

The C&W Pulse



**DUST SETTLES.
WE DON'T.™**

Beakley's Exit Will Leave a Legacy and Strong Foundation as Werra Takes the Helm

It is with heartfelt enthusiasm that I announce my upcoming retirement from C&W in June. I am excited about the plans my wife and I have to spend more time with family and to travel. I am equally excited about C&W's future which builds on the strong foundation that, together with the C&W team, we have built over nearly 30 years.



Deryl Beakley

Leadership of the company will be in good hands as Bill Werra assumes the role of president effective immediately. An experienced business leader, Bill joined the C&W executive team two years ago. He will be teamed up with Steve Duncan, COO, who will continue to oversee the company's operational functions.



Bill Werra

Bill's diverse leadership background is coupled with hands-on knowledge of C&W's product lines, our distribution network, and the end-users who rely on our equipment in their plants. Importantly, **Bill and I share a dedication to exceptional customer care.** This commitment – embraced across the company – has earned C&W a reputation

as the Ready Mix & Concrete Industry's leading source of dust collection systems and solutions, and is the core of our *never settle* culture.

Over the next five months, Bill and I will work together to ensure a smooth transition. **Following my retirement, I will continue serving on the C&W Board of Directors**, enabling me to play a role in the company's future – *and your ongoing success.* ♦



Steve Duncan & Bill Werra

Focused on the Future

Bill Werra and Steve Duncan will partner to create a new strategic vision for C&W. It will build on the company's focus on dust collection technologies, its reputation for the highest performing equipment and an experienced and talented team personally committed to customer success.

Holding a broad range of leadership positions over a 30-year career in engineering and manufacturing, Steve Duncan, COO, has direct oversight of operations management, engineering, purchasing and new product development. He is uniquely qualified to leverage the talents of his experienced engineering and operations teams to operationalize the vision.

According to Bill, ***"Our goal is to drive new innovations that align with changing market needs and an increased emphasis on clean air technologies. I'm excited for Steve and I to work together to take the company to the next level."*** ♦

Questions? Email us:

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A Word from Bill Werra

When I joined C&W two years ago, I was excited to join the executive team of a company with such a clear three-pronged differentiator: reputation and singular focus on dust collection technologies, the highest-performing systems in the industry, and a team that is tenacious in their pursuit of excellence for every customer we serve.

I'm honored to step into the role of president, and thank Deryl for all the work he's done to build an industry-leading company. I'm eager to continue delivering unmatched expertise and service to Ready-Mix and adjacent markets.

Coming off a challenging 2020, *C&W's Dust Settles. We Don't.* brand was tested and persevered. **We're entering 2021 with strong momentum**, due to our team that worked tirelessly to create new processes and systems for our customers who were hit hard by the pandemic. We are confident our work to improve our operations, strengthen customer support teams and keep our customers' plants up and running will propel our success in the coming year.

Over the next several months, I look forward to meeting individually with dealers, distributors and end users to understand your highest priorities and gain a clear understanding of how your needs may be changing. These conversations will continue to inform a strategic vision designed to drive new value for the customers and markets we serve. ♦

Leadership Experience Critical to Success

In looking at a career that spans more than 25 years, **Bill Werra cites experiences that will help him guide the C&W team** to a future that makes a meaningful difference for our customers, and the worlds we live and work in.

- ♦ **Career Focus on Technical Engineered Solutions** in heavy industry that includes Cement, Mining, Minerals, Oil & Gas, and Utilities.
- ♦ **Strategic Vision & Planning** driving both organic growth as well as mergers and acquisitions.
- ♦ **Team Building & Employee Alignment** creating high performing teams that empower individuals to achieve their full potential.
- ♦ **Distribution Network Growth** through decades-long relationships with distributors and channel partners.
- ♦ **Industry Leadership & Commitment** serving as an active member and former president of the **Process Equipment Manufacturers Association (PEMA)** board, new involvement in the **National Ready Mix Concrete Association (NRMCA)**, and an **Association for Corporate Growth (ACG) Wisconsin** board position.

