

The Clyde Way:
A CENTURY OF GIVING A FULL MEASURE



Blast from the past: Beck Street Overpass project from 1954. (opposite) Founder W.W. Clyde in 1957 inspecting a jobsite; Clyde was renowned for his strong work ethic and genuine concern for his employees' well-being. (All photos courtesy Clyde Companies)

As Clyde Companies marks 100 years since the founding of W.W. Clyde & Co. in Springville, past and current leaders reflect on a legacy of excellence and a commitment to always embrace the unparalleled ethics and hard work instilled by those who came before.

By Bradley Fullmer

In 1924, a hard-nosed, no-nonsense 35-year-old named Wilford Woodruff (W.W.) Clyde landed a \$150,000 joint-venture contract with James Sumsion to build a new road near the Pequop Mountains west of Wendover, Nevada. Armed with a crew of workers and a “four-up” (four-mule team) that pulled a single Fresno scraper, Clyde oversaw a team that transformed the rugged desert landscape into a successful new road, and, in the process, laid the foundation for a company that has become Clyde Companies—a multi-billion-dollar juggernaut in the heavy civil and highway construction space throughout the Intermountain West.

Clyde served as Superintendent, displaying a willingness to do whatever it took to get the job done. The project proved successful, paving the way for the Springville native to get the ball rolling with W.W. Clyde & Co. in 1926, a company that has transformed the past 100 years into Orem-based Clyde Companies, a multi-faceted company that works in over a dozen states and boasts more than 6,000 employees within eight primary subsidiary companies.

It's unlikely W.W. Clyde could have envisioned a century ago building a company that would evolve into the heavy civil construction behemoth it is today—he simply was going about his business each day to the best of his abilities and instilling values that became the “Clyde Way”—hard work, honesty, integrity, and performing quality work on every job.

In addition to W.W.—who held the

title of President—brothers Edward Clyde, and later Harry Clyde, held meaningful leadership roles within the company, with Edward serving as Vice President and Harry installed as Treasurer. Another brother, George Dewey Clyde, was an engineer and public official who was elected Governor of Utah from 1957-65.



“The company has done a good job living our values,” said Wilford Clyde, current Chairman of the Board for Clyde Companies, who retired in 2023 after a 45-year career. Wilford shepherded the company during a pivotal time and is viewed favorably within the company and throughout the construction industry as a thoughtful, hard-charging leader who had a huge impact on the firm's growth and in motivating employees to aim high and maximize their talents. “As you grow to 6,000 employees, it's hard to personally influence everyone, but we continue emphasizing our core values through training and communications. Our values are simple—we value people, our word is our bond, we give a full measure, and we »



“As you grow to 6,000 employees, it’s hard to personally influence everyone, but we continue emphasizing our core values through training and communications. Our values are simple—we value people, our word is our bond, we give a full measure, and we continuously improve.”

—Wilford Clyde

continuously improve.”

“Overall, I think the company has done an excellent job living up to the principles,” added Jeff Clyde, who spent 36 years at W.W. Clyde & Co., including eight years as President (2012-2019), before a final 21-month stint at Clyde Companies. “There are always times when you need to sharpen your focus, but those values are still very much part of who we are. W.W. built his business on a handshake. Obviously, today’s world is different, but I was always taught that if we say we’re going to do something, we do it.”

As Clyde Companies celebrates the 100th Anniversary since the founding of W.W. Clyde & Co., current leaders remain committed to carrying on its incredible legacy.

A Fourth-Generation Company with Diverse Talent Bolstered by Key Acquisitions and Expansions

One hundred years since its inception in Springville, the Clyde family’s founding principles continue to define Clyde

Companies, the parent company of many thriving companies under its spacious umbrella. In addition to W.W. Clyde & Co., subsidiaries include: Geneva Rock Products; Suncore (formerly Sunroc); Sunpro; Beehive Insurance Agency; Clyde Capital Group; Bridgesource; and Homebuilt.

Together, these firms generate nearly \$3 billion in annual revenues. The powerful, high-tech equipment and resources utilized today by these companies bears little resemblance to the mule-powered scraper utilized a century ago, but company leaders insist the culture hasn’t changed through multiple generations of leaders.

“Our values have endured because they’ve been lived, not just talked about,” said Jeremy Hafen, President/CEO of Clyde Companies, who has been with the company in various capacities since 2004 and is a son-in-law to Wilford Clyde. “We’ve inherited something incredibly special, and our responsibility is to make sure we’re passing on an even stronger organization to the next generation.”

It didn’t take long for W.W. Clyde and his brothers to establish the company as one of the premier heavy civil contractors in Utah and surrounding Intermountain states, with expertise in highways, bridges, water infrastructure, mining and reclamation, site development, and sizeable earthmoving projects.

The Clyde brothers began diversifying the company a decade after founding W.W. Clyde & Co., with the acquisition of a small fuel service station in 1937 that evolved into Utah Service and then Utah Valley Industrial Supply.

In 1954, the company recognized Utah’s exploding post-war demand for ready-mix concrete and founded Geneva Rock Products. The company quickly expanded its ready-mix operations to include aggregate production, road building, asphalt paving, and utility work, evolving into one of the top two construction materials producers in the Beehive State.

The next company in the Clyde portfolio was Beehive Insurance Agency, founded in 1961 to provide risk management and insurance services both internally, and later to the wider commercial

construction market.

The Clyde brothers remained actively engaged in the business through 1960, when they started ceding top executive positions to the next generation. In 1961, W. Cornell Clyde, W.W.’s oldest son, was named President/General Manager, having worked side-by-side his father for 35 years starting at age 12. Cornell led the company’s second generation of leaders, which included his brothers, Blaine and Bill, along with cousins Hal and Norman, who were Edward’s sons.

Third generation leaders included Cornell’s son, Richard, along with Blaine’s sons, Paul, Wilford, and Carl. Jeff Clyde is Richard’s son, a fourth-generation Clyde who worked during the third-generation era. Other key third generation family members were David Cook, GM/VP of Utah Service (Sunpro), and Ray Gammell, who recently retired as VP of Equipment and Facilities at Clyde Companies.

Paul was a consequential leader in the ‘80s and ‘90s, a former President of W.W. Clyde & Co. and later the Executive Vice President and Chief Operating Officer of Clyde Companies when it was established in 1998. After the devastating 1983 Thistle landslide, Paul notably led the company’s emergency reconstruction efforts there.

Carl was a steady, behind-the-scenes leader that served as Vice President of Sand and Gravel at Geneva Rock. He played an essential role in developing critical gravel operations, including pits owned at the Point of the Mountain.

Wilford started his career at Geneva Rock in 1977 and quickly rose up the ranks, becoming President in 1988. When Clyde Companies was created, Wilford was appointed Vice President, then President and CEO from 2001-2017. He led or participated in literally dozens of company acquisitions—over 40—a critical component of its long-term growth strategy. Wilford explained the impetus for the creation of Clyde Companies and the synergy created having all subsidiaries under one organization.

“Before Clyde Companies was formed, each business largely operated independently,” he said. “When we created the parent company in 1998, it took a few

years to get everything organized. By 2001, we were ready to grow aggressively.”

And grow they did, with a penchant for finding stable, like-minded companies within the same industries they operated in and bringing them into the fold.

The first major acquisition came in 1990 with the purchase of Ideal Concrete, followed by J & J Mill and Lumber, and then Quality Concrete in Southern Utah.

“Buying Ideal Concrete was our first major acquisition—it was exciting,” recalled Wilford. “That acquisition ultimately positioned us as a leading commercial concrete supplier along the Wasatch Front.”

In 1999, Utah Service and related businesses were reorganized as Sunroc Corporation—rebranded last year as Suncore—which has expanded significantly via 20 acquisitions.

W.W. Clyde & Co. has greatly expanded its presence geographically with six major acquisitions in the past decade, primarily under the direction of Dustin Olson, a 28-year veteran who was named President in 2019.

“My role has a lot to do with strategy and making sure we’re growing the right way, that our processes and our execution is consistent across the larger organization,” said Olson. “We’ve spent a lot of time on acquisitions.”

In Colorado, the company acquired Golden-based Scott Contracting in 2018 and then Englewood-based Interstate Highway Construction (IHC) in 2020—it has operated as W.W. Clyde & Co.—Great Plains Division since 2023.

In Arizona, three companies were purchased: Apache Junction-based Blount Contracting in 2020; Taylor-based Hatch Construction & Paving in 2024; Safford-based CKC Construction & Materials in 2026. The combined firms comprise W.W. Clyde & Co.—Southwest Division, headquartered 40 miles east of downtown Phoenix in Apache Junction.

Under Olson’s watch the past eight-plus years, revenues have more than quadrupled to nearly \$800 million annually. Olson has led the charge in diversifying W.W. Clyde & Co.’s workload.

“We do more private work than we used to [...] more negotiated work,” he said. “Obviously, DOT work is our bread and butter, especially in Utah. We also do a lot of large pipelines, and we’ve really become one of the west’s best bridge builders. It’s a good blend of revenue streams. When I took over, about 95% of our revenue was from public work, and now it’s about 40% public work. We’re trying to lean in to help developers with site work, utilities, and paving.”»



W.W. Clyde built the Dirty Devil River Bridge steel arch structure, located northwest of Hite on SR-95 in Garfield County, in 1966.



Aerial view of Desert Color—developed by Clyde Capital Group—a sprawling, ambitious 3,400-acre development in St. George. At full build-out, it will include 11,000 homes/resort units, mixed-use commercial retail districts, hospitality, K-12 schools, and more than 200 acres of parks and trails.



“We have a saying—‘Field-first’—where we lead in a way that improves employee experience and their lives in the field; that they’re safer, more productive, and feel like their careers are growing. And whatever their current role is, that they know the path to the next step.”

—Dustin Olson

Geneva Rock has also reinvented itself in recent years and installed Ryan Dalling as President in 2022. He joined Clyde Companies nine years ago to work in Sunroc’s Masonry Division and quickly proved to be a capable leader. He’s tasked with streamlining Geneva’s operations and boosting productivity in both construction materials and contracting work.

Dalling said the subsidiary has grown from \$480 million to more than \$700 million since 2020, with estimates of 10% growth by the end of this year.

“When I arrived, one of the primary

objectives was improving the profitability of the construction division,” he said. “We already had outstanding people, excellent capabilities, and one of the strongest names in the industry. The challenge was making sure we were operating as profitably as we could. Since then, the focus has expanded beyond profitability to long-term growth.”

Asphalt production since 2020 has increased from 700,000 tons to more than a million tons annually, while employee numbers have risen from 1,100 to over 1,400.

“What’s encouraging is that our

revenue has grown even faster than our employee count,” said Dalling. “That tells me we’re becoming more efficient and getting more out of our people, equipment, and assets.”

Sunroc Building Materials was formed in 2009, providing residential and commercial builders with lumber, trusses, windows, doors, and other building products. It rebranded as Sunpro in 2019.

In 2014, the company created Clyde Realty, which became GWC Capital, then rebranded in 2024 as Clyde Capital Group (CCG), as a dedicated real estate investment arm that develops residential, commercial, and mixed-use properties while supporting the broader Clyde portfolio. CCG has developed more than a dozen projects, led by its flagship 3,400-acre Desert Color development in St. George, which will include 11,000 homes/resort units, a 2.5-acre lagoon, mixed-use commercial retail districts, hospitality, K-12, and more than 200 acres of parks and trails at full build out.

In Eagle, Idaho, CCG has been developing Valnova since 2023, a 6,000-acre master-planned community expected to house 7,100 residential units with half the property set aside for open space, parks, trails, recreation areas, and preserved foothills.

Other Utah-based developments are found in Draper, Lehi, Moab, Eden, Provo, Spanish Fork, Orem, St. George, and Washington City.

“Clyde Capital Group has experienced tremendous growth,” said Hafen. “Master planned communities like Desert Color and Valnova demonstrate the type of developments we want to continue creating throughout the region.”

Bridgesource was founded in 2020 to supply fly ash, fuels, and lubricants across the Intermountain West, part of Clyde’s expansion into industrial distribution and sustainable construction materials.

The newest Clyde subsidiary is Homebuilt—a new home improvement experience built for both weekend warriors and seasoned professionals. The first location is slated to open late summer 2027 in Orem.

Bright Future Marked by Ambitious “10-by-10” Goal

Hafen has had a front row seat to Clyde Companies’ major revenue milestones in the past dozen years. The company’s executive team has some audacious goals over the next decade, including more than tripling current revenues.

“We surpassed our first \$1 billion in annual revenue several years ago (2018), reached our second billion in 2021, and we’re budgeted to reach \$3 billion this year,” said Hafen. “The past few years have been a period of hyper-growth, and we’ve spent much of that time making sure our systems and processes keep pace.”

He continued: “We have a strategic goal we call ‘10-by-10’—reaching \$10 billion in revenue over the next 10 years. It sounds ambitious, but if we continue growing at the pace we’ve achieved over the past decade, it’s very attainable.”

Wilford said while revenue growth is obviously important, profitability can’t be

sacrificed just for the sake of posting a big number.

“Jeremy’s 10-by-10 plan is ambitious—if they achieve it, the company will be fundamentally different,” Wilford remarked. “Growth is important, but profitability matters even more—anybody can chase revenue. The real challenge is growing while remaining profitable. Construction is a challenging business. There will always be someone willing to bid lower. Success comes from being disciplined, maintaining your margins, and making smart decisions.”

Jeff said a key consideration in achieving that level of growth is approaching projects on a case-by-case basis and executing them based on common sense principles.

“Construction can become very cookie-cutter,” he said. “The only way you consistently win projects is by asking, ‘What can we do differently? How can we think outside the box and create an advantage?’”

And while acquisitions and geographic

expansions have no doubt fueled growth the past two decades, it’s important for the company to stay disciplined and not overreach.

“The two biggest mistakes contractors make are expanding into unfamiliar geographic markets and entering business lines they don’t fully understand,” said Wilford. “As companies grow, you can’t personally oversee everything. You have to trust people and build strong systems of accountability. What gives me confidence in our current leadership team is that they’re talented, energetic and disciplined.”

Building a Strong Culture: It’s All About the People

Hafen said having talented employees within each Clyde subsidiary and empowering them will be the driving factor in the company reaching its goals.

“The thing I enjoy most—and the thing that causes me the most stress—is people,” he said. “Putting the right people in the right>>



Geneva Rock provided ready-mix concrete on UTA’s Trax project; this section is at 400 South in Salt Lake City.

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“When we talk about ‘The Clyde Way’, we’re talking about everything that differentiates us in the marketplace. Unlike many companies today that are driven by private equity or exit strategies, we have no interest in selling the business. We want to own it in perpetuity, remain a great corporate citizen, and build something that lasts for generations.”

—Jeremy Hafen

seats is both the most rewarding and the most challenging part of my job. That’s what leadership is all about.”

With the company’s employee count exploding by 50% in the last two years to over 6,000, streamlining training and reinforcing company culture has been paramount.

“We’ve spent a lot of time developing people and making sure our leaders are ready for their next roles,” said Olson. “Culture is a big thing to me—I try to lead the culture as it was taught to me. We have a saying—‘Field-first’—where we lead in a

way that improves employee experience and their lives in the field; that they’re safer, more productive, and feel like their careers are growing. And whatever their current role is, that they know the path to the next step.”

“If I ever lose sleep over business, it’s almost never because of financial issues,” said Hafen. “It’s usually because of a difficult situation involving people.”

Olson praised both Wilford and Jeff Clyde for their positive influence in helping shape his leadership style.

“Jeff is one of those leaders that you could walk in with really bad news, and he would not lose his mind,” Olson said. “It was nice to develop under that kind of personality, because I certainly didn’t make every decision perfectly.”

“Wilford certainly is a charismatic and amazing leader—he really built Clyde Companies,” he added. “If you had a goal that you weren’t achieving [...] he was not afraid to have those tough conversations and challenge you to do better.”

The leadership style is one that remains from the company’s early days.

“My grandfather demanded a great deal from people, but he was also fiercely loyal to them,” said Wilford. “He believed in paying good people well, because they were important to the success of the company.”

Community Service and Giving Back to the Industry

Clyde executives have long been active, contributing members of industry associations, particularly the Associated General Contractors (AGC) of Utah. The company has had nine executives serve as AGC of Utah Chairman of the Board (the title was President prior to 2003), including: W.W. Clyde in 1939; W. Cornell Clyde in 1967; Hal Clyde in 1973; Richard Clyde in 1991; Wilford Clyde in 1999; Paul Clyde in 2003; Al Schellenberg in 2009; Jeff Clyde in 2015; Scott Okelberry in 2021. Olson will be the 10th Clyde executive elected as AGC’s top official in 2027.

“AGC of Utah was founded in 1922, and W.W. Clyde started just four years later in 1926. In a very real way, our organizations have grown up together,” said Joey Gilbert, President/CEO of AGC of Utah. “For the better part of a century, Clyde has helped build the roads, infrastructure, and communities that have supported Utah’s growth and shaped the Intermountain West.”

He continued: “Their real legacy is bigger than just projects. Clyde has built a culture around integrity, hard work, and taking care of people. It sounds simple but maintaining that through multiple

generations and 100 years of change in our industry is anything but simple.”

Gilbert said the company’s impact to AGC, and the construction industry as a whole, is second-to-none.

“With Dustin Olson scheduled to serve as Chairman in 2027, Clyde leadership within AGC will span nearly 90 years. To me, that says everything about their commitment to the industry,” Gilbert added. “Generation after generation, their people have shown up. They have served on boards and committees, worked through difficult industry issues, helped advocate for contractors, supported workforce development and safety, and taken their turn carrying the responsibility of leading the association. That matters because the best associations are built by companies willing to look beyond their own immediate interests and invest in the health of the entire industry.”

Wilford set a high bar regarding service outside the office and being civically engaged in public and social endeavors

that benefit communities. Beyond the AGC, Wilford was Chairman of the Utah Valley University Board of Trustees (1999-2000), President of Beavers, Inc., a national heavy civil contractor association (2015), Chairman of the Salt Lake Chamber (2017-18), and most notably, a two-term Mayor of Springville—his beloved hometown (2009-17).

“One of the greatest lessons Wilford taught me was the importance of community involvement,” said Hafen. “He was active in associations, chambers, and community organizations, and that helped strengthen the Clyde brand. People see that we aren’t just here to make a profit—we want to be good corporate citizens.”

Hafen himself is Chair of Salt Lake Chamber and on three prominent boards: the Utah Board of Higher Education, the Salt Lake Branch of the Federal Reserve Bank of San Francisco, and WCF Insurance.

“These roles are about giving back to the community,” he noted. “I’m not sure I would have become involved in so many community organizations had I not watched

Wilford lead by example. I’m a CPA by training, so my natural tendency is to stay behind the scenes. Over time, I learned that building a great company takes much more than just understanding the numbers.”

“Springville Rising” Project Taking Shape

Two years ago, the company decided it was time to return to its roots, with the plan of moving its corporate headquarters from Orem back to Springville. The new HQ campus will preserve and renovate the historic W.W. Clyde shop at Main Street and 1400 North, and construct a new four-story, 125,000-SF building that will feature significant mass timber elements.

Under the Springville Rising initiative, Clyde Companies has assembled significant property near the site to the north, in addition to the former Allen’s Grocery block at 4th South and Main. The north development conceptual plan is a walkable, mixed-use development that will include retail shops, restaurants, multiple housing>>



Aerial view of Mountain View Corridor in Utah County.



(left) Point of the Mountain Aqueduct—completed in 2007—was a challenging 12-mile-long culinary water pipeline connecting Little Cottonwood Treatment Plant with Point of the Mountain Water Treatment Plant. (right) Geneva Rock’s innovative Point of the Mountain conveyor belt system was built from 2012-14, officially going online in May 2014.





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—Jeff Clyde

types, and community gathering spaces. “Springville Rising grew out of the idea that our mission is building better communities,” said Wilford. “That means more than constructing roads and

buildings. It means investing in people, creating opportunities, and giving back. Most of our shareholders either grew up in Springville or have deep family roots there. We wanted to bring our headquarters back

to where it all started and help strengthen the community. Springville Rising has grown into something much larger than I originally imagined, but the purpose remains the same: making our hometown a better place for future generations.” “We’re investing hundreds of millions of dollars into projects that will strengthen the community,” added Hafen. “These projects aren’t driven primarily by financial returns. If they make money, that’s great, but our primary motivation is investing in Springville’s future. We hope to recover our capital over time, but this is really about giving back and honoring our roots.”

A Well-Earned Legacy

While 100 years is indeed a proud milestone for Clyde Companies, in many ways it’s just the beginning of what is expected to be an even brighter future for the multi-faceted company. Wilford admitted his grandfather likely

wouldn’t have been as bold and aggressive as recent and current executives have been with the company, but without question he’d be proud of its accomplishments. “My grandfather might think we’re less conservative than he would have been, but I also think he’d recognize that we’ve been very successful while staying true to the values he established,” said Wilford. “One of the greatest accomplishments in our company’s history is that we’ve remained a successful, family-owned business for 100 years while keeping hundreds of family shareholders united—that’s extremely unusual.”

He continued, “Most of our senior leadership isn’t family. They’ve earned their positions by proving themselves over many years. That’s exactly how it should be.” Wilford also praised Hafen for not being satisfied with the status quo.

“Jeremy is an outstanding numbers person. He’s collaborative, inclusive, and very intentional about involving his leadership team,” he said. “He has a clear vision for where he wants the company to go, and he’s willing to make long-term investments that won’t necessarily pay off immediately. He’s performance oriented, sets high expectations, holds regular one-on-one meetings with his team, and believes in accountability.”

Hafen concluded that future company success will continue provided long-time values remain the standard.

“Wilford taught me to keep family ownership intact, avoid burning relationships, and operate with low debt,” he said. “That conservative financial philosophy has helped Clyde Companies weather economic cycles for generations, and I believe it will help us remain successful for another hundred years.”

“When we talk about ‘The Clyde Way’, we’re talking about everything that differentiates us in the marketplace,” Hafen continued. “Unlike many companies today that are driven by private equity or exit strategies, we have no interest in selling the business. We want to own it in perpetuity, remain a great corporate citizen, and build something that lasts for generations.” ■

“What’s encouraging is that our revenue has grown even faster than our employee count. That tells me we’re becoming more efficient and getting more out of our people, equipment, and assets.”

—Ryan Dalling



W.W. Clyde & Co. Top Projects

Project	Year/Era
Zion National Park Road	1930s
Scofield Dam Reconstruction	1940s
Beck Street Overpass	1950s
Glen Canyon/Page Infrastructure	1960-70s
Thistle Landslide Reconstruction	1983
I-215 Belt Route	1980s
Legacy Parkway	2000s
Olmstead Pipeline	2004
Point of the Mountain Aqueduct	2005-07
Jordanelle Dam Hydro Plant	2006-08
Southern Parkway Phase 4	2009-10
Mountain View Corridor	2012-26
Bangerter Hwy Separations	2018-23
Davis-Weber Water Pipeline	2020s
SLC Int’l Airport Redevelopment	2014-26

Geneva Rock Top Projects

Project	Year/Era
Garfield Smelter Stac	1970s
SLC Int’l Airport Airfield	1980s-Present
I-15 Reconstruction	1997-2001
UTA TRAX Light Rail	1997-Present
Hill AFB Airfield Projects	2007-Present
Porter Rockwell Boulevard	2019-21
WVC 4100 South Reconstruction	2020
SR-92/AF Canyon Rehab	2020
I-84 Morgan-Henefer Rehab	2020-21
Ogden 20th St. Reconstruction	2020-21
Provo Airport Expansion	2023

Clyde Companies Milestones

- 1926 – W.W. Clyde & Co. founded
- 1933 – Company Incorporated
- 1937 – Utah Service founded
- 1954 – Geneva Rock Products founded
- 1961 – Beehive Ins. Agency founded
- 1998 – Clyde Companies, Inc. created
- 1999 – Sunroc Corporation created
- 2009 – Sunroc Bldg. Materials created
- 2014 – GWC Capital created
- 2019 – Sunroc BM rebranded Sunpro
- 2020 – Bridgesource founded
- 2024 – GWC rebranded Clyde Capital
- 2025 – Sunroc rebranded Suncore
- 2026 – Groundbreaking of Homebuilt



Crews place concrete on the Pioneer Crossing project in Utah County in early 2010; it was a W.W. Clyde/Kiewit joint-venture that opened in August 2010.

