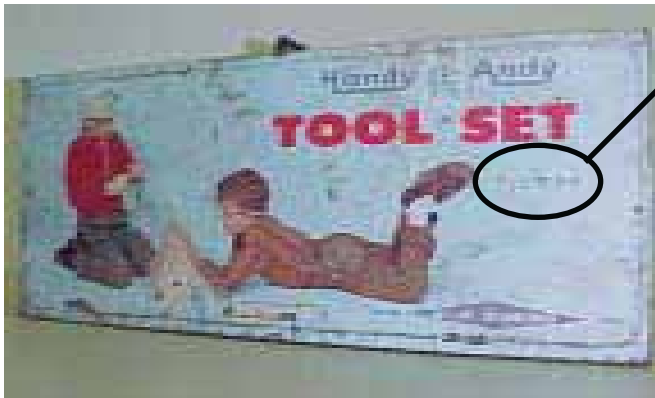


# A Pictorial Biography

You are

1956: I am born. I do not want to start here, But I'm getting pretty close.



I inscribed my name on the tool box the first day I got it. I was always big on branding. The tools were weak but the box was pretty good. The picture on the front could have easily been me at this age. The tools were pretty weak and I quickly realized I preferred my Pop's to mine. The stuff worked alright, unlike children's tools today, but they didn't hold up well. Much to Pop's displeasure. But I learned that we put tools away, in their places. It was easier to find them next

time. Poor metal quality imported from Japan, when they were going through their learning curve. Oh yeah, when I look at that box, I remember sawing on Pop's cedar tree, at least until the saw went dull. He wasn't too fond of that. He had to finish cutting it down because

1972: I discovered Woodworking Classes: The only classes I ever made A's in.



Above photos from Irving Daily News, May 14, 1972

I designed and built the low boy shown in the upper left. It won first prize in the Industrial Arts competition. This is when I knew, a time was coming and I was no longer the dummy in the class. The top was built but not finished, so I called it a low boy. With the top, it is a gun cabinet.



At lower left is the finished gun cabinet. I sold it to my uncle for \$300 (my first commission) and it is still in the family. I hope to inherit it some day. Note the Blue Ribbon.

1950

1950

1970

1980

1950

2000

# A Pictorial Biography

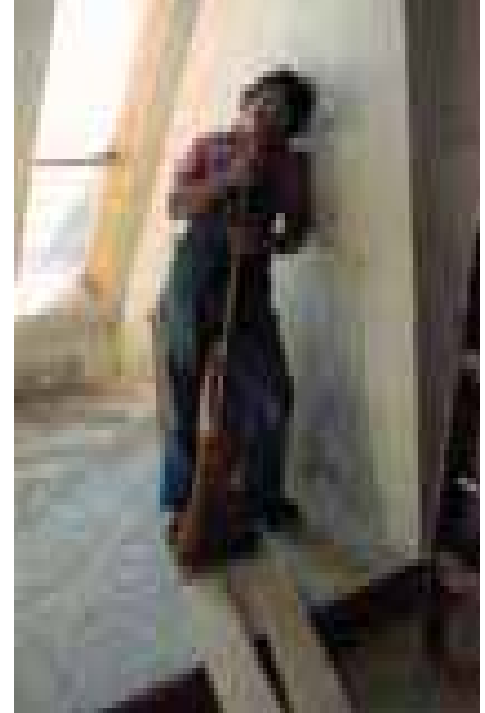
You are

1975: I pitched and won my first real estate project.

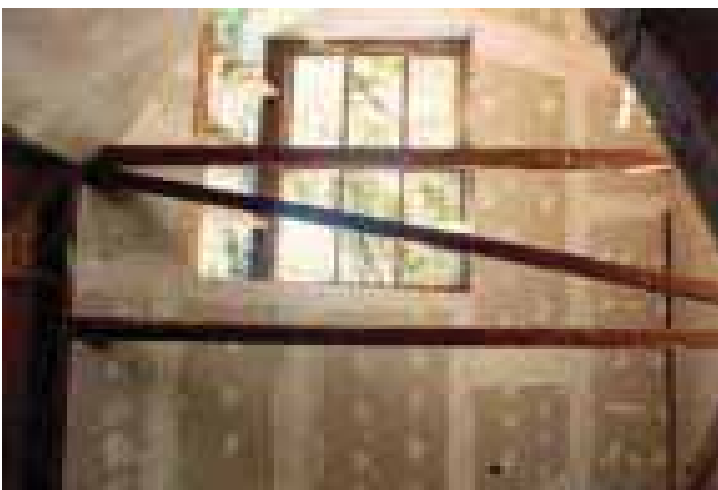
I prepared and presented a proposal for financing, building and then reselling a project. I presented it to a bank. They invited me to a board meeting. While I was hanging the drawings on the glass, much to my surprise, they accepted my proposal. This first project was at



Here are some photos of the house under construction, outside



I always was handy with a broom. Here I am cleaning up the Paulus work site.



1950

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# A Pictorial Biography

You are

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1950

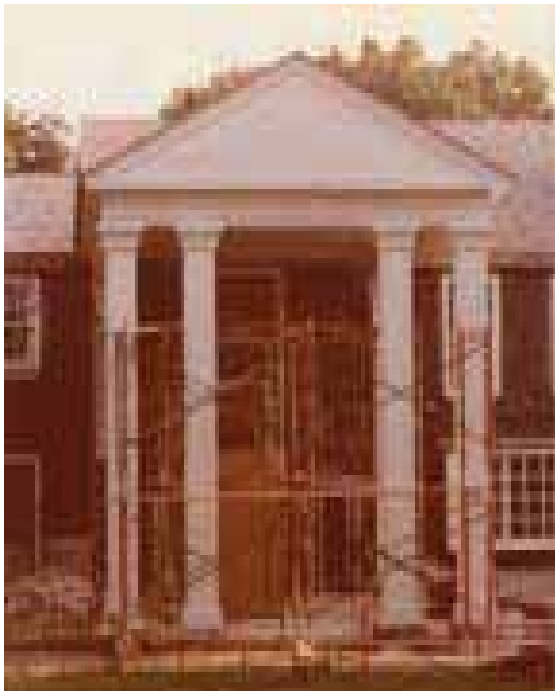
1970

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1976: I start in the remodelling business...at the top.



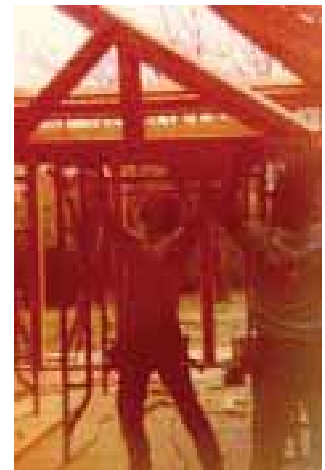
This home was for the Chief Financial Advisor for Ross Perot Sr. The remodelling was extensive. And, looking back, I don't think I would entrust a job like this to a 20-year old like me. This was a real turning point for my self-confidence. This is still a fantastic estate today,



The front of this house still looks good to this day. It is currently on the market for \$2.9 million. I still remember making those clear heart 2" thick redwood columns for that front porch and the living room inside just beyond the door.



Before: At Left.  
After: Below



Everything we did was built on the job site. From the exterior columns to the trusses and structural items, to the cabinets, bookshelves and everything else. To this day, it is still be best framing job I ever did. Here are some photos of my handy work back then.



RICHARD L. CAREY  
CONSTRUCTION COMPANY, INC.



Richard L. Carey  
Consultant

P.O. Box 7522 • Dallas, Texas 75209 • (214) 358-1990

# A Pictorial Biography

You are

1950

1950

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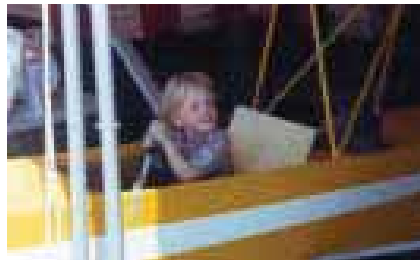
1980

1950

2000

1980: Moving Up...literally. Out of construction and into Ultra-Light Airplanes

I was attracted by the fun and daring of building, flying and owning Ultra-Light Aircraft. My involvement went all the way to manu-



At left is my daughter. When she was four, I took her on a cross country trip. She is sitting in one of the airplanes I built.




I'm the guy in the



By this time, I had made up my mind I was going into a manufacturing business. Through reading some magazine articles, I had met a fellow out of Tennessee, a furniture manufacturer from the Chicago area who had gotten into making wooden airplanes. Right up my alley. I forged a relationship with him. These pictures were taken several months before he died. Which pretty much ended my window of opportunity to get into the manufacturing of these Ultra-Light Airplanes. As it turned out, it would have been a good decision. Because the industry grew very quickly and became a several million dollar a year industry. Not to mention one of the things I love to this day. See Jerry above with my daughter. We became fast friends and I still think fondly of him.

An interesting sidelight, my friend Jerry invented a model airplane propeller-making machine that allowed children to buy manufactured propellers for 10 cents. In those days





*"Ultra-Light Aircraft"*

Richard L. Carey

PHONE: (214) 358-1990

P.O. Box 7523 • Dallas, Texas • 75209

How do you like my All Star Air Design. Once again, I was working on brand awareness.

# A Pictorial Biography

You are

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1950

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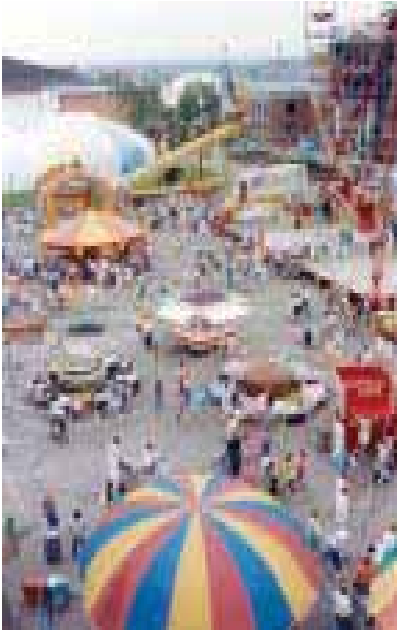
1980

1950

2000

1990: I joined the Circus! This was a great adventure.

About the time I started the stone business, I had an opportunity to join a circus for a couple of weeks. I have a sense of adventure and have always believed that a sense of humor is a necessity. So I took the plunge. This was one of the last vacations I have taken for the past 10



Clowning around.



A real crowd pleaser.

Quebec, Canada Circus Act

Its a long way up...I mean down.



The fire dive from the tower. That is the shadow of my hand. My Pop was a fireman. He did not like me doing the fire dive.



After the fire dive.



# A Pictorial Biography

You are

1950

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1950

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1984: Back into construction, but from a different angle. With the dream of manufacturing airplanes gone with Jerry's death, I had to go back to working with my hands. But I knew that I was not going back to the job site mentality, because I had already determined to get into manufacturing. So I acquired a modest piece of property in a fairly rundown neighborhood and built the barn out of scrap materials. The



Building the mill, above. The finished mill, with door bell, below.



There was one project particularly outstanding that showed up in Texas Highways Magazines. Above left shows us cutting the timber



Over the next few years, that tiny little mill, crude as it was, produced quite a few projects in the neighborhood and developed into quite a little business. I operated there by myself or at the most with one hand. And we produced many different types of projects.



My Pop gave me the door bell.



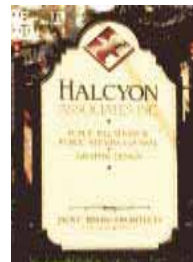
People brought me all kinds of unusual things, from heirloom beds to doors to benches. And some of my more fun projects were the carving projects. I had a really good time



I found myself doing a lot of unusual projects. There was almost nothing that I would say no to. This mask was done for the fund-raising for the African-American Museum of Life and Culture. I carved it out of foam.



Above is a wood table carved to look like it has a cloth on it.



# A Pictorial Biography

You are

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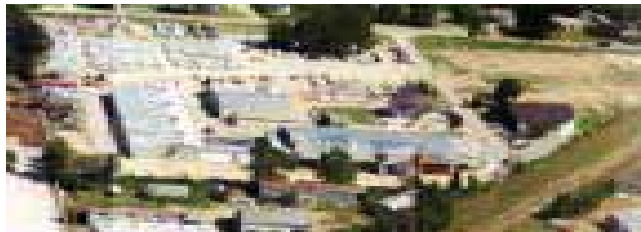
1950

2000

1989: The potential of Cast Stone attracts and holds my attention to this day. The property itself was a rare find and a good story that I will tell you some time. In 1989 I started with the unrenovated 1948 former manufacturing building and set out to build my dream of the stone business. I knew quickly that it was going to take all of my skills from brand awareness to marketing to organization. At the time, the stone business was completely fragmented. There was no standardized language like in carpentry. I had finally found my dream. I quickly in those days formulated the beginnings of a catalog. It took 5 or 6 years until everything was stable enough to work on my dream. Just as well, computers were slow and not able to do what I needed to do. So I built a paper computer. Not easy.



Above is an aerial shot showing the factory in about 1994. I had made some changes and additions to the original 1948 plant, but not many.



Above is an aerial photo from a different perspective taken in late 1996. Already several new buildings have been added. As money was available. We added to the factory and paid cash as we went and did as much of the

Below is a current aerial photo from almost the same perspective as the first, taken in late 1999. It hardly looks like the same site as the first picture above.

While my brother worked to increase our production capacity, I worked steadily to increase our capacity to produce. We went from the photo above with only about 10 employees total, regardless of the size of the facility, to today with more than 150 employees.



You know what they say: No pictures? No witnesses? It never happened. Well I have the pictures to prove it. Here is my brother and I putting in utilities one Labor Day weekend. So that we would not have to shut down the factory to do it. By the way, we opened on time. I have never seen a man work as hard as my brother. I like to never forgive him for nearly killing me that weekend. That was four days of work. And



# A Pictorial Biography

You are

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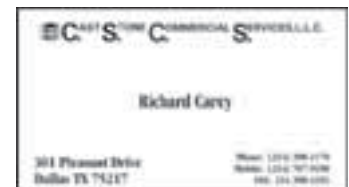
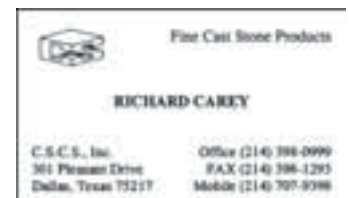
2000

2000: We make stone of the highest quality and greatest complexity. It seems the more you do, the more people demand. We did the most intricate details and took on the most challenging projects. Not only did those projects make somebody happy with the results, but they also challenged our craftsmen to improve and expand their skills. The end result is a well-trained staff that is capable of producing nearly anything.



Artists became a part of the manufacturing process with an uncanny effect. Each of the photos shown on this page incorporated that artist to accomplish the architectural appeal of the

Below are a sampling of the cards we have used over the past 10 years in the stone





# A Pictorial Biography

You are

1950

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2000: A look back.

In 1990, I outlined a book on a catalog of what it would take to sell stone, because the variables were so many. I quickly realized that it would take a Supercomputer (at the time) to run the numbers. And when I checked into the price of computers, a half million dollar computer was not strong enough to manage the data I wanted to track. So I began to create a "paper computer." We later wrote the final code based on my original designs.

It took almost five years for computers to come down in price and increase performance enough to make them viable in the stone industry. At this time, I think it is impossible to manage a stone business on any scale larger than "Mom and Pop" without the aid of computers. There is too much information to be handled.

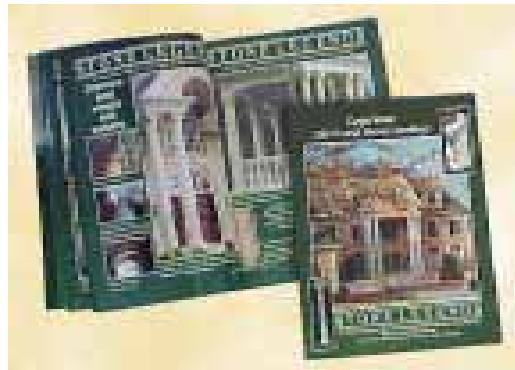
Through the course of developing my mock catalog. I was able to determine a number of similarities, although the variables were many. In 1990, I coined the "Language of Stone."



At left is one of our very first master catalogs, assembled in 1996. Below are a number of early Stone Legends catalogs and a post card from Cast Stone Commercial Services, our brand aimed



In the early days, because of size and lack of personnel, I was left to carve my own fireplaces. Here is the Bordeaux fireplace in its earliest conception. The guy in the



Our most recent Stone Legends and Stone Magic catalogs are a far cry from the first ones shown at left. We are currently in the process of working on a new Stone Legends catalog that will depend heavily on the



Above are most of our Stone Magic catalogs from the first very small booklet in two colors in 1995 through a 48-page catalog in



# RICHARD A STONE LEGEND

## EMPOWERING PEOPLE TO BE ALL THEY CAN BE

**My Texas post is:** Founder and President of Stone Legends, architectural cast stone elements, and Stone Magic, cast stone fireplace mantels, in Dallas, TX.

**I was born & raised in:** Born in Dallas and raised in Irving, home of the Dallas Cowboys.

**I hang my hat in:** Big "D" Home.

**I came into this world:** To honor my mother and father.

**I'm a real cowboy because:** I'll always answer your questions with a story.

**If you run into my friend Karen ask her about the time I:** Joined the circus for a week. We performed high-dives, entertained as clowns and for our final performance—we were lit on fire!

**If you walked a mile in my boots:** The people you met along the way would keep you looking forward to the next mile. Pop always said, "If you want to do it right, be ready to go the extra mile." And it seems always to be the long way around.

**My ultimate Texas date would be:** Just like the state—it would go on seemingly endlessly and have a wide range of topography.

**I love Texas because:** Texas is a great place to have a vision. And because of the people here, there are a lot of folks willing to share the vision with you. Texas natives always admire a hard worker. And from what I've seen, even the transplants soon do.

*"Teach a man to fish and someday,  
maybe you will get invited to dinner."*







44 Tunkhannock Avenue • Exeter, Pennsylvania 18643  
[www.amatoracing.com](http://www.amatoracing.com)

December 19, 1999

Dear Martana:

Ask anyone, Texans are different. They are brash, optimistic, pushy, outgoing and usually set on achieving their goals to the exclusion of all else. That would describe Richard Carey perfectly. He is a real people person, especially nice to children and just a crazy fun guy.

During the workday, his most common saying is: "If it's not about STONE, I don't want to hear it!" He eats, breathes and sleeps stone. And with this focused drive, he has taken a small, old-fashioned cast stone manufacturer and made it into the leading producer in the country, overcoming huge obstacles both inside and outside the company. He brings this same focus to everything he does from flying to golf to spring board diving. Aside for his drive for success in business, he has managed to raise four great children as a single parent (and still looking for a good woman!) which is not an easy task, even for a Texan.

I live life in the fast lane racing at 325 mph in less than 4.5 seconds in the quarter mile always pushing the envelope to the edge without fear. When I first met Richard and decided to have him do all my trick stone for my new house, I invited him to the races. I realized then that he was a special person - aside from being a Texan. We have enjoyed many moments of fun, craziness and good friendship.

And now, Richard is trying to share what he has learned and overcome with others. He has spoken at a number of schools for children who have special needs. His message is: "If I can make it, so can you." He is a role model - showing what can be done with a good plan and plenty of hard work. He's a Texan that all children can admire.

Rising star? Big gun? Cowboy? Richard Carey is all of that and more.

Sincerely,

Joe Amato

# "He eats, breathes and sleeps stone."

**I asked Joe Amato to write my "Tall Texas Tale" because: As a five-time national champion in NHRA Top Fuel, 6000 horsepower puts him at 327 mph in less than 5 seconds, a life or death situation. But Joe slows down to make everyday people like me feel so special.**



## *Building a successful business was easy compared to overcoming dyslexia.*

**By Ellen Sweets**

*Staff Writer of The Dallas Morning News*

**E**ight years ago, when Richard Carey launched his cast-stone business, he had neither a business degree nor a background in structural engineering.

In fact, he had never even read a book all the way through.

Today, he is chief executive officer of Stone Legends, a 9-acre facility in South Dallas with 115 employees.

"If you ask me how I did it, all I can tell you is I don't know," he says.

Mr. Carey belongs to a group of Americans, numbering into the hundreds of thousands, who are dealing with dyslexia, a broad term describing a difficulty in learning to read.

An often misunderstood condition, dyslexia affects up to

"To this day," says Richard Carey, "I won't let anybody put down people who work with their hands. It saved my life."

one-fifth of the population, according to some researchers. The reading

difficulties do not affect other types of learning, and in many cases,

dyslexics have shown an ability to master complex subjects, from

physics to fine arts.

For Mr. Carey, his talent emerged early on in the area of craftsmanship.

He still has photographs of a finely detailed walnut gun cabinet he made

Please see HE on Page 4C.

## *Dyslexia: Diagnosis and support*

Dyslexia is a type of learning disability characterized by persistent difficulties in learning to read, despite normal vision, adequate intelligence and appropriate instruction.

There are a number of diagnostic and evaluation programs in the area, including an "excellent" one at Texas Scottish Rite Hospital for Children, says Dr. Warren Weinberg, professor of neurology and pediatrics at the University of Texas Southwestern Medical Center at Dallas.

"And for parents of children in public schools, there is also a 1989 law mandating that public schools must identify the dyslexic child by first grade," Dr. Weinberg says.

The Dallas chapter of the International Dyslexia Association (formerly known as

Please see SUPPORT on Page 4C.

Photography by Allison V. Smith

The Dallas Morning News



# He bluffed his way through school with the help of family, friends

Continued from Page 1C.

while a student at Irving's MacArthur High School.

"I pretty much cheated and bluffed my way through high school," he says. "(But) the one thing I did learn was that I was good with my hands. To this day I won't let anybody put down people who work with their hands. It saved my life."

It was only a few years ago that Mr. Carey realized why he had trouble learning to read. He had gone to give a home-remodeling bid to a retired schoolteacher.

After talking a while, she began to ask personal questions — whether reading gave him headaches, if certain words looked backward, if he had been disruptive in class. She told him he was probably dyslexic.

"Up to then, I knew I had a problem, but I didn't know why. All I knew was that I wasn't stupid," he says. "I certainly didn't know what (dyslexic) meant. Back then, I don't think hardly anybody knew much about it."

To compensate, he worked hard. He still does.

Mr. Carey's workday begins around 8:30 a.m., and he is often still at work until 7 p.m. Stone Legends is spread out over several buildings where the various doors, lintels, columns, finials, balustrades, staircases, window castles, fireplaces, fountains and gazebos take shape.

Customers come from all parts of the country — with all kinds of requests.

"Joe Amato, a world-champion drag racer, is building a home with an eight-car garage on a golf course in northern Pennsylvania.

"Their attention to detail impressed me. It's pretty complex when you start building a house. You have to get everything right the first time. And the fact that they had people sitting at computers doing blueprints really impressed me. I told Richard that if he does everything right, he should come out and play golf when the house is finished."

Mr. Carey has a full-time job at home, too: Four years ago he gained custody of his five children after a divorce. He, his daughter and four sons settled in North Dallas.

Nicole, the 15-year-old daughter,

diving and vocational education.

"What I do know is I will never forgive the teachers who kept passing me and passing me, knowing I couldn't read. They used to put me up in front of the class and try to make me read stuff. It was terrible. I'd cut up and get in trouble just to get out of class. Teachers started in on me in second grade, and the psychological damage lasts to this day."

Mr. Carey knocked around for years, putting his carpentry skills to work and working for private contractors.

"I worked for people until this one guy screwed me out of some money, and I decided on the spot that I would never let that happen to me again," he says. "He paid me, I had a lawyer friend take care of it then stopped payment on the check. I worked for anyone else."

He went into the remodeling business for himself.

"I lost money, made money and broke even by the fourth year," he says. "I started looking around for something else to do."

He got interested in flying ultralight airplanes and traveled the country flying. He planned to make parts for the planes. Unfortunately, a prospective partner was killed in a plane crash, and Mr. Carey's manufacturing plans died with him.

Mr. Carey was consulting for manufacturing companies when he decided to start his cast-stone business.

"I used every penny I earned on small jobs to expand and take on a little more, and a little more. There were times when I didn't know how I would make my payroll, and I only had to pay six people."

It's too soon to tell whether any of his sons will follow in their father's footsteps. But Mr. Carey's brother is already on board as president of Stone Legends' sister company, Stone Magic, which makes and markets fireplaces.

Fred Carey, 39, is among the group of schoolmates who helped Richard Carey get through school. They include Steven New, a childhood friend and paralegal who is training to become Stone Magic's sales manager.

"We've been friends since we were about 10, and I used to do his homework. It was just something I

The Dallas Morning News: Allison V. Smith

## Kinh Nguyen (left) and Felipe Diaz work at Stone Legends, Mr. Carey's cast-stone manufacturing company.

with reading, but we didn't know why," Mrs. Carey says. "His dad was trying to work with him at home, but it made him very nervous. Then, in second grade, he had a teacher who was real young. She singled him out and ridiculed him. She made him feel inferior and insecure."

"He was 7, and I was 26. I wasn't very old, and I didn't know that much about school. When I was growing up, the teacher was always right."

Parents and friends helped him along.

"Until seventh grade I did all of his homework with him. I didn't know what the problem was. I just knew reading was so hard for him," Mrs. Carey says.

But memorizing was easy. "If he heard something, he knew it," she says.

Mr. Carey managed to get through MacArthur High School despite frequent trips to the principal's office for disciplinary problems. His most notable achievements were in wrestling.

"In a way, I guess I'm still making up for that second-grade teacher. If I can bring other kids along, well, that's the best way to prove her wrong."

— Richard Carey

had to have certain crayons and pencils and stuff, I took him to get the things he thought he needed. Then we had to stand in line to wait our turn to talk to the teacher.

"He stood there and flidgetted, twisting this little sack. When we got to the teacher's desk, he slammed it on her desk and said, 'Here's my junk.' He was ready to go," Mrs. Carey says.

"His first-grade teacher was wonderful. And he really liked her. But she retired the next year. And things turned sour."

"We know her was having trouble



Churchill Goldberg

## THEY OVERCAME

Dyslexia is not a question of intelligence or creativity. Over the years, many famously successful people have been identified as being dyslexic, from scientists to heads of state to artists.

Among them are Thomas Edison, Albert Einstein, Winston Churchill, George Bush, George Patton, Jackie Stewart, Tom Cruise, Whoopi Goldberg, Cher, Harry Belafonte, Alexander Graham Bell, Stephen J. Cannell, Henry Ford, Jay Leno, Gmg Louganis, Agatha Christie, Charles Schwab, Owenish Tarantino, W.B. Yeats, Leonardo da Vinci, Walt Disney, Augustus Rodin, George Washington and Hans Christian Andersen.

The Dallas Morning News

felt I needed to do to help him out," Mr. New says. "I don't think when you're that age you give much thought to anything one way or another. We all knew Richard was smart. He was just, well, shall we say, different. Most of all, though, he was my friend."

Right now, Mr. Carey is interested in launching a community project with nearby Lincoln High School: He wants to build an off-site factory for kids where they can learn to make cast stone and get exposed to the world of skilled trades.

"You want to talk about giving back to the community?" he asks rhetorically. "What better way is there than teaching kids how to earn a living making something lasting with their hands?"

"In a way, I guess I'm still making up for that second-grade teacher. If I can bring other kids along, well, that's the best way to prove her wrong."