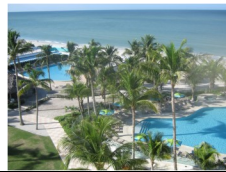


**2011
Scholarship
Winner
(see p. 4)**



**Association
News
(see p. 2-3)**



**61st Annual
Convention
Wrap-Up
(see p. 8)**



WRMCA SCOOP

1st Quarter • March, 2011 • <http://www.wrmca.com> • 800.242.6298

2011 PRESIDENT'S REPORT

Thank you Gary. I accept your nomination and I'm honored to serve as this association's 72nd president.

I would like to thank you for your service and leadership this past year. You have steered us through some incredibly challenging times and it's reassuring for me knowing you'll be close at hand as our association's immediate past president. Once again thank you.

I would also like to acknowledge Bob Peters for his service to this association. In particular, his time on the executive committee these past four years. Thank you Bob.

Becoming president of this association is one of the highlights of my professional career and I'm honored the board has entrusted me with this responsibility. The privilege of serving this association is not lost on me and I'm very proud that my father and I will become the sixth father son combination to serve. It's a great honor to follow in his footsteps and all the presidents before me.

Everyone who works in this industry has been drawn to it despite its challenges and unique difficulties. I can remember being a young kid dreaming of the day I could work in the concrete business. I was so excited about the idea that I consulted with my Dad on a potential career path.

After an intense discussion on job opportunities, we settled on a professional concrete truck washer. When I found out I would be paid peanuts, I was completely hooked.

Fast forward several years and I stand before you as the president of this association. I'm not sure if that's a sign of my development or regression of this association so please keep your opinions to yourself!

This year, I plan to serve as an active president as we begin an ambitious state wide promotional campaign, directing consumers to our website so they can find contractors sponsored by member producers. To coincide with this campaign, we will host our first ever ACI flatwork certification program educating our customers so they can install the highest quality projects possible.

Additionally, we have legislative efforts under way that could change the landscape of our industry. We have drafted a tentative bill that would require governmental agencies to evaluate concrete as a material option rather than just specifying asphalt for infrastructure projects.

All of these initiatives require time and effort and for me it wouldn't be possible without my wife Brenda's support. I'm not sure how she manages to remain a full time attorney while raising our two girls when I'm away at board meetings or entertaining customers but she does. Brenda, thank you for all of your guidance and support.

In conclusion, I am absolutely thrilled to be your president. Whatever challenges present themselves this year I will dutifully protect this association and preserve its history. I would also like to thank everyone for joining us in beautiful Naples, Florida. It's always nice to spend time together and support this association. Again, thank you for this opportunity.

Nicholas Rivecca's Presidential Acceptance Speech
WRMCA Annual Convention - March 1, 2011

ASSOCIATION NEWS

WRMCA Welcomes New Members in 1st Quarter

The WRMCA is pleased to welcome new associate members:

- **Biehl Redi-Mix** - ready-mixed concrete, <http://www.biehlredimix.com>
- **Point of Beginning** - multi-faced land surveying, landscape architecture and engineering firm, <http://pobwi.com/>
- **R&R Insurance** - Insurance services
- **Voyager Capital Management** - portfolio management and financial planning, <http://www.voyagercapitalmgt.com>
- **Winger Concrete Products** - ready-mixed concrete, <http://www.wingerblock.com>
- **WorldPay** - credit card services

2011 WRMCA Board of Directors

Officers

President - Nicholas Rivecca, Sonag Ready Mix

Vice-President - Keith Barghahn, Croell Redi-Mix, Inc.

Secretary/Treasurer - Todd Brockman, MCC, Inc.

Immediate Past President - Gary Benjamin, Champion, Inc

Board Members

Jason Chilson, WR Grace

Mike Fiorita, Prairie Materials

Tim Kieler, Bard Materials

Dan Large, Propex Concrete Systems

Joe Marx, Dodge Concrete, Inc.

Keith Nault, Solomon Colors

Brad Oertel, Wisconsin Cement Company

Matt Schmitz, Schmitz Ready Mix

Mike Tews, Carew Concrete & Supply Co., Inc.

Steve Verrette, Verrette Materials

Roger Volden, Holcim (US)

Gary Wallis, St. Marys Cement

Bob Wells, County Materials Corp.

Todd Widdes, Todd's Redi-Mix

Scott Zignego, Zignego Ready Mix

2010 Regional Chairs

Region 1 - Dave Kepler, Buzzi Unicem & Tim Kieler, Bard Materials

Region 2 - Mark Larsen, Jackson Concrete & Keith Nault,
Solomon Colors

Region 3 - Roger Volden, Holcim (US)

Region 4 - Bob Wells, County Materials Corp.

Region 5 - Ron Gjerner, American Materials & Scott Grams, GRT

2011 Committee Chairmen

Associates Advisory

Roger Volden, Holcim (US)

Budget & Finance

Todd Brockman, MCC, Inc.

Certification

Greg Schmidt, GeoTest, Inc.

Convention

Keith Barghahn, Croell Red-Mix, Inc.

Legislative

Jesse Jacobs, Otto Jacobs

Long Range Planning

Gary Benjamin, Champion, inc.

Membership

Brad Oertel, Wisconsin Cement Company

Operations, Environment & Safety

Chad Kaster, Carew Concrete

Justin Kratochvil, Meyer Material Company

Mitch Mariotti, Prairie Material

Parking Lot

Mike Stolpa, Lafarge

Promotion

Keith Barghahn, Croell Red-Mix, Inc.

Scholarship

Matt Schmitz, Schmitz Ready Mix

Technical

Dan Large, Propex Concrete Solutions

Web

Nicholas Rivecca, Sonag Ready Mix

ASSOCIATION NEWS

WRMCA Fundamentals of Concrete Class

The Technical Committee is hosting a Fundamentals of Concrete Class on Tuesday, April 12. The seminar is targeted for anyone within your company who can benefit from a concrete fundamentals course such as drivers, dispatch, sales, and office personnel. **The program is for WRMCA member company employees only and is limited to 30 attendees.**

The class will be held at Cabela's (1 Cabela Way) in Richfield. Registration will begin at 9:00am with the class running from 9:30am to 3:00pm and there is no cost. Lunch is on your own (a cafeteria is on the premises).

A registration form is available on the events page at www.wrmca.com. For more information, contact Cherish at cschwenn@wrmca.com or 608-250-6304.

Pervious Concrete Certification

The WRMCA is sponsoring a pervious certification on Tuesday, April 26 at Wingra Redi-Mix in Madison.

This course involves classroom instruction on what a concrete craftsman needs to know regarding pervious concrete, mixtures, equipment, design, construction, and maintenance and trouble shooting. A written exam will be given after the lecture.

The afternoon involves demonstrations and practice on proper pervious concrete placement and finishing procedures. A practical field examination will be given which requires each participant to carry out the proper placement and finishing procedures.

Go to www.wrmca.com and click on WRMCA Events for a registration form. The cost for the certification is \$325 which includes lunch and materials. Please contact Kim at knovak@wrmca.com or 608-250-6304 with questions.

WRMCA 11th Annual Ready Mix Golf Outing Blitz

Mark Your Calendar for June 23, 2011

It is that time of year again to get your clubs out to golf for a worthy cause. The WRMCA Scholarship and Education Committee invites you to participate in the 11th annual Ready-Mix Blitz Scholarship Golf Outing. The event will take place at Wild Rock Golf Club in Wisconsin Dells.



After enjoying a round of golf you will be treated to a fabulous dinner followed by a raffle, door prizes, and the chance to network with fellow WRMCA members. All funds that are raised will go toward the WRMCA Education foundation. Sponsorships are available and prize contributions are welcomed. A flyer will be mailed to the membership this spring.

11th Annual Technical Workshop Recap

Over 100 people attended the 2011 Technical Workshop held February 17-18 at the Kalahari Resort in Wisconsin Dells.

Highlights on Thursday included an Industry Update by Rick Yelton, Concrete Producer Magazine and Ray McVeigh, PCA Great Lakes; Cementitious Materials & EPA Update by Brian Borowski, Lafarge; Specifications & Codes for Concrete Construction by Darrell Elliot, Buzzi Unicem; and Cure & Seal for Durable Concrete by Don Kopidlansky, TK Products.

Friday kicked off with Andrea Breen and Mike Stolpa Lafarge giving a Parking Lot Update; a WisDOT Update with Wayne Chase & Jim Parry, WisDOT; Position Statements by Kevin McMullen, WCPA; and ended with Concrete Surface Repair & Restoration by Jim Nielsen, Butterfield Color.

Special thanks to We're Partners sponsors for hosting a social hour on Thursday and to Dan Large, Technical Committee chairman for his hard work on putting together the workshop.

2011 SCHOLARSHIP ESSAY WINNER

Porous Concrete

by Brent Barghahn, son of Keith Barghahn, Croell Redi-Mix

Concrete is often known for its hard and solid properties, but these do not always hold true. An interesting example of when it does not is porous concrete. The theory behind it is relatively simple; by using larger aggregate, larger voids are created allowing water to trickle through. The void space of this type of concrete is typically 15-22% compared to 3-5% with conventional concrete. This property is a great advantage for many applications.

For storm run offs and drains it works well as it allows more water to naturally soak into the ground than with normal concrete, which lowers the total volume of water to be dealt with. Because of this, developers can work with more property at a lower cost and still be within regulation. Sidewalks are another good application for porous concrete; instead of the water pooling and creating hazards to pedestrians, it soaks through and then dries much quicker. The same holds true for roadways. This also allows the concrete to last longer. Pools of water are not prevalent to damage the concrete or to freeze and pit the concrete surface in the winter.

However, this material is not suitable for large buildings or structures since the large aggregate and large voids are not as strong as tightly packed normal concrete. The concrete also acts like a filter, removing pollutants from runoff. Porous concrete is often associated with the green movement due to its environmental properties, but its benefits are not limited to the environment. When used in the right application, it can create a safer, longer lasting, and possibly cheaper to develop area of use.

2nd Annual WRMCA Pheasant Hunt a Success!

Ten teams, sixty participants participated in the second annual event. A special thanks to Pheasants at Large and Dan Large for hosting the event. A special thanks to the committee members for making this event happen and especially to John Morgan, Nicholas Rivecca, Matthew Schmitz, and Gary Wallis.



The generosity of Dodge Concrete, Pheasants at Large, Ron Krizk, Sika Corporation, St. Mary's Cement and Sonag Ready Mix was much appreciated for donated silent auction items.

Dodge Concrete, Inc. took first place for the second year in a row including: Mike Ganos, and Hechimovich, Steve Lulich, Joe Marx, Mark Wallace, and Matt Zastrow.

8th Annual OES Workshop a Success

Over forty producers, and associates were in attendance at the OES Workshop held January 13-14, 2011.

Thanks to Mark Magsam, and Chad Krueger for the DOT overviews including CSA updates. Visit <http://ai.fmcsa.dot.gov/sms/> to view your CSA data.

Thanks to Justin Kratochvil, George Gruetzmacher, and Shannon Scharmer for safety and OSHA regulation updates. Thanks to Mitch Mariotti, Adam Tegelamn, and Frank O'Laughin for an environmental update including Tier II, storm water, jobsite washout, EEP's.

Thanks to We're Partners for sponsoring happy hour. Special thanks to OES Committee co-chairs Chad Kaster, Justin Kratochvil, and Mitch Mariotti for putting together an informative workshop.

LEGISLATIVE UPDATE

Wisconsin's Legislative Session & WRMCA's Spring Conduit Drive Underway By Erin Krueger, WRMCA Director of Public Policy

The Wisconsin State Legislature's 2011-2012 spring session came in like a lion this year, with Governor Scott Walker introducing his budget repair bill that ultimately changed the way collective bargaining for state employees is conducted in Wisconsin. The state's fiscal deficit is a record high, and the Governor's biannual budget contains numerous changes that will ultimately work to reduce the amount of debt Wisconsin has acquired. With an overall investment of \$5.7 billion in our state's transportation system, Governor Walker made good on his campaign commitment to our state's infrastructure by prioritizing the transportation fund. The governor's budget solidifies funding for Wisconsin's vital transportation network by finally ending the raids on the transportation fund and reallocating multiple revenue sources in order to invest in the transportation infrastructure so essential to keeping Wisconsin competitive.

The Wisconsin Ready Mixed Concrete Association is also poised to pass legislation to help improve the state's long-term fiscal infrastructure needs through the enactment of conducting a life cycle cost analysis on pavement designs prior to placement. The WRMCA is working with legislators to help improve the accountability and transparency in infrastructure spending by requiring a life cycle cost analysis of infrastructure projects, providing flexibility to use alternate infrastructure type bidding procedures to reduce project costs and require the use of design standards to improve efficiency and save taxpayer dollars. The WRMCA hopes to have this legislation enacted by the end of the 2012 legislative session and we will continue to update our members as to when and how they can get involved.

As a member of the WRMCA, another big opportunity for legislative participation is through contributing to the WRMCA Conduit. The WRMCA Conduit had its most successful year yet in 2010, contributing more to campaigns across the state of Wisconsin in that one year than has been done in all years combined since the conduit's inception, thanks to the support from our 2010 WRMCA conduit contributors. The WRMCA also held its own event for now Governor Scott Walker, continuing our legislative advocacy as an association to be the voice of all things concrete in Wisconsin. The WRMCA would like to continue this success by exceeding our conduit and advocacy goals for 2011! Our spring conduit drive is currently underway. Contribute today by going to the WRMCA website - www.wrmca.com and downloading the conduit contribution form. **As members of the WRMCA, we are urging you to get politically active and help your industry shape legislation that has the ability to drastically change how you do business within Wisconsin.** As ready mixed concrete professionals, you must stand up for your profession and not allow the voices of other special interest groups sway public opinion or the Wisconsin Legislature!

As this legislative session continues to move forward, the WRMCA encourages all members to get involved. Whether it's through the use of your time, talent and / or treasure, there is always a way to participate in the legislative process. To be included on the WRMCA legislative committee, please contact Erin Krueger at: ekrueger@kpasllc.com and we will be sure to get you involved!

Focus Your Political Resources:

Contribute to the WRMCA Conduit 2011

Help support legislators supporting the ready-mixed concrete industry by contributing to the WRMCA conduit today! Each WRMCA Conduit contribution you make is deposited into your personal WRMCA conduit account. You personally authorize every withdrawal before a donation is made in your name. To contribute, please go to the WRMCA website at www.wrmca.com and click on WRMCA "Focus Your Political Resources" WRMCA conduit.

A special thank you to those who have contributed to the WRMCA conduit for 2011:

Bronze - \$100-249 – Keith Barghahn, Croell Redi-Mix

A spring conduit mailing will be sent out soon!

OES UPDATE

2010 Plant Safety Awards Announced

The WRMCA OES Committee is pleased to announce the winners of the 2010 Plant Safety Awards. The award criteria was completed using current Bureau of Labor Statistics Injury rates. Those individual locations with a frequency and severity rate better than the national average for the Ready Mix Profession were awarded a certificate of achievement. Those “best in class” winners, or those with the best rates (in case of a tie, the plant with the most hours worked was selected), received a plaque.

“Best In Class”

Category I: Verrette Materials - Oconto Plant

Category II: Carew Concrete & Supply - Waupaca Plant

Category III: Aggregate Industries Midwest Region - Algonquin Plant #9

Category IV: Aggregate Industries Midwest Region - Des Plaines Yard 1

CERTIFICATES OF ACHIEVEMENT

Category I:

Aggregate Industries Midwest Region - locations in Angola, Goshen, and McHenry Plant 31

Bard Materials - locations in Dickeyville, Fennimore, Platteville, and Lancaster

Carew Concrete & Supply - locations in Green Lake, Algoma, Horicon Plant, and Manitowoc Plant

Champion Concrete at Moon Lake Plant

Croell Redi-Mix - locations in Sparta, Viroqua, Mauston, Reedsburg, Holmen, Tomah, Gale-Etrick Plant, and Necedah

Otto Jacobs Company in Lake Geneva,

Verrette Materials - locations at Marinette Concrete Products, Shawano Concrete Products, Middle Inlet Concrete Products, and Michigan-Wisconsin Concrete Prod.

Wisconsin Valley Concrete - locations in Adams, Westfield, and Wautoma

Category III:

Aggregate Industries Midwest Region Portable Plant 58

Aggregate Industries Midwest Region West Allis Plant 47

Carew Concrete & Supply Green Bay Plant

Carew Concrete & Supply Appleton

OES Recognizes Drivers

The WRMCA Operations, Environmental & Safety Committee identified the following Ready Mix Concrete Delivery professionals as outstanding leaders within the profession of the Ready Mix Concrete industry.. .

Louis Affeldt Jr.- MCC, Inc.

Kenneth Rowk - Schmitz Ready Mix

Mark Smid - Aggregate Industries

These professionals have assisted to promote a commitment of Health & Safety, the Environment and Community and have been recognized by their companies, peers and WRMCA association. Congratulations!

The Next Level of Storm Water Permitting

By Mitch Mariotti, OES Committee Co-Chairman

Whether or not we like it, it seems that environmental regulations just keep on marching forward. That said, would you like the good news or the not so good, but not completely unexpected, news first?

Acknowledging that I can occasionally be a glass half empty guy, (okay, so I'm more of an environmental conspiracy theorist, but we won't go down that road...), let's start with the not so good, but not completely unexpected, news first.

With their usual lack of notice or publicity, the Wisconsin DNR released for public notice (in December), the 3rd generation of the Tier 2 General Industrial Storm Water Discharge Permit for Industrial Facilities (Permit No. S067857-3). This draft 3rd generation permit was released nearly 5 years after the expiration of the second generation permit. While the public notice closed on January 7th, the permit has not yet been made final.

As the title of this article implies, the 3rd generation storm water permit introduces the next level of storm water regulation, a process which started 2 years ago with the renewed WDNR Concrete Product Operations (CPO) permit. While the CPO permit, essentially a waste-water permit, affected many WRMCA producer members, the storm water permit will affect nearly every producer member. The changes from the second generation permit to the third are dramatic but not completely unexpected. The 3rd generation permit puts WDNR storm water regulations in line with the changes made at the federal regulatory level shortly after the 2008 presidential election. Conspiracy theory or coincidence? I'll let you decide that one for yourself.

It would be nearly impossible to cover all the changes to the 3rd generation storm water permit in just this one Scoop article. The permit itself is now over 23 pages in length; the second generation permit was only 15 pages long. But I would like to give you an idea of what the DNR has in store for us as an industry.

The 3rd generation permit requires numerous new tasks of the permit holders and introduces several soon to be familiar terms as well.

Just a few of the new tasks required of the permittee include the following, which the DNR requires you to figure out on your own:

- ◆ A facility covered under this permit may not establish a new storm water discharge of pollutants to an Outstanding Resource Water (ORW) or an Exceptional Resource Water (ERW) unless certain conditions are met.
- ◆ Annual check by February 15th each calendar year to determine whether the permittee discharges a pollutant of concern via storm water runoff to a section 303(d) listed impaired water body
- ◆ Annual check by February 15th each calendar year to determine whether the permittee discharges a pollutant of concern via storm water runoff to a water body that has a USEPA TMDL allocation
- ◆ Must determine whether facility discharges storm water to a fish and aquatic life water
- ◆ SWPPPs must be updated within 180 days of any changes made in response to above factors

Here are a few of the new terms that you will need to know & understand

- ◆ Watershed
- ◆ TMDL
- ◆ Impaired Water Body
- ◆ Outstanding Resource Water (ORW)
- ◆ Exceptional Resource Water (ERW)
- ◆ Fish and Aquatic Life Water

Confused? Not to worry. Your OES committee is planning a series of environmental educational efforts aimed at helping you understand this next level of storm water permitting. These efforts will include environmental specific workshops, emails, newsletters and other publications. As soon as the WDNR finalizes this permit, we will make that announcement and give more specifics in regard to our educational efforts. Have any ideas on what you would like to see? Are you interested in attending an environmental only workshop sometime this year? If so, when? Please contact WRMCA and let us know your thoughts.

As promised, we do have a bit of good news to deliver that will hopefully counterbalance some of the shock from the 3rd generation permit. As you are all aware, there were sweeping changes in our state government which brings with it the promise (or at the very least hope) of more civilized relations with our state regulators. To that end, and thanks to the efforts of Pat Essie, the WRMCA met with WDNR Executive Assistant Scott Gunderson on March 16th to address opening up the lines of communication between our industry and the WDNR. The meeting went exceptionally well and Scott has asked us to put our concerns into writing to him, as well as any suggestions as to how we might want to accomplish this task. We will make that letter available to our members as soon as it is final and we will keep you posted on any progress made from this effort.

Stay tuned to your OES committee for further updates on this all encompassing industry regulatory change. We'll help you get through this latest edition of fun with DNR!

2011 CONVENTION RECAP

The 2011 Convention was held for the first time in conjunction with the Illinois Ready Mixed Concrete Association. The convention was held February 27-March 2 at the Naples Beach Hotel & Golf Club in Naples, FL.

The convention began with an opening reception on Sunday night. Monday morning kicked off with a session on ACI 330 by Amy Miller who is the Southeast Region National Resource Director of the NRMCA. Brian Borowski from Lafarge gave an update on the status of Fly Ash. Greg Scurto from Scurto Cement Construction discussed contractor promotion.



Man of the Year - Shawn Triller

Tuesday included an OES Update by Mitch Mariotti from VCNA Prairie, Legislative Update with Pat Essie, WRMCA and Jim Randolph who is the Legislative Consultant for IRMCA. The annual meeting rounded out the morning.

Ann Daugherty from CTL Group gave an interesting presentation on 10,000 year old concrete on Wednesday morning. A golf outing was held Wednesday afternoon followed by a reception and closing dinner.

Shawn Triller was presented with the Man of the Year Award for his support and dedication to the association and industry.

We're Partners sponsored a welcome reception on Sunday as well as a reception Wednesday night. Special thanks to Financial Transaction Services for sponsoring Wednesday's breakfast.



2011 President Nicholas Rivecca



Incoming 2011 Board

Thank you to our 2011 We're Partner's Sponsors

- ◆ AON
- ◆ American Engineering Testing
- ◆ AXIM
- ◆ Buzzi Unicem
- ◆ CGC
- ◆ Euclid Chemical Company
- ◆ Fabco
- ◆ GeoTest, Inc.
- ◆ GRT
- ◆ Holcim
- ◆ Lafarge
- ◆ Lehigh Portland Cement
- ◆ Noble Diagnostics
- ◆ Portland Cement Association
- ◆ Prism Pigments
- ◆ Propex Concrete Solutions
- ◆ Putzmeister
- ◆ Solomon Colors
- ◆ St. Marys Cement
- ◆ TK Products
- ◆ Tricor Insurance
- ◆ Wisconsin Cement Company
- ◆ WR Grace

DATES TO REMEMBER

- April 6 Promotion Committee Meeting, WRMCA Office, Madison, 10am
- April 6 Convention Committee Meeting, WRMCA Office, Madison, 11am
- April 12 Fundamentals of Concrete Seminar, Cabela's, Richfield, 9am
- April 14 Region 3 Committee Conference Call, 9am
- April 21 Web Committee Meeting, Staples Marketing, Pewaukee, 9am
- April 21 Region 2 Committee Meeting, Staples Marketing, Pewaukee, 10am
- April 21 ACI Class, Eagle River
- April 27 Region 4 Committee Conference Call, 9am
- April 28 Region 1 Committee Meeting, Grumpy Troll, Mount Horeb, 11am
- April 29 OES Committee Meeting, WRMCA Office, Madison, 10am
- May 4-5 AIA Expo, Monona Terrace, Madison
- May 12 WRMCA Board Meeting, Potosi Brewery, Potosi, 1pm
- May 19 ACI Class, Milwaukee
- June 9 ACI Class, Madison
- June 23 WRMCA Golf Outing, Wild Rock, WI Dells

WRMCA SCOOP is a quarterly publication of your Wisconsin Ready Mixed Concrete Association.

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For more information, check out the weekly events information published *In the Mix* or visit our website at www.wrnca.com.

Concrete - How ideas Get built.™