

MATERIAL SERVICE CORPORATION "HAVING A BLAST IN THORNTON"

PETER STAMOS

OVERVIEW

In the summer of 1989, Material Service Corporation (MSC) was expanding its Thornton limestone mining operation putting them in close proximity to two shopping centers in Homewood. In other communities, similar expansions had been met with community protests and lawsuits seeking injunctions to stop operations. To head off possible trouble before it began, MSC began to work on a program:

1. To establish good relations with the merchants, and
2. To establish a reservoir of good will with the community in order to pave the way for the planned mining.

MSC earned the merchant's good will by sponsoring marketing programs to help them increase business during their "Back to School" and "Autumnfest" sales.

To show the community how safe mining in the quarry is and how it benefits the area, MSC opened the quarry for a Quarry Day public tour and staged an actual explosion for them to witness.

The results? Nearly 10,000 community residents attended Quarry Day writing scores of letters in appreciation. And, there has not been a single complaint about the mining operations from either the merchants or neighborhood residents.