

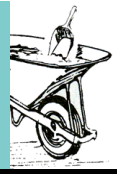
**Upcoming
Events**
(see p. 8)



**Association
News**
(pages 2-3)



OES News
(pages. 5-8)



WRMCA SCOOP

3rd Quarter • September, 2010 • <http://www.wrmca.com> • 800.242.6298

Money to Be Made:

Partner With One Or More Of Your Customers And Get After It!

Did you know that even in these uncertain economic times, about 32,000,000 square feet of parking lot pavement (new and reconstruction) is placed annually in Wisconsin and Michigan's Upper Peninsula (UP)? That's a lot of squares – more than 460,000 cubic yards annually if every square went concrete – and market forces now in play make it possible for concrete stakeholders trained in promoting and providing parking lot construction services to command a profitable share of this annual market.

But before they can command the market, concrete stakeholders must gain command of parking lot design and construction issues, become skilled at employing parking lot subgrade and pavement analysis tools, and master team (one producer member + one concrete contractor + one associate member) promotion and sales skills.

The December 10th WRMCA Parking Lot Promotion Academy (PLPA) in Wausau provides affordable, best-practices parking lot promotion training to help Wisconsin/UP concrete industry stakeholders understand and respond profitably to the emerging and historic market opportunities for concrete parking lot construction.

Key Barrier to Success: A Very Limited Contractor Pool Capable of Serving the Emerging Market

Barriers to capturing additional market share for concrete parking lots are formidable, but balanced on shifting bases of unstable oil prices and rising emphasis on project aesthetics and sustainable design. The key hurdle to success in concrete parking lot promotion is a lack of contractors able to successfully promote and serve the emerging market. With the active support of WRMCA Producer Members, and through the PLPA, our industry can successfully increase the Wisconsin/UP concrete parking lot contractor pool.

The best person for recruiting concrete contractors ... the person with the greatest influence ... the person with a vested interest equal to the contractor's ... the person best able to be clear, concise, energized, and positive in a recruitment request ... is a WRMCA Producer Member. Thus, the key task for our PLPA falls on the shoulders of WRMCA Producers, who are asked to identify five contractor customers or prospects with the ability or potential to provide parking lot construction services in Wisconsin and/or the UP and convince at least one to attend – with the ready-mix producer and at his expense – the December 10th Parking Lot Promotion Academy. Materials to help Producers enlist contractors for the PLPA are available: Contact WRMCA Promotion Director Cherish Schwenn | 800.242.6298 | cschwenn@wrmca.com |.

WRMCA Associate Members also have key roles to play in commanding a profitable share of the concrete parking lot market, creating a sense of urgency within the WRMCA producer-member community, helping Producers recruit contractors to attend the Parking Lot Promotion Academy, and serving as key members of future parking lot promotion teams (1 contractor + 1 producer + 1 associate).

There is money to be made for concrete industry stakeholders able to promote and provide concrete parking lot paving services. Partner with one or more of your customers and get after it ... starting by attending the PLPA on December 10th.

AT A GLANCE...

What: 4th Annual WRMCA Parking Lot Promotion Academy

When: Friday, December 10, 2010

Where: Northcentral Technical College, Wausau, Wisconsin

Who Should Attend: WRMCA Producer Members, their Concrete Contractors, and WRMCA Associate Members

Why Attend: Concrete Parking Lot\$ = Profitable Opportunity Knocking!

Cost: \$50 per person

ASSOCIATION NEWS

WRMCA Welcomes New Members

The WRMCA is pleased to welcome new associate members:

- ***eblake & associates, Manitowoc, WI*** - manufacturer of high performance protective coatings & linings. <http://eblakewi.com/> contact : Ed Blake (920)775-2829
- ***Kimble Mixer Company, New Philadelphia, OH*** - provider of ready-mixed trucks. <http://www.kimblemixer.com/> contact: Rob Turner (330)401-9859
- ***Premiere Concrete Admixtures, Pioneer, OH*** – provider of chemical admixtures. <http://www.premiereadmix.com/> contact: Douglas Wittler 800-503-3418 or Pat Bauer (262)408-0667

New Board and Committee Chairmen

The WRMCA is delighted to welcome new associate board member Jason Chilson, WR Grace. Jason replaces John Morgan who now works for producer member Schmitz Ready Mix. Special thanks to John for serving on the board.

Greg Knorr, Wisconsin Valley Concrete who served as chairman of both Region 4 and the Legislative Committee for stepped down as chairman this summer. Bob Wells, County Materials is the new Region 4 chairman and Jesse Jacobs, Otto Jacobs is the new Legislative chairman. We welcome them to their respective committees and thank Greg for his many years of service.

WRMCA Annual Scholarship

It's time again to reach out to immediate family members in high school and encourage them to learn more about CONCRETE and give them the opportunity to apply for the 2011-2012 WRMCA Membership Scholarship.

This scholarship is established to help support **immediate family members of Wisconsin Ready Mixed Concrete Association members**. The WRMCA will award a \$5,000 scholarship if the winner chooses to go to the Concrete Industry Management programs offered at Middle Tennessee State University, New Jersey Institute of Technology, California State University at Chico and Arizona State University in Phoenix. Other eligible programs would include those at Alpena Community College in Michigan and Rhodes State College in Ohio. The Wisconsin Ready Mixed Concrete Association reserves the right to expand the list of schools as programs are developed. The goal of the scholarship program is to seek out and assist students seeking further education to enter the ready-mixed concrete industry. A \$2,500 scholarship will be given if the winner plans to enroll in a school of their choice.

Please find the rules and application form online at http://www.wrmca.com/cmt_scholarship.htm. Application deadline is November 30, 2010.

If you have any questions, or would like any further information, please don't hesitate to contact Kim at (608) 512-1209 or knovak@wrmca.com.

4th Annual Parking Lot Promotion Academy to be Held December 10

The 4th Annual Parking Lot Promotion Academy (PLPA) will be held on Friday, December 10 at the North Central Technical College in Wausau.

At the PLPA, local, regional, and national experts will help you better understand and respond profitably to the market forces currently in play. They will address parking lot design and construction issues, provide and train you to use subgrade and pavement analysis tools, discuss ACI 318, ACI 330, and share information about pervious concrete. Learn about a local company's success using concrete parking lots and a contractor's perspective on the bidding process.

Producers are asked to invite a contractor to attend this important seminar with them. A registration form will be sent out in early October. Please contact Cherish at cschwenn@wrmca.com if you have any questions.

ASSOCIATION NEWS

Focus Your Political Resources:

Contribute to the WRMCA Conduit 2010

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 2010:

Platinum Contributors - \$1,000+ – Gary Benjamin, Champion Concrete, John Carew, Carew Concrete & Supply Co., Kurt Croell, Croell Redi-Mix, Mark & Ruth Guenterberg, Okauchee Redi-Mix, Greg Horbach, St. Mary's Cement, Jesse Jacobs, Otto Jacobs, Portland Cement Association, Nicholas Rivecca, Sonag Ready Mix, Alan Schmitz, Schmitz Ready Mix, Matthew Schmitz, Schmitz Ready Mix, Bob Shea, Wingra Redi-Mix, Irene Streblow, Bill Verrette, Gillett Cement Products, and Steve Verrette, Verrette Materials

Gold Contributor - \$500-999 – Dave Flynn, Green Valley Ready Mix, Mike Harvey, Van Der Vaart, Tim Kieler, Bard Materials, and Gary Wallis, St. Mary's Cement

Silver Contributor - \$250-499 – Andrea Breen, Lafarge, Brett Heinlein, Lafarge, Dave Kepler, Buzzi Unicem, Greg Knorr, Wisconsin Valley Concrete, Greg Leiteritz, St. Mary's Cement, Jim Melvin, Melvin Companies, Shawn Triller, Wingra Redi-Mix, Inc. and Roger Volden, Holcim

Bronze - \$100-249 – Mark Collett, Lafarge, Jay Fricke, R&J Fricke, Harry North, Wisconsin Valley Concrete, Brad Oertel, Wisconsin Cement Company, Erik Skowronek, Lafarge, Tom Schmit, Lafarge, and Mike Tews, Carew Concrete

Other Contributors – Bob Peters, Prairie Material and Rick Ross, Oshkosh Truck

WRMCA Fundraising & Grassroots Luncheons

The WRMCA hosted event for gubernatorial candidate, Scott Walker on August 2 In Milwaukee was a tremendous success. \$20,000 was raised and twenty seven people attended the event held at the University Club.

Regions 1-5 held grassroots luncheons around the state between June and August with forty-one WRMCA Members and sixteen legislators in attendance.

The luncheons provided a great opportunity for WRMCA members and legislators to meet and discuss important ready mixed industry issues and initiatives for 2011.

A special thank-you to our WRMCA We're Partners members, who sponsored each regional luncheon held. Without their continued support, these luncheons would not have been as successful as they were:

Advanced Technical Services, Inc., Axim Italcementi Group, BASF, Butterfield Color, Buzzi Unicem USA, CGC, Inc., Coleman Engineering, Command Alkon, Euclid Chemical Company, FABCO Equipment Company, GeoTest, Inc., Gordy's Concrete Pumping Service, Inc., GRT Admixtures, HNI Risk Services, Holcim (US), Inc., Industrial Systems, Ltd., Lafarge North America, Lehigh Portland Cement, Melli, Walker, Pease and Ruhly, S.C., Midwest Engineering Services, Noble Diagnostics, Inc., North Lake Sand & Gravel, Inc., Oshkosh Truck Corporation, Portland Cement Association, Prism Pigments, Propex Concrete Systems, Putzmeister America, RexCon, LLC., Sika Corporation, Solomon Colors, St. Marys Cement, TK Products, Tricor Insurance, We Energies, Wisconsin/Illinois Cement Company, and WR Grace.

ASSOCIATION NEWS

2011 Convention - Save the Date!

The 2011 Convention will be held February 27-March 2 at the Naples Beach Hotel & Golf Club. It will be co-hosted by the Illinois Ready Mixed Concrete Association.

The conference will begin with a reception on Sunday, February 27 and will conclude with a dinner on Wednesday, March 2. For information on Naples, go to: <http://www.paradisecoast.com>.



Naples Beach Hotel & Golf Club

Room Rates: \$199 plus taxes & fees

Reservations Number: 1-800-237-7600

Request WRMCA room block for rate - reservations are open.

Website: <http://naplesbeachhotel.com/index.html>

Airfare prices out of Milwaukee have been as low as \$217 roundtrip so you may want to book your flight soon.

Registration for the convention will be \$300 for members and \$200 for guest/spouse. A brochure with more information will be sent out in November. Please contact Cherish Schwenn at cschwenn@wrmca.com or 800-242-6298 with questions.

WRMCA Web Contractor Listing

A new policy was approved at the July Board Meeting regarding contractors listed on the WRMCA web site. Due to outdated contractor information and contractors listed who currently do not buy from members, a new policy was created. Contractors must be nominated by a member producer in order to be posted on the site.

Producers are able to nominate a certain number of contractors based on yardage. The expectation is that contractors nominated will get ACI Flatwork Certified in 2011 if they are not currently certified.

Producers will be able to nominate new contractors on annual basis. To view the current list of contractors, please go to: http://www.wrmca.com/cmt_contractor.htm. For a nomination form, please contact Cherish Schwenn at cschwenn@wrmca.com or 800-242-6298.

WRMCA OES Committee to Recognize Safe Drivers

The WRMCA OES Committee would like to highlight driver members of the association for their commitment to health /safety & environmental promotion of ready-mixed concrete industry and efforts to the community.

Experienced employees that continually promote excellence are truly a value added commodity to your company and help promote a very positive image to the ready-mixed profession.

Winners will be announced in January 2011 and will receive a free invitation to the 2011 OES Committee Health / Safety & Environmental Workshop. All nominees will receive a certificate of recognition.

Contact Kim Novak at knovak@wrmca.com with questions.

WRMCA Technical Committee Meeting

Make plans now to attend the fall Technical Committee Meeting that will be held Tuesday, October 19 at Cabela's in Richfield. Input is needed in putting together the 2011 workshop. It is highly recommended that one representative from each producer company attend this important meeting.

OES NEWS

Operations News from the Department of Transportation

Commercial Motor Vehicle Drivers:

What You Need to Know

How will this change affect drivers?

- Unsafe carrier and driver behaviors that lead to crashes will be identified and addressed
- All safety-based roadside inspection violations will count, not just out-of-service (OOS) violations
- Drivers will be more accountable for safe on-road performance — good news for drivers with strong safety performance records

What can drivers do to prepare for the change?

- 1) Know and follow safety rules and regulations
 - Check out web-based commercial motor vehicle (CMV) safe driving tips at <http://www.fmcsa.dot.gov/about/outreach/education/driverTips/index.htm>
- 2) Become knowledgeable about the new Behavior Analysis and Safety Improvement Categories (BASICS) and how FMCSA will assess safety under CSA 2010
 - Review the Safety Measurement System (SMS) methodology document at <http://csa2010.fmcsa.dot.gov/outreach.aspx>
- 3) Keep copies of inspection reports
- 4) Learn about employers' safety records
 - Check carrier safety records online at <http://ai.fmcsa.dot.gov/default.aspx>
- 5) Visit the CSA 2010 Website: <http://csa2010.fmcsa.dot.gov>
 - Subscribe to the RSS feed or email list to stay up-to-date on CSA 2010 news and information

Producers can view their Carrier data with their U.S. DOT # & PIN at:

<https://csa2010.fmcsa.dot.gov/login.aspx?ReturnUrl=/DataPreview/Default.aspx>

Under CSA 2010, FMCSA will:

- Reach more CMV carriers earlier and more frequently
- Improve efficiency of carrier investigations by focusing on specific unsafe behaviors, identifying causes, and requiring corrective actions
- Hold carriers and drivers accountable for their safety performance, demanding and enforcing safe on-road performance

OES NEWS

Compliance Safety Accountability

CMV Driver - Frequently Asked Questions

Under CSA 2010, CMV carrier and driver safety performance records will be more important than ever and all safety-based violations from roadside inspections will count, not just OOS violations. Drivers should know what CSA 2010 will mean for them and how they can prepare for this important, new safety program.

Q. Why does FMCSA's new CSA 2010 program emphasize driver safety enforcement?

A. Studies have shown that unsafe driver behavior, both on the part of CMV drivers and other drivers, is a major contributor to CMV-related crashes. Some studies indicate that a small segment of the CMV driver population is involved in a disproportionately large number of crashes. As a result, during the CSA 2010 Operational Model Test, FMCSA expanded its approach to identifying and addressing unsafe drivers during interventions with motor carriers.

Q. Can you describe the CSA 2010 driver safety enforcement process?

A. The driver safety enforcement process provides FMCSA with the tools to identify CMV drivers with safety performance problems and to verify and address the issues. The new tools enable Safety Investigators (SIs) to identify drivers with poor safety histories who work for carriers that have been identified as requiring a CSA 2010 investigation. If the investigation results verify the driver violation(s), FMCSA takes an enforcement action against that driver, such as a Notice of Violation (NOV) or a Notice of Claim (NOC).

Q. What kinds of driver safety performance data is CSA 2010 looking at?

A. The new program focuses on driver enforcement for serious rule violations, such as:

- Driving while disqualified
- Driving without a valid commercial driver's license
- Making a false entry on a medical certificate
- Committing numerous Hours-of-Service violations

Q. Do tickets or warnings that drivers receive while operating their personal vehicles impact the new SMS?

A. No tickets or warnings that drivers receive while operating their personal cars are State citations and do not count in the new measurement system. SMS only uses violations of FMCSA's regulations, and those regulations only apply to people driving large CMVs. In measuring on-road safety performance, SMS uses all safety-based violations documented at roadside inspections as well as State reported crashes.

Q. Will CSA 2010 assign safety ratings to individual CMV drivers? I heard that CSA 2010 is designed to rate CMV drivers and to put many of them out of work this summer.

A. No. Under CSA 2010, individual CMV drivers will not be assigned safety ratings or Safety Fitness Determinations (SFDs). Consistent with the current safety rating regulations (49 CFR part 385), individual drivers who operate independently as a "motor carrier" (i.e. have their own USDOT number, operating authority, and insurance) will continue to be rated as a motor carrier, as they are today, following an onsite investigation at their place of business. CSA 2010 is designed to meet one overriding objective: to increase safety on the Nation's roads. Therefore, it is, by design, a positive program for drivers and carriers with strong safety performance records. CSA 2010 sends a strong message that drivers and carriers with poor safety performance histories need to improve.

Q. What is the Pre-Employment Screening Program (PSP) and when does it start?

A. PSP is a new FMCSA program mandated by Congress that is designed to assist the motor carrier industry in assessing individual operators' crash and serious safety violation history as a pre-employment condition. The program is voluntary. It is not part of CSA 2010. For more information about PSP, visit FMCSA's PSP website at <http://www.psp.fmcsa.dot.gov>.

Q. What is the detailed process for drivers to contest information contained in their FMCSA driver records?

A. Drivers should use FMCSA's DataQs system to make a Request for Data Review (RDR) in FMCSA databases. To do this, drivers can go to the DataQs registration page at <https://dataqs.fmcsa.dot.gov/login.asp>, select "Register Online" as a general public user, and create a DataQs account profile. Once registered, drivers can request a review of their data by following detailed instructions in the help menu. The Agency is in the process of improving the DataQs Website to make the process of requesting a data review more apparent to drivers.

OES NEWS

Safety News from U.S. Department of Labor

OSHA Revises Its Penalty Calculation System

For only the second time in the agency's history, OSHA is revising its penalty calculation system. Employers can expect these changes to result in higher penalties per citation. They are in the process of being implemented by local OSHA offices. In his testimony this past July to Congress, David Michaels, PhD, MPH, Assistant Secretary of Labor, stated OSHA's position on the need to increase inspection penalties.

"Safe jobs exist when employees have adequate incentives to comply with OSHA requirements. Those incentives are affected, in turn, by both the magnitude and the likelihood of penalties. Swift, certain and meaningful penalties provide an important incentive to "do the right thing." Currently, serious violations - those that pose a substantial probability of death or serious physical harm to workers - are subject to a maximum civil penalty of only \$7,000. Willful and repeated violations carry a maximum penalty of only \$70,000.

"Congress has increased the OSH Act's monetary penalties only once in 40 years despite inflation during that period. Unscrupulous employers often consider it more cost effective to pay the minimal OSHA penalty and continue to operate an unsafe workplace than to correct the underlying health and safety problem. The current penalties do not provide an adequate deterrent. This is apparent when OSHA penalties are compared with penalties that other agencies are allowed to assess.

The revision to the penalty structure is not increasing the maximum gravity-based penalty of \$7000. It is changing the penalty adjustment factors which are used any time an inspection penalty is calculated. There are nine factors and a brief description of each change is as follows:

1. **History Reduction**—The time frame for considering an employer's history of violations will expand from three years to five. An employer who has been inspected by OSHA within the previous five years and has not been issued any serious, willful, repeat, or failure-to-abate citations will receive a 10 percent reduction for history.
2. **History Increase**—An employer that has been cited by OSHA for any high gravity serious, willful, repeat, or failure-to-abate violations within the previous five years will receive a 10 percent increase in their penalty, up to the statutory maximum. Employers who have not been inspected and those who have received citations for serious violations that were not high gravity will receive neither a reduction nor an increase for history.
3. **Repeat Violations**—The time period for considering the classification of repeated violations will be increased from three to five years.
4. **Severe Violator Enforcement Program**—Where circumstances warrant, at the discretion of the Area Director, high gravity serious violations related to standards and hazards identified in the SVEP will not normally be grouped or combined, and may be cited as separate violations, with individual proposed penalties.
5. **Gravity-Based Penalty (GBP)**—The gravity of a violation is the primary consideration in calculating penalties and is established by assessing the severity of the injury/illness which could result from a hazard and the probability that an injury or illness could occur. OSHA is adopting a gravity-based penalty structure for serious citations which will range from \$3,000 to \$7,000.
6. **Size Reduction**—OSHA will be amending its penalty reduction structure based on the size of employers, allowing for a penalty reduction between 10 and 40 percent for those with less than 250 employees. No size reduction will be applied for employers with 251 or more employees.
7. **Good Faith**—The current good faith procedures in the Field Operations Manual will be retained. A penalty reduction is permitted in recognition of an employer's effort to implement an effective workplace safety and health program. Employers must have a safety and health program in place to get any good faith reduction. Good faith reductions are not allowed in the cases of high gravity serious, willful, repeat, or failure-to-abate violations.
8. **The 15% Quick-Fix reduction**, which is currently allowed as an abatement incentive program to encourage employers to immediately abate hazards identified during inspections, remains unchanged. However, the 10% reduction for employers with a strategic partnership agreement will be eliminated.
9. **Minimum Penalties**—The minimum proposed penalty for a serious violation will be increased to \$500. When the proposed penalty for a serious violation amounts to less than \$500, a \$500 penalty will be proposed for that violation. The proposed minimum penalty for a posting violation will increase to \$250 if the company was previously provided a poster by OSHA.
10. **Additional Administrative Modifications to the Penalty Calculation Policy**—Final penalties will be calculated serially, unlike the current practice where all penalty reductions are added and the total percentage of reductions is then multiplied by the gravity-based penalty to arrive at the proposed penalty. All penalty adjustment factors will be applied serially.

OES NEWS

OSHA Revises Its Severe Violators Enforcement Program

OSHA has completed another revision to its Severe Violators Enforcement Program (SVEP) directive and it went into effect on June 18, 2010. This program focuses on employers who continually disregard their legal obligations to protect their workers. It applies OSHA-wide, regardless of the size of the employer.

SVEP is a tool that OSHA area offices use to address employers who repeatedly and willfully endanger workers by exposing them to serious hazards. Employers who meet the criteria for being SVEP employers may be subject to increased enforcement activity, such as mandatory follow-up inspections. These employers may also find that OSHA is inspecting other workplace locations of the same company where similar hazards or deficiencies may be apparent.

The entire directive that outlines the program can be found on the OSHA web site; the document number is CPL 02-00-149, Severe Violator Enforcement Program (SVEP). Although there is not enough space in this newsletter to explain the program in detail, the criteria for landing on the SVEP list are as follows:

Criteria for a Severe Violator Enforcement Case. Any inspection that meets one or more of criteria A. through D., at the time that the citations are issued, will be considered a severe violator enforcement case.

- A. A fatality/catastrophe inspection in which OSHA finds one or more willful or repeated violations or failure-to-abate notices based on a serious violation related to a death of an employee or three or more hospitalizations.
- B. An inspection in which OSHA finds two or more willful or repeated violations or failure-to-abate notices (or any combination of these violations/notices), based on high gravity serious violations related to a high-emphasis hazard. (High emphasis hazards are explained in greater detail in the directive)
- C. An inspection in which OSHA finds three or more willful or repeated violations or failure-to-abate notices (or any combination of these violations/notices), based on high gravity serious violations related to hazards due to the potential release of a highly hazardous chemical, as defined in the Process Safety Management standard, 1910.119.
- D. All egregious (e.g., per-instance citations) enforcement actions will be considered SVEP cases.

How easy is it to end up on an OSHA area office's SVEP list? An example of one case is that of a common general industry inspection scenario: A compliance officer conducts a local emphasis program inspection for amputations. While on-site, the compliance officer observes employees exposed to machine guarding and lockout hazards and cites the employer for two high-gravity willful violations of 29 CFR 1910.212 and 1910.147. This inspection meets the criteria outlined in item B above and the case is subject to SVEP.

Employer and employee groups looking for more detailed information about the SVEP program can contact their local OSHA area offices or go to the OSHA web site (www.osha.gov). Employers looking to upgrade their safety and health efforts should contact the Wisconsin Onsite Consultation program at 1-800-947-0553 for their free services (applies to employers with less than 250 employees at any location and no more than 500 employee corporate-wide).

Environmental News

EPA sets new emission limits on Cement Plants

When fully implemented in 2013, EPA estimates the annual emissions will be reduced:

- Mercury – 16,600 pounds or 92 percent
 - Total hydrocarbons – 10,600 tons or 83 percent
 - Particulate Matter – 11,500 tons or 92 percent
 - Acid gases – (measured as hydrochloric acid): 5,800 tons or 97 percent
 - Sulfur dioxide (SO₂) – 110,000 tons or 78 percent
 - Nitrogen oxides (NO_x) – 6,600 tons or 5 percent
- Mercury in the air eventually deposits into water, where it changes into methylmercury, a highly toxic form that builds up in fish. People are primarily exposed to mercury by eating contaminated fish. Because the developing fetus is the most sensitive to the toxic effects of methylmercury, women of childbearing age and children are regarded as the populations of greatest concern.
 - EPA estimates that the rules will yield \$6.7 billion to \$18 billion in health and environmental benefits, with costs estimated at \$926 million to \$950 million annually in 2013. Another EPA analysis estimates emission reductions and costs will be lower, with costs projected to be \$350 million annually.

DATES TO REMEMBER

- October 13 Parking Lot Committee Conference Call, 9am
- October 14 Region 1 Committee Meeting, Potosi Brewery, Potosi, 11:30am
- October 19 Technical Committee Meeting, Cabela's, Richfield, 10am
- October 24-28 ACI Fall Convention, Pittsburgh, PA
- November 2 Region 3 Committee Conference Call, 9am
- November 5 OES Committee Meeting, WRMCA Office, Madison, 10am
- November 9 Region 4 Committee Conference Call, 9:30am
- November 11 WRMCA Board of Directors Meeting, The Bunkhouse, Port Washington, 1pm
- December 3 & 10 ACI Flatwork Certification, Hyatt Place West, Milwaukee
- December 8 Region 5 Committee Conference Call, 9am
- December 10 4th Annual Parking Lot Promotion Academy, North Central Technical College, Wausau
- December 16 Region 2 Committee Meeting, Staples Marketing, Pewaukee, 10am
- January 13 WRMCA Board of Directors Meeting, Wisconsin Dells, 1pm
- January 13-14 OES Workshop, Kalahari Resort, Wisconsin Dells
- January 17-21 World of Concrete, Las Vegas
- Feb 8-10 WCPA Annual Concrete Pavement Workshop, Appleton
- Feb 17-18 Technical Workshop, Kalahari Resort, Wisconsin Dells

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

Concrete - How *ideas* Get built.™

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

WRMCA STAFF

Executive Director -

Patrick Essie,

pessie@ekgmail.com

Association Manager -

Kim Novak, knovak@wrmca.com

Promotion Director -

Cherish Schwenn,

cschwenn@wrmca.com

Legislative Consultant -

Erin Krueger,

ekrueger@ekgmail.com



Visit www.wrmca.com and download the latest issue of **Scoop** or archives of past editions.



**Wisconsin
Ready Mixed
Concrete
Association**

16 N. Carroll Street
Suite 925

Madison, WI 53703

Phone: 608-250-6304

Fax: 608-250-6306

Email: info@wrmca.com