

Update!

DYNO
Dyno Nobel

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John Loviza Celebrates 50 years in the Explosives Industry!

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On 29 March of this year, Hermitage Explosives (based in Nashville, Tennessee and a long time independent distribution partner of Dyno Nobel) and Dyno Nobel, friends and family celebrated John Loviza's life and his milestone of 50 years in the explosives industry.

John began his career in the explosives business on 1 April 1957 with Hercules Powder Company (subsequently Hercules, Inc.) after working for the Army Corps of Engineers as a Soils and Materials Technician. John's first assignment with Hercules was in Hercules' Southern Region sales office in Bessemer, Alabama as an Associate Technical Representative (Blaster/Demonstrator). On 25 December 1958 (yes, Christmas), John was notified that he was being transferred to the Nashville, Tennessee as a Sales Representative. Exhibiting the wonderful sales gifts which have made him so successful over his 50 year career, John convinced two brothers, Rob & Dan Robinson, who were, at the time, in the gas station business, that they should consider becoming an explosives distributor for Hercules. Rob & Dan took John's advice and started Hermitage Explosives.



John Loviza holding his commemorative Blaster statue with proud son Bill at the Hermitage Explosives office in Nashville, Tennessee

John stayed in Nashville as a Hercules representative until 1971, at which time he transferred to eastern Kentucky (living in Winchester) and then transferred again, in 1973, to Canastota, New York. After 5 years, John was assigned yet another new territory based in Hurricane, West Virginia and, in 1980, was promoted to Northeast District Manger of Construction Sales headquartered in Wilmington, Delaware. His leadership abilities and success did not go unnoticed and he was promoted, in 1984, to Manager of National Construction Accounts and charged with the additional responsibility of leading the Hercules nonelectric initiation system, Hercudet[®], product introduction.

In June 1985, John became part of the Dyno Explosives Group when Hercules sold their explosives division to IRECO/Dyno. Shortly thereafter, old friend, Rob Robinson of Hermitage Explosives, called John and asked that he return to Hermitage Explosives as Vice President responsible to manage the Hermitage daily operations. John accepted Rob's gracious offer, announced his retirement from IRECO/Dyno and, in 1986, moved his family back to Nashville.

John Loviza has had a truly profound effect on the explosives industry over his 50 years but, of greater importance, on the people he has touched over those years. All who know and love John can testify that he is always available – to provide technical support, product expertise and general counsel. It is not often that a person can commemorate such a unique and exemplary accomplishment: enjoying 50 years in an industry that you love.

So, John, from your many business associates, friends and family members ...

Congratulations on a life well lived and an industry well served!!!



**John Loviza holding his Blaster with
Dick Gotcher – East Region General Manager**