

Celebrating 30 Years of Excellence



This year marks a significant milestone for Benchmark as we celebrate 30 years of commitment to excellence, innovation, and client satisfaction. Over the past three decades, our organization has evolved from its humble beginnings to become an industry leader in consulting, thanks to our unwavering dedication to quality, safety, and client relationships.

A Journey of Milestones and Achievements

1994-2004



1994 - The Inception

Benchmark's story began in 1994 when the Taylor Associates Management Team purchased the consulting group from the Taylor family – long-time owners of the national roofing company, D.C. Taylor Co. This pivotal moment laid the foundation for what would become a legacy of expertise and reliability.



1995 - Rebranding and Relocation

A year later, Taylor Associates was rebranded to Benchmark, Inc. to further differentiate our independence and commitment to providing consulting services that were unbiased from any contractor or manufacturer. We relocated to our current building in Cedar Rapids, Iowa, setting the stage for future growth and development.



1999 - Collaborative Success

Our collaborative efforts with Pavement Consulting, Inc. on projects for Clark County Schools and Pfizer marked the beginning of a long-standing partnership that would prove beneficial for both organizations.



2004 - Expansion and Merger

In 2004, Benchmark, Inc. and Pavement Consulting, Inc. merged, resulting in our expansion into the entire Huntington Court office space with 74 associates. This merger reinforced our position as a comprehensive roof and pavement consulting firm.

2002 - Technological Advancements

The transition of our ROOFMAN® database to web access in 2002 enabled us to better serve our clients, providing more efficient and accessible data management solutions. This year also saw the establishment of the Benchmark Council.



2005-2014



2008 - Commitment to Safety

Safety has always been a priority at Benchmark. In 2008, we established a dedicated safety position, provided 10-hour OSHA training for all consultants, and conducted project safety audits, raising the bar on safety standards.

2005 - SITEMAN® Database

The evolution of ROOFMAN into the SITEMAN database in 2005 allowed us to host extensive roof and pavement data, enhancing our ability to manage client assets effectively.

2014 - Record Revenue and Asset Management

August 2014 was a landmark month for Benchmark, recording our largest revenue to date. By then, our SITEMAN database was managing an impressive amount of client assets.



2010 - Quality Assurance

Our commitment to quality assurance was further solidified in 2010 when 13 of our consultants achieved RCI Certification as Registered Roof Observers. Additionally, Benchmark ownership expanded to 11 members, reflecting our sustained growth.

2015-2024



2020 - Offices Closed to the Public

For the safety and well-being of our employees, clients, and vendors – as well as their family and friends – our offices were closed to the public from March 2020 to August 2022 due to the life-impacting global pandemic (COVID-19).



2020 - The Introduction of EOS

Benchmark adopted EOS (Entrepreneurial Operating System), a people operating system that helps harness our human energy and stimulates growth, while preserving our core values. The EOS concepts and tools enable us to focus on our passion of developing strong relationships with and delivering proven results to our valued clients.



2018 - Founding President Retires

Kent Mattison retired as President, appointing Ron Harriman as his successor. Under Ron's leadership, Benchmark continued to thrive, upholding our core values and our commitment to excellence.



United Way of East Central Iowa

2023 - United Way Campaign Excellence Award

The United Way of East Central Iowa awards Benchmark the Campaign Excellence Award in recognition of its unwavering commitment to overall campaign goal, longevity in workplace giving, and engagement. Benchmark passed the \$1 million mark in workplace giving, over a 26-year partnership, increased employee participation by 22.9%, is a twelve-time Day of Caring sponsor, logged 750 community hours of employee volunteer time, and supported 60 non-profit organizations.



2024 - Leadership Transition

President, Ron Harriman, retires at the end of June and names Vince Ellison as his successor.

Cheers to many more years!

After years of dedicated service, Ron Harriman retired on June 21, 2024. We extend our heartfelt gratitude to Ron for his invaluable contributions and steady leadership.

We are excited to announce that Vince Ellison has stepped into the role of President of Benchmark. With his extensive experience and proven track record, Vince is well-equipped to lead Benchmark into the future, continuing our legacy of innovation, client-focused service, and industry leadership.