



Michigan Certified Concrete Products—Investing in People and Technology For the Future

In business since 1946, Michigan Certified Concrete Products (MCCP), like many producers, started operations on the heels of WWII during a significant rebuilding period for both the residential and commercial markets. Throughout the early years, the company's sales were split evenly between these two sectors but have since shifted to predominantly serving the commercial market with standard and architectural concrete masonry units (CMU).

MCCP is currently led by Jordan and Andrew Goorhouse, proud third-generation owners who took over the day-to-day operations after their father Dan's retirement in late 2021. MCCP has been in the Goorhouse family since the mid-1970s when patriarch Dale Goorhouse came on the scene following a successful career as a union mason.

The Goorhouse family attributes much of MCCP's ongoing success to their stable workforce and takes tremendous pride in the fact that many employees have been with the company for more than 15 years. By investing in both people and technology, working tirelessly to provide the highest quality product and leaning on the efforts of the MIM, MCCP is confident that the best years are yet to come.

MCCP has a long history of supporting the MIM—going back nearly 20 years. “We are grateful for the MIM's commitment to regain market share from competing building materials,” said Dan. “We're confident that their continued support, in tandem with the Checkoff Program, will have a significant impact on our industry. As producers, it is vital that we share ideas and procedures that help keep our industry relevant. The MIM has created a platform where that is possible.”