



THANK YOU for your interest in LATICRETE International, Inc., Piedmont

LATICRETE PROJECTS: NORTH CAROLINA

- Watauga County Recreation Center – Boone, NC
- University of North Carolina Campuses – Chapel Hill, NC, Wilmington, NC, Charlotte, NC
- Fairview Row Condominiums, Historic Five Points – Raleigh, NC
- Arras Residences & Hotel – Asheville, NC
- Brightmore of Cary – Cary, NC
- Holiday Inn Express – Wilmington, NC
- Pinecrest Plaza – Southern Pines (Pinehurst), NC
- Triangle Springs Hospital - Brier Creek, NC
- Cabela's – Raleigh (Garner), NC, Charlotte (Rock Hill, SC), NC
- Duke University Marine Lab – Beaufort, NC
- Rock Springs Nature Preserve Park – Denver, NC
- Umstead Hotel and Spa – Research Triangle Park, NC
- First Health Medical Office Building and Fitness Center - Sanford, NC
- Novant Health – Charlotte, NC
- East 54 Mixed Use Development – Chapel Hill, NC
- Health Park at Kildaire, Medical Office Buildings Complex - Cary, NC
- North Hills Mixed Use Development, Park Central – Raleigh, NC

LATICRETE PROJECTS: GEORGIA

- Atlanta Airport/MARTA – Atlanta, GA
- Atlanta Braves Stadium – Atlanta/Cumberland, GA
- Atlanta Braves Stadium Bridge – Atlanta/Cumberland, GA
- Atlanta United Practice Field (Soccer) – Smyrna, GA
- Avalon Passaggio – Alpharetta, GA
- Cabela's – Augusta, GA, Acworth, GA, Fort Oglethorpe, GA
- Charlie Norwood VA Medical Center – Augusta, GA
- Northside Perimeter Barfield Road Medical Office Building – Atlanta, GA
- Piedmont Hospital – Athens, GA
- Pinewood Studios – Peachtree City, GA
- Rumi's Kitchen Avalon – Alpharetta, GA
- Tanner Health – Carrollton, GA
- Twelve Stone Church – Atlanta, GA
- Wellstar Medical Group - Vinings, GA, Woodstock, GA, Alpharetta, GA, Marietta, GA

LATICRETE PROJECTS: SOUTH CAROLINA and TENNESSEE

- Cabela's – Greenville, SC, Bristol, TN, Rock Hill, SC
- Patten Apartments – Chattanooga, TN
- The Volunteer Hotel – Knoxville, TN
- Bob Jones University – Greenville, SC
- Academy Sports – Columbia, SC, Rock Hill, SC, Kannapolis, NC
- Riverbank Zoo – Columbia, SC
- Richland County Recreation Commission Administrative Office – Columbia, SC
- East Tennessee State University – Johnson City, TN
- Sullivan East Middle School – Bluff City, TN
- Food City and Shoppes – Bristol, TN
- West Ridge High School – Blountville, TN
- The Village of Waterside Retail Center – East Brainerd, TN
- Lyerly Medical Pavilion – Chattanooga, TN
- The Commons – Collegedale, TN
- Lindsey Nelson Baseball Stadium, University of Tennessee – Knoxville, TN



Perfectly Flat Floors. Delivered.™

LATICRETE Manufactures Innovative Construction Chemical Systems: 2020, Our 64th Year.

Division 3 POLISHED CONCRETE
Division 4 MASONRY

Division 7 THERMAL & MOISTURE PROTECTION
Division 9 FINISH MATERIALS

- **Div 4: LATICRETE Masonry Veneer Installation System (MVIS™)** **04 26 00, 04 43 13.16, 32 14 10/20/40** Adhered Stone Masonry Veneer – a fully warranted system for installing Thin Adhered Masonry Veneers in vertical applications - both interior and exterior, and horizontal pavers bonded to concrete foundation. www.laticrete.com/mvis/



- **Div 7: LATICRETE MVIS Air & Water Barrier Membrane: Vapor Retarder 07 27 26** Fluid-Applied Membrane Air Barriers – a monolithic liquid-applied option to air barrier technology for successful exterior systems, as prescribed by the Air Barrier Association of America (ABAA). <https://laticrete.com/en/masonry-veneer-installation-system/air-and-water-barrier>



- **Div 3 & 9: LATICRETE SUPERCAP® UNDERLAYMENT 03 54 00 and TOPPING 09 61 19** – Innovative Self-Leveling Underlayments and Polishable Decorative Topping delivered by a computer-controlled mobile blending unit, pump truck, up to 30,000lbs/hr, and 15,000sf/hr @ ¼” installed, up to 60 stories. Captures dust at source, savings up to: 50% time (est.) and 25+% cost (est.). Flooring solutions also include Skimcoat and Moisture Mitigation. <https://laticretesupercap.com/>





MVIS PARTNERS: MASONRY VENEER INSTALLTION SYSTEM



In support of these high-performance construction solutions, LATICRETE also provides the following benefits and resources:

- 1) Successful, time-tested products alongside advanced, innovative, ground-breaking new technology - while maintaining ease of use and superior results.
- 2) A “system” approach involving ALL components of a given system.
- 3) A comprehensive System-Warranty package that even includes a labor component, for unmatched piece of mind.
- 4) The LATICRETE MVP Program, Most Valued Partners, working closely with top contractors and dealers nationwide.

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George Dodson AIA Bio
LATICRETE INTERNATIONAL, INC.
Technical Sales Representative: Piedmont Region (Raleigh, NC)

George has over 25 years of professional experience in the development and commercialization of a wide variety of building products and in strategic planning and acquisitions programs. His career encompasses sales, technical development, management of several product lines, and marketing, strategic planning, mergers/acquisitions, and capital programs, including participation in two public offerings. George is a board member of the **Construction Specifications Institute**, Raleigh-Durham, NC Chapter, as Director and Membership Committee Co-Chair.

Prior to LATICRETE, George was **Global Building Products Market Manager** with US Silica Company for applications including brick, manufactured stone veneers, self-leveling cementitious compounds, tile installation grout and thinsets, polymeric/resinous/seamless flooring, cement-based repair and decorative compounds, as well as TiO₂ production media and Worldwide ASTM testing sands for Portland cement production quality control compliance. Also, while at U.S. Silica George managed two lab studies resulting in authored/co-authored professional papers, one addressing the design of high-performance cement-based products for thin applications (grouts, mortars, and thinsets) presented to the **International Concrete Repair Institute**. For several years George was active sponsor of the annual **American Society of Civil Engineers (ASCE) National Concrete Canoe Competition**, including two years as a competition judge.

Prior to US Silica George was **North America Product Manager: Architectural and Civil Engineering Product Groups** at Akzo-Nobel / BASF. He managed and / or developed ENKASONIC® Sound Reduction Composite – (Worldwide), ENKAMAT® Erosion Control Matrix, ENKAVENT® Radon Control Composite, and ENKADRAIN® Drainage Composite (including three generations of masonry drainage product applications).

For ENKASONIC® Sound Reduction Composite George’s team gained **ICBO/IBC** approval for several sound-rated flooring assemblies, including, among them ceramic tile bonded to cement backer board without drop-down ceiling, as well as other assemblies meeting or exceeding code requirements both for Impact Isolation Class (IIC) and Sound Transmission Class (STC).

At US Silica Company and Synthetic Industries (FIBERMESH) George founded and managed **Global Corporate Intelligence, Strategic Planning, and Acquisitions Programs**. His strategic planning initiative at Synthetic Industries earned recognition in 1997 as a **Model Practice by the Georgia Oglethorpe Award Process, State-Based Equivalent of the Malcolm Baldrige National Quality Award Program**.

George’s management efforts have resulted in the creation of substantial equity value: growing sales, profitability, and market share nearly continuously throughout his career. He earned a Master’s Degree in Business Administration from **Wake Forest University** and Bachelor of Science (Geology) from the **University of North Carolina – Chapel Hill**, his Wake Forest MBA Thesis: **The Identification and Rapid Commercialization of Product Innovations**.

George and his wife Hope have been married for over 30 years. Based in Raleigh, NC, they have two daughters. The older is in a doctoral program and their younger is an undergraduate. The Dodsons volunteer in church relief efforts for homeless families. In his spare time George enjoys fishing, golf, and swimming. *November 18, 2019*

