



INSIDE SCOOP:
1st Annual Parking
Lot Promotion
Academy (p. 2)



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



**2007-2008 WRMCA
Scholarship
Winner**
(see p. 4)



WRMCA SCOOP

4th Quarter • DECEMBER, 2007 • <http://www.wrmca.com> • 800.242.6298

PRESIDENT'S REPORT

Association Only As Strong as the Membership

This year has flown by and I can hardly believe that the holidays are upon us. With the winter snow flakes beginning to fall I look forward to the up coming snowmobile season. December is also when we mix up the concrete plaques in anticipation of the concrete design awards presentation. I have enjoyed being a part of making the plaques the last few years and will continue to do so as long as the Association would like me to.

I hope everyone had a good and prosperous year. This past year was extremely busy for my own company which required my personal presence at the plant most of the year. I wish to thank our Association Vice-President Shawn Triller for stepping in and running the two board meetings that I was unable to attend.

This past year our Association has grown, faced and conquered many challenges while setting a milestone with the long anticipated arrival of our Technical Marketing Director, Pat Bauer. Creating and filling this position has been kicked around the Association for many, many years. My hope is that Pat will prove to be a great benefit to the entire membership.

My son Brandon and I just attended the Parking Lot Promotion Academy along with two of our contractors. It was excellent! The presentation was informative, well presented and very well received by those in attendance. Hats off to Pat Bauer, Cherish, and Phil for a job well done. If you were not there, you missed a good one.

The Association has many other events planned in the near future such as the Technical Seminars, OES Workshop, Concrete Design Awards and the Annual Convention. These events allow the membership an opportunity to learn, network and reflect on the past year and also look forward to even better years in the future. Our Association can only be as strong as its membership.

As always, I have tried to do my best for the Association. If there is ever a time when you wish to express your concerns, please do not hesitate to contact me. I am humbled by your past support and respect and am hopeful it will continue. I look forward to reflecting with you at the convention and once again.

Thank You for the confidence you have placed in me.

Mark Guenterberg, President WRMCA

ASSOCIATION NEWS

WRMCA Welcomes New Members in 4th Quarter

The WRMCA is pleased to welcome two new members:

Producer - Sun Prairie Concrete, Sun Prairie

Associate - Genesee Aggregate Corporation, Milwaukee



1st Annual Parking Lot Promotion Academy a Success!

On December 6, 2007, over 45 producers, contractors, associates, and technical students met for an interactive Parking Lot Promotion Academy (PLPA) at Madison Area Technical College in Madison.

The event kicked off with a rousing introduction by Cherish Schwenn, Promotion Director and Phill Domask, State Promotion Chair. Following it was Pat Bauer, Technical Marketing Director who presented an overview of ACI 330 Design and Construction of Concrete Parking Lots. The morning session finished with an in-depth presentation of the Concrete Pavement Analyst by Jon Hansen, National Resource Director of the NRMCA.

The team of instructors presented on marketing, promotion, and costing information throughout the afternoon. Tom Geary of Tri-North Builders wrapped up the Academy with an in-depth analysis of pervious concrete use in parking lots. The presentations were informative and the response from the attendees made the entire program very worthwhile, entertaining, and rewarding for all.

Special thanks to Jeff Molzahn at Madison Area Technical College for the use of the facility and his assistance in creating a great learning environment.

Thanks again to the following Parking Lot Ambassadors who helped recruit producers to participate in the PLPA: Doug Acker, Euclid Chemical, Andrea Breen, Lafarge, Jason Chilson, WR Grace, Phill Domask, The Phill Domask Consultancy, Scott Grams, GRT, Dan Large, Propex Concrete, John Morgan, Euclid Chemical, Mike Olson, Holcim, Mike Stolpa, Lafarge, Roger Volden, Holcim, and Gary Wallis, St Marys Cement.

We hope that this is just the beginning for capturing additional parking lot market share in Wisconsin and the Upper Peninsula of Michigan.



2008 WRMCA Executive Committee & Nominees Announced

The 2008 Executive Committee was recognized at the November 8th WRMCA Board Meeting held in Mosinee. The Committee will consist of:

President: Shawn Triller, Wingra Redi-Mix, Vice President: Bob Peters, Central Ready Mix, and Secretary/Treasurer: Gary Benjamin, Champion

Congratulations to the following members who were nominated to the Board of Directors for 2008.

Producers:

Joe Marx, Dodge Concrete

Howard Neeck, Neeck Concrete Products

Steve Verrette, Verrette Materials

Associates:

Brad Oertel, Wisconsin Cement Company

Roger Volden, Holcim

The election for Board of Directors will take place at the Annual Meeting on March 6 at the Monona Terrace.

ASSOCIATION NEWS

2008 WRMCA Annual Convention - Mixing It Up in Madison

The 2008 Annual Convention will be held March 5-7 at the Monona Terrace Convention Center in Madison.

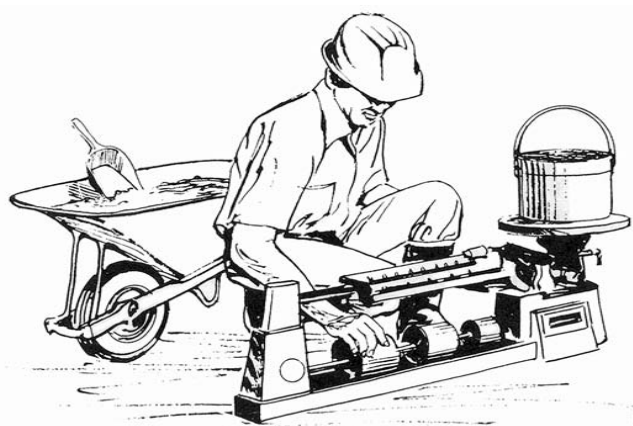
Timely topics include:

- Tough Times Don't Last - Tough People Do, Larry Helms (Back by popular demand from the 2007 Annual Convention)
- Environmental Advantages of Concrete, Jon Hansen, NRMCA
- Pervious & Self-Consolidating Concrete, Pat Bauer, WRMCA
- Communication Training, Penny Giles, Common Sense Consulting
- Concrete is Not a Commodity, Phill Domask, The Phill Domask Consultancy
- Collections, Dave Gorwitz, Hal Harlowe & Associates, S.C.
- Legislative Update, Pat Essie & Erin Krueger, WRMCA
- OES Presentation, Justin Kratochvil & Rick Nesbit, OES Committee Chairs

You won't want to miss the *Wright Stuff* themed 29th Annual Concrete Design Awards Ceremony on March 5th as well as the We're Partners sponsored reception on March 6th.

Hotel reservations can be made at the Hilton Madison Monona Terrace by calling 608-255-5100. The \$149 WRMCA room rate is good through February 3, 2008.

A brochure can be downloaded at www.wrmca.com.



ACI Concrete Field Testing Technician-Grade 1

The training course offers instruction in the basics of concrete testing procedures. Emphasis is placed upon practical information and skills which will help quality-control and testing personnel do their jobs more efficiently and accurately to ensure consistent, good quality concrete and reliable test results.

ASTM C94 requires anyone testing concrete in the field to be certified through an ACI - accredited or equivalent program - this WRMCA program is the only such program offered in Wisconsin.

2008 WRMCA ACI Concrete Field Testing Technician-Grade 1

The flyer for the 2008 ACI Concrete Field Testing Technician - Grade 1 Certification is located at www.wrmca.com under 2008 Events. Dates & locations include:

- January 24, Milwaukee
- February 21, Fifiield
- March 13, LaCrosse
- March 27, Green Bay
- April 24, Madison
- May 22, Milwaukee
- June 5, Madison (testing for lab/students/summer hires)

Cost for WRMCA Members is \$275, non-members is \$375, and students are \$225.

If you carry a current ACI, Concrete Field Testing Technician -Grade I certification, please be an examiner for 2008 classes. Please go to the WRMCA calendar of events for 2008 at www.wrmca.com and click on ACI 2008 box to see the schedule.

If you haven't signed up to help, please contact Courtney at 608.250.6304 or colmsted@wrmca.com.

Thanks in advance for your help!

ASSOCIATION NEWS



WRMCA's OES Committee Recognizes Ready Mix Drivers

The Wisconsin Ready Mixed Concrete Association Operations, Environmental & Safety Committee is pleased to announce the five ready mix drivers who have been selected for the 2007 ready mix driver highlight. Gerald Calnin, Wisconsin Valley Concrete Products, Dwane Kuhnau, Wingra Redi-Mix, Inc., John Prodoehl, Meyer Material Company, Lenord Maki, Central Ready Mix, Inc., and Ron Rollingner, Schmitz Ready Mix, Inc. are committed to driver excellence, dedication and various contributions to the ready-mixed industry. Their dedication and hard work add true value to their companies and communities.

The Wisconsin Ready-Mixed Concrete Association has invited them to join the OES committee at the annual OES workshop February 14-15, 2008 at the Kalahari Resort in the Wisconsin Dells to receive their recognition award. Their award, a specialized plaque, will be presented to them on Friday morning, February 15th by members of the OES committee and the U.S. Department of Labor, OSHA.

8th Annual Technical Workshop To Feature GreenBuild, Pervious, & Parking Lots

The 2008 Technical Workshop is only a month away! The 8th Annual Workshop will offer sessions on GreenBuild, Pervious Concrete, Parking Lots, ACI & ASTM, round robin reporting, QMP Update, MRS Software, and an interactive roundtable on troubleshooting issues. Featured speakers include: Andrea Breen, Lafarge, Phill Domask, The Phill Domask Consultancy, and Pat Bauer, WRMCA. The workshop will be held at the Kalahari Resort in Wisconsin Dells. The registration fee is \$150 for members. Hotel reservations can be made at the \$99 WRMCA rate until January 7, 2008 by calling 877-253-5466. The flyer is available to download at www.wrmca.com. If you have any questions, please contact Cherish at cschwenn@wrmca.com.

WRMCA Consumer Web Site Live

The WRMCA Consumer web site is now live. You may have noticed recently when you went to our web site that it has a new look. A consumer landing page was created to help consumers easily navigate for data on ICFs, decorative concrete, and other concrete topics. We hope that the landing page will better educate consumers as well as help them locate member ready-mixed producers when planning their next project.

OES Workshop To Highlight Important Safety Topics

The 2008 OES Workshop will offer sessions on OSHA Record Keeping, Hours of Service, SPCC Plans & Spill Response, Emergency Planning, Trenching, Excavating & Ergonomics, and DOT/Fleet Safety Programs. Featured speakers include personnel from US Department of Labor, OSHA, WisDOT, Wisconsin Consultation, and OES Committee Members.

The workshop will be held at the Kalahari Resort in Wisconsin Dells. Registration fees are \$200 for members and \$250 for non-members. Hotel reservations can be made at the \$99 WRMCA Rate until January 28, 2008 by calling 877-253-5466. The flyer is available to download at www.wrmca.com. If you have any questions, please contact Courtney at colmsted@wrmca.com.

Support the Organization that Supports Your Industry

Your Wisconsin Ready Mixed Concrete Association (WRMCA) serves as the key advocate for the Wisconsin/Michigan's Upper Peninsula (UP) ready-mix industry.

When you make your 2008 WRMCA dues investment, you are supporting the only organization advancing your company's and industry's interest 100% - 24/7/365 - recognized world-wide as the strongest Wisconsin/UP voice for ready-mixed concrete, a voice known and respected by state and local legislators and regulators, by building code and public works officials, and by national, regional, and local allied construction associations.

Your 2008 dues investments also delivers public relations, advertising, and technical education to construction professionals, homeowners, and the general public, creating, expanding, and defending local concrete markets and alerting prospective concrete customers of the value of doing business exclusively with WRMCA members.

Thank you for your continued support of the WRMCA.

2008 WRMCA SCHOLARSHIP ESSAY WINNER

High Early Strength Concrete: An Improvement to Society

by Aaron Michael Lohr

Historically, structures were created with only what nature provided: wood, mud mixed with water, rocks, etc. Years have passed and technology has evolved. A relatively new type of building material is High-Early Strength Concrete, with its outstanding ability to gain strength faster than other concretes on the global market. How is this possible? What technology innovations are being used in the roads we drive on? The answer is in the compositional make-up of this remarkable new form of concrete.

High-Early Strength Concrete, also called fast-track concrete, it achieves its specified strength at an earlier age than normal concrete. Rather than using five or six bags of type 1 cement per yard of concrete (typical in normal concrete), a higher cement concentration consisting of nine bags is used. Also, High-Early Concrete incorporates a 1" slump composition compared to a typical 3" to 4" slump of other concretes. A 2% liquid calcium chloride is integrated with the other components of the concrete, which proves to be one of the key aspects of how this concrete is able to rapidly gain strength. After High-Early Strength Concrete has been placed, approximately eight hours must be allowed for the concrete mixture to gain appropriate strength.

Working with High-Early Strength Concrete is a difficult process and must be done to perfection to prevent complications. All road building operations in Wisconsin must follow specific guidelines set by the Department of Transportation specifications section 415.

I wanted to see first hand how a High-Early strength concrete project is completed. I arrived at a job site in Sheboygan County at 7:30 p.m. After speaking with the crew and foreman I learned that the interstate had been blocked off at 6:00 p.m. to eliminate traffic on the road bed. Two separate crews performed simultaneous duties when replacing the road. The first crew removed sections of the damaged concrete that needed replacing. A second crew then inserted dowel bars into the exposed edges of the remaining concrete. Dowel bars allow the concrete to move from side to side, rather than vertically when the concrete expands and contracts during changing weather.

Ready-Mixed concrete trucks arrive at the site carrying concrete at 8:00 p.m. The 2% liquid calcium chloride was then pumped into the truck and the concrete is mixed for an additional five minutes. After the concrete was sufficiently mixed, it is placed immediately. The concrete trucks were required to arrive on a swift schedule. To allow the concrete enough time to achieve 3000 pounds per square inch in compressive strength before reopening the road to traffic. Each truckload is tested for air content (targeted 7%) temperature, and slump. Multiple concrete test cylinders are also cast to test the compression strength.

There are several pros and cons to using High-Early Strength Concrete. Jobs may be done rapidly while still enabling tasks to be finished in time for heavy morning traffic. Also, reconstruction is efficient so the road doesn't need to be blocked for long, eliminating detours or other roadway complications. Another benefit is that less work-crew members are needed and the cost of labor is reduced. Contractors are also given more time to schedule other projects to be completed before the construction season is over. On the flip side, scheduling is more difficult since the required time for doing a project is during night hours.

Throughout my experiences with High-Early Strength Concrete, both on the job site and in writing this paper, I have depicted how advancements in concrete technology are improvements to our society.

Aaron is the son of Rich Lohr, Van Der Vaart, Past President of the Wisconsin Ready Mixed Concrete Association and current chair of the Long Range Planning Committee.

REGIONAL PROMOTION REPORT

Customer education through target markets directs 2008 regional promotion. To maximize your dues investment, support and participate in the regional promotion activities in your delivery and service areas:

ICF DVD - Solid Investment, Lasting Impression – ICF Homes is slated to be finished in January. The DVD is a product of monetary resources from Regions 1-4. Similar to the Region 2 Parking Lot DVD - Make a Great Impression, created in 2006, the DVD will feature locally based projects and testimonials. The DVD is slated to premiere at the annual MBA Show in Milwaukee and will be featured at the 2008 Annual Convention.

Region 1 plans to hold a pervious demonstration, possibly at a community park where pervious can be showcased to the public and private sector, alike.

Region 2 is again partnering with the Concrete Wall Contractors Association of Wisconsin (CWC) to exhibit at the MBA Homebuilders Expo, January 10-13, at the United Center in Milwaukee. Real-life examples of pervious concrete and an ICF display will be featured in the booth. Region 2 is also hosting an ICF Seminar at the MBA Show on January 13 at 1:00 p.m. The seminar will feature Clark Ricks, co-founder and editorial director of ICF Builder Magazine. The seminar will provide information on the benefits of building with ICFs targeting consumers and developers attending the show.

Region 3 will hold a seminar on February 22 at Northeast Wisconsin Technical College in Green Bay. The seminar will focus on finishing issues and techniques presented by Dan Large of Propex and John Morgan of Euclid Chemical. Over 80 attended their finishing seminar held in 2007 in Region 4. Region 3 members also plan to host their 3rd annual ICF Home Tour in fall of 2008.

Region 4 is holding a seminar at NorthCentral Technical College in Wausau on Friday, March 28th. The seminar will include sessions on Flowable Fill and Pervious Concrete. Pat Bauer, WRMCA Technical Marketing Director, will be the featured speaker. The NRMCA Pervious Concrete Contractor Certification will be held during the seminar to those interested. A second seminar is tentatively scheduled for March 27th in Eagle River. The seminar will discuss troubleshooting, finishing, and decorative concrete.

Region 5 will hold two seminars in 2008: February 5 at the Lac Courte Oreilles Casino Lodge in Hayward and February 6 at the Best Western Trail Lodge in Eau Claire. Sessions highlighted include Technical Update by Pat Bauer, WRMCA, Quality Control & Promotion, and Pump Safety by Tom Redding of Putzmeister USA.

Mark your calendars and plan on attending your region's promotional seminars in 2008. They provide a great opportunity to not only learn but to network with your fellow ready-mixed producers and associates.

If you are not currently on your region's email distribution list, please contact Cherish at cschwenn@wormca.com.



DATES TO REMEMBER

- January 10-13 Metropolitan Builders Home 2008 Home Builders Expo, Milwaukee
- January 11 OES Meeting, 10:00 am, WRMCA Office, Madison
- January 15 Region 4 Conference Call, 10:00 am
- January 17 Board of Directors Meeting, 1:00 pm, The Roma Lodge, Racine
- January 21-25 World of Concrete, Las Vegas
- January 23 Promotion Conference Call, 1:00 pm
- January 24 ACI Class, Milwaukee
- Jan 31-Feb 1 8th Annual Concrete Technical Workshop, Kalahari Resort, WI Dells
- February 5 Region 5 Seminar, Lac Courte Oreilles Casino Lodge, Hayward
- February 6 Region 5 Seminar, Best Western Trail Lodge, Eau Claire
- February 14-15 5th Annual OES Workshop, Kalahari Resort, WI Dells
- February 21 ACI Class, Fifiel
- February 22 Region 3 Seminar, NWTC, Green Bay
- March 5 29th Annual Concrete Design Awards, Monona Terrace, Madison
- March 5-8 WRMCA Annual Convention, Monona Terrace, Madison
- March 8-10 NRMCA Annual Convention, Las Vegas, NV
- March 13 ACI Class, La Crosse
- March 18 Technical Committee Meeting, Cabela's, Richfield, 10:00 am
- March 27 ACI Class, Green Bay
- March 28 Region 4 Seminar & Pervious Certification, NTC, Wausau
- April 24 ACI Class, Madison

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.™



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



16 N. Carroll Street
Suite 925
Madison, WI 53703