



## **Southern Regional Office**

2679 Myrtle Springs Ave.  
Dallas, TX 75220

- Phone: (214) 350-6671
- Toll free: (800) 323-1581
- Fax: (800) 413-9809

●National Phone: 1-800-745-3414●



Donald Hassbrock  
Branch Manager - Southern

**You can reach me at**

[donaldh@cepimixers.com](mailto:donaldh@cepimixers.com)

(469) 951-0362

I have been in the ready-mix industry for over 30 years. My first job in the industry was in 1980 where I gained invaluable knowledge for many different brands of concrete mixers such as Advance, Boardman, CMC, Challenge, McNeilus, Rex, and Smith. I was able to acquire a lot of information on how mixer parts were assembled, what their function was, and how they were installed. In 1985, I transitioned into inside sales where I was able to expand my knowledge by learning about other types of equipment such as batch plants, loaders, sweepers etc. I moved to Dallas from Houston in 1998 and began my career at CEPI. I am currently the Branch Manager of the Southern Region taking care of Texas, Oklahoma, Louisiana, Arkansas, New Mexico and Latin America, which also includes Puerto Rico. I am dedicated to our customers and strive to build solid, long-lasting, business relationships. As a team, we are eager to do what is necessary to ensure our customers have the best service experience possible.



Jerry Alvarez

Sales Representative - Southern

**You can reach me at**

[jerrya@cepimixers.com](mailto:jerrya@cepimixers.com)

(214) 500-7289

I have worked in the sales field for over 20 years. I joined the CEPI sales team in June of 2002. I have been successful in developing business contacts throughout the Southern Region and Latin America. Although my skill set is vast, I have never stopped learning from the people I have worked with. My greatest enjoyment comes from traveling to meet our customers in person. My wishes are to combine my knowledge and expertise in areas that benefit our customers most.



Tay El-Kurd

Sales Representative - Southern

**You can reach me at**

[tay@cepimixers.com](mailto:tay@cepimixers.com)

(469) 951-0364

I started working at CEPI in 2000 and over the years, I have gained knowledge in all aspects of the business. I began working in the warehouse doing shipping and receiving. After getting familiar with the parts, I transitioned into outside sales. For years I was on the road, visiting customers, building lasting relationships, and expanding my knowledge about all of the different mixer and plant makes and manufactures. Although I left CEPI for a short time, I returned a few years later and quickly rejoined the sales



Eric Orta

Delivery Driver - Southern

**You can reach me at**

(469) 951-0319

I am your dedicated part delivery professional for the DFW metroplex and the surrounding area. I've been working for CEPI for less than a year, but enjoy the work and look forward to serving your construction part needs.