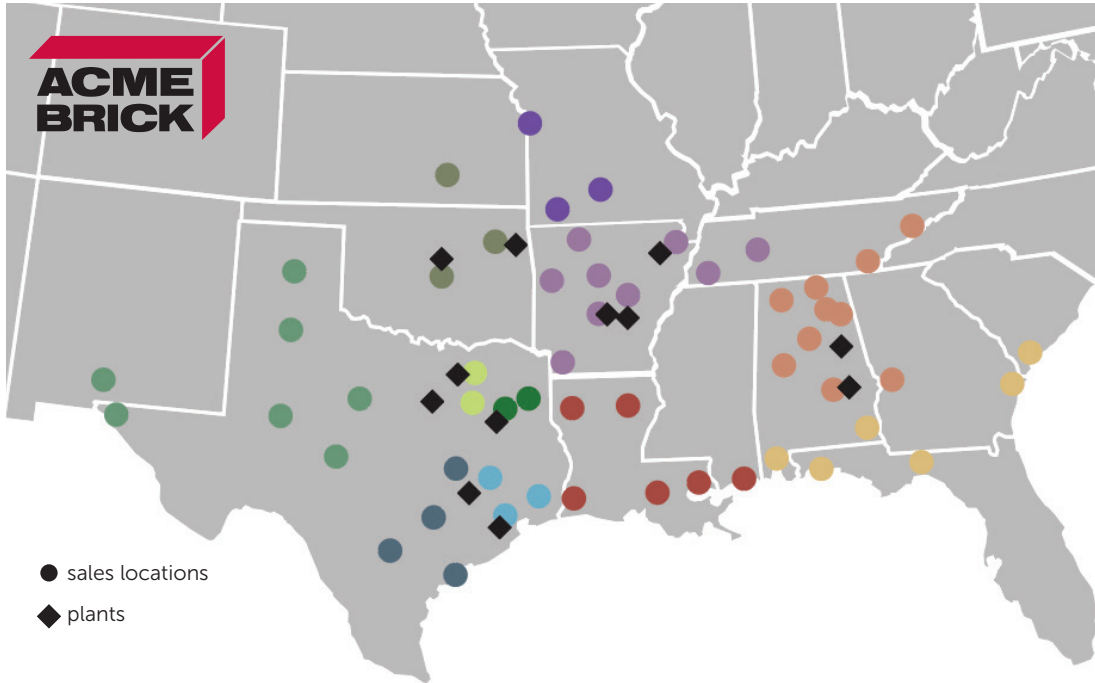




**2022**  
**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**

# Our Company



**15**  
manufacturing  
facilities

**56**  
sales locations

Approximately  
**1800**  
associates



**3 CMU plants  
in Texas**

**Our vision is to be THE trusted materials solution for enduring beauty, safety, and strength in building communities.**

When Acme Brick was founded in 1891, it was customary for homes and buildings to be clad in a single type of material. In our original home market, likely as not that material was Acme Brick. Today, however, it is common to see buildings clad in as many as five different types of materials. So as always, Acme Brick is responding to the changing needs and preferences of our customers and now bring together many of the world’s most innovative solutions in addition to our outstanding brick products.



### Lifetime Customers

I work diligently to exceed my customers’ expectations.

### Doing Right

My moral compass always points to honesty and integrity.

### Take Ownership

I take ownership for our company’s results by demonstrating personal accountability, actively engaging in two-way conversation, and ensuring that my workplace is safe for everyone.

### Build Trust

I encourage my associates to take appropriate risks, think critically, and make effective decisions.

### Embrace Improvement

I drive innovation and take initiatives to achieve key results.

### One Team

I am an important part of a successful building materials and service provider; committed to creating value for my customer, company, and community.

### Enhance Associates

I take accountability for my own development and invest in the development of the associates around me.



# From Acme's Executive Leadership



Seated, left to right: Ed Watson, Dennis Knautz, Elaine Suleski.  
Standing, left to right: David Michie, Stan McCarthy, Rusty Haile, Norris Watson.

**T**his is fourth edition of Acme Brick Company's Corporate Social Responsibility Report. This report has evolved over time and is one of the ways that we document the results of several specific goals (called Key Performance Indicators, or KPIs) that were established when we rolled out our Strategic Framework in 2019. Within the following pages you will see evidence of Acme's commitment to Making Acme a Great Place to Work and Supporting and Strengthening our Communities, two of our four Pillars of Success. These pillars, along with Providing Industry-leading Customer Service and Exceeding Profit Goals, were established to help our leadership and associates to focus on our Vision to be THE trusted materials solution for enduring beauty, safety, and strength in building communities.

I am honored to have the opportunity to lead a company that recently celebrated 132 years of creating sustainable, innovative, and diverse building materials/solutions to fulfill our customers' needs. We are continuously striving to create a captivating customer experience and expand the selection of products and services we offer in the building materials market.

Our plants, our sales offices, and the Fort Worth General Office all operate in an environmentally sustainable manner. This is more than just complying with all environmental mandates, it involves a conscious effort to Reduce, Reuse and Recycle whenever possible. One of our KPIs is to improve stewardship by diverting a minimum of 10% of our waste from landfills to recyclers.

We are very proud of our company's associates and work hard to ensure that they have a career, not just a job. We desire to maintain a culture where our associates keep each other safe and feel that they are our greatest assets. We also encourage every location to be engaged in its local community through thoughtful giving and environmental stewardship. As you read this report, I believe you will be able to see some of the evidence that we are aligned in achieving these goals. I appreciate your taking the time and showing your interest in reviewing it.

Ed Watson, President and CEO

# Environmental, Health & Safety



*The Environmental Health and Safety Team: left to right, Dave Hillary, Adrian Salazar, Jason Winner, Collin Clark, Mary Ann Keon*

The year 2022 was one of the busiest and more profitable in Acme's history due in large part to the housing shortage, a lingering symptom of the pandemic. In striving to meet our customers' needs, our sales and production operations were striving to reach capacity. We also found, however, that labor challenges, material shortages, and equipment breakdowns became routine and were a primary cause of our less than desirable safety results.

Despite these challenges and opportunities, Acme continued to improve operations through the implementation of major equipment upgrades, continued involvement in our communities, reduction in our waste and environmental footprint, and the development of our workforce. New leaders at all levels of the organization, from Plant and Sales management to the CEO, took on their roles with energy and enthusiasm.

2022 also saw the resumption of in-person meetings, such as the Plant Manager meeting held in April and the EH&S Coordinators in November. The EH&S May meeting included a visit to the Texas Rangers' new stadium, Globe Life Field, to admire the Acme Brick outside and inside!

Also launched in 2022 was Acme's New Hire Orientation program. With an annual turnover rate over 25%, we find that proper training and orientation for new hires are essential to our safety and performance throughout the company.

Sustainability is not just a buzzword; it is a way of living and of operating a business. When done right, it improves operating efficiency, reduces cost, benefits workers and the community, and reduces the impact on the environment. Sustainability is the key to Acme's future.



# Safety & Health

Safety performance in 2022 showed a 25% increase in OSHA recordables from 2021. DART incidents were slightly lower than in 2021, and the number of lost and restricted days (i.e. severity) increased by 8.6%. On average a DART incident in 2022 resulted in 37 lost/restricted days, versus 32 in 2021.

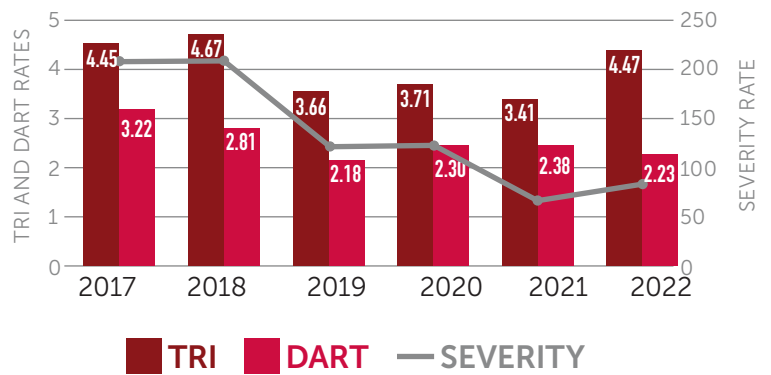
These disappointing results meant that our associates did not go home “better” than when they came to work. The majority of the incidents occurred with associates who had been in their job less than 2 years, but the more severe accidents happened to associates with more longevity, 5 to 15 years. Labor shortages left the plants short staffed, and the high demand for brick meant the plants were striving to run at capacity, which resulted in non-routine equipment failure. We believe these were the primary factors that caused the increase in incidents in 2022: employee fatigue, stressful and rushed conditions, and equipment breakdown.

Even with the sharp increase in recordables for 2022, the overall trend since 2017 has been positive. The recordable rate had been on the decline, 23% as of 2021. Also, the DART and Severity rates both had significant reductions over 2017 rates at 31 and 60%, respectively. With the workforce starting to stabilize, new plant management gaining experience, and equipment issues becoming less frequent, we expect to see our continued improvement back on track.

## Number of TRI, DART Incidents, and Severity

	TRI	DART	SEVERITY
2022	84	42	1538
2021	63	44	1405
2020	79	49	2655
2019	82	49	2783
2018	95	55	3807
2017	89	60	3688

## Rates of TRI, DART Incidents, and Severity



### Bennett Plant Certified Crane Training Course

The Bennett Plant hosted a certified crane training course with AP Solutions in April. The training ensured that qualified personnel can operate and inspect equipment meeting OSHA and State Carry Deck Crane qualifications, required for current and future projects. Bennett Plant invited a few other locations to be a part of this beneficial training. Upon successful completion, candidates received individual qualification cards.



Associates from Bennett, Denton and San Felipe plants

# Safety & Health

## Training & Development

Training and development of our EH&S Coordinators and our workforce in general continue to be a major priority. At the 2022 annual meeting, Coordinators learned how to be better presenters, manage their time more effectively, set priorities and goals, and communicate effectively with management. We also had some fun and team building during a visit to the new Texas Rangers stadium in Arlington.

Acme's Learning Management System (Percipio) has been the primary tool for locations to conduct their required safety training and Smith System driver training. Percipio allows the locations to track the training to assure that we are in compliance with OSHA and Acme policies. In 2022, Acme loaded safety coursework from JJKeller, the leader in safety instruction.

## Acme Sales Audit

During 2022, the EH&S Corporate team performed EH&S audits on all of Acme's sales locations. The goal was to assure compliance, and also to assure consistency in programs and on-site training. Sales representatives in all locations were also trained in the basics of workers compensation and injury management to assist in the process of communicating and advocating for injured workers at their locations.

One of the areas identified during the audits as needing a renewed focus was forklift training and certification. Webinars, on-site training, and refresher work were performed at all sales locations. All forklift drivers were re-certified during 2022.

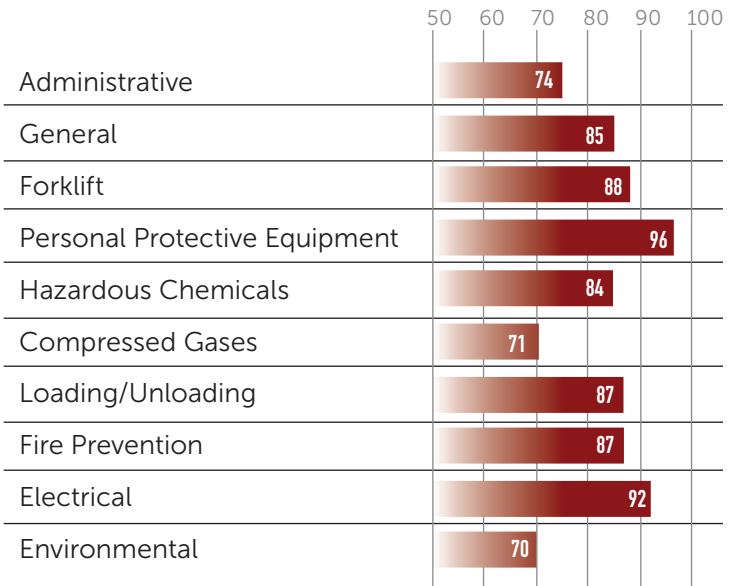
Between 2021 and 2022, the Sales organization reduced its DART incidents and severity by 58% and 41%, respectively.

**Elgin Plants Celebrate Safety**



*In April, the Elgin Plants celebrated being recordable incident-free for the first quarter of 2022. In reward, a cookout was planned by Luke Odenthal [Regional Production Manager]. Two associates built a long grill out of kiln block and filled it with charcoal to cook a huge number of steaks for the associates. Marco Jaimez [Plant Manager] tended to the fire while Jason Liles [Maintenance Mechanic] supervised. Nothing finer than dining al fresco on a "table" made of the world's finest brick - except maybe stellar safety numbers.*

## 2022 Sales Environmental, Health & Safety Audit Scores




# Energy Usage

## Brick Manufacturing


Brick manufacturing is highly energy-intensive because of the nature of the drying and firing process. Acme continually works to improve efficiencies by setting aggressive BTU per pound of fired brick Key Performance Indicator (KPI) goals for each manufacturing location. These KPIs are established based on kiln design, age, firing temperature of the material, firing systems and so on. The chart below shows the average BTUs per pound compared to the KPI for that location. To achieve these goals, Acme seeks new technology and equipment that can be added to the kilns, along with best practices to implement. Frequent burner checks ensure that kilns run as efficiently as possible.

## Production Energy Usage represented as MMBtu


	Natural Gas	Diesel	Electricity	Gasoline
2022	3,226,914	126,421	321,650	30,522
2021	3,223,698	118,838	357,884	29,108
2020	3,326,057	117,291	369,413	32,053
2019	3,467,478	141,501	366,451	34,720




**7%**



**11%**

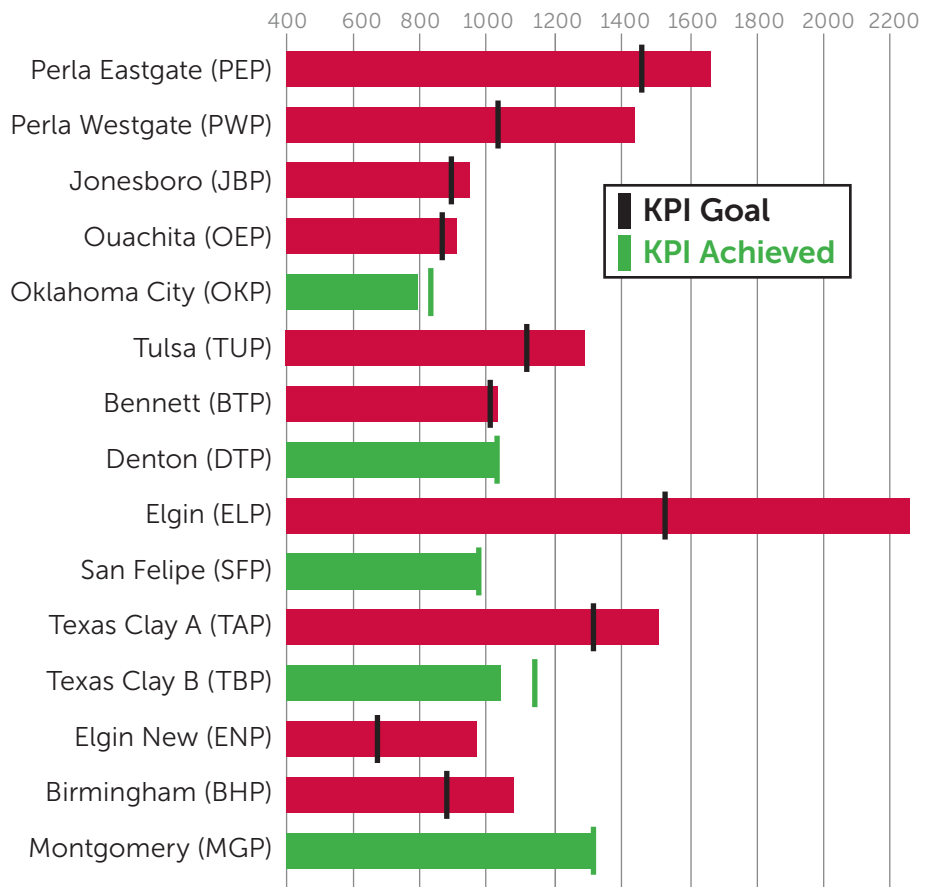


**12%**



**12%**

## BTUs per Pound of Fired Brick in 2022, By Plant



# Greenhouse Gas Emissions

## Greenhouse Gas Emissions & Energy Reductions

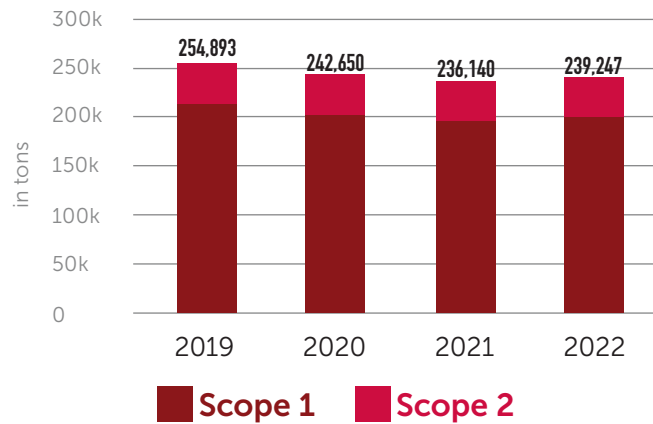
The chart shows total Scope 1 and 2 emissions.

Scope 1 covers emissions from sources that an organization owns or controls directly (e.g., burning fuel in our fleet of vehicles).

Scope 2 covers emissions that a company causes indirectly when the energy it purchases and uses is produced (e.g., the emissions created to create the electricity that powers our electric fleet vehicles).

Since 2019, total greenhouse gas emissions have reduced by 6%. Over that same time Acme saw a total MMBTU reduction of 8%, which includes natural gas, electricity, diesel fuel, and gasoline (calculated from miles driven). Factors that contributed to this reduction included capital projects to improve plant efficiencies and reduce machine idle times, kiln rebuilds, burner replacements, and installation of new kiln scrubbers, to name a few. As kilns account for roughly 97% of the total energy used by Acme, keeping them running as efficiently as possible is the major factor in reducing greenhouse gas emissions. Other factors that contributed are the reduction in fleet miles and fuel usage, as well as a reduction in miles driven and gasoline use in company owned vehicles.

## Greenhouse Gas Emissions (CO<sub>2</sub>e)





# Transportation

From 2019 to 2022, the Southeast Division fleet showed a 10% reduction in driven miles and diesel usage, and a 1% improvement in miles per gallon. Along with training, such as Smith System Driver Training, fleet vehicle onboard computers are used to track hard braking events, idling time, fuel usage, and miles per gallon rating. The improvement in fuel efficiencies is a direct result of the driver training and feedback from the onboard computer metrics.

In addition to the heavy fleet of trucks, Acme tracks the data for company owned cars, light trucks, and the sales force's personal vehicles in travel time for business. Since 2019, the car/light truck fleet mileage and gas usage decreased by 14%. These reductions are likely a result of the significant changes in business practices during and since COVID-19, as sales associates traveled less and used virtual meeting tools instead.

## Fleet Statistics, Southeast Division

	2022	2021	2020	2019
miles driven	1,264,143	1,242,615	1,357,055	1,398,307
gallons of fuel	228,720	233,832	250,362	251,407
average mpg	5.52	5.31	5.42	5.56



An Acme fleet truck with our "World's Largest Brick" Baby Clay

## Acme Success Stories

**Riley Eidson**  
**Burning Supervisor,**  
**Texas Clay B Plant**  
**Malakoff, TX**

In February 2015, Riley Eidson was re-entering the workforce after a period of incarceration. At Acme Brick, he found a job as a helper in Kiln Car Repair. More important, he also discovered a passion for brickmaking that blossomed into a career. Supervisors and co-workers saw Riley's potential and invested in him: mentoring, encouraging, helping him grow.

That investment paid off: Today, Riley is the plant's Burning Supervisor. As such, he is a key driver of a culture whose goal is to make Texas Clay a great place to work for all associates.



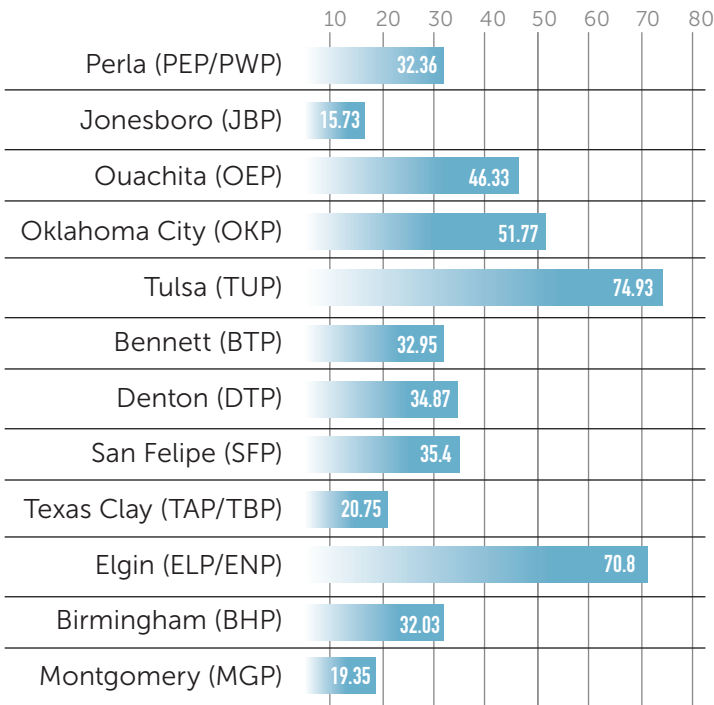
# Water

## Responsible Water Usage

At Acme, we use water efficiently, recycling and reusing where possible. In 2022, by tracking water usage in our EMIS, we now have accurate usage information. On average our production facilities use 3.2 million gallons of water per month, supplied by the city, surface water, and groundwater. The plants used 34,288,261 gallons of water purchased from municipalities and 4,330,472 gallons of surface water and groundwater. For comparison, one U.S. household uses approximately 300 gallons per day. Our total of 38.6 million gallons of water is equal to the supply to 353 households annually.

Our brick plants use water in the brick manufacturing process to bring the material to the right moisture content before extrusion, forming and firing. The amount of water is determined by the characteristics of the material, unique to each plant. The chart below represents the amount of water in gallons to produce 1000 brick equivalent (MBE). A brick equivalent (BE) is equal to one modular size brick, which is used to normalize all brick sizes into a one-unit size.

### Gallons of Water per MBE by Plant in 2022



## New San Felipe Plant Filtration System



*The ability and desire to reuse material in the brick making process contributes to the unique efficiency of manufacturing brick. At our San Felipe Plant, it was not easy to reuse water or effectively use the sediment left over when slurry was applied to brick being manufactured, we devised a way to get it done.*

*Acme Brick implemented a clever system to collect the spent water from the application of slurry in a large container where the fine sediment was allowed to settle out and clear water was left. This enabled us to reuse the water in our manufacturing process and we applied the leftover sediment on our stockpile and covered it with more stockpile soil to be used later in the process. This new design reduced the amount of water used by reusing the water that had settled and made us more efficient with our soil material for making brick by letting none of it goes to waste.*

## Helping to Create Fish Habitats

Acme Brick Company has had a recent opportunity to partner with “Friends of Reservoirs.” The goal of this nonprofit organization is promoting “the protection, restoration, and enhancement of habitat for fish and other aquatic species in reservoir systems.” We have a great opportunity to support their goal by providing unused bricks, blocks, and pavers for the construction of habitats that help benefit freshwater species. A healthy habitat for our fish species creates a healthier ecosystem all around us.

Similarly, our Wichita, Kansas, sales location has teamed up with the Kansas Department of Wildlife and Parks in a trial run in providing brick bats for a small-scale fish habitat improvement.

Brandon Coe is a yard and warehouse associate. He has twin boys that are 13 years old. He was talking to the boy scout master and learned that the Dept. of Wildlife had a need for clean construction materials for use in lakes and ponds for fish habitat. Brandon was able to contact James Goff of the Dept. of Wildlife and they have agreed to take broken brick and concrete block from the sales yard and are use this material to create an improved habitat for the fish diverting these materials away from going to a landfill.



## Acme Success Stories

**Iliana “Lili” Hernandez**  
**Accounting,**  
**Fort Worth**  
**General Office**  
**Fort Worth, TX**



Iliana “Lili” Hernandez is a lifelong learner who embraces opportunity. Her first Acme experience was with an office-cleaning contractor. Interacting with associates improved her English and also opened doors. Soon after moving to new headquarters, Acme hired Lili full-time, for maintenance, mailroom and other duties. A month later, she transferred to the transportation department as a traffic clerk. Having studied communications in her native Mexico, she enjoyed interacting with truck drivers and sales associates.

In 2016 she moved again, to Payroll – a job she found inspiring in a department she admired. This experience led to her current job, in Accounting. “Acme Brick has given me wonderful opportunities which have fed my person,” she says. “I am someone who loves to learn and does anything to succeed.”

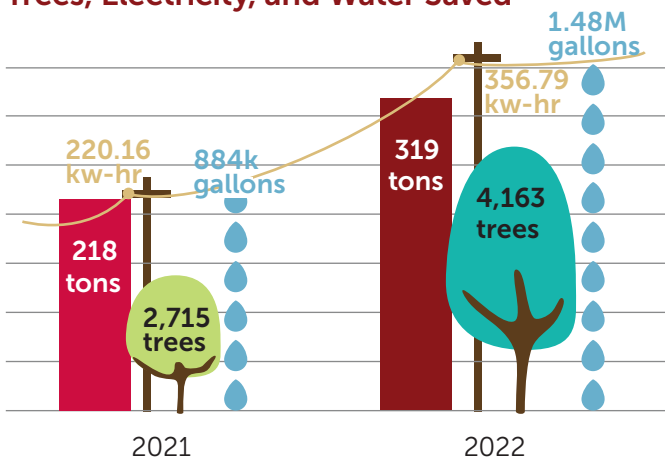


# Waste

## The 3Rs: Reduce, Reuse, Recycle

The 3Rs is the principle of reducing waste, reusing, and recycling resources. **Reducing** means choosing to use things with care to reduce the amount of waste generated which Acme Brick strives to do in our day-to-day operations whether it is reducing single-use plastic water bottles or purchasing the right number of products in the workplace. **Reusing** involves the repeated use of items or parts of items which still have usable aspects. We take grog or green brick and put it back into the manufacturing process, we rebuild pallets for storing bricks, and we use our brick bats to help with our storm-water runoff. **Recycling** means the use of waste itself as resources. Waste minimization can be achieved in an efficient way by focusing primarily on the first of the 3Rs, “reduce,” followed by “reuse” and then “recycle.” By engaging in the first two of the 3Rs, Acme Brick can be more efficient and become better and better at recycling.

## Total Waste Diverted, Trees, Electricity, and Water Saved



## Progress in Reducing Waste Generation

We measure and channel waste toward the best possible use, whether re-purposed within our manufacturing processes or through off-site recycling. In 2021, we established our first recycling KPI of 10%. Through our national contract with Waste Management, we were able to start recycling programs at our Fort Worth General Office, most production facilities and several sales locations.

Our KPI for recycling this year was an ambitious 10%. We achieved 7%, which is about 319 tons diverted from landfills, and is up 46% over last year. That’s a total of over 4000 trees saved.

Acme Brick shares the concern over the growing threat that waste poses to our communities and local manufacturing environments. To scale and divert future waste will require more cooperation at every business unit. As we move forward, the collaboration with Waste Management will determine the best approach to recycle the identified waste at our facilities.

## Brick Bat Reuse

At our Tulsa Plant we take unused brick bats (a mixture of damaged and broken bricks ranging in size from fragments to full bricks) and ship them to our Perla Plant for its manufacturing process. We have thus implemented a way to reduce waste at one plant while simultaneously providing a much-needed resource at another. This symbiotic relationship is unique in that two plants are working together toward a common goal.

## San Felipe Plant Recycling Initiatives

*The nature of our business is the manufacture and resale of products that are long lasting and of enduring quality and beauty. We strive to conduct our operations in an environmentally responsible manner through energy efficiency programs, wide scale recycling and reuse of manufacturing process-generated by-products and well-planned extraction and use of the non-renewable raw materials used in our products.*

*We've started a recycling initiative at our San Felipe Plant from paper, cardboard and aluminum and plastic in each department with their own red recycling trash cans to be weighed for a whole month. The associates are also encouraged to bring recycling from home to add to the weight of their department. The more the better! We've also started reusing our used oil from machines that could be filtered and reused in the reclaimer. Another environmental resource we use at the plant is Aqua Zyene. Aqua Zyene is a recyclable water system that purifies, detoxifies, dechlorinates, and removes sludge. These are some of the plant recycling programs we are using now, and we're striving for more to come soon.*

*– Rudy Galindo, EHS Coordinator at San Felipe Plant*



## Acme Success Stories

### Vanessa Saucedo District Sales Manager El Paso, TX & Las Cruces, NM

Vanessa Saucedo joined Acme in 2003, in El Paso Sales. After a short stint in Customer Service, she moved into dispatching for both El Paso and Las Cruces.

In 2011, Vanessa made the jump to Commercial Sales Representative. She built excellent customer relationships across West Texas and southern New Mexico and consistent sales growth - all while earning her B.A. in Business Management at night.

Vanessa's hard work and professional development have made her a three-time inductee in the President's Club Ring of Honor, which recognizes Acme's top sales performers - and as of 2022, District Sales Manager for El Paso and Las Cruces.



# Our Operational Footprint

## Our Operational Footprint

Brick is made primarily from clay and shale, a non-renewable resource. These materials are extracted from open pit mines ranging in depth from 30 to 100 feet. Overburden, or non-clay material, is removed from the top of the mines to expose and remove the clays and shales underneath. Each of Acme's 15 production facilities has one or more mines associated with it, and the life of these mines range from years to decades. With the exception of Texas, all the states have requirements to "reclaim" the mine through such measures as sloping and grading, planting, and restoring it to safe and usable condition. In most cases, the large pits fill with storm and groundwater and, over time, become bird and fish sanctuaries.

At all of Acme's mines, dedicated managers practice proper mining techniques. These include collecting stormwater in a series of contained impoundments and stockpiling the extracted clays so as to minimize runoff. The mines have permits to operate, including stormwater permits, to assure compliance with applicable standards. Before a new mine is opened, a wetlands delineation is conducted by an independent consultant to assure that any wetlands present would be protected. Following these practices, Acme assures that the environmental impact of this significant and critical activity is minimized.

Acme's environmental footprint also includes air pollutants in addition to the greenhouse gas emissions discussed earlier. These include products of combustion and chemicals such as hydrogen fluoride and hydrogen chloride, which originate from the fired clays. All of these emissions are governed by state and federal site-specific regulatory permits with discharge limits and reporting and recordkeeping requirements. Air pollution control devices at eight of our plants reduce toxic emissions by up to 98%.

Acme strives to minimize its environmental footprint by following best practices, minimizing pollution where possible and going beyond the regulatory requirements to the extent practicable.

### Little Piney Reclamation



Associates like Randy McCloud have the opportunity to directly impact our sustainability initiatives.



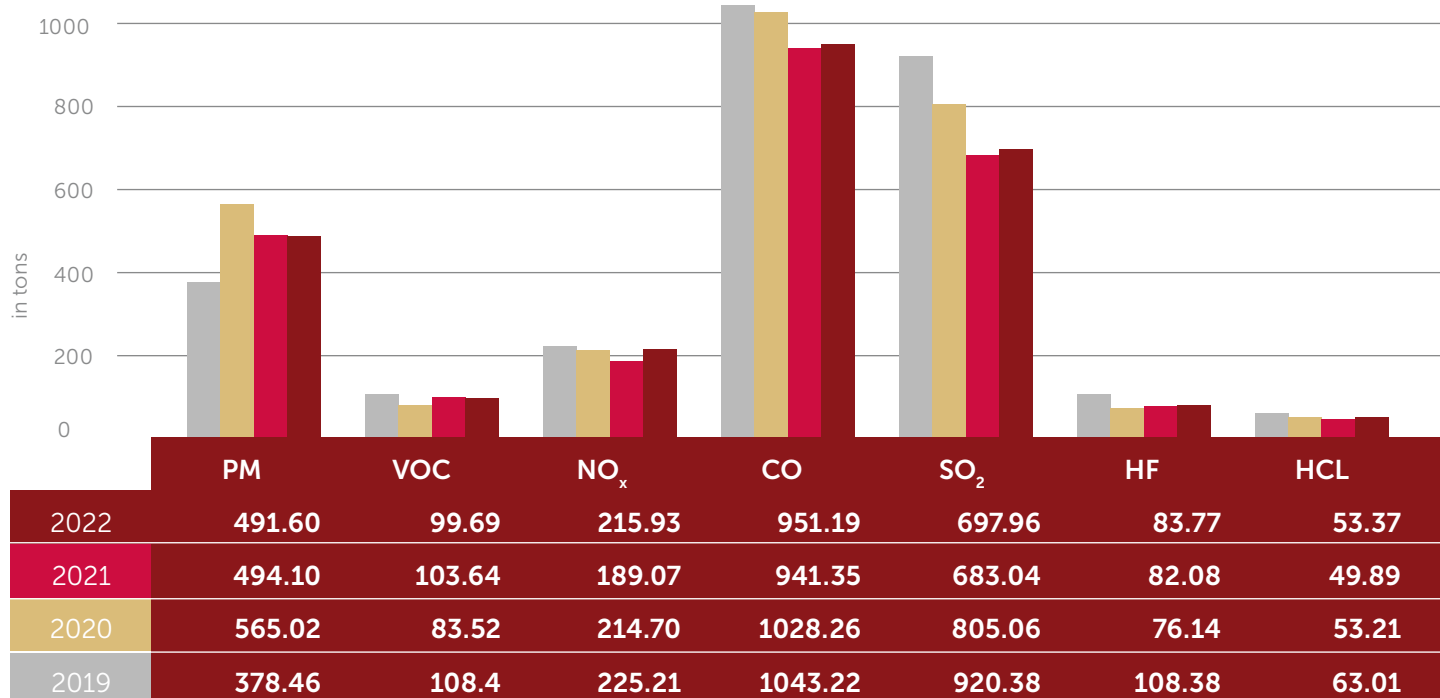
Over his 48 years at Acme, he has held many roles throughout the plants and mines, and he is well versed in heavy equipment. When the opportunity arose to do some reclamation at the Little Piney Pit in Arkansas, he stepped forward to help out. His efforts not only saved Acme over \$100,000 in reclamation costs but led to a successful release of the property from Arkansas Department of Environmental Quality. The inspectors for the ADEQ stated that it doesn't look like the same property.

- Lynn Burchfield, Midwest Regional Production Manager





## Total Tons of Pollutants



At all of Acme’s operations, efforts are taken to reduce the pollutants that could be collected by stormwater and enter local streams and rivers. Best management practices such as gabion cages, silt fencing, hay bales and the like are employed and regularly maintained to minimize pollutant runoff. Likewise, chemical additives, cleaners or other related materials are stored under roof. Broken or leaking containers are removed and properly managed. All above-ground petroleum storage tanks have secondary containment and are inspected regularly.

### Acme Success Stories

#### Building Up & Building Careers

**Jason Hight  
Plant Manager,  
San Felipe Plant  
Sealy, TX**



It’s estimated that about 20 million Americans have a felony conviction. Most have had to confront “the box” when applying for a job. But in Acme Brick, Jason Hight found an employer willing to extend an offer – and a second chance at a good life.

Jason started with Acme Brick in 2008 as a utility worker at the Texas Clay Plants in Malakoff. Fellow associates noticed his determination, dedication, and positive attitude. With the continual support of leaders and managers, Jason worked his way from sweeping floors to become Plant Manager at the San Felipe Plant in Sealy, TX.

Sometimes you really do get a second chance to make a good first impression!

# Philanthropy

Acme Brick believes in serving as a positive influence across the communities in which we operate. Whether our “giving” occurs in the form of money, time or products, such efforts are made to support and strengthen our communities. We strive to contribute to a higher quality of life that may not otherwise be possible.

Rather than have one company-wide focus, we find making most of these decisions at the local level more impactful. This philosophy engages our Associates, and our vision enables us to see the results of our efforts. We have responded to our cultural beliefs of “Doing Right” and “Take Ownership.” Together, we have taken the initiative to get involved, contribute and help those in need.

During 2022, Acme Brick and our associates donated more than \$40,000 in monetary donations, contributed almost 300 tracked hours of service and provided more than \$4,000 in product donations of our brick, concrete block, flooring and other products to those in need. Our combined effort benefited more than 70 nonprofit organizations.

## 70 +

### Nonprofits Assisted

- 21st Annual Construct A Kid’s Christmas Toy Drive
- 6 Stones Mission Network
- Alzheimer’s Association - North Central Texas Chapter
- American Cancer Society
- American Heart Association
- Arms of Hope - San Antonio
- Arthritis Foundation
- Austin County Fair Youth Showmanship
- Autism Community Network
- Barling Elementary School
- Bellville Food Bank
- Bellville High School Athletics
- Belton Independent School District
- Bike MS
- Boy Scouts of America
- Boys and Girls Club of Malvern
- Boys and Girls Club of Tarrant County
- Brazos High School
- Buffalo Valley Youth Association
- Burleson Police Officers Association
- CASA of Tarrant County
- Center for Transforming Lives
- Charles Haley’s Tackle Tomorrow Food Drive
- Children’s Medical Center – Dallas
- Chisholm Trail High School
- City of Longview
- City of San Antonio
- Cook Children’s Hospital
- Family Violence Prevention Services
- Fort Bend ISD
- Fort Worth Cancer Care
- Fort Worth Independent School District
- Fort Worth Rotary
- Freedom Pantry of Denton
- Habitat for Humanity

## Associates Volunteer with Tackle Tomorrow



Charles Haley has been a long time supporter of the brick industry and Acme is happy to, in turn, support his Tackle Tomorrow organization. Every year volunteer associates help pass out food at a Thanksgiving Food Drive in southern Dallas, Texas.

- Habitat for Humanity's ReStore - Arkansas Valley
- Haven for Hope
- Heart of Gold Foundation
- Historic Fort Worth
- His Way Recovery Center
- Hope House for Women of Domestic Violence
- Huntsville Inner City Learning Center
- Jordan Elizabeth Harris Foundation
- Laura Crandall Brown Foundation
- Libby Rose Food Pantry and Malvern Community
- Lonestar Day of P.L.A.Y.
- LSU Athletic Foundation
- Meals on Wheels
- MTK Foundation
- Non-Profit Church
- North Texas Humane Society - Waggin Tails
- Pensacola State College Foundation
- Rescue Her
- Restoration Family Church Thanksgiving Food Give-Away
- San Antonio Food Bank
- San Antonio Humane Society
- Santa Fe High School
- Sealy Chamber of Commerce
- Sealy Community Foundation
- Sealy High School Athletics
- Shawnee Veterans Memorial
- Shepherd Supply
- Soldier Angels
- Special Touch Ministries
- St. Jude Children's Research Hospital
- St. Mary's Catholic Church
- Tarrant Area Food Bank
- Texarkana Dixie Baseball
- Texans Can Academies
- Texas Central Bleeding Disorders/Hemophilia Association
- Texas Freshwater Fisheries
- Texas Special Children's Project
- Voice of Hope
- YMCA of Metropolitan Fort Worth
- Youth Advocate Programs



**In 2022, Acme's Culture Circle asked all locations to raise funds collectively for the American Cancer Society. Our final total of \$23,562.55 was presented on June 21st, by Dennis Knautz and associates.**

### Meals on Wheels & Acme Brick: Partners for over 20 Years



Meals on Wheels Inc. of Tarrant County started in 1973 as a collaboration between 11 faith-based organizations in Fort Worth to bring food to the elderly. The company has grown to about 1.7 million meals a year to elderly and disabled clients. Acme Brick started volunteering in 1996 with the help of Mark Hill, retired, who also sat on the Meals on Wheels Board of Directors. This year marks Acme Brick's 27th anniversary. We currently deliver meals every Wednesday and Friday in the Arlington Heights area for Fort Worth with a rotating schedule of 20 volunteers who take turns delivering the meals once a month.



# Acme Culture

## Associate Engagement

We strive every day to create an environment where our associates feel engaged and valued. Associate engagement improves work culture, reduces turnover, increases productivity, builds better work and customer relationships, and affects profits. And engaged associates are our best brand advocates!

In 2022, the Culture Circle continued to strengthen Acme's cultural foundation, support fellow Associates, and to assist in making Acme Brick a greater place to work. Our efforts included implementing Associate Celebration Days, recruiting a corps of Culture Champions at each local facility, and improving the onboarding experience for new hires.

**Associate Celebration Days.** The Culture Circle planned four quarterly celebration days on which locations would take some time out of the day for associates to share a laugh and a treat. We began 2022 with National Fun Day at Work. Q2 we celebrated Acme's 131st birthday with our logo contest. Q3 we beat the summer heat with Cold Treat Day, and in Q4 we held Focused Recognition Day.

**Culture Champions.** The Champions have been a vital part of the Circle's morale boosting efforts. They plan their location's celebration days, maintain an associate celebration board, encourage participation in culture activities, and serve as ambassadors of our Cultural Beliefs. They provide valuable feedback to the Culture Circle about successes and improvements that could be made. They are indispensable to the success of our cultural initiatives.

**Leadership Engagement.** The Culture Circle worked closely with our leaders to share the importance of culture programs by speaking at meetings whenever possible. When all management levels are engaged, associates feel supported and part of the team.

**New Hire Onboarding.** To better support our newest associates and reduce our turnover rate, the Culture Circle began work on improving and standardizing the onboarding experience. We created an onboarding video, featuring our executive leaders and associates, and a benefits video to provide helpful information. Work is continuing on line-of-service specific onboarding guides, a checklist, and a post-onboarding survey.

## Associate Mentoring

The Acme Mentoring Program is an exciting opportunity for associates to live our Cultural Beliefs and make our Acme Pillars stronger, forging new relationships across the company and allowing associates to develop new skills or perfect the ones they use most.



We also utilize programs such as Hiring Our Heroes where active-duty service members gain experience working in the private sector in the last six months of their military service; and Second Chance hiring programs to tap into an overlooked source of talent.

## Associate Success Stories

Throughout this report, you will see examples of Acme Success Stories - current associates who have worked their way up to new and better roles at our company. These stories are common, and we add to their ranks every day.

## Leadership Academy

Our Leadership Academy helps identify, develop, and retain high-potential associates. The curriculum covers Talent Acquisition, Engagement and Retention, Performance Management, and a newly suggested topic, Leadership Influence. The Academy's ultimate goal is a strong pipeline of future leaders who will guide the company through challenges and opportunities.



## Succession Planning

Succession Planning efforts include month- or year-long mentorship programs, online classes, real-life work projects, and one-on-one conversations with our current senior leaders. Leadership Academy, another dimension of Succession Planning, identifies and develops future leaders within Acme Brick to ensure a smooth transition of leadership and to maintain continuity of operations.

## Acme Success Stories



### Return on Investment

**Ysai Pineda**  
**Plant Manager, El Paso Block Plant**  
**& Bagged Goods Plant**  
**El Paso, TX**

Ysai Pineda was not a natural-born building-materials guy. He joined Acme as a temp, expecting to stay only a few months while he completed his studies. But 10 months into the temp assignment, Ysai's manager hired him as a full-time associate. "Ysai," the boss said, "you're going to be a manager here one day." And with that, Ysai's education in building materials really began. His managers taught him the essentials of leadership: responsibility, dependability, and earning the respect of peers and superiors.

Over time, a young man who saw Acme as a way station decided that he wanted to stay and make a career with Acme. Today he is the Plant Manager for two Acme facilities in El Paso: the Featherlite Block Plant and Bagged Goods Plant. And he strives to pay forward the investment Acme made in him.

"It takes more than just hard work to excel at your job," Ysai says. "It takes great managers to recognize that hard work and then reward you for it. And for those same managers to motivate and encourage you as you continue to move forward. I've been extremely fortunate to have had great managers to help and guide me throughout my career at Acme Brick. My reward was advancing within the company and meeting great people along the way. Now as a manager myself, I try every day to instill those same values and work ethics that were passed on to me and elevate the Associates I lead."

## Acme Success Stories



### Unplanned Paths

**Adrian Hanes**  
**Plant Manager, Elgin Plant**  
**Elgin, TX**

Adrian Hanes began working with Acme Brick in May 2004 as a contract IT trainer. She joined the payroll about 6 months later, and within a year of first walking into the Fort Worth General Office, she was managing the Help Desk. After a decade, however, Adrian was ready to move on. On her last day she was invited to join the production team with this challenge: Could she become Acme's first female Plant Manager?

Adrian's production education began at the Denton Plant, as Customer Care Manager and Samples/Thin Brick Supervisor. In 2018, she transferred to the Elgin Plants, in Central Texas, where she has been the Finished Goods Assistant, Dispatcher, Maintenance Planner, Plant Superintendent, Assistant Plant Manager – and as of November 2020, Acme Brick's first female Plant Manager!





**Fort Worth General Office**  
**3024 Acme Brick Plaza**  
**Fort Worth, TX 76109**  
**817-332-4101**

**[brick.com](http://brick.com)**