

Golden Trowel®

The “Sam” Award

A special Golden Trowel®, The “Sam” Award, was established in 2002 to recognize “outstanding accomplishments in and contributions to the art and science of high quality horizontal concrete construction.” The Sam is named in honor of **Samuel A. Face, Jr.**, the late Chairman of The Face® Companies.

2002

Terry J. Fricks, President of Fricks Floor Systems of Ft. Worth, Texas, won the first Sam Award in 2002. That year, Fricks won its 25th Golden Trowel®, the most of any contractor in the world at the time.

"Terry and my father worked together on many projects in the formative years of Superflat floors and the F-Number System," said Face® Chairman and President Brad Face at the presentation. "My father was tremendously proud of the work Terry has done over the years. He has won more Golden Trowels than anyone else, so I know my father would be most pleased that Terry is the first recipient of what we're calling the 'Sam.'"

2003

David W. & Paul Somero took home the Sam Award in 2003. The Somero brothers led the development of the patented Laser Screed in the mid-1980s. The Laser Screed provided a highly accurate, mechanical method of screeding concrete for slab-on-grade floors.

The demand for flatter and more level floors created by the adoption of Face Floor Profile Numbers (F-Numbers) in 1990 was quickly addressed by the Laser Screed, which also offered substantial labor savings, fast-track production through wide placement methods, and stronger, higher quality floors.

2004

Armando “Sil” Silvestri, former President of Duron Ontario, Ltd. was recognized in the third year of the Sam.

“Sil was a key partner with my father in developing the placement and finishing techniques that led to flatter and more level floors,” commented Face® Companies President Brad Face. “What is now standard practice in the industry was the product of experimentation on jobsites around the world in the 1970s and 80s. Many of those early Superflat projects were in greater Toronto, where Sil and my father worked as a team.” Duron was one of the first three winners of the Golden Trowel®, in recognition of that company’s early achievements in Superflat floor construction.

2005

J. Dewayne Allen, Chairman and CEO of Allen Engineering of Jonesboro, Arkansas, collected his Sam in 2005. Some 20 years earlier, Dewayne was among the first to partner with The Face® Companies in persuading the industry of the benefits of the F-Number System, which he called the biggest development in concrete flooring in 50 years.

Allen's company would be a leader in developing, manufacturing and distributing new generations of finishing equipment that would facilitate the achievement of flatter, more level, and higher quality concrete slabs.

2006

William S. Phelan, Senior Vice President of Marketing and Technical Services for the Euclid Chemical Company, played a key role in the industry's increased use and final adoption of Face Floor Profile Numbers.

Bill was named an ACI Fellow and was a Distinguished Leaders of the Industry Winner for 2007 from The Concrete Industry Board, Inc. He has been published in both Concrete Construction Magazine and Concrete International Magazine.

2007

Daniel L. Baker is the founder and CEO of Baker Concrete Construction of Monroe, Ohio. Dan built the business from a very small operation in 1968 to one of North America's leading concrete contractors, with 2,500 employees across its multiple locations.

Baker was an early adopter of the F-Number System, which reinforced the company's emphasis on excellence, hard work, service and integrity.

2008

Eldon Tipping, PE, HACI is an industry leader, educator and a pioneer in developing placement, finishing, and monitoring procedures that make construction of superior on-grade and suspended slabs practical. He began using F-Numbers in the 1980s and became a leading authority on the flatness/levelness of elevated slabs.

In 1988, Tipp founded Texas-based Structural Services and is recognized as one of the most influential people in the concrete industry. He is a Fellow of the American Concrete Institute.

2009

Dean Stephan, as Chairman of ACI 117 in the 1980s, was a key figure in the creation and adoption of modern floor finish tolerances. The American Concrete Institute eventually adopted 117's recommendations.

As Stephan observed, the adoption by ACI "allowed construction methods and cost to be related to fitness-for-purpose by the designer/specifier through the use of more descriptive floor finish measurement techniques."

2010

Jerry Holland has over 40 years of worldwide experience in design, construction and troubleshooting concrete floors and other structures, specializing in flatwork. Jerry is Vice President and Director of Design Services for Structural Services Incorporated. He is a Fellow of the American Concrete Institute and a member and chair of multiple ACI committees.

He has authored many articles published in several international publications, including such topics as curling and shrinkage of slabs, analysis and design of slabs, world record floors, specialty materials and concrete mix designs.

2011

Bob Simonelli is a Senior Consultant and a Principal for Structural Services, the third member of that firm to receive the Sam.

Bob's flatwork expertise is well-known in the concrete industry both nationally and internationally. A Fellow of the American Concrete Institute, he is especially known for his expertise in the installation, techniques and procedures of superflat, high tolerance floors as well as typical commercial, industrial and retail concrete floors, pavements and bridge decks installations.

2012

George Garber and Robert Costa were members of modern flat floor technologies' "band of brothers" from the very beginning. As young floor technicians and consultants with The Edward W. Face Company (precursor of Face Construction Technologies) they were key members of the team that developed Fmin, FF, FL, the Face Floor Profileograph and the Dipstick® Floor Profiler.

Particularly noteworthy were their contributions to the invention of the Dipstick®. They conceived of the Dipstick® using an accelerometer and its patented pivoting motion.

2013

Cecil L. Bentley Sr. has 50 years of experience in providing concrete construction and consultation services. As the owner and President of Tri-Bentley Constructors, Inc. from 1970 to 1995, his company became one of the Southeast's largest concrete construction firms specializing in multiprocessing plants, warehouses, distribution centers, office buildings, shopping centers and other facilities. He was also a winner in the first competitive Golden Trowel® contest in 1990.

He was as a consultant for Lockwood Greene Engineers & Architects from 1995 to 2002 and has consulted with Structural Services Inc. since then. He served in numerous roles with the ACI and with its Georgia chapter.

No award – **2014, 2015, 2016 and 2017**

2018

Bryan Birdwell is well-known in the concrete industry for his expertise in the installation, techniques and procedures of Superflat, high tolerance, and decorative floors as well as more typical concrete floor and parking lot installations. Bryan has developed methods and taught techniques of concrete finishing throughout the United States and other countries. He has shown finishers the techniques and skills they need to construct the flattest and most level concrete floors that meet and exceed placement specifications.

Bryan's floor construction and finishing techniques were recognized with 26 Golden Trowel® Awards and he was a six-time World Record Holder for the construction of the flattest, most level concrete floors in the world over the last 20 years. Bryan is a Senior Floor and Paving Consultant and Principal with Structural Services.

No award – **2019**