

BOERNE

BUSINESS MONTHLY

119

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RIVERBED CONCRETE INC

elements in decorative concrete

**CROSS TRAIL OUTFITTERS:
IN THE BUSINESS OF BUILDING CHARACTER
BE PREPARED FOR RETURN OF ESTATE TAX
BOERNE ADDS PROFESSIONAL THEATER
TO ITS FINE ARTS REPERTOIRE**



This Photo (left to right): David Forren, Vice President & David Harris, Principal
Photo by: Ron Pritchett, Pritchett Photography

building industry – to put it politely – is in a slump and the general economy barely has a pulse, Riverbed Concrete is doubling its growth each year, with no end in sight.

The Boerne firm started out with an immediate Hill Country embrace of its custom concrete sinks and countertops, that easily surpassed the very best granite has to offer. These items are now found in many of the areas finest custom homes, including the first Eco-friendly, Platinum certified home to be built in central Texas. This home was featured, along with Riverbed’s products, in the national publication *Natural Home*.

Riverbed Concrete quickly expanded into stain and seal concrete flooring, turning the mundane substance of a concrete slab into etched and colored works of art. Their newest adaptation is in diamond polished concrete flooring, which allows a typical concrete floor to be transformed into a surface which rivals that of polished stone. They practically created the industry of polished concrete flooring in Texas. With an industry forward business decision to purchase a fleet of the most innovative machinery on the market, which hardens and polishes concrete into a surface that can sustain commercial wear-



and-tear for decades, they firmly established themselves into the commercial sector, creating a division that specializes in industrial/commercial/retail flooring.

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elements in decorative concrete

by David Hinkle

The moment you walk into Riverbed Concrete Inc.’s new showroom in Boerne, your reaction will be “Wow!” ...“Wow!” because of the innovation of Riverbed’s many products and services... “Wow!” because of the beauty and simplicity of their products... and “Wow!” because of the competence and confidence the owners and their employees exude.

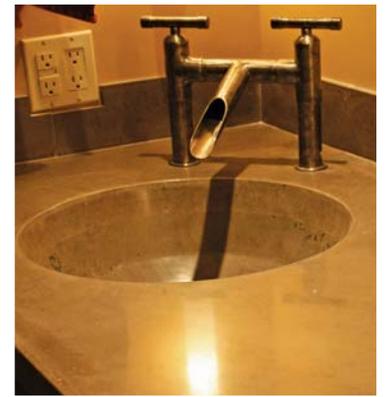
What started as one individual’s passion for creating works of functional art from concrete, which he sold door-to-door on Boerne’s Main Street, has now grown into a prosperous corporation, which is well established throughout the U.S. as a leader in the decorative concrete industry. Astonishingly for their current stature, Riverbed Concrete Inc. is still greatly an earned cash flow business, which doesn’t rely on lines of credit or bank loans to facilitate their rapidly expanding growth. Riverbed Concrete and its leaders truly owe their success to diligent financial management and responsible investing, which they have used to multiply their earned net profits into sustained business growth. While the

The products and services Riverbed has developed over the years are environmentally-friendly, earning a Platinum LEED award for their excellence in implementing strategies for better environmental and health performance. When it comes to the medium of concrete, whether in the form of counters, sinks, basins or decorative concrete flooring, Riverbed Concrete is truly an innovative leader. Recent “green” additions to the Riverbed Concrete line-up are indoor and outdoor high-end basins that have all the appeal of original Bauhaus Designs and are made from 30% recycled material. These basins, which are created for use as planters, fire-bowls or water features are currently available for direct purchase and will soon be released to retailers throughout Texas.

32-year-old David Harris is the company’s Principal and David Forren – the same age – is the Vice President. They’ve known each other for years, fostering a friendship through an athletic rivalry going back to Pop Warner little league football. Years later, that rivalry grew to a mutual respect, and eventually, a thriving business partnership. Both Davids’ respective fathers are creative men. As a kid, Harris worked around fiberglass while helping his father build and maintain a three-hulled yacht. This experience has led to the



creative methodology of creating custom fiberglass molds in which Riverbed now pours its proprietary blend of concrete to produce one-of-a-kind concrete counters, sinks, basins and tiles. Forren, meanwhile, worked for his builder-dad pouring concrete all day, every day, providing a very hands on expertise with the raw materials from which Riverbed Concrete now creates its products. David Harris attended Texas A & M on a Track & Field scholarship, earning an Agricultural Science Degree. David Forren headed north from the Hill Country to Montana where he became a foreman for the internationally acclaimed builder, Neville Log Homes. Their combined backgrounds, skills, interests and competencies are the yin and yang that powers Riverbed Concrete.



One specific example of Riverbed Concrete Inc.’s early success has been the acquisition of a national contract to install polished concrete flooring for all Valero Corner Store Gas Stations in the United States. The contract was acquired by working very closely with top executives at Valero to formulate a flooring system specifically designed to meet Valero’s needs

of beautiful flooring which could stand up to the significant wear and tear subjected daily in a gas station setting. This is one area where Riverbed Concrete truly separates themselves from their competition. They are able to develop and manage flooring solutions, through creative innovation for a variety of cliental, including large corporations, businesses and artistic creations for homeowners.

Additionally, Riverbed Concrete Inc. is currently working on projects for, and establishing similar contracts with, the likes of HEB, SAM’s, Wal-Mart, Brinker International (particularly Chili’s Restaurants), Sushi Zushi, Willie’s Icehouse and Starbucks. Riverbed Concrete hopes to continue to expand its ever-growing demand in the commercial market. Harris explains, “We are putting considerable creative effort into providing unique solutions for the flooring concerns of these large corporations which are dealing



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with very high traffic demands. Not only do we strive to create extremely durable concrete floors, but just as important, to create concrete that is as durable as it is attractive.”

The workforce at Riverbed Concrete has now expanded to ten. Their key members consist of both the field and office personnel of, Ruben Mendez - Foreman, Steve Forren - Executive Superintendent, Keith Neville - Project Manager, Guy Wilson - ASLA Architect and Marketing Director and Nathan Loizeaux - Sales and

Digital Marketing. David Forren, who prefers being in the field, manages employees with a strong work ethic who will be around as the firm grows. David Harris is currently focused on educating architects, businesses and homeowners about concrete and its limitless possibilities while managing the vision and direction of Riverbed Concrete Inc. Architects can now keep up their certification by attending AIA accredited classes presented by Harris, either in Riverbed’s beautiful showroom or at the architects place of business. As with any business that is growing by leaps and bounds, each person – whether Principal, Vice-President or Field Manager -- wears many hats. While Harris is more typically conducting business deals, and Forren managing onsite projects, either is as likely to be seen working with their hands as they are to be found in the office directing multi-million dollar projects in mid-construction.

So, what’s next for Riverbed Concrete? With their innovative approach to business growth, responsible financial management and creative problem solving, practically anything.

Recent developments and exciting projects on the horizon include:

- New fireplace designs
- Product release of artisanal basins, planters, water features and fire bowls
- Professional CAD design service now available (3D rendering and project conceptualization)
- Riverbed Concrete’s new showroom, now offering a lush outdoor design center
- Currently filling roster for Fall and Winter DIY, “How To” classes in partnership with leading cement manufacture TXI aggregates and cement

For information, their new website is www.riverbedconcrete.com. It gives a very good idea of what they are all about. Riverbed Concrete welcomes you to explore its creative works through a visit to their 2500sqft, by appointment showroom located at 39390 W IH-10 Suite C, Boerne, Texas. The showroom now includes, in addition to its interior settings, a lush outdoor landscape of concrete patio options, outdoor kitchen ideas, exterior furniture and displays of their large polished concrete basins. Other available works for public viewing include: Green Bull Jewelry, Tin Roof Steak House, Cypress Grille, Fiddling Frogs, Willies Icehouse and Grill, Cibolo Veterinary Hospital, Shipman and Associates, Bergheim Fire Department, Geneva School of Boerne, area Valero Corner Stores and the new Boerne Public Library. To talk to them directly, please call: 830.981.2210. 



This Photo (left to right): Ruben Mendez - Foreman, Keith Neville - Project Manager, David Forren - Vice President, Steve Forren - Executive Superintendent, David Harris - Principal