



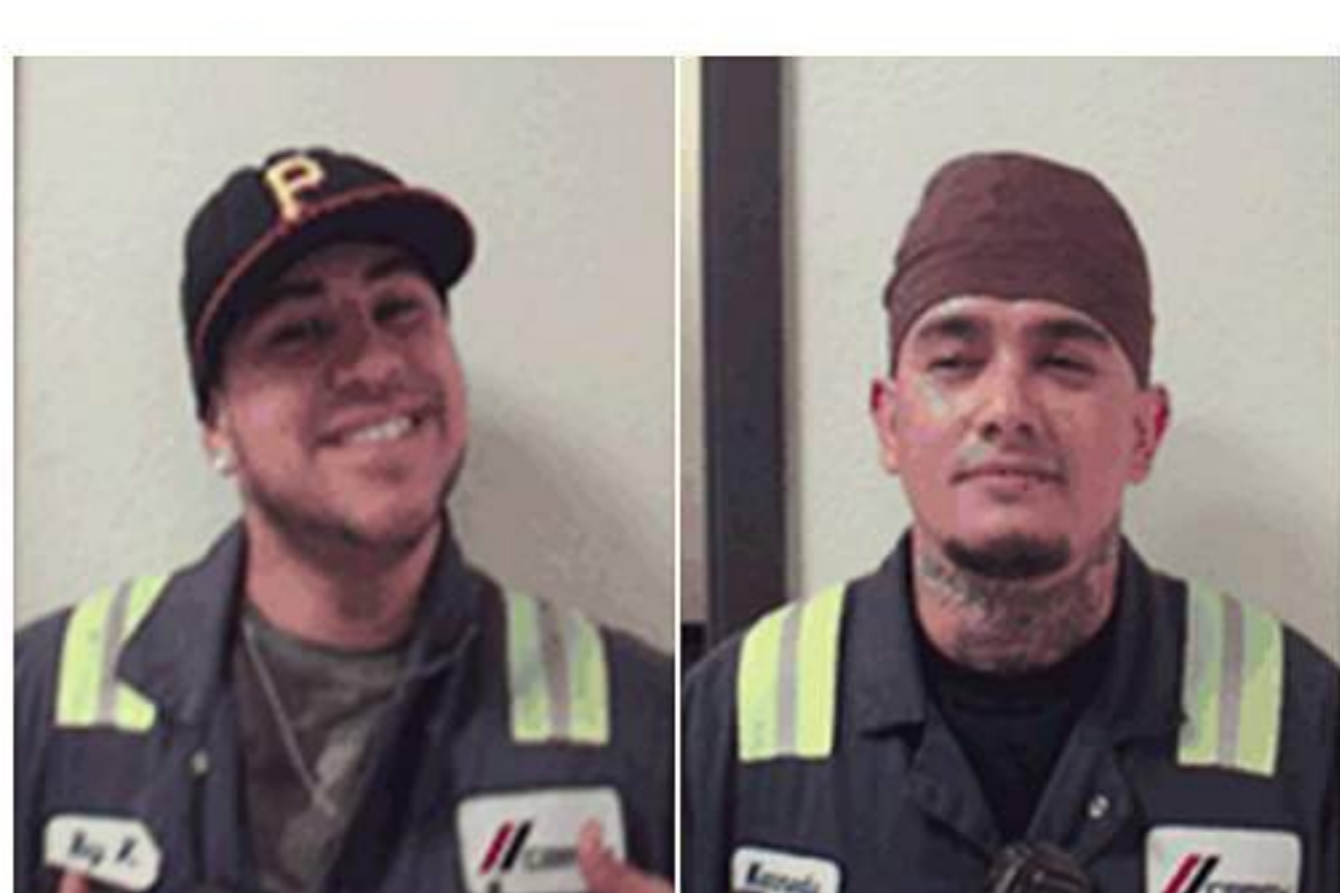
May 2016 CEMEX USA Newsletter



The 2016 Florida Region Annual Meeting was a huge success! Thanks to the organizers for putting on a fantastic event, Regional President **Gonzalo Galindo** for hosting and CEMEX USA President **Ignacio Madrideo**s for delivering closing remarks. It was a great opportunity for one of our key US regions to network, share best practices and recognize top facilities and performers. Kudos to all of the award winners, and special congrats to Plant of the Year **Palmetto Block** and Most-Improved Plant **Grant Street Ready Mix**.



Our People



Reynaldo Rosales and **Kennedy Herrejon** from New Braunfels Cement came up with a way to stop material from leaking out through holes on a weigh belt from missing bar gates by installing slide gates that save time and reduce waste. Result: The elimination of (excess) Motion, Over-processing and (unused) Human Talent. What a great example of Mindset and Operational Excellence in action – way to go, guys!



Operational Excellence / Mindset



A colony of honey bees has a new home at the **Fairborn Cement Plant**, thanks to **Rusty Strader**, CEMEX quality manager and beekeeper extraordinaire. Strader was contacted by a family who found the bees swarming near their home, looking for a new hive. Coaxing the bees into box hive abandoned by a previous colony, Strader was able to relocate them to the plant's newly created apiary and outdoor learning lab. Nice work!



Our Communities



Our ready-mix drivers are the best in the business, and they recently set out to showcase their skills at Ready-Mix Driver Championships in Texas, Florida, the Mid-South and Central Valley, California! In Texas, **Brian Overstreet** won first place. In Florida, reigning champ **Dave Mangold** took home top honors. In the Mid-South, **Jeremy Johnson** snagged the first-place trophy, and in Central Valley, **Fernando Velasquez** won the ready-mix title. Thanks to all of our awesome drivers who participated, and congrats to the winners!



Our People



Happy retirement to two outstanding team members: **Bob Capasso**, Vice President – Business Services Organization; and **Tony Cardenas**, Texas/New Mexico Senior Territory Sales Manager. Bob has been with CEMEX for 24 years, first as a cement controller, then in several other roles before moving into and leading the BSO. During his 14-year tenure, Tony has played a pivotal role in some of his region's biggest and most challenging projects. Thanks, Tony and Bob, for everything you've done to help us Build a Better Future!



Our People



Kudos to the 12 Texas ready-mix plants that achieved the EPA Energy Star Challenge for Industry! The plants – **Arcola, Cutten, Tomball, Webster, Baytown, LaPorte, Rosenberg, Hockley, Section 10, Edinburg, Harlingen** and **Mission**—were recognized in May at a special awards presentation at the Texas/New Mexico Regional Office hosted by Regional President **Scott Ducoff**. In order to meet the challenge, the plants had to reduce their energy intensity by at least 10 percent in five years or less.



Our Communities



Congratulations are in order for **Casey Jones** and the North Florida Block Team (the **Bushnell, Davenport, Zephyrhills, Land O Lakes/Ehrens Cutoff** and **Jacksonville** plants). They received a coveted CEMEX Global Health & Safety Award, earning "3rd Place – Most Improved" honors for their business segment. CEMEX gives the awards annually to the best performing and most improved facilities in each segment. The sites are judged on performance, safety leadership, risk management, incident investigation, analysis and follow-up.



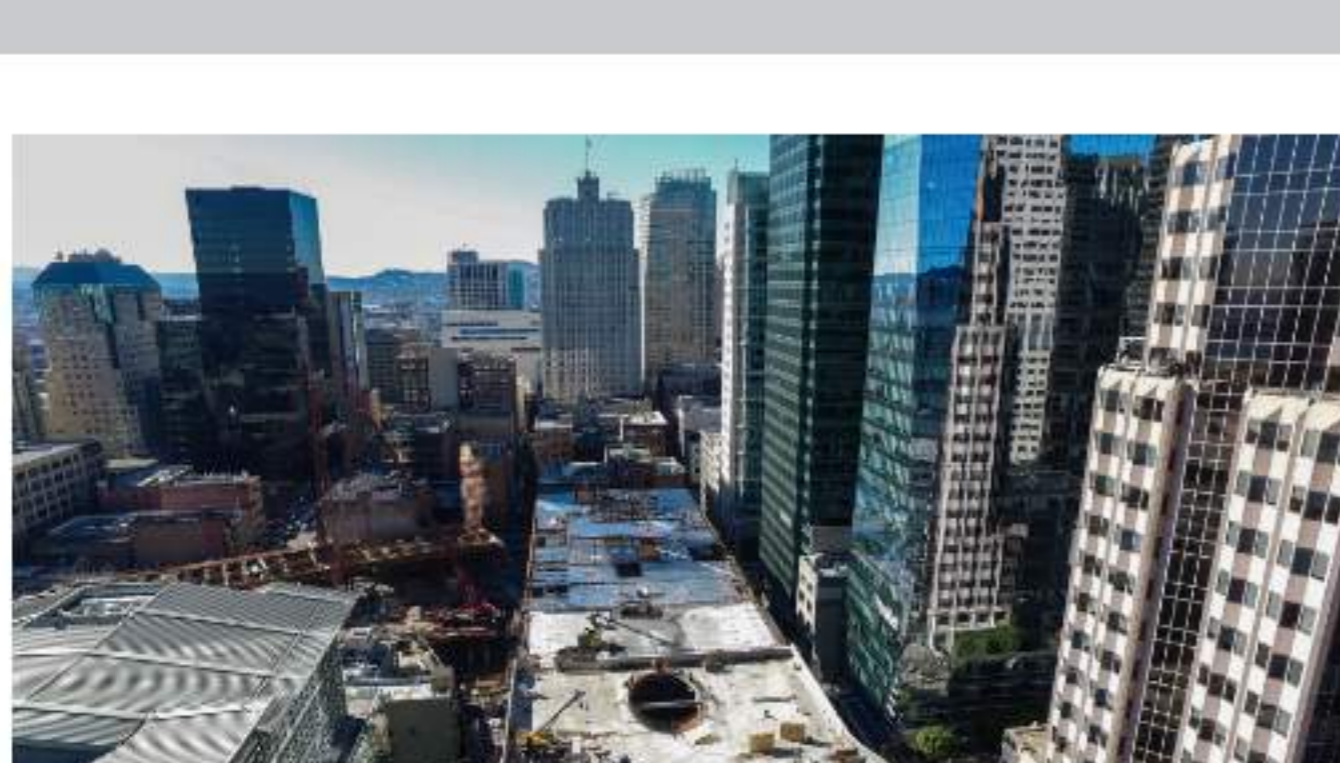
Operational Excellence



Our **Phenix City Office** in Alabama is one of 17 CEMEX USA sites (and counting!) participating in the U.S. Fish and Wildlife Service - Southeast Region's Monarch Initiative, in partnership with the Wildlife Habitat Council. The Phenix City crew recently put the finishing touches on their pollinator garden, and it looks fantastic! All sites participating in the initiative have created gardens with specific plants that monarch butterflies rely on during migration. For more information on how to participate, contact **Matthew Silveira** at matthewbrian.silveira@cemex.com.



Our Communities



Did you know CEMEX is building the foundations of the next generation of skyscrapers in the US? The **Salesforce Tower** in San Francisco will be the tallest building in the city once its 61 floors are completed. CEMEX supplied a whopping 7,300 cubic yards of concrete to the project. To accomplish that feat, more than 130 CEMEX ready-mix trucks from around the Bay Area worked in concert over 18 hours, safely and efficiently. We're proud to be building a better future for our customers!



Our Customers



Five lucky middle-school students, two teachers and a parent got a firsthand look at mining operations at our **Black Mountain Quarry** on May 21. The tour started at the bottom of the quarry, where the group watched loaders and haul trucks transport limestone to the primary crusher. They also got a front-row seat to the action in the control rooms, where helpful staff were on hand to answer questions. We love educating young people about our awesome aggregates business.



Our Communities