

In Recognition of Outstanding Service to their Fellow Man and the Alaska Construction Industry we, the Members of the Associated General Contractors of Alaska, do Hereby Proclaim:

Al, Sam, and Andy Brice

To be a Member of the Hard Hats, and Known Hereafter by all men as

Hard Hat Al, Hard Hat Sam and Hard Hat Andy

The Brice Boys were born and raised in central Florida. They moved to Alaska in the late 1950's with aspirations of starting a lumber company with their parents. Brice Lumber Company was started in 1961 and it quickly transformed into a clearing and contracting company we know today as Brice Incorporated. Clearing was the main staple of business in the formative years. Their reputation for honesty and hard work grew while clearing the right of way for the Trans-Alaska Pipeline. Their first public works project was the construction of the remote Noorvik Airport in 1964. From there the company became known for remote civil construction.

Hard work, dedication, and innovation turned Brice Inc. into an efficient, specialized "off the road system" construction company that built projects in various locations all over Alaska. The remote nature of the work required innovations and specialized tools. Thus, the company soon had its own air force, marine fleet, and an equipment fleet that included some "firsts" in terms of their application in Alaska. These investments combined with an "all hands on deck" management mantra, allowed the company to work successfully in some of the most difficult locations in Alaska. The brothers also earned the friendship and trust of the people in the rural communities through their commitment to keep as much work in a village as possible. Brice Inc. became well known for its predominant local hire, rent of local housing, and use of local services. This philosophy contributed greatly to their longevity as the firm was welcome in most all the villages they worked in. More than once the company would return to the same village for various projects as the years went on. Eventually, the unique disciplines the brothers blended together to become a successful remote contractor developed into five separate companies known as Brice Inc., Brice Environmental, Brice Marine LLC, Browns Hill Quarry, and Brice Equipment. Today the companies are operated by the next generation of family that continues with the same simple tenet of operation.

Through their leadership in rural Alaska, their ongoing support of the Fairbanks Community, and their reputation for excellence, "The Boys" exemplify the best attributes of the industry. We are proud to welcome Al, Sam and Andy to the ranks of distinguished "Hard Hats".

Kevin Welker, President

Associated General Contractors 2014 Annual Hard Hat Award



The first time the award was given to
more than one person...