

## Join the Fight Against Climate Change at Work

Did you know that the energy used by a building to support just one office worker for a day causes over two times more greenhouse gas emissions than that person's drive to and from work? Take a look at the ideas below to save energy at work and help fight climate change.

### **LOOK FOR THE STAR.**

It's not just your TV or refrigerator that can earn EPA's ENERGY STAR, but so can the buildings where we work, shop, play and learn.

### **TAKE A TOUR.**

Explore EPA's animated office ([energystar.gov](http://energystar.gov)) and learn how you can save energy and fight climate change right at your desk.

### **GIVE IT A REST.**

Use the ENERGY STAR power management settings on your computer and monitor so they go into save mode when not in use. Also use a power strip as a central "turn off" point to completely disconnect equipment from the power supply.

### **UNPLUG IT.**

Unplug electronics such as cell phones and laptops once they are charged. Adapters plugged into outlets use energy even if they are not charging.

### **LIGHT UP YOUR WORKLIFE.**

Replace the light bulb in your desk lamp with an ENERGY STAR qualified bulb, which will last up to 10 times longer and use 75 percent less energy. Turn off the lights when you leave, especially at the end of the day.



Building the future™



a monthly newsletter for CEMEX USA employees

# IN THE MIX

June 2013

## Manager Training Program graduates its first class



CEMEX USA is pleased to recognize its first group to complete the Manager Training Program (MTP) at the Houston Corporate office. The MTP was developed specifically for CEMEX to provide tools and skills for managers to become more successful as leaders. The program is divided into five non-sequential modules, responding to the basic management needs:

- 1 Communicating and Engaging
- 2 Giving and Receiving Feedback
- 3 Managing Performance
- 4 Developing My Team
- 5 Preparing My Successor

We congratulate the Houston Corporate Managers who have successfully completed all five modules of the Manager Training Program:

- Juan Gutierrez
- Jorge Flores Villarreal
- Blanca Flores
- Alexander Lopez
- Carlos Garcia
- Sara Martinez Cantu
- Juan Arellanes
- Mark De Smit
- Sergio Garcia
- Eduardo Caballero Aguilar
- Carlos Rodriguez Cisneros
- Gregory Hein
- Jose Carrillo Valdes
- Jairo Gomez-Diaz
- Abiassaph Aldo Azuara
- Alejandro Paredes Garza
- Karen Barton
- Susana Garcia
- Christy Brinson
- Daniel Martinez
- Trang Tran-Lee
- Gabriel Guzman
- James Mack
- Matthew Silveira
- Douglas Reinartz



Dear Colleagues,

CEMEX has maintained a valuable partnership with ENERGY STAR® over several years, helping our organization increase energy efficiency, save money and make important progress towards a more sustainable future. I encourage all of us to make a personal commitment to reduce the impact of global warming by taking the ENERGY STAR® [pledge today](#).

In 2011 we collectively reduced 1.1 million pounds of greenhouse gas emissions and saved \$85,261. This year our goal is to reduce emissions by 2.3 million pounds. Through smaller, individual actions we can succeed. CEMEX USA has the capacity and the obligation to make a difference for the world. I look forward to joining all of you in this effort.

Thank you,

**Luis Dropeza,**  
EVP Cement Operations and Technology

## CHANGE THE WORLD. Start with ENERGY STAR

Make a change today to save energy and protect the climate. 3,287,330 individuals already have.

**Take the pledge below, and learn how to help reduce greenhouse gas emissions throughout your day at work and at home.**

- Visit the [CEMEX USA Pledge Page](#).
- Click on "Take the energy star pledge" button.
- Fill in your pledge information – don't forget to sign at the bottom!
- Learn different ways to decrease your energy use.



a monthly newsletter for CEMEX USA employees

# IN THE MIX

August 2013

## CEMEX USA IS CHANGING THE WORLD with ENERGY STAR®.



You can participate by taking the pledge to save energy and protect the climate by reducing the greenhouse emissions released from your home.

- Visit the [CEMEX USA Pledge Page](#).
- Click on "Take the energy star pledge" button.
- Select the action you will take to reduce energy use.
- Make sure to sign at the bottom before exiting.



## WELLNESS TIPS

### Don't Lose Your Medical Coverage for 2014!



It is important that we continue reminding CEMEX USA employees about **Focus on 4** - the four important steps you must take to have CEMEX medical coverage in 2014 and avoid paying surcharges.

The first step is for you and your spouse<sup>1</sup> covered by the CEMEX medical plan to complete/update the Health Assessment (HA)<sup>2</sup> between January 1, 2013 and **September 30, 2013**. If you don't take the Health Assessment by Sept. 30, you will not have CEMEX medical coverage in 2014.

#### Act Now - Here's How:

**Take the HA<sup>2</sup>:** Go to [www.myactivehealth.com/celex](http://www.myactivehealth.com/celex) or call Active Health at 1-866-698-2814. Have your username and password ready for log-in. Create an account for yourself if you don't have one. Your spouse will need to create a separate account.

#### What Is the Health Assessment?

The HA<sup>2</sup> will give you a snapshot of your current health status. So know your numbers before you take the Health Assessment: height, weight, blood pressure and cholesterol. The Health Assessment is confidential and free. Take the results to your doctor, and ask what they mean for you.

#### Why Does the Health Assessment Matter?

When you are your healthiest as an individual, we are healthier as a company. Healthier companies – and their employees – work safely. Do it to maintain your health. Do it to improve your health. Do it to make sure you're there for your family.

#### Steps 2, 3 and 4

We'll remind you again later, but this is really important! All employees and their spouse<sup>1</sup> covered by the CEMEX medical plan must complete the steps by the deadlines to have CEMEX medical coverage and/or avoid paying in surcharges in 2014.

**Step 2 for You:** Review/enroll in benefits at [www.cemexbenefitsbuilder.com](http://www.cemexbenefitsbuilder.com) during Annual Benefits Enrollment (November 4 – 20)

**Step 3 for You:** Certify your tobacco status at [www.cemexbenefitsbuilder.com](http://www.cemexbenefitsbuilder.com) during Annual Benefits Enrollment (November 4 – 20)

**Step 4 for You and Your Spouse:** Get an annual physical exam<sup>3</sup> (January 1, 2013 to December 31, 2013)

<sup>1</sup>Spouse, common law spouse or domestic partner as allowed by state law and covered by the CEMEX Medical Plan (as defined by the Plan). <sup>2</sup>May not apply to certain employees covered under a collective bargaining unit and employees enrolled in Kaiser. <sup>3</sup>May not apply to certain employees covered under a collective bargaining unit and employees enrolled in Kaiser and UnitedHealthcare (UHC).

## SPECIAL OFFERS

through the Employee Benefits Program

- Save up to 25% off certified pre-owned PCs starting as low as \$220. Plus, get free 1-year product warranties and free ground shipping.
- Save up to 20% at 15 brands and more than 7,200 hotels worldwide. Book online or call 877-670-7088 and use discount ID number 1000010198.

- Lace up your gym shoes and save with the guaranteed lowest price on memberships at thousands of gyms nationwide.
- Save hundreds on Auto and Home Insurance. Call 855-948-6267.



Find out more about the CEMEX Discount Program: [www.beneplace.com/celex](http://www.beneplace.com/celex) Make these discounts and services work for you.

**OWNERSHIP**

# Support from CEMEX improves park for community sports

**R**obert Hocks, Environmental Manager, and LeAnn Orick, Environmental Coordinator, at the Fairborn cement plant, recently presented a donation for much needed upgrades to CEMEX Park. The Fairborn Little League baseball and Fairborn Wee Hawks football teams use CEMEX Park as their home fields.

With a \$3,000 contribution, the Fairborn team covered the costs for constructing the park's permanent restroom, which replaced portables, for gravel to improve its roads, and for parking lot improvements. The plant also provided a considerable amount of volunteer labor to complete the upgrades. The park's entrance now boasts a new sign with a CEMEX logo.

"We sent heavy equipment and graded the parking area and spread the donated gravel," said Hocks. "A total of six loads of gravel was provided by contractor Melvin Stone and the Fairborn team. Participation in this partnership provides positive visibility for the plant," said Hocks.

During the last season's opening game ceremony of the Little League baseball team, Plant Manager Alberto



Calleros and Hocks were invited to receive words of appreciation for the work and support provided by the plant. Then Calleros was asked to throw the first pitch. The season's closing

ceremony hosted a game between the league coaches and eighteen CEMEX employees and managers, which resulted in a CEMEX win and a re-match scheduled soon. Good luck!

## CEMEX USA and ENERGY STAR®: A story of success

**T**his year CEMEX USA's partnership with the Environmental Protection Agency's (EPA) ENERGY STAR® program turns nine years old. Since becoming a member in 2004, and subsequently launching an ongoing Energy Management Program in 2007, CEMEX USA has enhanced sustainability initiatives across all operation levels by strategically reducing energy use and costs.

Our successful implementation of energy management practices across all levels of operation earned CEMEX USA the EPA's prestigious Partner of the Year: Energy Management recognition in 2009 and 2010 under the ENERGY STAR® program. In addition, our operations' efforts to enhance energy-reducing

initiatives continue to achieve local and national recognitions, including the widely recognized ENERGY STAR® certifications.

More than half of CEMEX USA's cement plants have earned the ENERGY STAR® certification during the last six years, demonstrating their placement among the top 25% of U.S. cement plants with regards to energy performance. Our commitment to energy efficiency has resulted in better energy management practices, which include investing in energy conservation and monitoring technologies, conducting energy audits to reduce unnecessary power usage, and installing area power metering equipment to better analyze consumption.

"Our work through ENERGY STAR® is part of our commitment to

sustainability and has significantly enhanced our energy management awareness and practices," said Bhaskar Dusi, Corporate Energy Manager, Process Technology & Sustainability. "These certifications reflect our focus on reducing energy consumption while finding better ways to care for the environment."

Congratulations to CEMEX USA's Energy Management Program team members and to the following plants for earning ENERGY STAR® certifications for these years:

Clinchfield, GA	2007-2013
Louisville, KY	2007-2011
Demopolis, AL	2009-2011
Miami, FL	2011-2013
Brooksville, FL	2012-2013
Victorville, CA	2012-2013
Fairborn, OH	2012-2013
Balcones, TX	2011
Knoxville, TN	2008

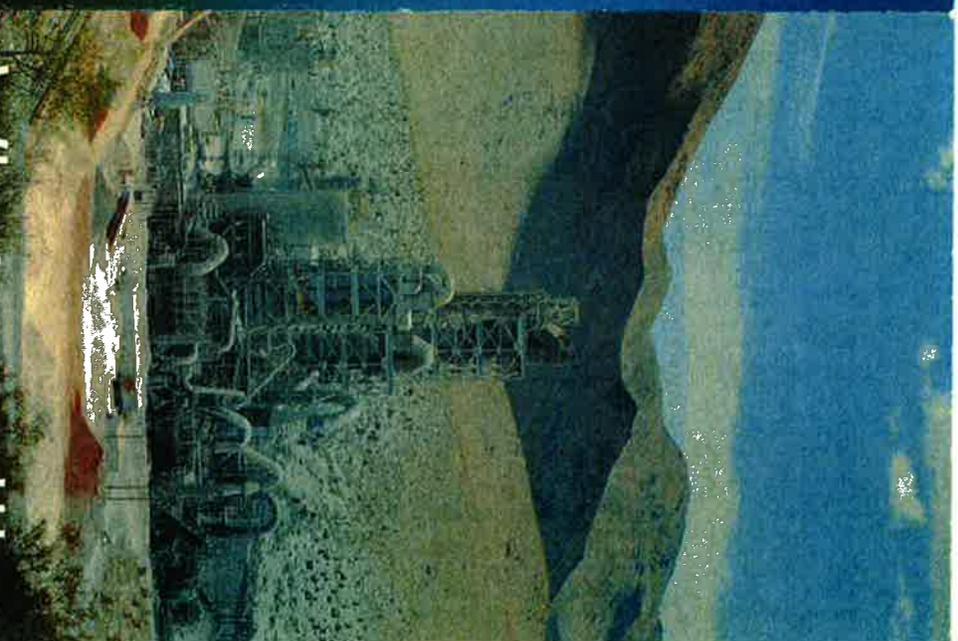
# A COMMITMENT to EDUCATION

In recent years, the team at Victorville has supported local educational outreach efforts by collaborating with different organizations to host science and engineering competitions, such as the annual Riverside, Inyo, Mono and San Bernardino science and Engineering Fair, the Siring Ball Academy Environmental Science Project Award program, and the Mojave Environmental Education Consortium Environmental Science Project Awards Program.

EMEX Victorville is also co-sponsor of the legislative Power Lunch, a fundraiser that allows members of the Youths Education Legislative Leadership Program to visit Sacramento and meet legislative officials.



**CEMEX Victorville**  
Cement Plant  
169388 North "E" Street  
Victorville, CA 92394  
Phone: 760-381-7638  
[www.cemexusa.com](http://www.cemexusa.com)



# Victorville

## Cement Plant

### Environmental Excellence

### Community Report



## About **CEMEX** **VICTORVILLE**

CEMEX Victorville has been in operation since 1917 and produces Portland and hydraulic cements for use in area homes, roads, schools and businesses in Southern and Northern California, Nevada and Arizona. As the largest cement producer in California, CEMEX Victorville is an integral part of the High Desert communities, employing approximately 230 local men and women and partnering with numerous vendors throughout the state.

## **CEMEX** and **SUSTAINABILITY**

Sustainability is embedded in our day-to-day operations and business strategy. We strive to minimize the environmental impact of our operations by increasing the use of renewable energy sources, by enhancing our methods for energy efficiency, and by effectively managing the land and biodiversity within and around all of our operations.

## A COMMITMENT to **ENERGY EFFICIENCY**

CEMEX's Victorville cement plant is a proven leader in renewable energy. In 2013, CEMEX Victorville collaborated with Foundation Windpower, a local wind turbine project developer, to commission four wind turbines for the site's cement plant and quarry. The four turbines generate a combined capacity of 6.2 megawatts, and offset approximately 6% of total energy use at each of the Victorville facilities.

CEMEX Victorville was also awarded with the Environmental Protection Agency's prestigious ENERGY STAR certification for outstanding energy management during 2011 and 2012. The recognitions demonstrate the Victorville team's conscious efforts to increase energy efficiency across all levels of operations through investments in energy conservation and monitoring technologies.

## **VICTORVILLE** and **BIODIVERSITY**

CEMEX Victorville manages the lands within around its operations, diligently and responsibly to protect its biodiversity and promote nature conservation in Victorville.

The team at CEMEX Victorville, which is located in the Mojave Desert that averages approx. 3 inches of rain annually, recently planted an oasis of palm trees, holly hock bushes, mesquite trees and other nature elements to attract birds and small wildlife. The team planted the holly hock bushes specifically for the Painted Lady Butterfly as part of a butterfly release project with youth from Vanguard elementary and middle schools.

Partnerships with multiple local schools and organizations advance the plant's efforts to increase environmental awareness among local communities. With this goal in mind, CEMEX Victorville also works closely with the High Desert Youth Environmental Leadership Conference, an organization that provides CEMEX an opportunity to take a leading role in environmental awareness among youth. Through this partnership CEMEX Victorville consistently educates kids in grades 3 – 12 about land reclamation and about environmental care options.



# Texas Aggregates and Concrete Association SUSTAINABILITY CONFERENCE

## Comparison Between Old World vs New World for PRODUCTION

Kevin Kelley  
VP - Process Technology & Sustainability  
US Cement Operations  
CEMEX, Inc.

September 11, 2013  
San Antonio, TX



# CEMEX Elements of Sustainability



The health, safety, and wellbeing of our people are of paramount importance to us and we continually monitor our safety progress to ensure that our programs are working as effectively as possible.



We are committed to mitigating the impacts that our plants can have on surrounding communities. We have implemented a set of environmental initiatives to support air and water quality, land management, and conservation efforts.



We leverage our core strengths, our employees' talent and time, and our social investments to support the social and economic development of our communities.



We continue to implement cutting-edge technologies and state-of-the-art kilns to improve the energy efficiency of our operations.



CEMEX provides transparency into our operations through annual environmental, health and safety (EHS) reports and through our comprehensive sustainable development reports.

## Reduce energy consumption

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- Dedicate resources to increase energy efficiency at all facilities
- Develop long-term energy management strategy
  - Formalize a structured Energy Management Program
  - Establish tracking system and metrics to benchmark within industry
  - Evaluate progress toward goals and effectively communicate results
- Invest in energy efficiency projects
  - Conduct energy audits at facilities to identify opportunities
  - Utilize grants/incentives from utilities for financing
- Utilize assistance from ENERGY STAR®
  - Follow “Guidelines for Energy Management”
  - Energy Performance Indicator being developed for ready-mix plants



- CEMEX has been an ENERGY STAR Partner since 2004
  - 10 of 13 CEMEX US cement plants were ENERGY STAR certified
  - CEMEX awarded ENERGY STAR ‘Partner of the Year’ twice



**CEMEX USA Contact Information:**  
Sara Engdahl  
Director, Communications  
sara.engdahl@cemex.com | 713-722-1799

**FOR IMMEDIATE RELEASE**

**Five CEMEX USA Cement Plants Earn EPA's ENERGY STAR® Certification**

*Cement plants in Florida, Georgia, Ohio and California Recognized for Superior Energy Efficiency*

**HOUSTON– July 24, 2013–** CEMEX USA is pleased to announce that five of its cement manufacturing plants have earned the U.S. Environmental Protection Agency (EPA) ENERGY STAR® certification. The recognition of CEMEX USA's plants in Brooksville, Fla., Miami, Fla., Clinchfield, Ga., Fairborn, Ohio, and Victorville, Ca., demonstrates that these facilities perform among the top 25 percent of similar U.S. facilities for energy conservation. 2013 marks the seventh consecutive year of certification for the Clinchfield plant, an achievement realized by only one other cement plant in the U.S., the third consecutive certification for the Miami plant, and the second for the Brooksville, Victorville and Fairborn plants.

Throughout the year, all of the recognized plants put into practice the energy efficiency principles established by the ENERGY STAR® Guidelines for Energy Management developed by EPA. These plants implemented energy conservation and monitoring technologies, promoted energy efficiency awareness among employees, and completed energy reduction projects.

"CEMEX is honored to be recognized for its ongoing achievements in energy efficiency," said Karl Watson, Jr., President of CEMEX USA. "Through consistent enhancements to our energy initiatives year after year, CEMEX demonstrates a true commitment to its sustainability goals, and looks forward to continuing its work with the EPA's ENERGY STAR® Program to attain them."

CEMEX is a corporate partner of the ENERGY STAR® program and is an active proponent of the importance of energy efficiency. The ENERGY STAR® program is an EPA initiative that focuses on strategic energy management and emphasizes the importance of demonstrating environmental leadership for future generations.

CEMEX is a global building materials company that provides high quality products and reliable service to customers and communities in more than 50 countries throughout the world. CEMEX's U.S. network includes 13 cement plants, 46 active cement distribution terminals, more than 100 aggregate quarries and more than 420 ready-mix concrete plants. For more information, visit [www.cemexusa.com](http://www.cemexusa.com).

###



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**  
WASHINGTON, D.C. 20460

July 22, 2013

OFFICE OF  
AIR AND RADIATION

Karl H. Watson, Jr.  
President  
CEMEX, Inc.  
929 Gessner Road  
Suite 1900  
Houston, Texas 77024

Dear Mr. Watson:

I am pleased to inform you that the Brooksville South Cement Plant, Clinchfield Cement Plant, Fairborn Cement Plant, Miami Cement Plant, and Victorville Cement Plant have been awarded the 2013 ENERGY STAR<sup>®</sup> by the U.S. Environmental Protection Agency for superior energy performance. The ENERGY STAR is the distinguishing mark of energy efficiency for cement plants in the United States and identifies these plants' status among the most energy-efficient based on their performance in EPA's ENERGY STAR energy performance scale.

The employees at these cement plants and your Corporate Energy Manager, Bhaskar Dusi, should be commended for their ability to reduce energy use and protect the environment through energy efficiency. Strong energy performance in a corporation starts at the top, and your commitment and support can help CEMEX, Inc. reach new levels of achievement.

We look forward to receiving ENERGY STAR applications for other CEMEX, Inc. plants in the future.

Congratulations on your accomplishment.

Sincerely,

A handwritten signature in black ink that reads "Jean M. Lupinacci".

Jean Lupinacci  
Director, Commercial and Industrial Branch  
ENERGY STAR

cc: Bhaskar Dusi



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For more information, contact  
Patti Flesher  
847.972.9136  
[newsroom@cement.org](mailto:newsroom@cement.org)

April 30, 2013

## Cement Industry Honors 2013 Leaders in Environmental Excellence

### *Plants Commended for Benefiting Local Communities, Global Environment*

SKOKIE, Ill. —Five cement plants received special recognition for their commitment to improving the environment and their communities at the 12th Annual Cement Industry Environment and Energy Awards, presented by the Portland Cement Association (PCA) and *Cement Americas* magazine at PCA's Spring Meeting in Chicago, April 29, 2013.

The awards honor individual cement facilities that exemplify the spirit of continuous environmental improvement and support this spirit with action. These plants went beyond government regulations and local laws to ensure that their processes and policies contributed to making their communities better places to live and work.

"Although it is one of the most highly regulated industry sectors in the North America, cement companies are consistently challenging manufacturing policies and procedures and are on the forefront of new technologies to make their plants more energy efficient and to become better stewards of the land and resources," said Greg Scott, PCA president and CEO. "Making a quality product is not enough. These and other cement companies take extra steps to ensure their communities are excellent places to work, live and learn."

Six categories recognized plants throughout North America (listed by category, company and plant location):

- Overall Environmental Excellence: Lafarge North America Inc., Bath, Ontario
- Outreach: Titan America LLC/Roanoke Cement Company, Troutville, Va.
- Environmental Performance: Lafarge North America Inc., Bath, Ontario
- Land Stewardship: CEMEX USA Brooksville South, Brooksville, Fla.
- Innovation: CEMEX USA, Balcones, New Braunfels, Texas
- Energy Efficiency: CEMEX USA, Victorville, Calif.

Eighteen cement plants in North America were nominated for the awards.

### **Overall Environmental Excellence** Lafarge North America Inc., Bath, Ontario

The Lafarge Bath plant took on projects to improve its efficiency and environmental footprint in 2012. For example, the plant reduced its specific heat consumption 2.5 percent compared to 2011 levels through improvements in energy management, process engineering, and production practices. To improve its footprint, Lafarge Bath engaged in low carbon fuel and virgin biomass research, waterfoot printing studies, a legacy landfill management effort addressing cement kiln dust, and achieved a waste diversion recycling rate exceeding 60 percent in 2012. The plant used social media throughout 2012 to provide daily updates on the project's progress and relay general information about low carbon fuels.

### **Outreach** Titan America LLC/Roanoke Cement Company, Troutville, Va.

The plant participated in and initiated a number of outreach activities over the course of 2012, including sponsorship of a conservation and science-based Earth Week event involving Fishburn Park Elementary students. The *Roanoke Times* and *Roanoke.com* both attended and featured the festivities. The Roanoke plant also worked with the Southwest



**ATTACHMENT 8: 2 OF 2**  
**CEMEX RECOGNIZED AT PCA ENERGY AND ENVIRONMENTAL AWARDS**

Virginia Chapter of the United States Green Building Council through a program called the Green Schools Challenge. This program is a friendly competition to encourage students, teachers, administrators, and others to implement a variety of no or low-cost environmental actions at their schools. In addition to these projects the plant has participated in environmental efforts such as the annual Catawba Creek Clean Up, and was recognized throughout 2012 for its numerous efforts in education and community awareness activities.

**Environmental Performance Award**

Lafarge North America Inc., Bath, Ontario

Throughout 2012, the Bath plant demonstrated full compliance with federal, provincial, and local regulations while engaging in several projects designed to minimize the facility's impact on the environment. During 2012 the plant applied for and received a first-of-its-kind environmental permit from the Ontario Ministry of the Environment for a three-year demonstration pilot to test wide variety of fuels such as railway ties, shingles, construction wood, and non-recyclable beverage containers. In 2012, the Bath facility was one of only four industrial sites – and the only cement plant – to participate in the Council of Great Lakes Industry's water footprinting study. This study is an important step in the development of tools that can be used to present an accurate and representative picture of water usage by an industrial site. In addition to a successful Legacy Landfill Management groundwater re-direction project, the Bath facility has engaged in several other environmental performance enhancement activities such comprehensive recycling programs where general use recycled cement content has increased by nearly 60 percent since 2010.

**Land Stewardship**

CEMEX USA Brooksville South, Brooksville, Fla.

In March 2012, CEMEX Inc. selected its Brooksville South cement plant as the pilot quarry for a Biodiversity Action Plan study that subsequently paired the facility with the local Hernando Audubon Chapter. Together they documented the tremendous variety of bird species that populate the 10,000 acre site. This collaboration established a baseline survey for birds, evaluated a bird species conservation across CEMEX sites, and improved the potential for increasing biodiversity in the region. The Brooksville South quarry received *Wildlife at Work* recertification by the Wildlife Habitat Council for creating, conserving, and restoring habitat. In addition, in 2012 plant received Wildlife Habitat certification from the National Wildlife Federation.

**Innovation**

CEMEX USA, Balcones, New Braunfels, Texas

In June 2012, CEMEX received a patent for its tire injection mechanism. The implementation allowed the Balcones cement plant to consume tire-derived fuel, significantly offsetting the plant's use of traditional fuels like coal and pet coke. Through increases in tire-derived fuel usage, the facility reduces greenhouse gas emissions, thus minimizing its environmental footprint.

**Energy Efficiency**

CEMEX USA, Victorville, Calif.

In 2012, CEMEX USA commissioned its first wind turbines in collaboration with Foundation Wind power. This project led to the construction of four wind turbines at CEMEX Victorville that will generate a total of 6.2 megawatts of wind energy for the facility while advancing CEMEX's sustainability goals through a reduction of carbon fuels. Construction of the turbines has helped the plant reduce its CO2 footprint by 5,953 tons of emissions. In 2012, the facility received the EPA's prestigious ENERGY STAR® certification in recognition of the Victorville team's outstanding energy management leadership.

**History of the Awards**

The awards program was created in 2000 by the Portland Cement Association as part of its environment and energy strategic plan for the U.S. cement industry. The awards honor activities conducted during the previous calendar year, and the program is open to any cement manufacturing plant in North America. Judges for the 2013 awards Program included representatives from U.S. EPA-ENERGY STAR, Wildlife Habitat Council, U.S. Geological Survey, World Wildlife Fund, and *Cement Americas*.

**About PCA**

Based in Washington, D.C., with offices in Skokie, Ill., the Portland Cement Association represents cement companies in the United States and Canada. It conducts market development, engineering, research, education, and public affairs programs. More information on PCA programs is available at [www.cement.org](http://www.cement.org).

# # #

Re: CONGRATULATIONS : Fw: 2013 ENERGY STAR Plant Certifications

Karl H Watson Jr

to:

Bhaskara R Dusi

07/12/2013 04:26 PM

Cc:

"Daniel, James S. (Jim)", Robert A Stamback, Alberto I Calleros, Luis G Lopez, Cesar A Millan,  
"Watson, Karl H., Jr", Luis F Oropeza, Kevin C Kelley, Kenneth L Kerr Jr, Sara Engdahl

Hide Details

From: Karl H Watson Jr/US/Cemex Sort List...

To: Bhaskara R Dusi/US/Cemex@cemex

Cc: "Daniel, James S. (Jim)" <JDaniel@cemexusa.com>, Robert A Stamback/US/Cemex@cemex,  
Alberto I Calleros/US/Cemex@cemex, Luis G Lopez/US/Cemex@cemex, Cesar A  
Millan/US/Cemex@cemex, "Watson, Karl H., Jr" <khwatson@cemexusa.com>, Luis F  
Oropeza/US/Cemex@cemex, Kevin C Kelley/US/Cemex@cemex, Kenneth L Kerr  
Jr/US/Cemex@cemex, Sara Engdahl/US/Cemex@cemex

Well done to all. When I was last in DC meeting with the EPA, they were highly complimentary of each of our winning plants. I just hope they invite us back to the Partner dinner!! I do know that if you had not had award winning applications, we wouldn't have a chance.

Regards,

Karl

713 722 5901 (O)

561 312 0704 (M)

[karl.watson@cemex.com](mailto:karl.watson@cemex.com)

Sent from my iPad

On Jul 11, 2013, at 8:46 AM, "Bhaskara R Dusi" <[bhaskar.dusi@cemex.com](mailto:bhaskar.dusi@cemex.com)> wrote:

Good morning to all.

**Congratulations** to you and all your plant officials for achieving 2013 ENERGY STAR Plant Certification. Please see below official confirmation of the same received from ENERGY STAR.

**ATTACHMENT 9: 2 OF 3**  
CONGRATULATORY MESSAGE TO ALL  
PLANTS ON ENERGY STAR AWARD

I will send you official letter, certificate and decal as and when I receive the same.

with kind regards

<M1.2.gif>

**Bhaskar Dusi, P. Eng., C.E.M, C.E.A**  
Corporate Energy Manager - Process Technology & Sustainability - United States of America  
Office : +713(722)2961 Fax: +281(715)4474 Mobile: +832(472)3123  
Address: 929 Gessner Rd, Suite# 1900 Houston, Texas, USA, 77024  
e-Mail: [bhaskar.dusi@cemex.com](mailto:bhaskar.dusi@cemex.com)  
[www.cemexusa.com](http://www.cemexusa.com)

<M1.3.gif>

<M1.4.gif>

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----- Forwarded by Bhaskara R Dusi/US/Cemex on 07/10/2013 01:52 PM -----

From: "Hindin, Rebecca" <[Hindin.Rebecca@epa.gov](mailto:Hindin.Rebecca@epa.gov)>  
To: Bhaskara R Dusi/US/Cemex@CEMEX  
Date: 07/10/2013 01:39 PM  
Subject: 2013 ENERGY STAR Plant Certifications

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Hi Bhaskar,

Congratulations! This email is to inform you that the Brooksville South, Clinchfield, Fairborn, Miami and Victorville cement plants have been awarded the 2013 ENERGY STAR plant certification. You will be receiving the award letters, certificates, and decals in the mail within the next week. You can use the ENERGY STAR certification mark to promote your achievements in literature, on the web, and in advertisements. Attached you will find a press release template and instructions for downloading the [ENERGY STAR certification mark](#) to help you in spreading the word.

Your facilities will automatically be added to our online [registry](#) of buildings and plants that have earned the ENERGY STAR. To further publicize your achievements, please submit plant profiles so we can include it as part of our online registry. These profiles are often used by partners to learn best practices, and to highlight our nation's leaders in energy efficiency. I have attached guidance on how to create and submit a plant profile for you to reference.

Additionally, we now offer certified buildings and plants the opportunity to purchase additional items such as plaques, banners, flags, etc. The online store can be accessed by linking to the following site: [www.energystaronlinestore.com](http://www.energystaronlinestore.com)

Please let me know if you should have any questions.

Sincerely,

**ATTACHMENT 9: 3 OF 3**  
CONGRATULATORY MESSAGE TO ALL  
PLANTS ON ENERGY STAR AWARD

Rebecca Hindin  
Networking and Communications Manager  
ENERGY STAR Industrial Partnership  
U.S. EPA  
(202) 343-9939

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IN THE

a month

MIX

November/December 2013

## ENERGY EFFICIENCY: A COMMITMENT FOR ALL OF US.

Tips that can make a difference  
at work and at home.



At CEMEX, we work to minimize our environmental footprint by using natural resources as efficiently as possible and by reinforcing our commitment to continuously improve. Energy is a key resource which helps us to achieve our company's mission, and the way we consume this energy has an impact on our environment and the competitiveness of the company. Energy consumption represents about 50% of the total variable costs in the production of cement.



Several initiatives have already been put in place in CEMEX to reduce the consumption of fossil fuels such as the improvement of thermal efficiency in our kilns and the generation of wind energy. Reducing the impact associated with energy consumption is aligned with our Sustainability model and all employees have an important role to play. **Supporting energy efficiency initiatives in our offices and in our homes is an excellent way to start thinking about energy and understand the increasing challenges associated with it either for the company or other economical agents.**

### Why is it important to save energy?

By minimizing the energy we waste and using it more efficiently, we reduce the greenhouse gas emissions and save money from buying unneeded energy. By far, the biggest source of greenhouse gas emissions is from energy generation and use; increased emissions of greenhouse gases are causing changes to our climate and environment on global scale, resulting in more extreme weather conditions, rising sea levels and changing vegetation and animal distribution patterns that we feel on a local scale.

### How can we be more efficient?

Improving energy efficiency is a practical and financial beneficial effort that we can all undertake in the short term. In a facility of any size, there will be many things that we can do to reduce our energy costs. Find opportunities to save energy and create actions through campaigns; the personal commitment of every single employee is fundamental to ensure the success of our efforts.

**Saving energy is not complicated. Having the willingness is the first step, and promoting it among your coworkers is a responsibility.** Remember that it is our personal commitment that makes the difference!



## SAVE ENERGY & SAVE THE WORLD

Here are some tips that you can apply at the workplace and at home, focusing on the 3 areas on which we have a direct impact.

### ELECTRICAL APPLIANCES

#### At work:

- Turn off computers, monitors, printers, copiers, scanners, and chargers every night, every weekend and during holidays. Electrical appliances on "standby" use, on average, almost 20% of their operating load.

#### At home:

- Always look for energy efficient labeled equipment; they can use 40 to 80% less energy than their standard counterparts.
- Run your washing machine and dishwasher with full loads and optimize the maximum capacity of your oven. Don't open the oven unnecessarily as you will lose at least 20% of the heat inside.

### HEATING AND AIR-CONDITIONING

- Make sure that the heating equipment is not obstructed by furniture or other elements.
- By installing programmable thermostats and setting the time and temperatures to match your schedule, you will save energy and money and be comfortable when you're home while reducing carbon dioxide gas release in the air.

### LIGHTING

- Compact fluorescent light bulbs use 75% less energy than incandescent light bulbs for the same amount of light; they are 3-10 times more expensive but last 6-15 times longer.

IN THE

a month

MIX

April 2013

## TAKING OWNERSHIP OF YOUR HEALTH

### Wellness Activity Challenge Working out for Charity – Coming this May!



Get ready for CEMEX USA's 4th annual wellness activity challenge. Coming this May, you will be able to participate in the challenge to fundraise for one of five charities by being more physically active. By participating in your favorite exercises, such as basketball or even dancing, and keeping track of your physical activity at [www.getinthegame.com](http://www.getinthegame.com), you can accumulate points for CEMEX's contribution to one of the pre-selected charities. The more you move, the more your charity will earn.

In addition, participating employees will automatically be part of weekly individual prize drawings. More information on how to register, the challenge's dates, and participating charities will be sent directly to your home, so stay tuned! And get ready to move and make a difference. We look forward to your participation!

### Share Your Wellness Success Story

In last month's issue of *In the Mix*, we shared Tom Green's (Commercial Cement Sales) successful cessation of tobacco use through the lifestyle coaching offered by CEMEX's ActiveHealth. You can find Tom's "Quit Tobacco" video at: [www.cemexbenefitsbuilder.com](http://www.cemexbenefitsbuilder.com). Healthy lifestyle coaching is offered through ActiveHealth ([www.myactivehealth.com](http://www.myactivehealth.com)) to employees enrolled in an Aetna or Blue Cross Blue Shield medical plan. Call ActiveHealth at 1-866-698-2814 to set up a free consultation.

Also, if you have a wellness success story you'd like to share, email us at [cemex\\_care@cemex.com](mailto:cemex_care@cemex.com).



## Tips for Saving Energy in Your Home Easy low-cost and no-cost ways to save energy



The 113 million residences in America today collectively use an estimated 22% of the country's energy. Unfortunately, a lot of energy is wasted through leaky windows or ducts, old appliances, or inefficient heating and cooling systems. When we waste energy in our homes, we are throwing away money that could be used for other things. The typical U.S. family spends at least \$2,000 a year on home utility bills. You can lower this amount by up to 25% by following a few savvy long-term savings tips:

- Air dry dishes instead of using your dishwasher's drying cycle.
- Plug home electronics, such as TV's and DVD Players, into power strips; turn the power strips off when the equipment is not in use – TV's and DVD's in standby mode still use several watts of power.
- Lower the thermostat on your water heater to 120°F.
- Drive sensibly; aggressive driving such as speeding, and rapid acceleration and braking, wastes fuel.
- Look for the ENERGY STAR® label on light bulbs, home appliances, electronics, and other products. ENERGY STAR products meet strict efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

## SPECIAL OFFERS

### Through the Employee Discount Program

- Choose from several affordable 4G devices for you and your family.
- Save up to 20% off the Best Available Rate\* at 15 brands and over 7,200 hotels worldwide. Call 877-670-7088 and use discount ID number 1000010198.
- Find savings on hotels, attractions, cruises and more – for a special rate of \$4.95 for one year.
- Get organized and complete projects at home with programs you already know and trust.

Find out more about the CEMEX Discount Program at [www.cemex.com/emp](http://www.cemex.com/emp) and stay up to date on new ways to save.

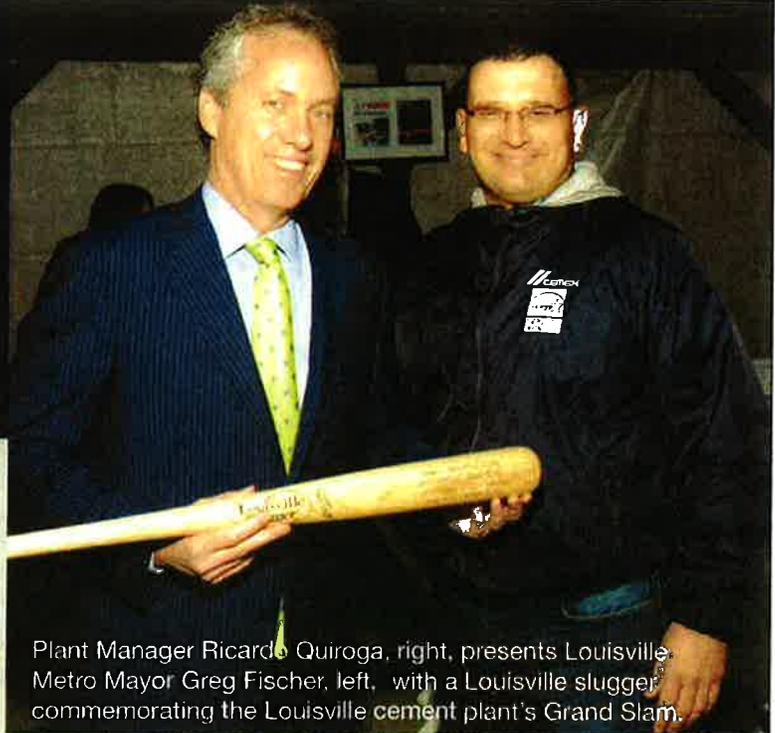
## Celebrating Earth Day

Each year, Earth Day, April 22, marks the anniversary of the birth of the modern environmental movement in 1970. CEMEX honors Earth Day year round by taking decisive action on clean energy and by implementing sustainable strategies into its day-to-day operations. Showcase your team's Earth Day celebrations by sending pictures to [cemexusacommunications@cemex.com](mailto:cemexusacommunications@cemex.com), and be featured in the next *In The Mix*.



# Louisville Plant hits a grand slam!

**Four major accomplishments in one year = a winning team**



Plant Manager Ricardo Quiroga, right, presents Louisville Metro Mayor Greg Fischer, left, with a Louisville slugger commemorating the Louisville cement plant's Grand Slam.

Employees at the Louisville cement plant earned recognition last year for four notable achievements. They won the coveted **CEMEX 2010 Global Safety Award**; completed **two years with no lost-time accidents**; earned the **EPA ENERGY STAR** award for the fifth year in a row; and achieved the **National Wildlife Habitat Council Certification** for the plant's Wildlife at Work Program. In baseball parlance, that's three runners on base followed by a homerun hitter—a Grand Slam!

Even more notable than the awards themselves is the fact that they represent both teamwork and an attitude of ownership on the part of plant employees. Their passion and commitment to safety was richly rewarded by the 2010 Global Safety Award. The plant was chosen from 62 CEMEX cement plants around the world. Judges based the award on communication and leadership, innovative practices, and safety performance, which included the plant's achievement of two years without a lost-time accident.

The EPA ENERGY STAR award proves that the Louisville team has delivered energy saving results and shown accountability to preserving the environment. The strong commitment to environmental responsibility was also demonstrated in the numerous sustainability projects embraced by the plant, which helped secure the prestigious Wildlife Habitat

## Council certification.

"I have a talented team, but more importantly, everyone here works very hard, which is why we are able to accomplish what we accomplish," said **Ricardo Quiroga**, Plant Manager. "It is not easy, but the key to our success is simple: Dedication and effort."

To celebrate their impressive achievements, employees gathered last fall for a celebration with visiting dignitaries. Those saluting them included **Luis Oropeza**, Executive Vice President of Cement Operations; **Greg Fischer**, Louisville Metro Mayor; and **Len Peters**, Secretary of the Kentucky Energy and Environment Cabinet.

"On behalf of everyone in CEMEX, I congratulate the Louisville team for all of their hard work, consistency and dedication," Oropeza told the Louisville team. "You are a model plant, setting the bar high for other operations across CEMEX in many areas, and you should be very proud of what you have been able to accomplish."

Mayor Fischer and Secretary Peters took time to stop and speak with many of the assembled employees as they enjoyed the meal, prior to formally addressing the team.

"We are an integral part of the community, and we are also a leader in both energy efficiency, safety and environmental stewardship," said **Shannon Graves**, Louisville Environmental Manager. "It was extremely rewarding to hear both Mayor Fischer and Secretary Peters stress the recent accomplishments of our plant as both impressive and invaluable to our community and state that our continued successes speak highly of the quality of our team."

