

Made in the Mid-Willamette Valley: Evolution Paving Resources

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Company Name: Evolution Paving Resources

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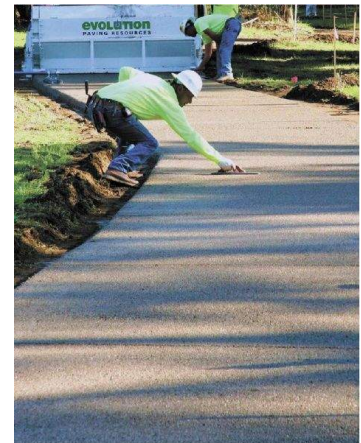
Website: www.evolutionpaving.com

Business Description: Evolution Paving Resources sells StreamSafe® and architectural pervious concrete pavements that eliminate stormwater runoff. Newly implemented Federal Clean Water standards dramatically limit what you can do with rainwater after it falls on pavement. To comply with the standards many cities no longer allow water to flow off new developments unless it's treated to remove pollutants. Evolution pavements don't have runoff. Water passes straight through the pavement and back into the ground where pollutants are treated naturally.

Employees: 2

Business specialties: Evolution Paving Resources has perfected a way to make the pervious pavements attractive and people friendly. Sustainable Industries Magazine recently named Evolution "Ultimate Series" Architectural Pervious Concrete as one of the Top Ten most Sustainable Products of 2010 because it is a huge improvement from previous pervious products. Founder Scott Erickson is also a pervious consultant who helps pavement designers and installers solve and prevent problems in a number of cities in the United States, Canada and Australia. Evolution also designs and sells concrete paving equipment that allows installation of concrete pavements with up to a 90% reduction in labor costs.

Business history: Started in 2003 after being asked to investigate pervious pavements being used in Florida where it had been used for nearly 20 years. It was quickly obvious that installers and suppliers in Florida were struggling with quality control issues. Scott Erickson hired an engineer in Orlando, FL to co-author a training and certification guide to help eliminate common mistakes. Three years after we began training installers the National Ready Mixed Concrete Association created a similar training program. Scott is now a trainer for the NRMCA and teaches classes in Oregon and Hawaii. Scott Erickson helped rewrite the 2010 NRMCA training book that is being printed now. The company evolved from training installers to improving the pavement itself. It seemed only a handful of ready mix producers nationally recognized the potential and demand for a quality pervious pavement. Our pavement testing



Special to the Statesman Journal

Evolution Paving Resources sells architectural pervious concrete pavements that eliminate stormwater runoff.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

program started more than five years ago has now tested multiple pervious pavements by driving over 75,000 loaded concrete trucks over them. The latest phase of the test has shown even our finest of pavements are still holding up after 10,000 loaded concrete trucks.

What is biggest advantage of doing business in the Mid-Willamette Valley: It rains in the Mid-Willamette Valley so it is a perfect place to test our pervious pavements. Until recently most of our customers were not from this area, but a growing number of local engineers, government agencies and commercial enterprises are starting to see the benefits of our products. It is very helpful to show local customers completed projects and our pavement testing facility.

Essential business philosophy: First, we absolutely demand consistent quality products, from the raw ingredients to the finished pavement. Second, our products must be user friendly. We practice total quality management from the manufacture of the aggregate to the final finish on the pavement. Education, training, and field support has resulted in developing a reputation as a company that makes customers happy.

Best way to stay competitive: Make products that are new, high quality, unique and beneficial to the customer. We have to show customers how our product benefits them financially and environmentally.

What is most challenging in work: Physically getting samples our products in front of decision makers. We can show photos and videos, we can even bring small samples but until a pavement designer sees our products on the ground they rarely fully appreciate the product. This product looks like regular concrete, but dump water on it and it simply disappears. Word of mouth from these longtime customers helps us sell to skeptics.

Best business decision: To focus on one product that showed the most promise, to improve the state of the art and still provide a decent return on investment.

Toughest business decision: To continue developing and testing new products after five years even though there was little to show for all the work and money spent. Many people were wondering out loud if our products were ever going make any money. It was scary, but necessary to complete our work otherwise all the effort would have been a waste. It is very rewarding now that the heavy research is complete and we are selling the product in a huge geographic area. The reaction we get when people see the product and what it does for the environment makes the tough decisions worth the pain.

What trends do you see happening in your industry: In Washington and California, pervious pavement sales have soared in recent years. In Seattle it has been estimated that nearly one third of new development has some sort of pervious pavement. Oregon is catching up. The future for quality pervious concrete pavements should expand at an accelerating rate. We are currently setting up affiliate suppliers and installers from Los Angeles to British Columbia for our Architectural products and within two years hope to be producing our products in select areas around the country.

Company affiliations: I also own Viesko Quality Concrete a gravel mining and ready mixed concrete company with plants in Keizer, Woodburn and McMinnville. I also co-own ICF Unlimited with Dan Wagnier. ICF Unlimited is a concrete framing company that builds insulated concrete homes and commercial buildings. All total my companies employ 48 employees.

Major clients: In Oregon: city of Beaverton, Tualatin Hills Parks and Recreation Department,

Eugene Parks and Recreation, Habitat for Humanity Salem/Keizer, Multitech Engineering in Salem, 3 Jay Consulting Engineers in Tualatin, Reese and Associates in Albany and Lincoln City Public Works. In Washington: city of Olympia, city of Longview, Thurston County (Tumwater), LM Concrete Construction. In California: Richard Smith Custom Concrete, Los Angeles, Central Contra Costa County, and Walnut Creek. In other states: EHC Construction in Powell, Wyoming, Vee Jay Cement in St. Louis, and Mandeville Concrete in New Orleans.

For additional information, contact SEDCOR at (503) 584-7303 or e-mail sappleby@sedcor.com.