their pavement preservation projects

2025 Managing Oneself : Empowering Others



Name: Les McWilliams
Company: George Reed, Inc.
Title: Senior Project Manager
Hire Date: Oct 2023

I've come to appreciate the idea that everyone is doing their best with what they have. Each person's identity and strengths are unique to them. By genuinely accepting people for who they are and what they bring to the table, we can foster a more understanding and supportive environment."

Born and raised in Shasta County, I pursued my undergraduate studies at California State University, Chico (CSUC) and later earned an MBA from the University of Phoenix. My career has largely been centered in the San Francisco Bay Area, where I've successfully managed and constructed roads, subdivisions, walls, bridges, and parks. I thrive on tackling complex projects and solving intricate problems, always seeking out challenges that push my skills to the next level.

Name: Miriam Zambrano
Company: VSSI
Title: Project Engineer
Hire Date: 6/27/2023

What I enjoyed the most about this leadership course was the chance to reflect on my strength and growth areas and

Hi, I'm Miriam! I work as a project Engineer for VSS International, where I spend most of my time bridging communication between project managers, field crews and agencies, I solve problems and help keep projects on track.

I have a natural curiosity for human connections, self-development and I'm passionate about continuing to learn how to lead with both strength and empathy.

I'm always open to new challenges that push me out of my comfort zone.

Outside of work, you'll usually find me spending time with my best friend, tending hand and foot to my children (dogs), Junior and Emma, or finding quiet moments to reflect and rest. I love traveling, good food, and spontaneous adventures.





Name: Kenny Miller
Company: GRI
Title: Equipment Manager
Hire Date: March 2008

I have learned valuable information and training techniques that will help me in my new position with George Reed.

I have just started my 18th year with George Reed. I am engaged to my soon-to-be wife, Mikki. We have been together for 6 years. I have two great kids who are 21 and 25. I also have three (almost) step children who are 15, 20 and 22. Mikki and I recently became grandparents; my son and Mikki's daughter both had babies within the last few months. In my spare time I enjoy spending time outdoors, going out on our side by side, working on projects around the house and barbecuing.

Name: Mike Anton
Company: VSSI
Title: Shop Manager
Hire Date: 03/12/2024

This program showed me my strengths and weaknesses in my leadership role during work and life in general. DISC assessment was interesting hitting the nail on the head for my leadership style. The entire program, I believe, will help me improve my leadership skills for the rest of my career.

I have been married to my best friend /wife for 40 years. First met in 1975 and married in 1985. We have two wonderful children and four grandchildren. Paul, 37, is a certified electrician with two children, Hailey and Joshua. Stephanie, 35, is a loan officer with two children Brooklynn and Marshall. We are blessed to be able to live close to our entire family. We are very active in all the grandchildren's sporting events and outdoor family activities.





Name: Tyler Golden

Company: 711 Materials, Inc.

Title: Lead Mechanic/ Back Up Batchman

Hire Date: 7/06/2021

Learning how to properly and effectively communicate with coworkers.

My name is Tyler Golden, I'm 29 years old and was born and raised in Ridgecrest, CA. My passions include working on any type of engine, bowling as frequently as I can, and spending time with my family. From a young age, my interest in working on engines flourished. I became my brother's dirt bike mechanic at 10 years old and recently helped my dad completely rebuild his 2017 389 Peterbilt. I have been the lead mechanic for 4 years here at 711 Materials and absolutely love what I do. Bowling has been a part of my family my entire life. I currently bowl on two leagues and enjoy every minute of it. On the home front, my girlfriend Chloe and I have been together for a year and half, and she brought her 4-year-old son, Sam, into my life. I love to spend as much time as possible with them as well as the rest of my very big family. We all love to bowl together, go camping, and just enjoy the chaos that is our lives.

Name: Deanna Renteria
Company: 711 Materials
Title: Office Manager
Hire Date: 1/29/2007

One of the highlights of the leadership training was discovering more about myself through the DISC assessment. It was exciting to read about my traits and learn my strengths.

I am a mother of an 8-year-old boy named Christian. Christian and I love to hang out and go shopping, go to amusement parks, and enjoy bowling. When I have free time, I enjoy going to play bingo. I love trying a variety of foods and sampling different cuisines.



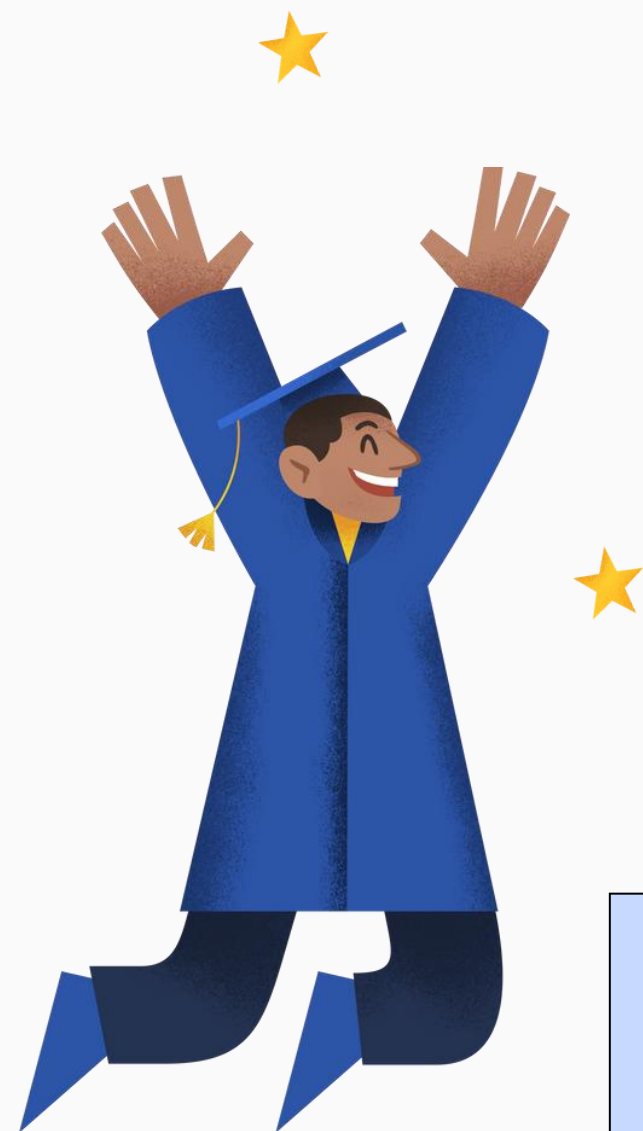
Name: Molly Gibney
Company: VSSE
Title: Laboratory Supervisor
Hire Date: 05/2019

I really enjoyed being able to meet and work with people from the other companies.

After graduating with a degree in chemistry in 2019, I began working in the lab at VSS. After learning all the testing and techniques I was eventually able to work my way up to becoming lab supervisor. I have enjoyed all the experiences and opportunities I have had here, and I am excited for many more years working with VSS.



Congratulations, Graduates!



Thank
you!

