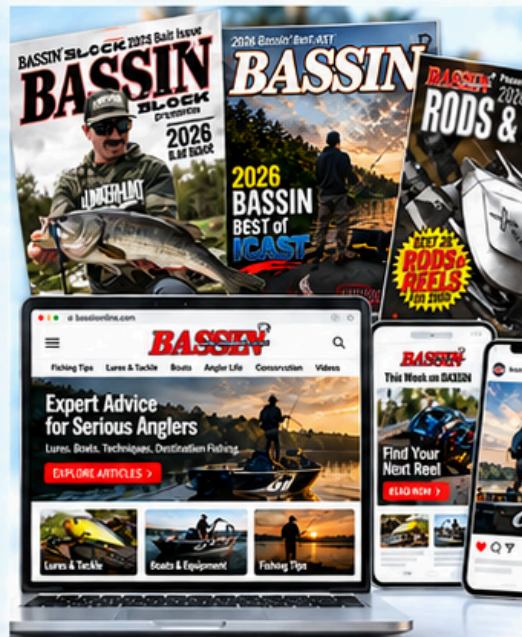


BRADFORD UHL

MARKETING & COMMUNICATIONS PORTFOLIO

The industry changes. The job description doesn't.

SELECT A CATEGORY TO EXPLORE



PRINT & DIGITAL MEDIA

BASSIN'



CONSUMER PRODUCTS

CALIWATER



AVIATION

ATC



CONSTRUCTION & BUILDING MATERIALS

TWIN CITIES READY MIX



BRAND STRATEGY & COMMUNICATIONS

LANDMARK



PRINT • DIGITAL • STRATEGY • COMMUNICATIONS

[linkedin.com/in/braduhl](https://www.linkedin.com/in/braduhl)

Bradford Uhl | Print, Digital, Marketing & Communications

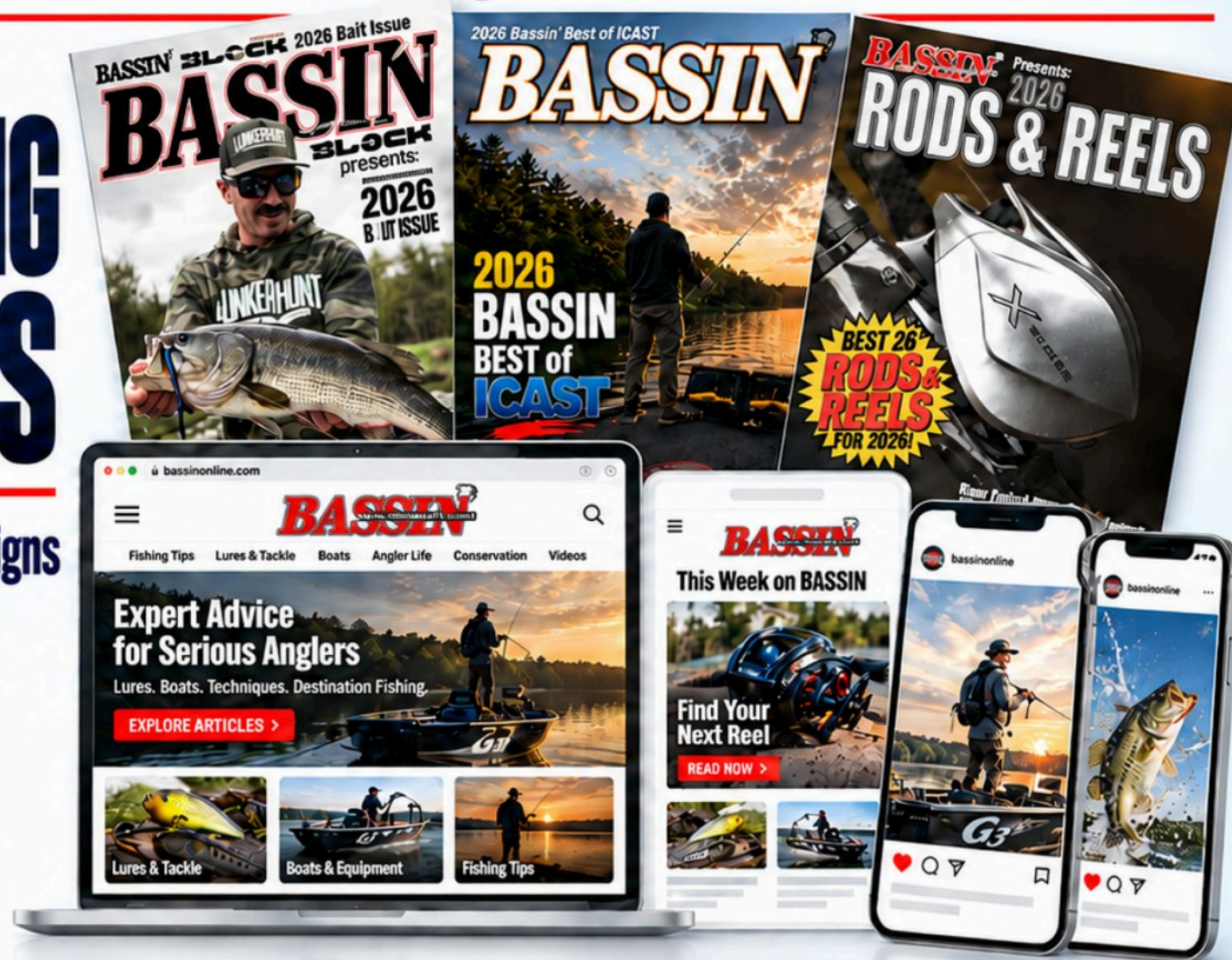
INTEGRATED MARKETING & COMMUNICATIONS

Print • Digital Strategy • Content • Advertiser Campaigns

Connecting brands, audiences and measurable business goals.

BRADFORD UHL

Marketing & Communications Leadership



PRINT • SOCIAL MEDIA • EMAIL • VIDEO • WEB • ADVERTISER PARTNERSHIPS

BUSINESS IMPACT • GROWTH, SCALE & LEADERSHIP

Freshwater Media Group | BASSIN' Magazine & Crappie World



60,000+

EMAIL AUDIENCE

Built a digital marketing channel from a print-first business.



3×

ADVERTISING REVENUE

Tripled advertising revenue through brand relationships and integrated opportunities.



4 → 8

ISSUES PER YEAR

Doubled publication frequency over four years, adding one issue annually and evaluating performance.



~97%

WALMART REACH

Expanded placement to approximately 97% of Walmart outdoor sections nationwide.



40+

CONTRIBUTORS

Managed a nationwide network of writers, photographers and creative contributors.



49 STATES

NATIONAL EVENT REACH

Led national events with a 50-participant championship field.



BRAND PARTNERSHIPS

Developed multi-level relationships with major outdoor brands across print, digital and events.



END-TO-END OPERATIONS

Directed editorial, design, advertising, circulation, distribution and production schedules.



COMMUNITY ENGAGEMENT

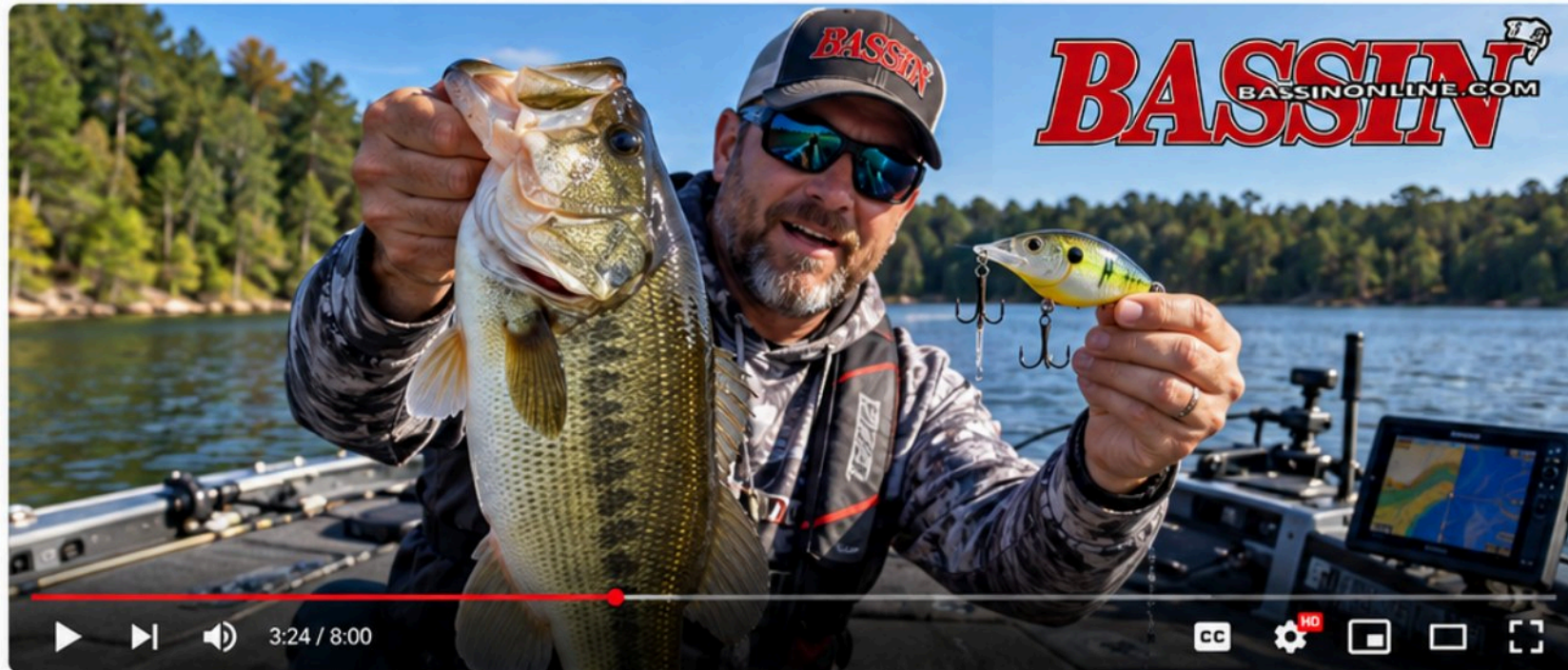
Organized youth fishing education and junior and kayak competition programs.

YOUTUBE • STORIES THAT BUILD AN AUDIENCE

BASSIN' Magazine | Video storytelling & audience engagement

YouTube

Search



Find More Bass: Seasonal Tactics & Gear That Works | BASSIN' Magazine



BASSIN' Magazine

18.4K subscribers

Subscribe

1,842



Share

Save



48,920 views 3 weeks ago

Practical fishing tips, smart gear choices, and more time on the water. Explore BASSIN' Magazine at bassinonline.com.

All From BASSIN' Magazine Bass fishing Related



Choosing Your Next Crankbait

BASSIN' Magazine
56K views • 2 weeks ago

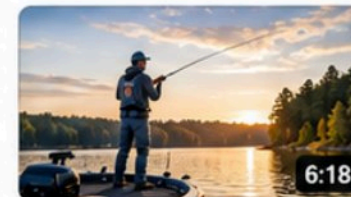
7:45



Boat Setup: A Closer Look

BASSIN' Magazine
38K views • 1 month ago

9:12



Weekend Angler Tips

BASSIN' Magazine
27K views • 1 month ago

6:18

EXAMPLE PERFORMANCE



VIDEO VIEWS

48,920



WATCH TIME

3,261
HOURS



AVG. VIEW DURATION

4:00



LIKES

1,842



COMMENTS

126



SHARES

314

EXAMPLE REACH & GROWTH



THUMBNAIL IMPRESSIONS

420,000



IMPRESSIONS CTR

6.2%



SUBSCRIBERS GAINED

+428

YOUTUBE • ADVERTISER STORIES THAT ENGAGE

BASSIN' Magazine | Berkley Baits sponsored video concept

YouTube

Search



Choosing the Right Bait with Berkley | BASSIN' Magazine

BASSIN' Magazine
18.4K subscribers

Subscribe

1,842



Share

Save



48,920 views 3 weeks ago

Sponsored content concept featuring Berkley Baits. Explore bait selection, rigging, and on-the-water techniques.

All From BASSIN' Magazine Bass fishing Related



Soft Plastics:
Rigging Basics

BASSIN' Magazine
41K views • 3 weeks ago

8:12



Choosing Your
Next Crankbait

BASSIN' Magazine
56K views • 2 weeks ago

7:45



Weekend Angler Tips

BASSIN' Magazine
27K views • 1 month ago

6:18

EXAMPLE PERFORMANCE



VIDEO VIEWS
48,920



WATCH TIME
3,261
HOURS



AVG. VIEW DURATION
4:00



LIKES
1,842



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126



SHARES
314

EXAMPLE REACH & GROWTH



THUMBNAIL IMPRESSIONS
420,000



IMPRESSIONS CTR
6.2%



SUBSCRIBERS GAINED
+428

SOCIAL MEDIA • FIVE STORIES, FIVE PLATFORMS

Advertiser storytelling | Platform-specific sponsored content concepts



FACEBOOK



INSTAGRAM



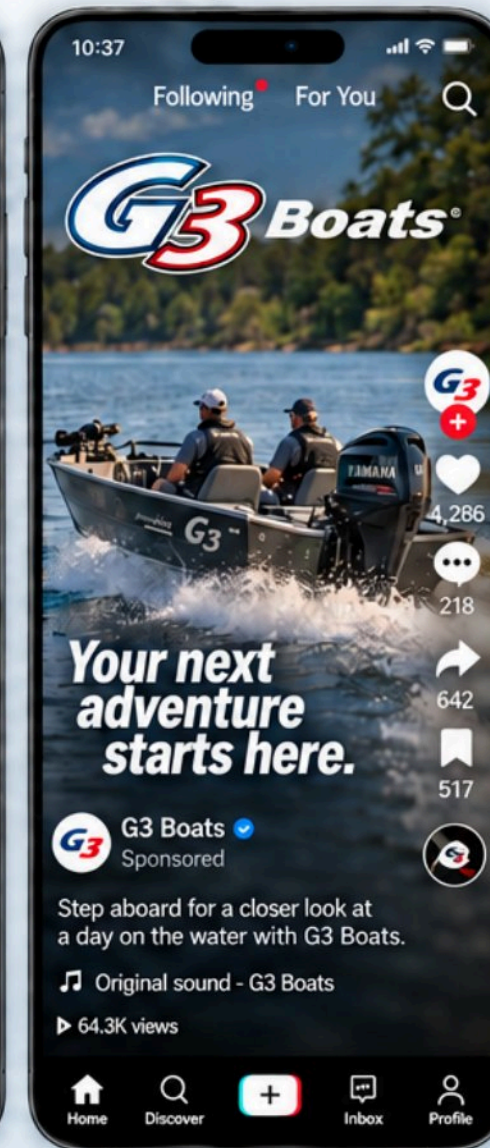
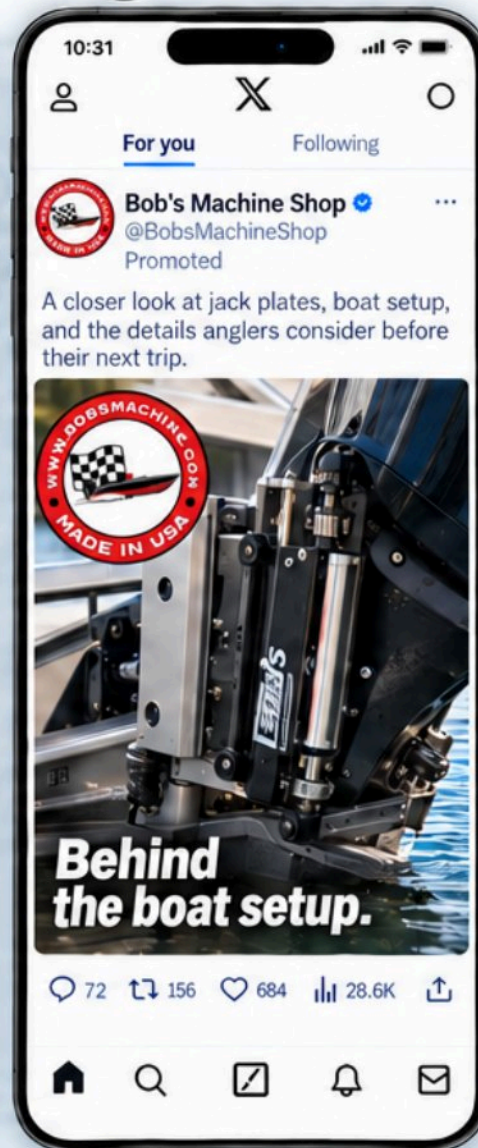
X (TWITTER)



PINTEREST



TIKTOK



EXAMPLE PERFORMANCE

👁	Reach	48,920
👍	Reactions	1,842
💬	Comments	126
➦	Shares	314
🔗	Link clicks	1,468

EXAMPLE PERFORMANCE

👁	Reach	36,750
❤	Likes	2,416
💬	Comments	98
➦	Shares	287
🔖	Saves	364
🔗	Link clicks	892

EXAMPLE PERFORMANCE

📊	Impressions	28,640
❤	Likes	684
💬	Replies	72
🔄	Reposts	156
🔗	Link clicks	573

EXAMPLE PERFORMANCE

📊	Impressions	42,180
📌	Saves	826
📌	Pin clicks	1,264
🔗	Outbound clicks	948

EXAMPLE PERFORMANCE

📺	Video views	64,320
❤	Likes	4,286
💬	Comments	218
➦	Shares	642
🔖	Favorites	517
🔗	Link clicks	517

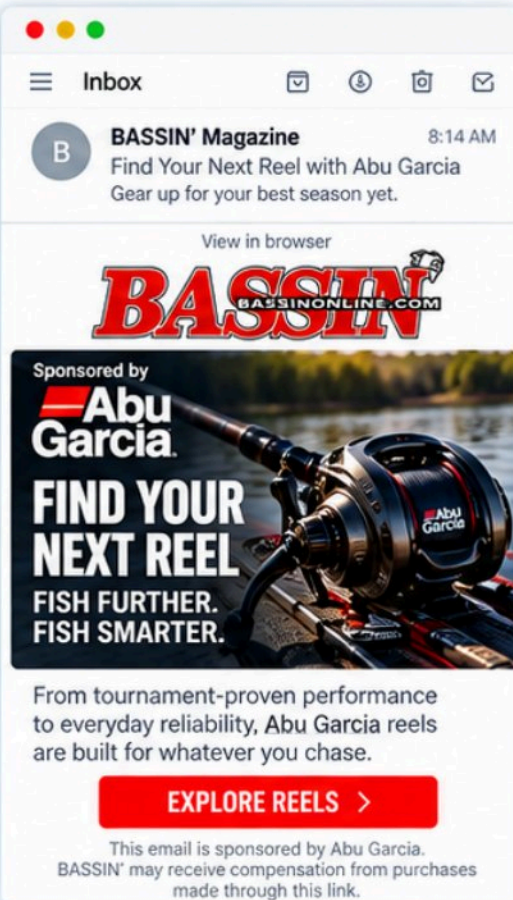
Integrated Marketing & Communications

Representative campaign example based on actual channel strategies and performance ranges. Proprietary campaign data omitted.

ADVERTISER CAMPAIGNS • ENGAGEMENT & CONVERSION

BASSIN' Magazine | Five advertiser channel concepts

PARTNER NEWSLETTERS



BASSIN' Magazine 8:14 AM
Find Your Next Reel with Abu Garcia
Gear up for your best season yet.

View in browser

BASSIN' BASSINONLINE.COM

Sponsored by **Abu Garcia**

FIND YOUR NEXT REEL
FISH FURTHER.
FISH SMARTER.

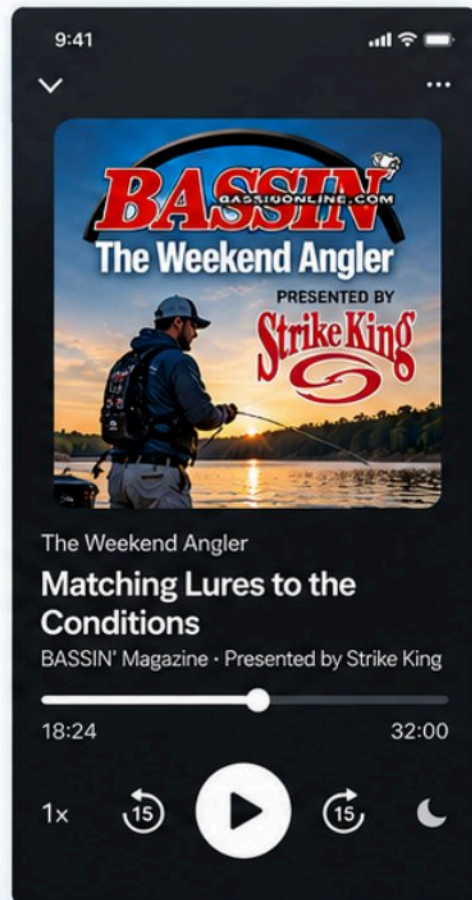
From tournament-proven performance to everyday reliability, Abu Garcia reels are built for whatever you chase.

EXPLORE REELS >

This email is sponsored by Abu Garcia. BASSIN' may receive compensation from purchases made through this link.

EXAMPLE PERFORMANCE			
			
DELIVERED	UNIQUE CLICKS	CLICK RATE	ADVERTISER VISITS
24,500	1,225	5.0%	980

PODCASTS



9:41

BASSIN' BASSINONLINE.COM

The Weekend Angler
PRESENTED BY **Strike King**

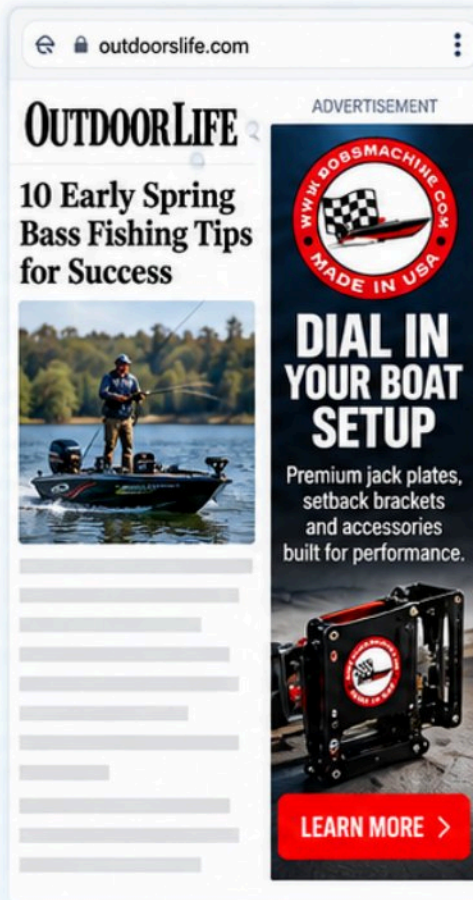
The Weekend Angler
Matching Lures to the Conditions
BASSIN' Magazine • Presented by Strike King

18:24 32:00

1x 15 15

EXAMPLE PERFORMANCE			
			
LISTENS	AVG. LISTEN TIME	COMPLETION RATE	SPONSOR VISITS
8,420	18:24	57.5%	286

RETARGETING ADS



outdoorslife.com

OUTDOORLIFE ADVERTISEMENT

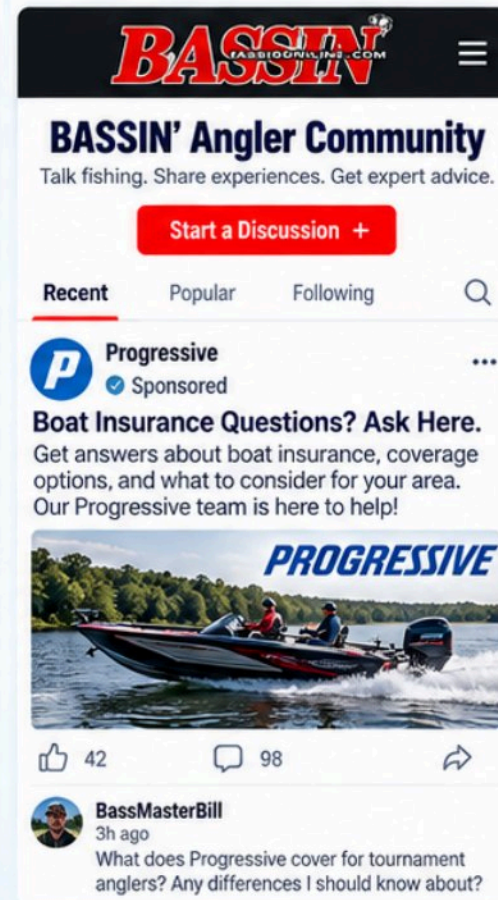
10 Early Spring Bass Fishing Tips for Success

DIAL IN YOUR BOAT SETUP
Premium jack plates, setback brackets and accessories built for performance.

LEARN MORE >

EXAMPLE PERFORMANCE			
			
IMPRESSIONS	CLICKS	CTR	PRODUCT INQUIRIES
120,000	1,440	1.20%	86

ONLINE COMMUNITIES



BASSIN' BASSINONLINE.COM

BASSIN' Angler Community
Talk fishing. Share experiences. Get expert advice.

Start a Discussion +

Recent Popular Following

Progressive Sponsored
Boat Insurance Questions? Ask Here.
Get answers about boat insurance, coverage options, and what to consider for your area. Our Progressive team is here to help!

PROGRESSIVE

42 98

BassMasterBill 3h ago
What does Progressive cover for tournament anglers? Any differences I should know about?

EXAMPLE PERFORMANCE			
			
MEMBERS	MONTHLY ACTIVE MEMBERS	COMMENTS	SPONSOR CLICKS
4,280	1,712	986	214

SMS



9:41

BASSIN' BASSINONLINE.COM

BASSIN' Magazine >

Today 10:03 AM

Ready for your next adventure? Explore G3 boats and find a dealer: g3boats.com.

G3 Boats

Reply STOP to opt out.

+ Text Message

For opted-in subscribers

EXAMPLE PERFORMANCE				
				
SENT	DELIVERED	UNIQUE CLICKERS	CLICK RATE	DEALER INQUIRIES
12,000	11,820	946	8.0%	57



ADVERTISER CAMPAIGNS • DISCOVERY & LEADS

BASSIN' Magazine | Five advertiser channel concepts



LINKEDIN

BASSIN company sponsored editorial post

BASSIN Magazine
Promoted

Built for anglers who live for what's next. The G3 Boats line delivers proven performance, all-welded aluminum strength and fishability you can count on.

Built for your next day on the water.

G3 Boats®

864 72 comments · 648 reposts

Like Comment Repost Send

GOOGLE SEARCH ADS

Search ad for bass fishing reels

Google

bass fishing reels

All Shopping Images Videos Forums

Sponsored

Abu Garcia
https://www.abugarcia.com

Find Your Next Abu Garcia Reel

Legendary performance. Built for what's next. Shop Abu Garcia baitcast, spinning and low-profile reels.

Abu Garcia

REELS BUILT FOR REAL ANGLERS.

Baitcast Reels >

Spinning Reels >

Low Profile Reels >

New for 2024 >

SEO & RESOURCE HUB

BASSIN article featuring Strike King

bassinonline.com

BASSIN

Home > Fishing Tips > Lures & Tackle

Choosing the Right Lure for Seasonal Bass

Expert advice on matching baits to seasonal patterns so you can catch more fish.

By BASSIN Staff | March 12, 2024

f x p e

Strike King

Sponsored Content

This article is presented by Strike King. Our editorial team maintains full control of content and opinions.

WEBINARS

BASSIN webinar with Bob's Machine Shop

bassinonline.com

BASSIN

BOB'S MACHINE SHOP
MADE IN USA

BASSIN WEBINAR

Boat Setup & Jack Plate Basics

Thursday, April 18, 2024 7:00 PM CT

Learn from the pros at Bob's Machine Shop about jack plate setup, rigging tips and how to get the most from your boat's performance.

REGISTER NOW >

Live Q&A Expert Tips Win Prizes

DIGITAL PR

Partner feature with Progressive

CONCEPT PLACEMENT

Outdoor Industry Review

INDUSTRY NEWS | PARTNER FEATURE

Protect the Boat. Enjoy the Water.

How Progressive helps boaters spend more time on what they love.

By Outdoor Industry Review | April 3, 2024

PROGRESSIVE
BOAT INSURANCE

From family weekends to tournament days, Progressive boat insurance helps you protect your passion so you can enjoy more time on the water.

EXAMPLE PERFORMANCE



EXAMPLE PERFORMANCE



EXAMPLE PERFORMANCE



EXAMPLE PERFORMANCE



EXAMPLE PERFORMANCE



10:24

facebook

BASSIN Magazine
Sponsored

Expert fishing tips. New gear. Top destinations. Get a full year of BASSIN' Magazine and fuel your passion for bass fishing.

1 YEAR • \$24.99

[SUBSCRIBE NOW >](#)

bassinonline.com

BASSINONLINE.COM
BASSIN' Magazine
1 Year for \$24.99

1,842 126 comments 314 shares

Like Comment Share

Home Video Marketplace Notifications Menu

10:27

Instagram

bassinmagazine
Sponsored

1 YEAR • \$24.99

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bassinonline.com

Learn more

2,416 likes

bassinmagazine Get a full year of BASSIN' Magazine for just \$24.99. Serious gear. Proven tactics. Unbeatable destinations. [bassinonline.com](#)

View all 98 comments
3 days ago

Home Search Add Post Activity Profile

10:31

X

For you Following

BASSIN Magazine
@BASSINMagazine Ad

Serious gear. Proven tactics. Unbeatable destinations. Get a full year of BASSIN' Magazine for just \$24.99. [bassinonline.com](#)

1 YEAR • \$24.99

[SUBSCRIBE NOW >](#)

bassinonline.com

72 156 684 28.6K

Home Search Add Post Activity Profile

10:34

Pinterest

Find Catch Repeat

GEAR
TECHNIQUES
DESTINATIONS
AND MORE

1 YEAR • \$24.99

[SUBSCRIBE NOW >](#)

bassinonline.com

BASSIN Magazine

Serious gear. Proven tactics. Unbeatable destinations. Get a full year of BASSIN' Magazine for just \$24.99. [bassinonline.com](#)

Pin stats

42,180 Impressions	826 Saves	948 Outbound clicks
-----------------------	--------------	------------------------

Home Search Add Chat Profile

10:37

Following For You

1 YEAR • \$24.99

[SUBSCRIBE NOW >](#)

bassinonline.com

BASSIN Magazine Follow

Expert fishing tips. New gear. Top destinations. Get a full year of BASSIN' Magazine for just \$24.99. [bassinonline.com](#)

Original sound - BASSIN Magazine

64.3K views

Home Discover Add Inbox Profile

EMAIL MARKETING • TWO FORMATS, ONE AUDIENCE

61,268 sends per campaign | Illustrative portfolio example



FISHING TIPS | GEAR | DESTINATIONS | TOURNAMENTS | COMMUNITY



Your next great day on the water



Seasonal bass tactics

How to adjust your approach as water and weather change.



Gear worth a closer look

New tackle, proven performers and what's working now.

SPONSORED PLACEMENT



Make more memories out there.

Quality gear for a better day on the water.

READ THE STORIES >

EDITORIAL NEWSLETTER

SENT 61,268	DELIVERED 60,655	UNIQUE OPENS 24,262
OPEN RATE 40.0%	UNIQUE CLICKERS 3,639	CLICK RATE 6.0%
BOUNCED 613 • 1.00%	UNSUBSCRIBED 61	SHARE-LINK CLICKS 184



FISHING TIPS | GEAR | DESTINATIONS | TOURNAMENTS | COMMUNITY

PAID SPONSOR MESSAGE • CONCEPT



Built for your next big catch

FEATURED GEAR PARTNER

Engineered for serious anglers, this premium reel delivers the performance, durability and smooth feel you need on the water.

EXPLORE THE GEAR >

STANDALONE SPONSORED EMAIL

SENT 61,268	DELIVERED 60,778	UNIQUE OPENS 21,272
OPEN RATE 35.0%	UNIQUE CLICKERS 4,862	CLICK RATE 8.0%
BOUNCED 490 • 0.80%	UNSUBSCRIBED 91	SHARE-LINK CLICKS 243

STRATEGIC COMMUNICATIONS

Clear messaging. Trusted relationships. Consistent brand voice.



MEDIA RELATIONS

Build relationships with journalists and industry media.



PRESS RELEASES

Communicate news with clear editorial structure.



EXECUTIVE COMMUNICATIONS

Translate leadership priorities into clear messages.



STAKEHOLDER COMMUNICATIONS

Align contributors, advertisers, vendors and partners.



COMMUNITY RELATIONS

Connect organizations with the communities they serve.



PUBLIC SPEAKING

Represent brands at events and industry gatherings.



BRAND MESSAGING

Maintain consistent positioning across channels.



THOUGHT LEADERSHIP

Develop editorial perspectives and expert-led content.



INDUSTRY PARTNERSHIPS

Build shared value with brands and industry organizations.



REPUTATION MANAGEMENT

Support trust through accurate, consistent communication.



EDITORIAL LEADERSHIP



AUDIENCE UNDERSTANDING



CROSS-FUNCTIONAL ALIGNMENT

CAMPAIGN PLANNING & EXECUTION

An integrated process from business objective to continuous improvement.

STRATEGY → CREATIVE → CONTENT → EMAIL → SOCIAL → PARTNERSHIPS → ANALYTICS → OPTIMIZATION



01
STRATEGY

Define goals, audiences, positioning and success measures.



02
CREATIVE

Develop concepts, visual direction and campaign assets.



03
CONTENT

Write and adapt messaging for each audience and channel.



04
EMAIL

Segment audiences and coordinate relevant campaign sends.



05
SOCIAL

Publish, promote and engage across selected platforms.



06
PARTNERSHIPS

Align advertisers, creators and industry relationships.



07
ANALYTICS

Track engagement, conversions, pipeline and revenue.



08
OPTIMIZATION

Refine creative, targeting, timing and channel allocation.



B2B: RELATIONSHIPS & PIPELINE
Build industry relationships, drive awareness and support pipeline growth.



B2C: AUDIENCE & ACQUISITION
Grow and engage audiences through integrated marketing programs.



COMMUNICATIONS: CLARITY & TRUST
Deliver clear, consistent messaging that builds credibility and strengthens brand relationships.

PAID MEDIA • B2B & B2C GROWTH

Evaluate conversion quality and revenue, then optimize creative, targeting and landing pages.

Acquisition, Conversion & Digital Analytics



GOOGLE ADS & GA4

Paid Search / PPC Example

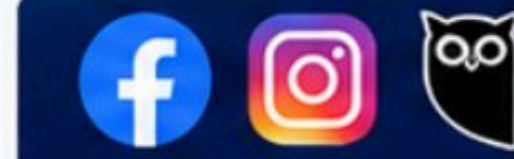
Website Conversions (GA4)



Month	Conversions	Clicks
Jan	20	10
Feb	35	20
Mar	50	30
Apr	60	40
May	75	50
Jun	90	65

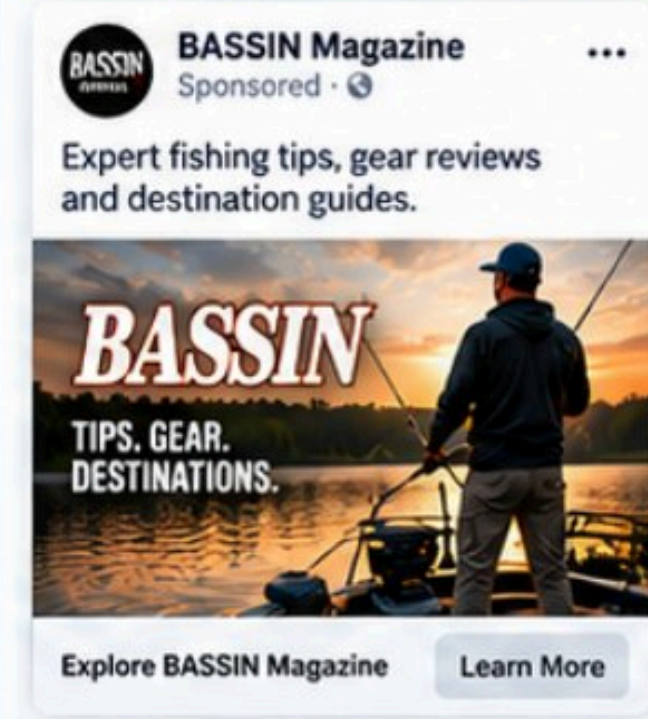
Impressions	Clicks	CTR	Ad Spend	CPC
250,000	10,000	4.0%	\$12,000	\$1.20

Conversions	Conversion Rate	CPA
400	4.0%	\$30



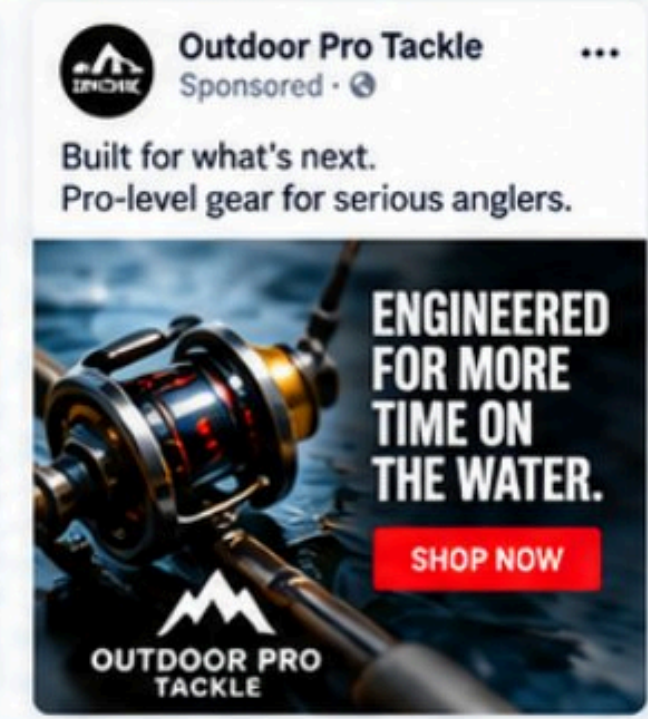
META ADS & HOOTSUITE

Paid Social Example



BASSIN Magazine
Sponsored • 
Expert fishing tips, gear reviews and destination guides.

Explore BASSIN Magazine [Learn More](#)



Outdoor Pro Tackle
Sponsored • 
Built for what's next. Pro-level gear for serious anglers.

SHOP NOW

Impressions	Clicks	CTR	Spend
400,000	8,000	2.0%	\$8,000

Leads	CPL
320	\$25.00



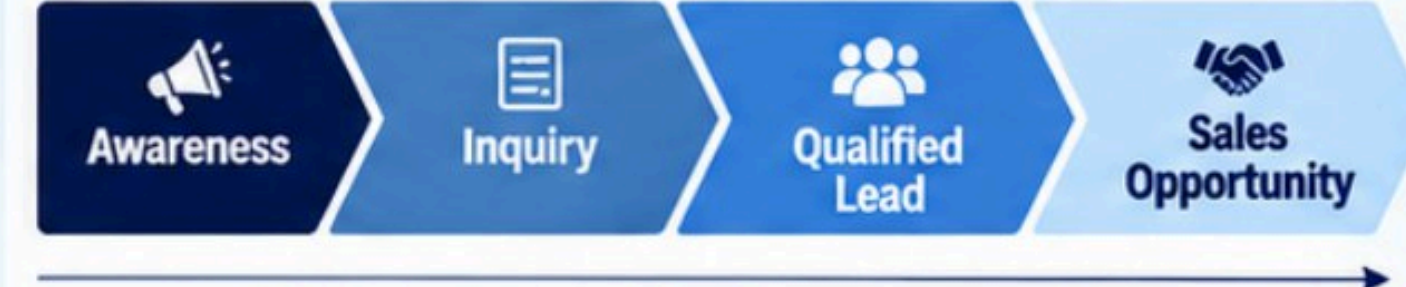
FUNNEL & REVENUE

B2C Subscription Funnel (Consumer)

Sessions	Subscribers	Subscription Price	Revenue
10,000	400	\$24.99	\$9,996

Conversion Rate	ROAS
4.0%	0.83x

B2B Advertiser Journey (Lead Generation)



Track pipeline separately from consumer sales.

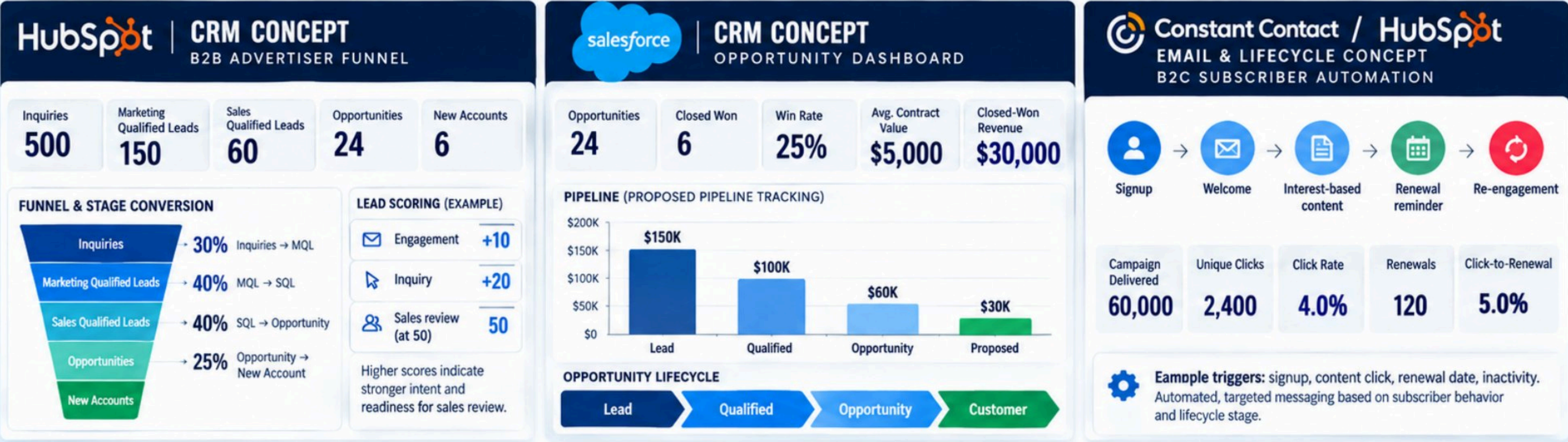
 Paid Search • PPC • Google Ads • Meta Ads
Facebook Ads • Paid Social

 Programmatic • Media Buying • Paid Media Strategy
Audience Segmentation • First-Party Data Strategy

 Landing Page Optimization • Conversion Rate Optimization (CRO) • Funnel Analysis • SEO
Website Analytics

CRM & AUTOMATION • B2B & B2C LIFECYCLE

Lead Nurturing, Customer Journeys & Retention.





MARKETING STRATEGY CONCEPT

Prepared for ATC Group
Bradford Uhl | September 2026

Based on interview discussion and initial brand research. Conceptual materials for discussion purposes only.



ONE FRONT DOOR. FOUR SPECIALIZED COMPANIES.



ATC

Gilbert, AZ • Tulsa, OK



UNICORP SYSTEMS

Avionics & Electrical



PAS MRO

Aerospace Bearing Repair



AERO CONTROLS

Component MRO & Aircraft Services

A unified B2B marketing strategy built around clarity, consistency, capability and growth.

THE OPPORTUNITY



**Make the combined strength of ATC Group as clear to the market
as the expertise of each specialized company.**

CLARITY

Who ATC Group is
and what the combined
organization can do.

CONSISTENCY

One recognizable brand
experience across every
customer touchpoint.

CROSS-SELLING

Connect existing customers
with capabilities across
the ATC family.

GROWTH

Turn stronger awareness
and understanding into
new customer opportunities.

ONE GROUP. MORE CAPABILITIES. MORE OPPORTUNITIES TO SERVE THE CUSTOMER.

DEFINE THE ATC BRAND



Before we market anything, the ATC brand should answer four questions.

WHAT IS ATC?

One unified MRO group.

WHO IS ATC?

Four specialized companies.
One organization.

WHAT DOES ATC DO?

Deliver specialized aerospace
repair and MRO capabilities.

WHY CHOOSE ATC?

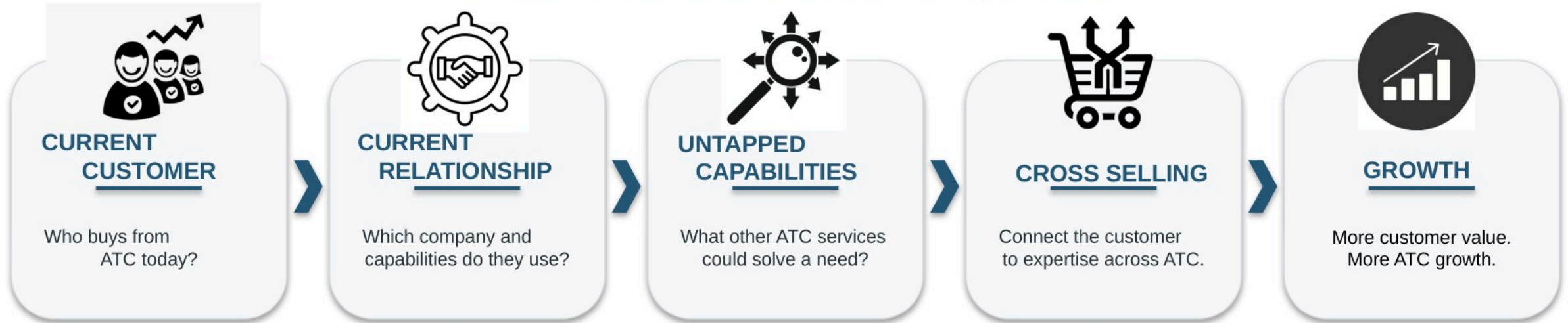
Quality, expertise, relationships
and breadth of capability.

ATC = QUALITY

ONE PROMISE CONNECTING EVERY COMPANY.

A new customer should quickly understand who ATC is, what it can do and why it is different.

WHO ARE OUR CUSTOMERS?



WHO ISN'T BUYING FROM ATC THAT SHOULD BE?

EXPAND EXISTING RELATIONSHIPS + IDENTIFY NEW CUSTOMERS = GROWTH

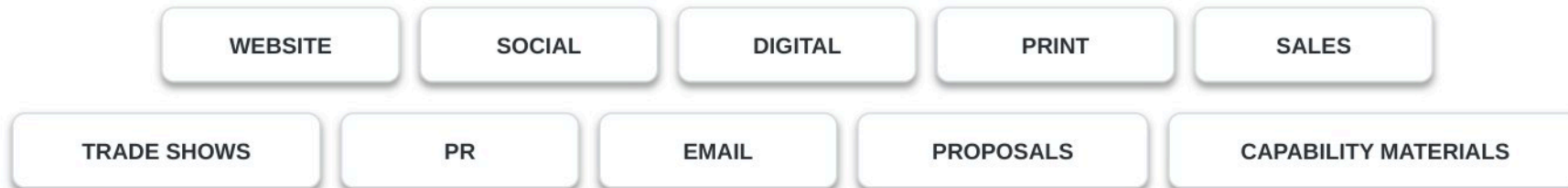
ONE CONSISTENT ATC MESSAGE



ATC = QUALITY

One message across every customer touchpoint.

EVERY CUSTOMER TOUCHPOINT



SAME POSITIONING

SAME QUALITY PROMISE

SAME VISUAL FAMILY

SAME EXPLANATION OF ATC

NOT IDENTICAL. CONSISTENT.

Every interaction should reinforce the same understanding of ATC Group.

DIGITAL PRESENCE: ONE NETWORK, EASY TO NAVIGATE



DON'T MAKE THE CUSTOMER FIND THE RIGHT ATC COMPANY. HELP THEM FIND THE RIGHT SOLUTION.



ONE SHARED INTELLIGENT CAPABILITY SEARCH ACROSS THE ATC FAMILY

Search by Part Number | Part Name | Capability | Service | Available Inventory | Ask ATC AI

FIND SOLUTION

THE SEARCH BECOMES A CROSS-SELLING ENGINE

A customer on any ATC company website can discover a capability elsewhere in the group —
without needing to know which sister company provides it.

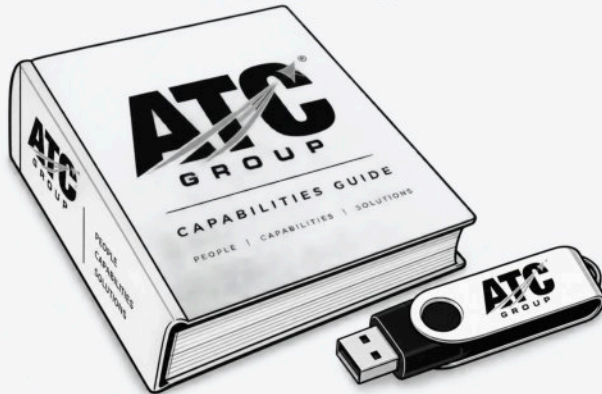
Measure: Search Behavior • Capability Interest • Cross-Company Referrals • RFQs • Leads • Opportunities • Revenue

BUILD ONE ATC SALES & TRADE-SHOW SYSTEM



Give sales teams one clear system for presenting the entire ATC network.

ATC CORPORATE CAPABILITIES BOOK "THIS IS ATC."



Group overview • Company sections • Capabilities
• Quality • Locations • Easy page-by-page navigation
PHYSICAL + DIGITAL

BRANDED ATC USB

Portable digital capabilities,
company materials and presentations.

COMPANY CAPABILITY SHEETS

Focused leave-behinds for ATC,
Unicorp, PAS and Aero Controls.

TRADE-SHOW + SALES COLLATERAL

Booth materials, presentations,
QR links and follow-up assets.

ONE CONNECTED SYSTEM

SHOW / MEETING



CAPTURE LEAD



DIGITAL FOLLOW-UP



OPPORTUNITY



REVENUE

ONE BOOK. ONE TOOLKIT. ONE ATC STORY.

Then measure what each show, meeting and follow-up actually produces.

CONTENT THAT BUILDS CREDIBILITY & RELATIONSHIPS



FUNCTIONAL + TASTEFUL + KNOWLEDGEABLE + SIMPLE

Presence matters. Expertise matters more.

PROVE THE EXPERTISE

Capabilities • Repairs • Technology
Facilities • Quality • Certifications

SHOW THE PEOPLE

Employees • Awards • Milestones
Sales wins • Work anniversaries • Culture

STAY PRESENT

Trade shows • Acquisitions • Industry insight
Customer problems solved • Company news

THE GOAL ISN'T VANITY METRICS. CONTENT SHOULD CREATE MORE THAN ATTENTION.

Build awareness • Demonstrate expertise • Earn Trust • Strengthen relationships • Support sales

ATC IS MORE THAN AIRPLANE PARTS. ATC IS PEOPLE + EXPERTISE.

Make the brand technically credible, professionally visible and personally relatable.

KNOW THE COMPETITION. KNOW THE MARKET.



Competitive intelligence should inform how ATC positions, communicates and improves.

WHO ARE THEY?

Identify direct competitors by company, capability and market.

WHAT ARE THEY DOING?

Track messaging, digital presence, content, events and sales tools.

WHERE DO THEY STAND OUT?

Understand strengths, visibility and customer experience.

WHERE AND HOW CAN ATC LEAD?

Find gaps, sharpen differentiation and improve execution.

BENCHMARK THE CUSTOMER-FACING EXPERIENCE

BRAND CLARITY

WEBSITE + SEO

CAPABILITY COMMUNICATION

SOCIAL + CONTENT

TRADE SHOWS

COLLATERAL

CUSTOMER EXPERIENCE

FOLLOW-UP

NOT JUST BETTER. BUILD TOWARD THE BEST.

Use competitor insight to find opportunities — not to copy competitors.

INITIAL COMPETITIVE REVIEW



I DIDN'T JUST HEAR THE NEED. I STARTED LOOKING.

Early website benchmark — focused on customer navigation, capability discovery and conversion.

AAR



SEARCHABLE CAPABILITIES

Part number + manufacturer
+ aircraft/engine
+ ATA filters.

ATC OPPORTUNITY

Network-wide search across all
four companies + intelligent routing.



AJW GROUP



MULTIPLE FINDERS

Parts, repair capabilities and
engines are prominent
paths.

ATC OPPORTUNITY

One shared search can expose
sister-company capabilities.



ATS



DEEP PART SEARCH

20,000+ entries searchable
by part, description, ATA and
location.

ATC OPPORTUNITY

Make capability depth easy to
find without knowing the location.



OTHER COMPETITIVE OBSERVATIONS

CUSTOMER PORTAL:

AJW gives PBH customers online access to
exchanges, shipment tracking, repair status,
documentation and support.

WORKFORCE PIPELINE:

AAR and ATS promote structured aviation
career pathways, apprenticeships and
education/certification support.

DIGITAL SELF-SERVICE:

Competitors increasingly let customers find
capabilities, parts information and service
resources without beginning with a phone call.

EARLY PATTERN: THE MARKET IS REDUCING CUSTOMER FRICTION.

ATC can go one step further: connect all four companies through one shared capability search,
route the customer to the right specialist, and track cross-company opportunity through revenue.

RESEARCH FIRST. DIFFERENTIATE SECOND. MEASURE THE RESULT.

BUILD THE NEXT GENERATION OF ATC



Competitive research also revealed a workforce-marketing opportunity.

AAR + ATS promote structured career pathways, apprenticeships and education support.

AVIATION SCHOOLS

Develop partnerships near
ATC operating locations.

EXPOSURE

Facility tours • Job shadowing
internships • Recruiting Events

CAREER PATHWAYS

Apprenticeships • A&P support
• Certification Assistance • Mentorships

ATC SCHOLARSHIPS & CAREERS

Competitive application-based scholarship
opportunities tied to aviation
education and a visible path
toward ATC careers.

ATC GROUP-WIDE OPPORTUNITY

Build relationships with aviation and technical schools near ATC operations, creating multiple recruiting pipelines across the organization.

DON'T JUST COMPETE FOR AVIATION TALENT. HELP CREATE IT.

Employer brand + education partnerships + career pathways = a stronger long-term talent pipeline.

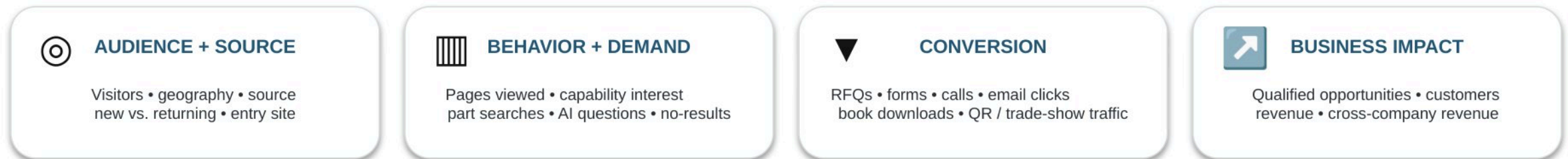
MEASURE EVERYTHING THAT MATTERS



Marketing activity should connect to customer behavior, opportunity and revenue.



WHAT SHOULD ATC KNOW?



CROSS-COMPANY ATTRIBUTION

Originating ATC company/site → Routed to sister company → RFQ → Opportunity → Revenue

DON'T REPORT ACTIVITY. SHOW WHAT CREATED BUSINESS.

THE ATC BUSINESS RESULT



Marketing should make ATC easier to understand, easier to buy from and harder to overlook.

GROW EXISTING CUSTOMERS

Connect current customers with more capabilities across ATC.

CROSS-SELL

WIN NEW CUSTOMERS

Reach prospects who need ATC capabilities but do not know the network.

ACQUIRE

CREATE MORE VALUE

Turn brand, digital, sales tools and relationships into measurable business.

CONVERT

ONE ATC MARKETING SYSTEM

CLEAR BRAND + CONNECTED CAPABILITIES + STRONGER RELATIONSHIPS + MEASURABLE MARKETING = **GROWTH**

MORE BUSINESS FROM EXISTING CUSTOMERS + MORE NEW CUSTOMERS

The result Casey described: drive growth.

MARKETING BECOMES A BUSINESS-DEVELOPMENT ENGINE.

WHY BRAD UHL CAN BUILD IT



THE INDUSTRY IS DIFFERENT. THE MARKETING KNOWLEDGE IS TRANSFERABLE.

For nearly 30 years, I have built brands, publications, marketing systems and customer relationships in a specialized industry where credibility, technical knowledge, and trust matter.

BRAND + MESSAGE

Built and protected a nationally recognized specialty-media brand and its voice.

CONTENT + CREATIVE

Publishing • editorial • photography • design
websites • email • social • video

SALES SUPPORT

Advertising • proposals • customer relationships
sales materials • promotions • cross-selling

EXECUTION + OPERATIONS

Vendors • budgets • production • schedules
distribution • events • national retail

THE PROOF IS IN THE EXECUTION

BASSIN' MAGAZINE

Built for the weekend angler • National Walmart distribution • Print + digital + events
Managed the brand, content, customers, vendors, production and business behind it

THE INDUSTRY IS DIFFERENT. THE MARKETING KNOWLEDGE IS TRANSFERABLE.

I'm ready to learn ATC, understand its customers and capabilities, and put nearly 30 years of experience to work building what comes next!

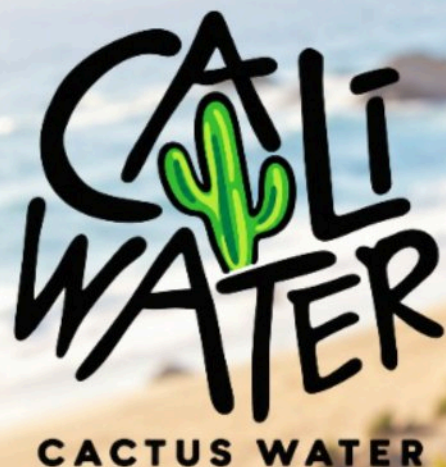
Building Caliwater

Consumer Growth

Bradford Uhl | Head of Marketing Candidate

Independent strategic concept prepared for Caliwater

A practical operating view for turning brand heat, retail availability, digital demand, and cultural relevance into repeatable growth.



Growth Mandate

Convert awareness + availability into demand, velocity and repeat purchase.

**Existing consumer brand
+ expanding distribution
+ cultural relevance**

The job is not just more activity. It is building a repeatable consumer-growth system that makes every channel work harder together.

Awareness:
Create Desire

Availability:
Win at Shelf

Velocity:
Earn Repeat

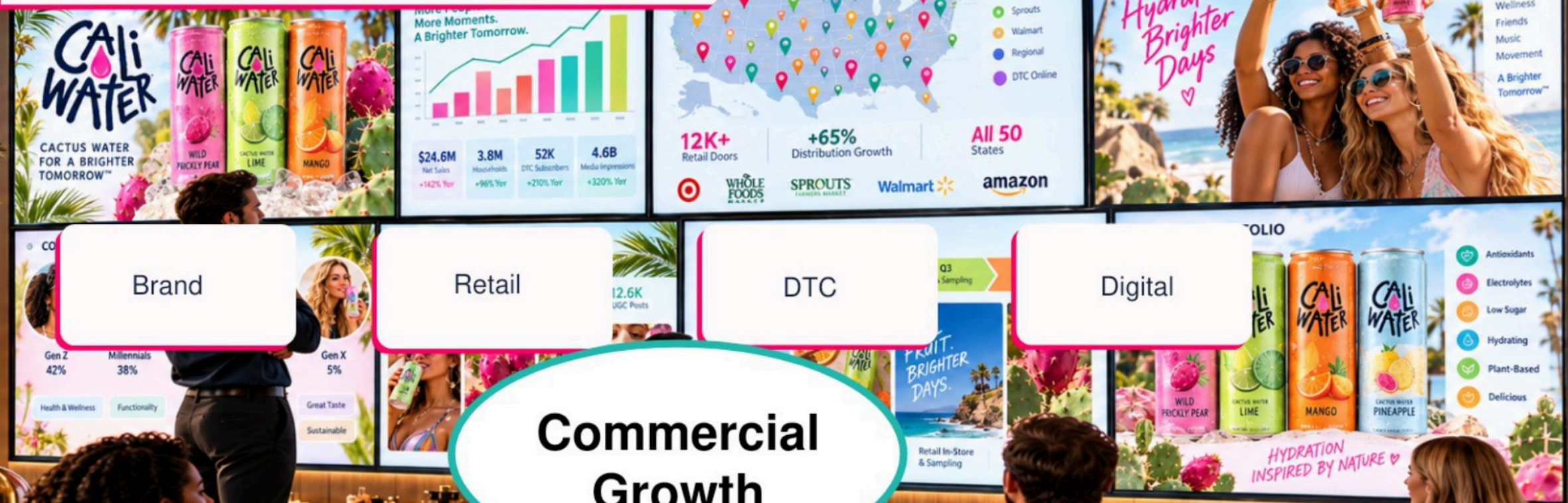
Strategic Rationale / My Approach

Validate the actual growth constraint before prescribing tactics: awareness, trial, retail velocity, repeat, DTC conversion, or trade execution. The system should reveal where the constraint lives.

Growth mandate

The Marketing Operating System

One commercial system, not disconnected marketing lanes.



Strategic Rationale / My Approach

Each function must share a calendar, audience view, KPI language and decision cadence. Channel owners can differ; the commercial goal cannot.

Brand Platform & Consumer Positioning

Brand platform

Make the product the hero; let founder equity amplify the reason to believe.



Positioning stack:

Consumer Target

Who is most likely to try, repeat and advocate?

Brand Territory

What emotional + functional space can Caliwater own?

Messaging Hierarchy

What is said first, second and never?

Differentiation

Why cactus water / why Caliwater / why now?

Founder Equity

Amplify reach and credibility without overwhelming the product.

Occasion Strategy

When, where and why should Caliwater be the drink consumers reach for?

Strategic Rationale / My Approach

Do not let fame substitute for positioning. Founder reach should create attention and credibility; consumer positioning should create trial and repeat.

Annual Commercial & Marketing Calendar

Annual commercial calendar

The operating rhythm that turns priorities into coordinated action.

Q1 Baseline

- Annual plan
- SKU/market priorities
- Budget guardrails

Q2 Trial

- Retail moments
- Creator/PR push
- Sampling plan

Q3 Velocity

- Geo-target media
- Shopper programs
- Field optimization

Q4 Retention

- Holiday gifting
- Email/SMS repeat
- Year-end learnings

Strategic Rationale / My Approach

Use a rolling annual plan: lock big bets, keep agile budget for performance shifts, and force retail, DTC, PR, creator, field and paid media to move together.

Retail Velocity

Distribution gets you on the shelf. Consumer demand keeps you there.

Velocity loop

Baseline

retailer / market / SKU / store

Diagnose

high- and low-velocity markets

Activate

geo media + sampling + shopper

Measure

incremental movement + repeat

Optimize

existing distribution before expansion

Transferable Experience:

Brad's Walmart experience is transferable consumer-retail experience: merchandising, consumer demand and vendor execution must connect.

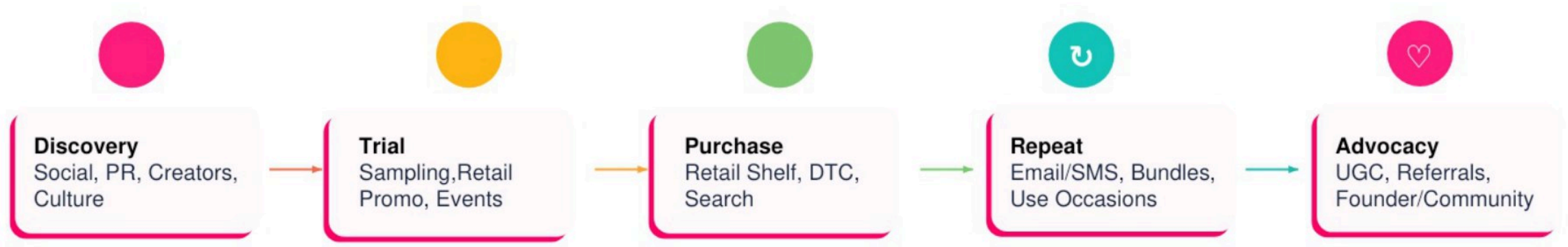


Strategic Rationale / My Approach

Avoid the “more doors fixes everything” trap. First understand where current shelf presence is creating velocity and where demand generation must catch up.

B2C Consumer Journey

Map channels to the job they perform in the consumer decision path.



Every touchpoint should answer one question: what should the consumer do next?

Awareness → Trial → Repeat

Strategic Rationale / My Approach

The consumer journey prevents channel bias. Paid social, email, sampling, PR, retail and creators are not interchangeable; each has a specific job.



Digital + DTC + First-Party Growth Engine

Build owned demand while respecting the economics of the category.



Bundles / subscriptions only if economics support them.

The DTC engine should improve margin, learning and repeat behavior — not simply create activity.

Strategic Rationale / My Approach

DTC should not be vanity ecommerce. It should generate margin-positive sales where possible, first-party learning always, and insights that improve retail support.



Culture, PR, Partnerships & Founder Amplification

Culture + PR + partnerships

Turn relevance into measurable commercial momentum.

Earned Media

Collaborations

Creators / Influencers

Entertainment / Lifestyle

Retail Moments

Founder Amplification

Each activation gets a business objective and measurement plan.



Strategic Rationale / My Approach

Cultural relevance is valuable when it creates outcomes: qualified awareness, retailer support, trial, content assets, earned reach, purchase intent or repeat behavior.

Field Marketing, Sampling & Experiential

Connect real-world trial to retail movement and consumer learning.



- 1 **Priority markets** Where shelf presence needs demand
- 2 **Sampling + events** Trial with a clear next step
- 3 **Retail activation** Support stores, not just impressions
- 4 **Feedback loop** Field learns → marketing adjusts

Field is not just “brand energy.” It is a structured test-and-learn channel.

Strategic Rationale / My Approach

Sampling should be tied to a target market, retailer, product priority and measurable consumer action — not isolated event activity.

AI-First Marketing Operations

AI accelerates analysis and execution. Judgment still owns the decision.



Consumer + Competitive Intelligence

Research Synthesis

Creative Ideation + Variations

Campaign Testing

Audience + Market Analysis

Reporting + Dashboard Synthesis

Workflow Efficiency

Knowledge Management

AI should make the team faster, not make the brand generic.

Strategic Rationale / My Approach

Use AI for speed, synthesis, testing and knowledge flow — with human review for strategy, consumer sensitivity, brand voice, facts and accountability.

Executive Measurement Dashboard

Measure what moves the business — not just what is easy to count.

Retail

Velocity / UPSPW, Market, SKU, Store

Consumer

Trial, Repeat, Household Signals

DTC

Conversion, AOV, CAC, LTV

CRM

Email/SMS Contribution, Retention

Earned

Media Quality, Reach, Sentiment

Field

Samples, Conversion, Retail Lift

Content

Engagement, Saves, CTR, Watch Time

Commercial

Marketing Contribution to Goals

Dashboard rules:

- 1) Define the decision each metric supports.
- 2) Separate leading indicators from lagging outcomes.
- 3) Review at the same cadence as budget decisions.

Strategic Rationale / My Approach

Executive dashboards should drive action: where to spend, where to cut, where to test, where to support retail, and what to report to leadership.



Team, Agencies, Budget & Operations Model

Audit capabilities first; then build the leanest structure that can execute the plan.

People
role clarity, capacity,
accountability

Agencies
what specialists should
own

Vendors
tools, retail support,
creators

Budget
tie spend to commercial
plan

Operating decisions:

- What must be in-house to protect brand and speed?
- What should be handled by specialist partners?
- What can be stopped, simplified or automated?
- What budget is tied to measurable outcomes vs. legacy activity?

Decision principle:

Structure follows the commercial plan — not org-chart habit.

Strategic Rationale / My Approach

The first rebuild decision should not be “hire more.” It should be what capabilities are missing, underperforming, duplicated or mismatched to the growth mandate.



First 90 Days

Listen, baseline, prioritize, test, scale and build the operating model.

Days 1–30

Listen / Audit / Baseline

Understand business priorities, retail realities, team capabilities, channel performance and decision cadence.

Days 31–60

Prioritize / Test / Align

Identify constraints, quick wins, budget shifts, pilot markets and calendar priorities.

Days 61–90

Scale / Plan / Build

Recommend team structure, agency model, budget allocation, rolling plan, dashboard and reporting cadence.

Strategic Rationale / My Approach

By day 90, leadership should have a practical view of where growth is constrained, what must change, how performance will be measured and what team model is required.



BUILD THE SYSTEM. CREATE DEMAND. MEASURE WHAT MOVES.

Caliwater's next stage requires a marketing leader who can connect brand, retail, DTC, digital, partnerships, field execution, analytics and budgets into one commercial growth engine.

Bradford Uhl | Head of Marketing Candidate
www.bassinonline.com/portfolio-caliwater

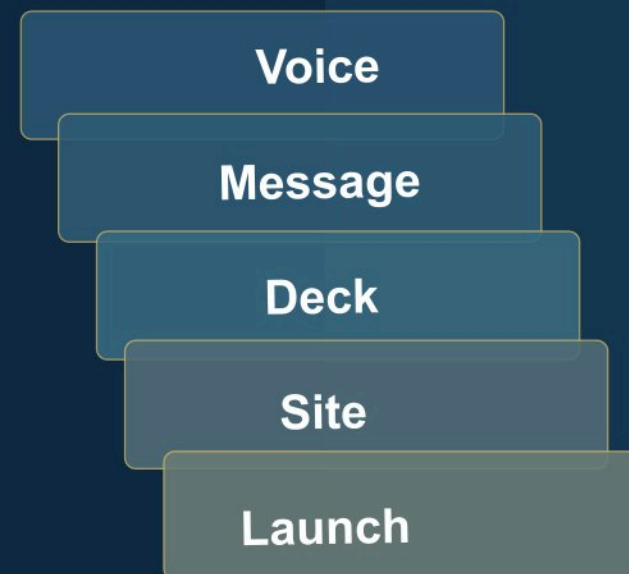
Elevating Landmark's Brand & Communications

A candidate strategy deck for a senior, hands-on brand and marketing communications role.

*Taste. Judgment. Originality.
The difference between finished and great.*

Bradford Uhl | Director, Brand & Marketing Communications Candidate

Independent strategic concept prepared for Landmark Ventures



The Opportunity

One portfolio, many brands, one standard of excellence.

Make every market-facing touchpoint feel like it came from one intelligent, ambitious organization.

Current communications reality

Websites, presentations, proposals, event invitations, thought leadership, speaker materials, executive communications and campaigns all create the market experience.

Role mandate

Determine what Landmark says, how it says it, and how it shows up — then work across teams and partners to make it better.

Operating principle

Not more content. Better communication standards, stronger creative judgment, and repeatable systems that raise the floor and the ceiling.

BRAND + COMMUNICATIONS + CONTENT + CREATIVE DIRECTION

Brand Voice + Messaging System

Translate brand strategy into practical tools teams can actually use.

ONE VOICE

Many audiences
Many formats
One standard

Positioning

What Landmark means in the market

Narrative

How the story changes by audience

Voice + tone

What sounds like Landmark — and what does not

Message library

Proof points, themes, phrases and guardrails

Channel guidance

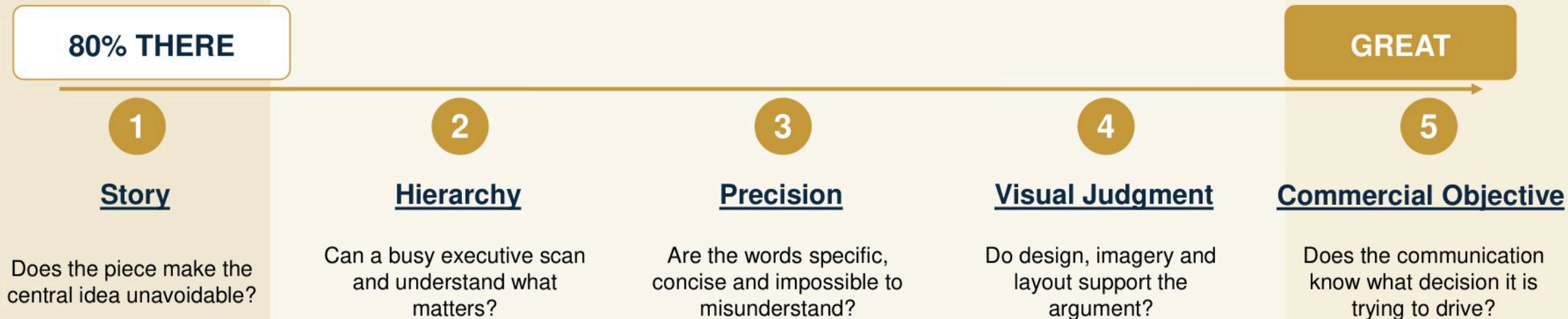
How copy changes across site, decks, events, email and social

The goal is not a brand book people ignore. It is a working language system that makes good communication easier.

The 80% → Great Framework

A practical lens for improving decks, websites, proposals, campaigns and executive communications.

The work is often already good. The value is seeing the missing 20% — and knowing how to fix it.



Portfolio-of-Brands Governance

Maintain coherence across the portfolio while allowing distinct identities to breathe.

LANDMARK

Master brand standard



Events

Invites, speaker materials, stage narrative

Communities

Audience promise, cadence, member value

Advisory

Proposals, pitch decks, capabilities

Emerging brands

Naming, launch kits, identity guardrails

Shared standards: voice • visual quality • presentation discipline • narrative logic • launch templates • approval paths

Governance should increase creative quality — not create bureaucracy.

Executive Communications + Thought Leadership

Turn sophisticated ideas into messages senior audiences can repeat.

- 1 Listen** Understand the executive point of view and commercial objective
- 2 Distill** Find the three sentences that make the idea clear
- 3 Package** Adapt for bylines, talks, decks, panels, email and web
- 4 Amplify** Coordinate timing, audience and channel for impact

Executive-ready
communications
should be:

Clear

Specific

Repeatable

Distinctive

Commercially Aware

The goal is not to sound smart. It is to make the important idea easier for the market to understand.

Brand Development + Launch Model

Move new brands, programs, events and communities from idea to market without losing coherence.



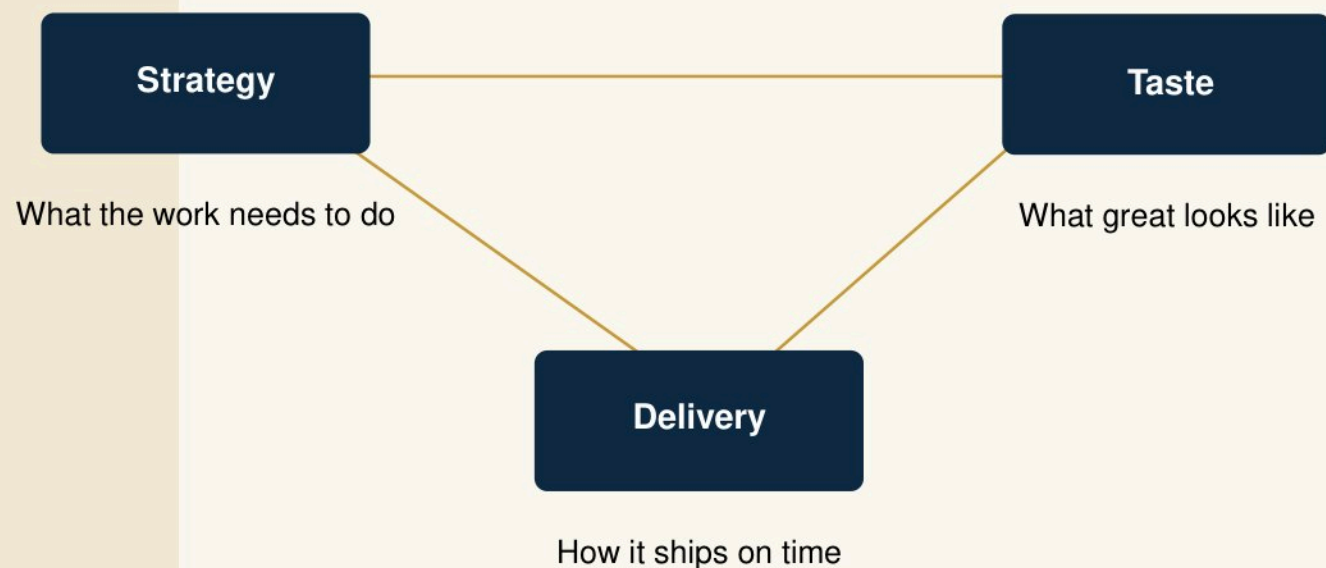
Launch kit components

Messaging Framework • Creative Brief • Visual Direction • Channel Templates • Stakeholder Deck • Copy Examples • Governance Checklist

A new brand should launch with enough structure to scale — and enough personality to matter.

Creative Direction + Partner Management

Brief talented people clearly, raise the standard consistently, and ship work that holds together.



Creative partner operating rules

Clear Brief • Actionable Feedback • Defined Owner • Quality Bar • Budget Guardrail • Final Review against message, design and objective

AI-Leveraged Communications, Not AI-Toned Content

Use AI for speed and range; use judgment to make the work human, original and true.

Research

Market, competitor, audience and event context

Ideation

Angle exploration, message variations, content options

Drafting

First drafts, outlines, briefs and rewrites

Iteration

Tone passes, simplification, channel adaptation

Human judgment owns:

Strategy

Accuracy

Taste

Voice

Originality

Final Approval

AI can produce ten good options in seconds. The skill is knowing which one matters — and how to make it great.

First 90 Days

Baseline, elevate, systematize and launch the communications operating model.

Days 1–30

Listen / Audit / Baseline

Review brand standards, websites, decks, proposals, campaigns, event materials, workflows, partners and executive communication needs.

Days 31–60

Prioritize / Repair / Define

Identify highest-impact gaps, establish messaging standards, define review process, and improve the most visible work first.

Days 61–90

Systematize / Launch / Scale

Deliver practical tools: messaging framework, presentation standards, creative brief model, AI workflow guardrails and priority launch roadmap.

The end goal: Landmark shows up with the clarity, quality and originality of the company it already is.

Bradford Uhl | Director, Brand & Marketing Communications Candidate

BUILDING MORE THAN CONCRETE

The Growth Blueprint

A Strategic Marketing Growth Plan for
Twin Cities Ready Mix, Inc.



TWIN CITIES
— READY MIX, INC. —

PREPARED FOR OWNERSHIP BY
Bradford Uhl

MORE THAN 50 YEARS OF BUILDING SOMETHING GREAT

The Beginning

Founded in May of 1972 by brothers **Tony and George Schwarz** and their wives, **Wanda and Pam**.



Twin Cities Ready Mix, INC. began in the Haileyville/Hartshorne area with a small ready-mix plant, a loader, and one concrete mixer truck.



The company quickly grew to a "fleet" of three trucks with Tony and George doing all of the batching, driving, and mechanic work.



Wanda ran the office.



May 1972



OUR FIRST PLANT



ONE TRUCK. BIG DREAMS.

“ From one truck and a small plant in two sister communities, we built more than concrete—we built a legacy. **”**

TWIN CITIES
— READY MIX, INC. —
THE GROWTH BLUEPRINT

FROM ONE TRUCK TO A REGIONAL OPERATION

A LEGACY OF GROWTH. A FUTURE OF OPPORTUNITY.



1972

IT STARTED

Founded by Tony and George Schwarz and their wives, Wanda and Pam in the Haileyville/Hartshorne area.

One plant.

One loader.

One mixer truck.



1984

BECAME A CORPORATION

Twin Cities Ready Mix, INC. officially became a corporation.

A significant milestone in the company's growth and evolution.



1998

TULSA PLANT OPENED

Expanded our presence into the Tulsa market.

Growing our footprint to better serve our customers.



2019

EXPANDED TO BROKEN ARROW

Continued expanding our Oklahoma footprint.

Strengthening our ability to serve the Tulsa metro area and surrounding communities.



TODAY

BUILDING FOR TOMORROW

- ✓ 100+ mixer trucks
- ✓ 25+ truck tractors
- ✓ Multiple production facilities
- ✓ 100% of our own raw products hauled to our locations
- ✓ Four generations of family involvement



**MORE THAN FIVE DECADES OF GROWTH.
BUILT BY FAMILY. STRENGTHENED BY EMPLOYEES.
SUSTAINED BY CUSTOMERS.**

TWIN CITIES
— READY MIX, INC. —

**QUALITY CONCRETE.
SOLID RELATIONSHIPS.
STRONG FUTURE.**

CUSTOMERS HIRE COMPANIES. PEOPLE TRUST PEOPLE.



For more than five decades,
Twin Cities Ready Mix, INC.
 has been built by people
 who show up, work hard,
 and stay.



10+
 YEARS
 DEDICATION



15+
 YEARS
 EXPERIENCE



20+
 YEARS
 COMMITMENT

Twin Cities Ready Mix, INC. recognizes that its employees are at the heart of its success. Many team members have dedicated 10, 15, 20 years or more to the company, helping build the relationships, expertise, and service that customers have come to rely on.



THE COMPANY HAS ALREADY BUILT THE STORY. NOW THE OPPORTUNITY IS TO TELL IT.

THIS IS WHERE THE **GROWTH BLUEPRINT** BEGINS.

5 WHY MARKETING?

YOU'VE BUILT THE BUSINESS. NOW LET'S MAKE SURE PEOPLE SEE IT.

Twin Cities Ready Mix, INC. has the people, equipment, experience, and reputation to lead the industry. The opportunity is to make sure more people know it.

TWIN CITIES
— READY MIX, INC. —



WHAT TWIN CITIES ALREADY HAS



VS.



50+ YEARS
of history



100+ MIXERS
on the road



MULTIPLE LOCATIONS
serving Oklahoma



FOUR GENERATIONS
of family involvement



LONG-TERM EMPLOYEES
with decades of experience



REAL PROJECTS
happening every day

THE OPPORTUNITY



A stronger digital presence



Consistent social media



Project storytelling



Video & drone content



Search visibility



Recruiting content



Customer education



Community engagement



Sales support



A recognizable voice



THE RAW MATERIAL IS ALREADY HERE.
MARKETING'S JOB IS TO TURN IT INTO MOMENTUM.

THE OPPORTUNITY IS BIGGER THAN CONCRETE.

Twin Cities Ready Mix, INC. has spent decades building a reputation through quality, service, people, and reliability.

The next opportunity is to make sure the market sees it.



BUILT ON PEOPLE

Four generations.
Hundreds of dedicated employees.



BUILT ON EXPERIENCE

50+ years of delivering quality concrete across Oklahoma.



BUILT ON RELIABILITY

Multiple locations.
Hundreds of mixers.
Ready when it matters.



BUILT ON SERVICE

From small pours to large commercial projects.



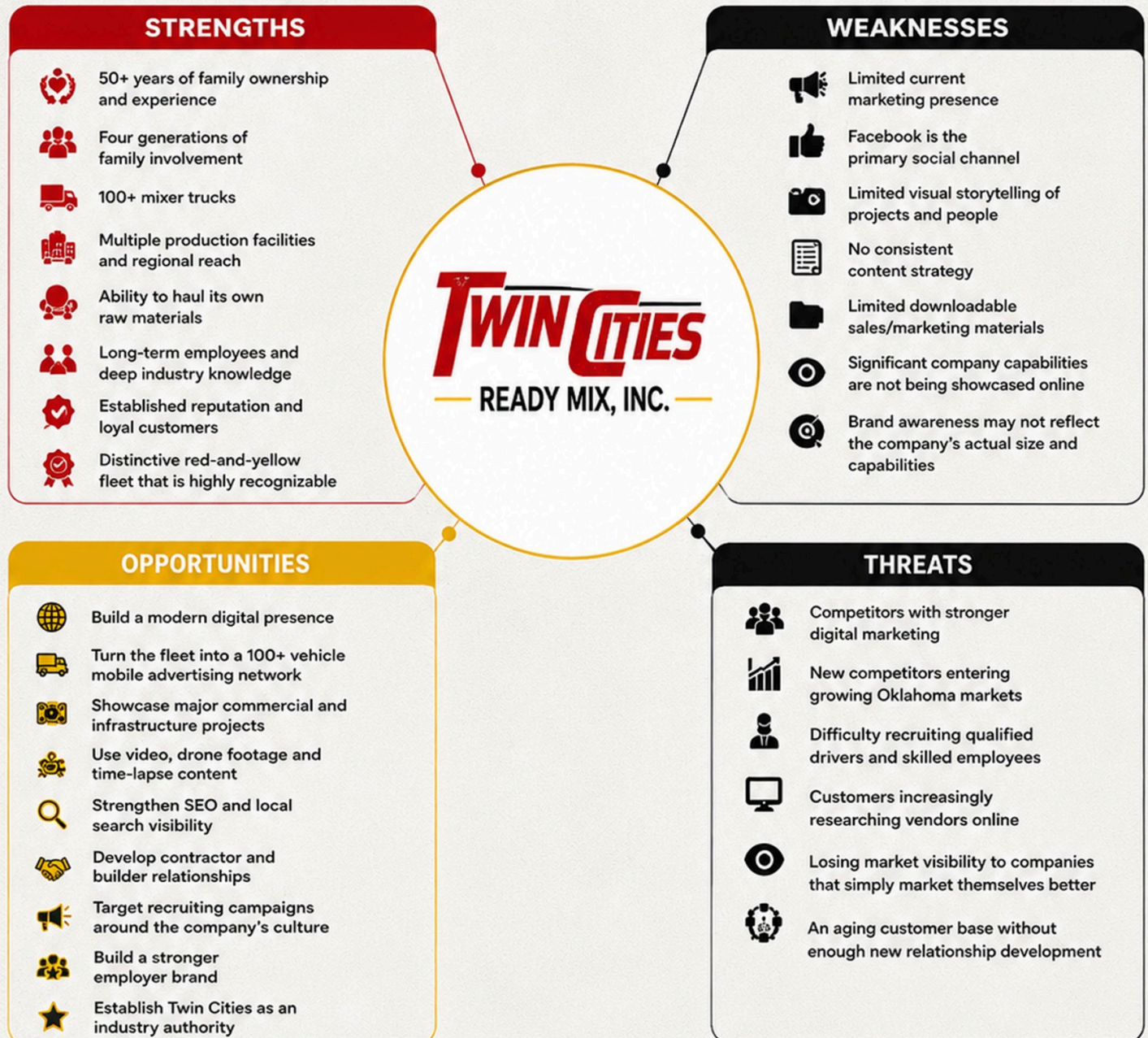
BUILT FOR GROWTH

The foundation is strong.
The opportunity is enormous.

THE FOUNDATION IS SOLID. THE POTENTIAL IS LIMITLESS.
THIS IS WHERE THE GROWTH BLUEPRINT BEGINS.

THE OPPORTUNITY IS ALREADY HERE.

A strategic look at where Twin Cities Ready Mix, INC. stands—
and where marketing can create measurable growth.



Twin Cities Ready Mix, INC. does not need to become a different company.
It needs to become more visible as the company it already is.

THIS IS WHERE THE GROWTH BLUEPRINT BECOMES A ROADMAP.

EVERY TRUCK IS A MOVING BILLBOARD.

100+ MIXERS.
THOUSANDS OF MILES.
THOUSANDS OF IMPRESSIONS.

IS IT WORKING FOR YOU?

Every day, Twin Cities Ready Mix, INC. trucks travel through the communities where customers live, work, and build. Every truck is an opportunity to reinforce the company's name, reputation, and message.

Marketing doesn't always require buying more advertising. Sometimes, it means making better use of what you already own.



QR CODE



WEBSITE



PROJECT GALLERY



CAREERS



REQUEST A QUOTE

YOUR FLEET IS ALREADY ON THE ROAD. LET'S PUT IT TO WORK.

WHAT SHOULD PEOPLE THINK WHEN THEY HEAR “TWIN CITIES READY MIX”?

QUALITY

Consistent, high-quality
concrete and materials
that stand the test
of time.



RELIABILITY

On-time delivery.
Every time.
Count on us.



EXPERIENCE

50+ years of experience
and knowledge
that few can match.



PEOPLE

Good people.
Strong teams.
A family you can trust.



SERVICE

Responsive. Helpful.
Solutions that keep
your projects moving.



SCALE

The fleet, facilities, and
resources to handle
projects of any size.



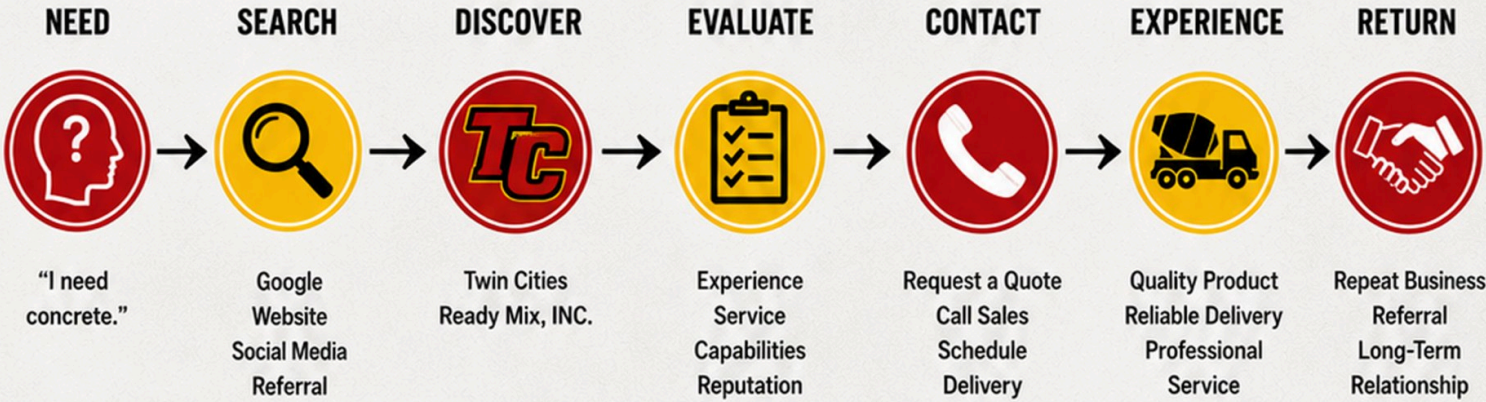
TWIN CITIES
— READY MIX, INC. —



**THE GOAL ISN'T TO CREATE A NEW IDENTITY.
IT'S TO MAKE THE EXISTING IDENTITY IMPOSSIBLE TO OVERLOOK.**



FROM “I NEED CONCRETE” TO “CALL TWIN CITIES.”



MARKETING HAS A ROLE AT EVERY STEP.

Every interaction is an opportunity to build trust.

LET'S BUILD SOMETHING STRONG—TOGETHER.



BRAND POSITION

The goal is to establish what Twin Cities Ready Mix, Inc. should be known for. The brand should be built around several core ideas.



EXPERIENCE

More than five decades in the ready-mix concrete industry.



RELIABILITY

A commitment to serving customers with quality products and professional service.



PEOPLE

Employees who have built careers and developed deep knowledge of the industry.



SCALE

A substantial fleet and regional production network capable of serving a wide range of customers.



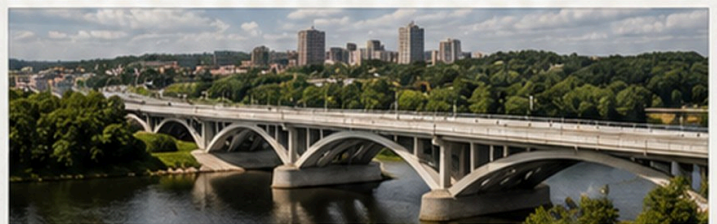
FAMILY

A company that has grown across multiple generations.



COMMUNITY

A business that helps build the communities where its customers live and work.



THE BRAND POSITION SHOULD COMMUNICATE A SIMPLE IDEA:

**THE STRENGTH OF A
REGIONAL OPERATION.
THE RELIABILITY OF A
FAMILY BUSINESS.**

YOUR NEXT CUSTOMER IS ALREADY SEARCHING.

WILL THEY FIND
TWIN CITIES READY MIX, INC.?

BE VISIBLE WHEN IT MATTERS MOST.

When customers search for concrete, they need a company they can trust—fast.

Local SEO ensures Twin Cities Ready Mix, INC. shows up when and where decisions are made.



- ✓ Local SEO & Google Business Profile Optimization
- ✓ Location Pages for Every Market We Serve
- ✓ Project Pages That Build Authority
- ✓ Customer Reviews That Build Trust
- ✓ Content That Answers Real Customer Questions



The customer who finds you at the moment they need you is worth more than the customer who sees you when they don't.



STOP POSTING. START TELLING THE STORY.

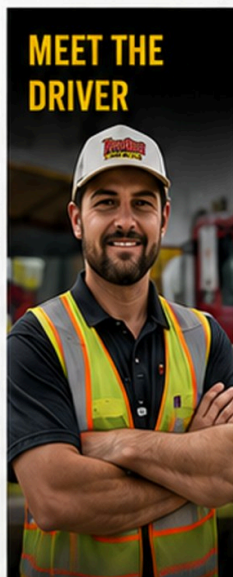
Social media isn't about posting more.
It's about saying what matters.

We turn everyday moments into
content that builds trust, attracts
customers, and celebrates
the people behind the pour.



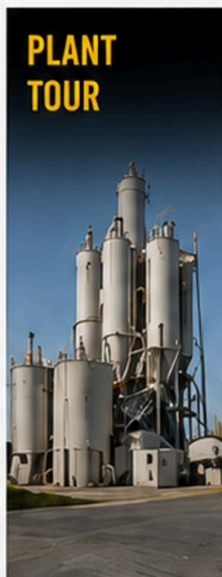
**PROJECT
OF THE WEEK**

Showcase the scale
and success of the
projects we build.



**MEET THE
DRIVER**

Introduce the
people who deliver
for our customers
every day.



**PLANT
TOUR**

Show what happens
before the truck
arrives on site.



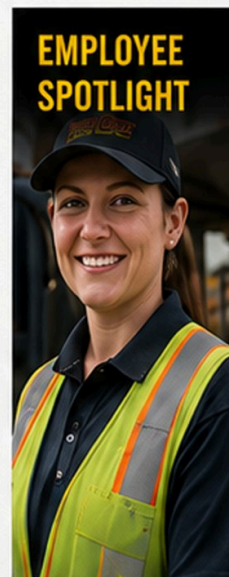
**CONCRETE
MYTHBUSTERS**

Educate, inform, and
establish Twin Cities
as the expert.



**FROM THE
FIELD**

Real-time updates
from real jobs.
Real people.



**EMPLOYEE
SPOTLIGHT**

Celebrate the team
that makes Twin
Cities great.



Twin Cities already has the stories.
Marketing turns those stories into content
customers remember.

THE BEST PROJECTS DESERVE TO BE **SEEN.**



DRONE

Show the scale of our projects, plants, fleet, and operations from a whole new angle.



VIDEO

Short-form video content for Facebook, Instagram, LinkedIn, and YouTube.



TIME-LAPSE

Turn hours or days of work into powerful 30-second stories.



**A DAY AT
TWIN CITIES**



**FROM BATCH
TO JOBSITE**



**100 TRUCKS.
ONE OPERATION.**



**WHAT IT TAKES TO
POUR A BRIDGE.**

PEOPLE DON'T JUST WANT TO KNOW WHAT YOU DO.

THEY WANT TO SEE IT.



GREAT PEOPLE BUILD GREAT COMPANY.

Let's make sure the right people find us.

The construction industry is competing for talent. A strong employer brand helps Twin Cities Ready Mix, Inc. attract, hire, and retain the best people.



CAREERS PAGE

Make it easy for the right people to apply.



EMPLOYEE STORIES

Real stories from real people build real trust.



CULTURE & VALUES

Show what makes Twin Cities a great place to work.



BENEFITS & GROWTH

Highlight opportunities to grow a career, not just take a job.



STAY CONNECTED

Nurture relationships with future talent year-round.



**A STRONG TEAM ISN'T FOUND.
IT'S ATTRACTED. ENGAGED. EMPOWERED. RETAINED.**



ROOTED IN COMMUNITY. BUILDING MORE THAN CONCRETE.

Twin Cities Ready Mix, Inc. has been part of Eastern Oklahoma for over 50 years. Marketing helps share that commitment and strengthen the communities we serve.



COMMUNITY PARTNERSHIPS

Support local schools, youth programs, and community events.



INVESTING IN TOMORROW

Help build opportunities through education and workforce development.



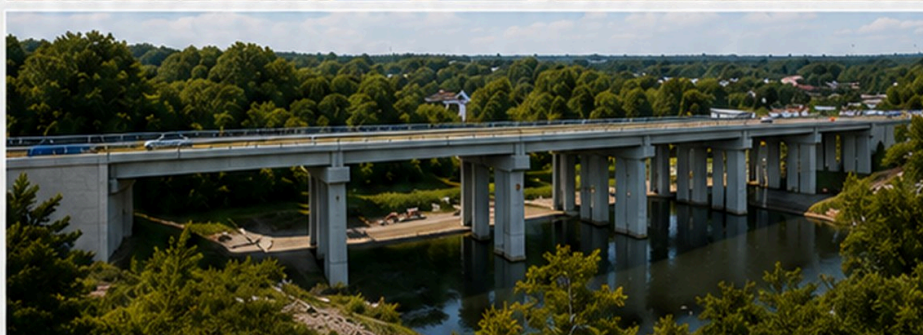
SUSTAINABILITY

Share our commitment to safe, responsible, and sustainable practices.



TELLING THE STORY

Show how Twin Cities Ready Mix, Inc. is making a difference every day.



**PEOPLE NOTICE COMPANIES THAT GIVE BACK.
LET'S MAKE SURE THEY KNOW IT'S TWIN CITIES.**



BE SEEN. BE TRUSTED. BE THE INDUSTRY LEADER.

A strong presence at industry events and in trade publications positions Twin Cities Ready Mix, INC. as the trusted leader in our market.



TRADE SHOWS

Meet customers face-to-face and build lasting relationships.



INDUSTRY PUBLICATIONS

Share our expertise and showcase major projects.



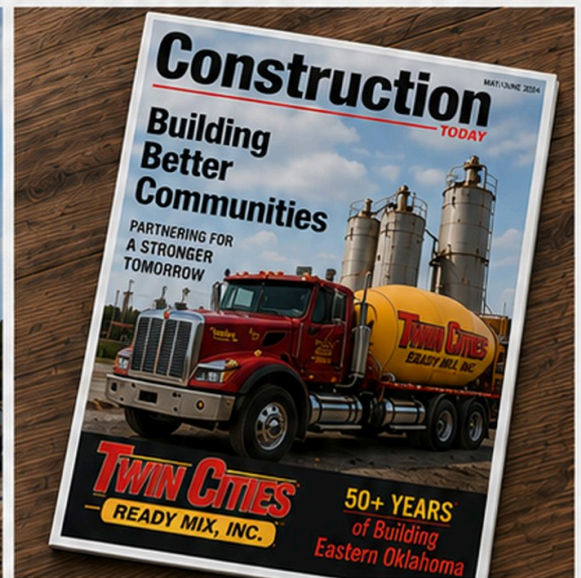
SPEAKING OPPORTUNITIES

Establish Twin Cities Ready Mix, INC. as a go-to resource and problem solver.



STRATEGIC SPONSORSHIPS

Align with the organizations that drive our industry forward.



**VISIBILITY BUILDS CREDIBILITY.
CREDIBILITY BUILDS PREFERENCE.**



GIVE THE SALES TEAM THE TOOLS TO WIN.

Marketing and sales work best together.

The right tools help the sales team save time,
look professional, and win more work.



PROFESSIONAL PROPOSALS

Branded, consistent, and easy
to customize.



PROJECT PORTFOLIO

Show past success with photos,
videos, and results.



SALES PRESENTATIONS

Powerful, visual presentations
that tell our story.



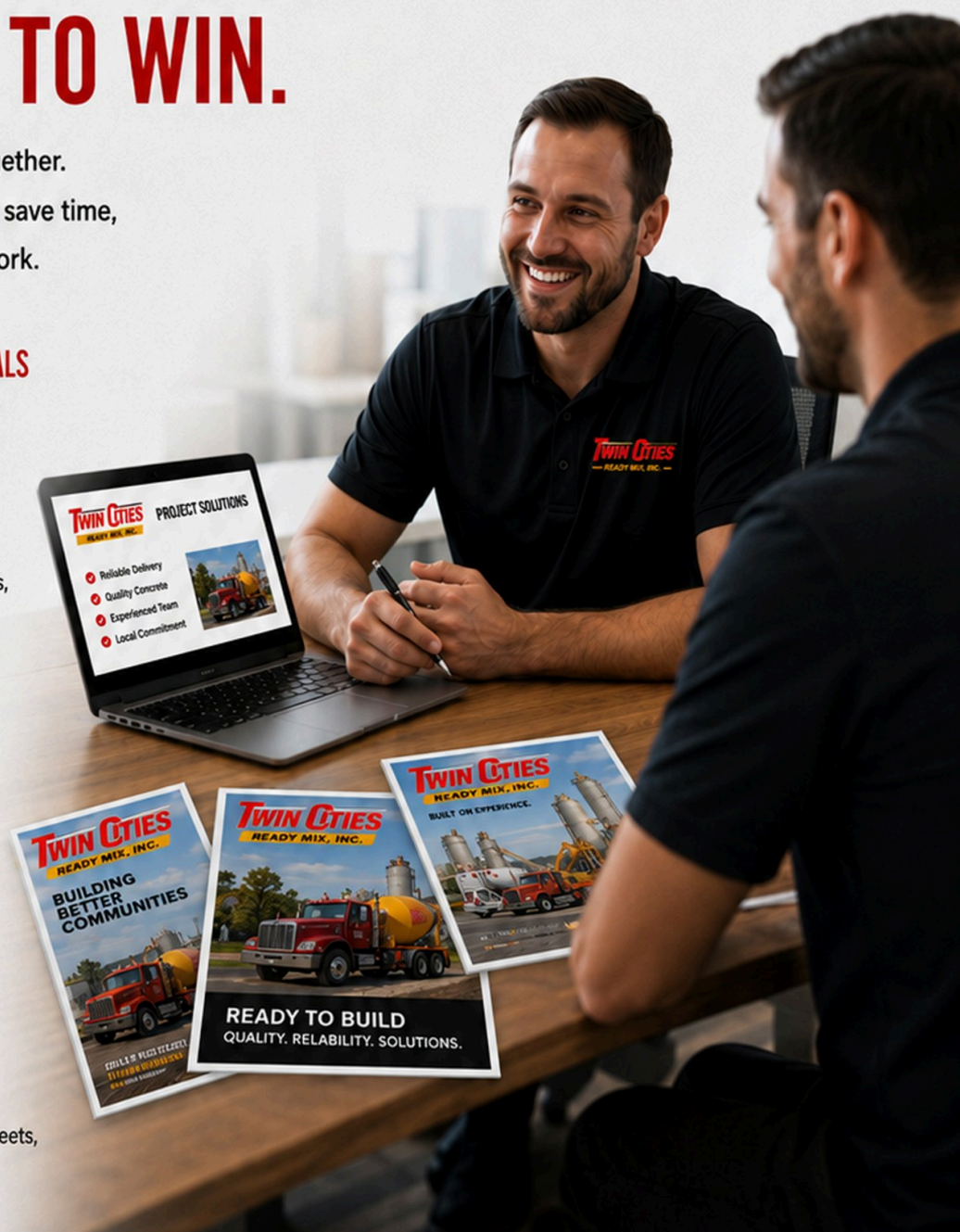
ONE PAGE CAPABILITIES

Quick reference sheets that
answer key questions.



RESOURCE LIBRARY

Up-to-date brochures, spec sheets,
and case studies anytime.



BETTER TOOLS. BETTER CONVERSATIONS.
MORE WINS.





PROMOTE YOUR BRAND. BUILD LASTING IMPACT.

From event signage to branded merchandise, we provide the tools to keep your brand visible, memorable, and top of mind.



EVENT & TRADE SHOW DISPLAYS

High-impact displays and signage that attract attention and communicate your message.



BRANDED MERCHANDISE

Quality apparel and promotional items that keep your brand in front of customers every day.



MARKETING COLLATERAL

Brochures, flyers, and sell sheets designed to inform, engage, and convert.



PHOTOS & VIDEOS

Professional imagery that showcases your projects, team, and capabilities at their best.



RELATIONSHIP BUILDING

Promotional tools that help you strengthen connections and build long-term loyalty.



STRONG BRAND. STRONGER CONNECTIONS.
STRONGER RESULTS.





SHOWCASE YOUR WORK. SHOWCASE YOUR VALUE.

We help you highlight the projects, people, and places that matter. Our content solutions position your brand as a leader in the industry.



PROJECT PHOTOGRAPHY

High-quality images that capture the scale, detail, and success of your projects.



VIDEO PRODUCTION

Engaging videos that tell your story and showcase your capabilities in action.



CUSTOM CONTENT

Articles, case studies, and features that inform, inspire, and build credibility.



DIGITAL PROMOTION

Social media, email, and digital campaigns designed to extend your reach and impact.



BRAND EXPOSURE

Consistent visibility across print, digital, and events to keep your brand top of mind.



YOUR STORY. OUR PLATFORM.
BUILT TOGETHER.



REAL PROJECTS. REAL RESULTS.

We take pride in the work we do and the relationships we build. Here are a few examples of how we've helped bring visions to life across the region.



COMMERCIAL PROJECTS

Reliable concrete solutions for buildings, foundations, and large-scale developments.



INFRASTRUCTURE

Supporting roads, bridges, and public works that keep our communities moving forward.



RESIDENTIAL PROJECTS

From driveways to patios, we provide the quality and service homeowners can count on.



EXPERIENCED TEAM

Our team brings expertise, knowledge, and a commitment to safety on every job.

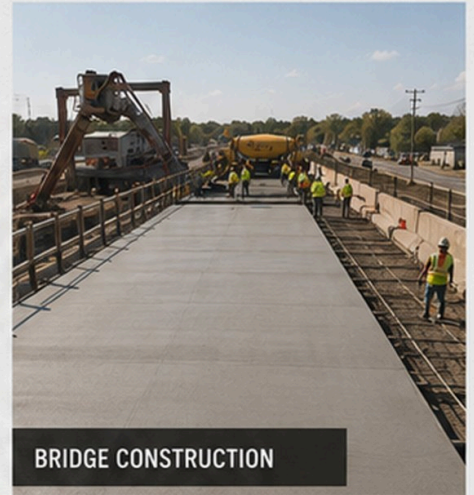


BUILT ON RELATIONSHIPS

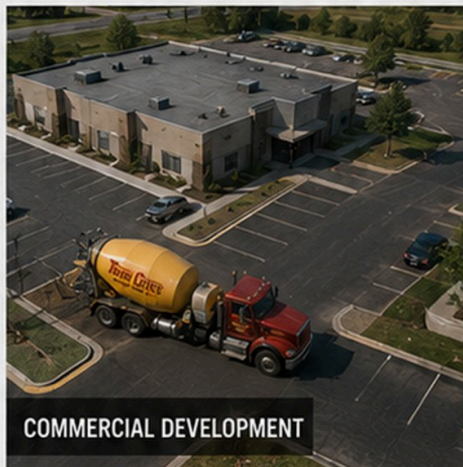
We value trust, communication, and long-term partnerships with every client.



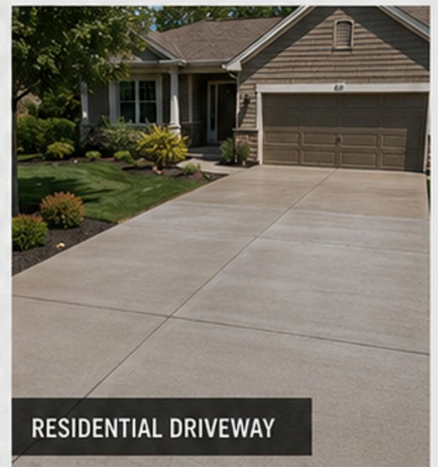
COMMERCIAL FOUNDATION



BRIDGE CONSTRUCTION



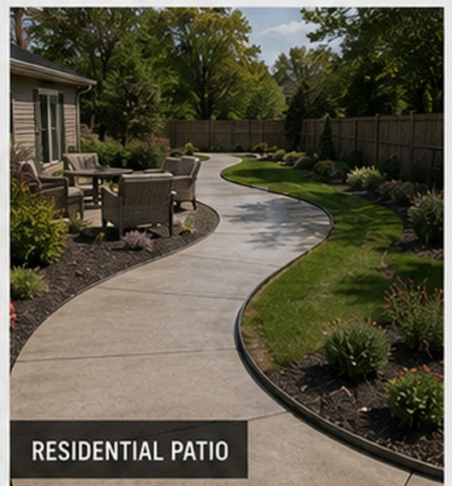
COMMERCIAL DEVELOPMENT



RESIDENTIAL DRIVEWAY



INDUSTRIAL FOUNDATION



RESIDENTIAL PATIO



REAL PROJECTS. REAL RESULTS.
BUILT TO LAST.

TWIN CITIES
— READY MIX, INC. —



STRONG FOUNDATIONS. STRONGER COMMUNITIES.

As a locally owned and operated company, we are committed to building a better future for the communities we serve.



LOCAL COMMITMENT

We live and work here too. That's why we invest in the people and places that make our community special.



SAFETY FIRST

Our team follows strict safety standards to protect each other, our partners, and the public.



QUALITY YOU CAN COUNT ON

We use top-quality materials and rigorous testing to ensure every load meets the highest standards.



PARTNER FOCUSED

We build lasting relationships by delivering reliable service, clear communication, and solutions that keep your projects on track.



COMMUNITY SUPPORT

From local events to charitable partnerships, we are proud to give back to the communities that support us.



**BUILDING MORE THAN CONCRETE.
BUILDING A BETTER TOMORROW.**



TEAMWORK



RELIABILITY



EXPERIENCE



SOLUTIONS



**STRONG FOUNDATIONS.
STRONGER COMMUNITIES.**



DELIVERING SOLUTIONS. BUILDING TRUST.

We offer a full range of ready mix concrete solutions backed by expert service, modern equipment, and a commitment to doing the job right—every time.

OUR SERVICES



READY MIX CONCRETE

High-quality concrete for residential, commercial, and industrial projects of all sizes.



CONCRETE PUMPING

Reliable pumping services to reach difficult areas and keep your project moving smoothly.



MATERIAL TESTING

On-site and lab testing to ensure your concrete meets all required specifications and performance standards.



TECHNICAL SUPPORT

Expert guidance on mix design, placement, and finishing to help you build with confidence.



TIMELY DELIVERY

A modern fleet and experienced team committed to getting your concrete where it needs to be, when it needs to be there.

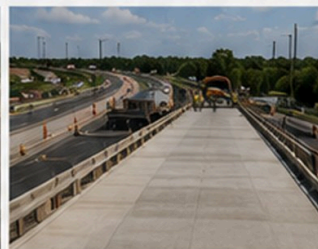


ON TIME.
ON BUDGET.
EVERY TIME.

QUALITY CONCRETE. SOLID RESULTS.



FOUNDATIONS



BRIDGE & ROADWAY



COMMERCIAL



RESIDENTIAL



INDUSTRIAL



FLATWORK



OUR
COMMITMENT
TO YOU

At Twin Cities Ready Mix, we believe strong relationships build strong communities. We are committed to safety, quality, integrity, and service in everything we do.



DELIVERING SOLUTIONS.
BUILDING TRUST.

TWIN CITIES
— READY MIX, INC. —

THE GROWTH BLUEPRINT



**BUILT ON 50+ YEARS OF EXCELLENCE.
DESIGNED FOR THE NEXT 50.**

Twin Cities Ready Mix, Inc. has built more than concrete—we've built a reputation for quality, dependability, and doing the job right. The Growth Blueprint provides a clear roadmap to expand our reach, strengthen our brand, attract top talent, and create new opportunities across Oklahoma and beyond.



STRONG FOUNDATIONS | TRUSTED PARTNERSHIPS | LIMITLESS POTENTIAL

TWIN CITIES

— READY MIX, INC. —

**THE COMPANY IS ALREADY EXCEPTIONAL.
★ NOW LET'S MAKE SURE EVERYONE KNOWS IT. ★**

**THANK YOU FOR THE OPPORTUNITY.
LET'S BUILD THE NEXT CHAPTER TOGETHER.**