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**INSIDE SCOOP:  
2008 Convention  
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# WRMCA SCOOP

1st Quarter • MARCH, 2008 • <http://www.wrmca.com> • 800.242.6298

## PRESIDENT'S REPORT

### Retaining and Increasing Membership a Priority

2008 marks my 27th year in the concrete industry. It was 1981 when I started, I was recently out of college and in debt as a result. The job market was tight so when I was offered a job driving truck at Wingra, I jumped at the chance. I knew a little about concrete, but I looked at this as an opportunity to learn something new. As I look back, I can say that my decision was something I haven't regretted.

There are similarities between 1981 and 2008. 1981 was a year that a new president took office. Ronald Reagan became the 40th president of the United States. At his side was vice president, George Bush. In 1981, our economy was in a severe recession, and the construction industry was struggling. 1981 was a challenging time, as it is now. We got through those times by accepting the situation and finding creative ways of dealing with our circumstances. In 1981, Ronald Reagan started a policy of large tax breaks and spending cuts, it was given the name Reaganomics. It was very controversial, and was thinking outside the box.

The economy recovered and we moved on. Our economy's make-up still provides us with great challenges ahead. 2008 will bring us a new president, and that person will be dealing with economic challenges along with many others. Our new president will surround him/her self with people that are diverse and intelligent people. It is likely that these people will think outside the box in addressing the problems this country faces. This association also brings together a diverse, intelligent, and dedicated group of people. It is this group of people that have been the backbone of our association.

Our members over the years have dealt with challenging times, these people have worked together to find answers and solve problems. They have been willing to think outside the box. As we go forward this year, one of our biggest challenges is retaining and increasing membership. I intend to make this a priority, I ask you to assist me in this effort. One of best ways to increase membership is to expand associate member base. Request that your vendors join, this effort on your part could bring big dividends.

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed people can change the world, indeed, it is the only thing that ever has." We are that group, and through our efforts we can continue to build and strengthen this association.

I could not have imagined in 1981 that I would be standing here today. The reason that I am here is the confidence that Wingra has had in me, the confidence that the WRMCA has had in me, and the confidence that I have that I will do my best for you.

Shawn Triller, President WRMCA

# ASSOCIATION NEWS

## WRMCA Welcomes New Members in 1st Quarter

The WRMCA is pleased to welcome new members:

*Producer* - Advanced Concrete, Waunakee and River City Ready Mix, La Crosse

*Associate* - Lightweight Distributing Company, Princeton, MN and Liberty Mutual, Dover, NH



## 2008 WRMCA Board of Directors

### Officers

President - Shawn Triller, Wingra Redi-Mix, Inc.

Vice-President - Bob Peters, Central Ready Mixed Concrete

Secretary/Treasurer - Gary Benjamin, Champion, Inc.

Immediate Past President - Mark Guenterberg, Okauchee Redi-Mix, Inc.

### Board Members

Todd Brockman, MCC, Inc.

Ritch Dembinsky, Meyer Material Company

David Flynn, Green Valley Ready Mix, Inc.

Tim Kieler, Kowalski Kieler, Inc.

Greg Knorr, Wisconsin Valley Concrete Products

Dan Large, Propex Concrete Systems

Joe Marx, Dodge Concrete, Inc.

John Morgan, Euclid Chemical Company

Keith Nault, Solomon Colors

Brad Oertel, Wisconsin Cement Company

Howard Neeck, Neeck Concrete Products, LLC.

Nicholas Rivecca, Sonag Ready Mix

Steve Verrette, Verrette Materials

Roger Volden, Holcim (US)

Gary Wallis, St. Marys Cement

## 2008 Regional Chairs

**Region 1** - Dave Kepler, Buzzi Unicem & Tim Kieler, Kowalski Kieler, Inc.

**Region 2** - Terry Estes, Schmitz Ready Mix & Mark Larsen, Jackson Concrete

**Region 3** - Roger Volden, Holcim (US)

**Region 4** - Greg Knorr, Wisconsin Valley Concrete Products

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

## 2008 Committee Chairmen

### Associates Advisory

Roger Volden, Holcim (US)

### Budget & Finance

Gary Benjamin, Champion, Inc.

### Certification

Greg Schmidt, GeoTest, Inc.

### Convention

Bob Peters, Central Ready Mixed Concrete

### Legislative

Greg Knorr, Wisconsin Valley Concrete

### Long Range Planning

Kurt Boehlein, Meyer Material Company

### Membership

Brad Oertel, Wisconsin Cement Company

### Operations, Environment & Safety

Chad Kaster, Carew Concrete

Justin Kratochvil, Meyer Material Company

Mitch Mariotti, Prairie Material Sales, Inc.

Rick Nesbit, Wingra Redi-Mix, Inc.

### Promotion

Doug Dobson, Meyer Material

Bob Peters, Central Ready Mixed Concrete

### Scholarship

Bob Peters, Central Ready Mixed Concrete

### Technical

Dan Large, Propex Concrete Systems



# ASSOCIATION NEWS

## 2007 Annual Safety Awards

The WRMCA OES Committee is pleased to announce that the annual safety award program had an excellent number of entries for the calendar year 2007. Twelve member companies submitted 40 individual plant locations. Those plants that had a safety performance record better than that of standard National statistics will receive a certificate of recognition from the WRMCA. The plant with the best safety performance record within each category will receive a plaque of recognition. This year's individual category award winners are:

- Category I: Kowalski - Kieler (Platteville Plant)
- Category II: Meyer Material (Hartland Plant 48)
- Category III: Carew Concrete & Supply Company, Inc. (Green Bay Plant)
- Category IV: Carew Concrete & Supply Company, Inc. (Appleton Plant)

### Division I:

- Champion Concrete (R-171 Moon Lake Plant)
- Meyer Material (Portable Plant 58)
- Meyer Material (Sussex Plant 59)
- Wisconsin Valley Concrete (Oxford Plant)
- Wisconsin Valley Concrete (Adams Plant)
- Wisconsin Valley Concrete (Westfield Plant)
- Schmitz Ready Mix (New Berlin Plant 6)
- Neeck Concrete Products (Price County Plant)
- Croell Redi-Mix, Inc. (Tomah Plant)
- Croell Redi - Mix, Inc. (Gale - Ettrick Plant)
- Kowalski - Kieler (Lancaster Plant)
- Croell Redi Mix, Inc. (Necedah Plant)
- Wingra Redi-Mix, Inc. (Plant 5)
- Kowalski - Kieler (Dickeyville Plant)

### Division II:

- Wingra Redi - Mix (Plant 3)
- Musson Brothers, Inc. (Rhineland Redi - Mix)
- Carew Concrete & Supply Co., Inc. (Green Lake Plant)

### Division III:

- Bend Industries (West Bend Plant)

Winners received their plaques at the 2008 Convention.

Congratulations to all award winners and continued success for 2008.

## 2008 WRMCA 8th Annual Ready Mix Golf Outing Blitz

Mark Your Calendar for June 26, 2008

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 8th 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 mid-April.



# CELEBRATING CONCRETE EXCELLENCE

## 2007 CONCRETE DESIGN AWARD WINNERS



### **Agricultural**

#### **Central Sands Dairy**

Owner: Dr. Gordon Jones

Ready Mix Supplier: County Materials Corporation & Wisconsin Valley Concrete

Contractors: Marawood Construction, Speigelberg Implement, Inc., Kohlman Concrete Inc., and Pipping Concrete

Architect: The Hamstra Group

Engineer: REA Inc.

### **Commercial**

#### **Dudley Tower**

Owner: Richard Dudley Investments

Ready Mix Supplier: County Materials Corporation

Contractor: Miron Construction Co., Inc.

Architect: Performa

Engineer: Arnold & O'Sheridan

### **Decorative - Commercial**

#### **Spargo Salon & Day Spa**

Owner: Doug Saloga

Ready Mix Supplier: Central Ready Mixed L.P.

Contractor: Concrete & Brick Specialists

### **Decorative – Residential**

#### **Dr. Paul & Patti Werner**

Owner: Dr. Paul & Patti Werner

Ready Mix Supplier: Schmitz Ready Mix, Inc.

Contractor: Munson Inc.

### **Special Merit**

#### **The Turner Home**

Owner: David & Tracy Turner

Ready Mix Supplier: New Berlin Redi-Mix, Inc.

Contractor: Turner Concrete Construction, Inc.

### **Special Merit**

#### **Veteran's Plaza at Fort McCoy**

Ready Mix Supplier: River City Ready Mix

Contractor: Chris Becker — Becker Architectural Concrete

Architect/General Contractor: TCI Architects, Engineers, Contractor

### **Education, Healthcare & Public**

#### **UW Green Bay Kress Events Center**

Owner: UW Green Bay

Ready Mix Supplier: Carew Concrete & Supply Co.

Contractor: Miron Construction Co., Inc.

Architect/Engineer: Venture Architect

### **ICF**

#### **Bay College West Campus**

Owner: Bay de Noc Community College

Ready Mix Supplier: Champion Inc.

Contractor: Gundlach Champion Inc.

Architect: Blomquist & Associates Architects

### **Industrial**

#### **Weston Unit 4 Power Plant**

Owner: Wisconsin Public Service

Ready Mix Supplier: County Materials Corporation

Contractor: Miron Construction Co., Inc.

Architect/Engineer: Black & Veatch

### **Municipal Facility**

#### **Wastewater Treatment Plant**

Owner: Grande Cheese Company

Ready Mix Supplier: Green Valley Ready Mix Inc.

General Contractor: Symbiont

Sub Contractor: C.D. Smith Construction

### **Municipal Infrastructure**

#### **City of Sturgeon Bay — Oregon Street Bridge Approaches**

Owner: City of Sturgeon Bay

Ready Mix Supplier: Premier Concrete, Inc.

Contractor: Vinton Construction

Engineer: Foth Infrastructure & Environment, LLC

### **Parking Lot**

#### **GoodYear Auto Services**

Owner: Embree Construction Group, Inc.

Ready Mix Supplier: Central Ready Mixed L.P.

Contractor: Gruman Construction, Inc.

Architect: Dennis T. Mitchell

Engineer: Stephen P. Maslan & Co.

### **Pervious**

#### **Rawson Commons**

Owner/Developer: Zabest Commercial Group

Ready Mix Supplier: New Berlin Redi-Mix, Inc.

Contractor: Zabest Commercial Group

Architect: Timothy Seidel

Engineer: Sigma Group

### **Residential**

#### **University Club Tower**

Owner: University Club Tower LLC

Ready Mix Supplier: Meyer Material Company

Contractor: J.H. Findorff & Son Inc.

Architect/Engineer: Skidmore, Owings & Merrill LLP

### **Residential Above Grade**

#### **Schilz Residence**

Owner: Chris & Carrie Schilz

Ready Mix Supplier: Premier Concrete, Inc.

Contractor: Countrywide Construction LLC

### **Site-Cast Tilt-Up**

#### **Didion Ethanol Plant**

Owner: Didion Ethanol/Didion Milling, Inc.

Ready Mix Supplier: Carew Concrete & Supply Co.

Contractor/Architect: Didion Milling, Inc.

Engineer: J.R. King Engineering

### **Other**

#### **WE Energies — Oak Creek Power Plant**

Owner: WE Energies

Ready Mix Supplier: Meyer Material Company

Contractor: Karrena International

### **Special Merit**

#### **Isle of Valor Memorial Plaza & Bridge**

Owner: City of Menasha

Ready Mix Supplier: Carew Concrete & Supply Co.

Contractor: Miron Construction Co., Inc.

Architect/Engineer: Martenson & Eisele

### **Northeast Region**

#### **Didion Ethanol Plant**

Owner: Didion Ethanol/Didion Milling, Inc.

Ready Mix Supplier: Carew Concrete & Supply Co.

Contractor/Architect: Didion Milling, Inc.

Engineer: J.R. King Engineering

### **North Central Region**

#### **Little Scholar's Child Care & Preschool**

Owner: Little Scholar's Child Care & Preschool

Ready Mix Supplier: County Materials Corporation

Contractor: Oscar J. Boldt Construction

Architect/Engineer: Boldt Technical Services

### **Northwest Region**

#### **UW-River Falls University Center**

Owner: Wis Department of Administration

Ready Mix Supplier: County Materials Corporation

Contractor: Market & Johnson

Architect: Workshop Architects

Engineer: Graef, Anhalt, Schloemer & Associates

### **Southwest Region**

#### **American Family Children's Hospital**

Owner: UW Hospital & Clinics

Ready Mix Supplier: Wingra Redi-Mix, Inc.

Contractor: J.H. Findorff & Son Inc.

Architect/Engineer: HDR Architecture, Inc.

### **Southeast Region**

#### **The Northwest Side Relief Tunnel**

Owner: MMSD

Ready Mix Supplier: Central Ready Mixed L.P.

Contractor: Shea-Kenny

### **One Plant Operation**

#### **Wastewater Treatment Plant**

Owner: Grande Cheese Company

Ready Mix Supplier: Green Valley Ready Mix Inc.

General Contractor: Symbiont

Sub Contractor: C.D. Smith Construction

### **Two Plant Operation**

#### **Lavrenz Driveway**

Owner: Don & Dennise Lavrenz

Ready Mix Supplier: Ace Redi Mix Inc.

Contractor/Architect: Bret Achtenhagen's Seasonal Services Ltd.

# 2008 SCHOLARSHIP ESSAY WINNER

## Concrete Through the Ages

by Kelsey Wenberg

When I was younger, one of my favorite activities was dragging my bucket of chalk to the sidewalk in front of my house, where I would sit and draw on the concrete for hours. Although usually unnoticed, concrete has played a large role in my life, as well as the lives of everyone around me. Concrete's many qualities and uses make it one of the most important building materials for the future.

When I was little, the weather wasn't always nice enough to go outside and color the sidewalk. Growing up in Wisconsin, the most fearful part of the summer was waking up at 1:00 AM to the sound of tornado sirens. My entire family would huddle together in the basement and wait for the storm to pass. I realize now that I always felt safe in our basement because it was strong and sturdy – it was poured with concrete. It is so important, living in areas with such natural disasters, that everyone has the same type of safe shelter that can be relied upon in times of danger. This is why materials like concrete are so vital to the building of homes, schools, and public buildings.

I have always lived in a small town, so making a trip to cities was always a wonderful experience growing up. It was easy to be enthralled by such massive, towering buildings and endless miles of road. Not only do these cities take your breath away, they are also vital to millions of people and businesses. Without the materials needed to build large offices, apartment buildings, and highways, our country's economy would not be what it is today. Our growing population needs available housing made from sturdy concrete buildings, and our economy relies heavily upon the transportation of goods and services across our concrete highways and bridges.

Although it is a strong, lasting substance, one of concrete's most significant qualities is that it is an all-natural material. I have always been a strong advocate for environmentally-friendly solutions for everyday living. We live in a world full of pollution and disposable products. Keeping our buildings and roadways made from an all-natural material like concrete is essential for the well-being of our environment.

Now that I'm older and have to drive to school and work everyday, the importance of the condition of our roads is very apparent to me. Also, even though I've grown very much since my days of sidewalk chalk, art still has a huge impact on my life. Years ago, I was taken to an outside gallery – a garden filled with mosaic concrete statues, fountains, and furniture. The beauty and elegance of the pieces inspired my interest in sculpture and demonstrates the versatility of concrete and its uses in art *and* architecture.

Although concrete is a material often taken for granted by the population, it affects the lives of everyone. I feel that concrete is an important resource for the needs of our culture. In the past, concrete has played a significant role in my life. The versatility of concrete as an all-natural building material for homes, businesses, bridges, and highways has permanently cemented its place in our future.

# 2008 CONVENTION REVIEW

## 2008 WRMCA Annual Convention Recap

The 2008 Convention was filled with a bit of everything - education, networking, and a simulated radio show. A highlighted session included a keynote by Doug Nielsen which included singing, Dan Large breaking a board, and Doug encouraging all of us to take life by the helm. Phill Domask discussed how concrete is not a commodity, Dave Gorwitz discussed collection issues in the industry, Penny Giles focused on the importance of customers and how to communicate effectively, Jon Hansen examined the many green aspects of concrete, and OES co-chairs, Justin Kratochvil and Rick Nesbit discussed safety in the workplace. A legislative luncheon was held on Thursday with many legislators in attendance who dined with our members.

Board elections took place with Shawn Triller sworn in as the 2008 President. A Man of the Year Award was given to Phill Domask for his dedication to the WRMCA.

25 category winners were recognized during the 29th Annual WRMCA Concrete Design Awards co-sponsored by AON Risk Corporation, GRT Admixtures, and ACI-Wisconsin Chapter. The awards were presented as a simulated radio show with Phill Domask, aka Phillson Kieler (based off of Garrison Keillor) as the Master of Ceremonies. Erin Krueger, WRMCA's Director of Public Policy played piano with the rest of the staff, Pat Bauer, Pat Essie, Courtney Olmsted, and Cherish Schwenn presenting winning category descriptions. The ceremony was sponsored by Champion Inc., County Materials Corporation, GeoTest, Green Valley Ready Mix, Illinois/Wisconsin Cement Company, Meyer Material, The Phill Domask Consultancy, Verrette Materials, Wingra Red-Mix, and WR Grace.

**Please see the list of Concrete Design Award winners on page 4.**



New President, Shawn Triller, presents immediate past president, Mark Guenterberg a token of appreciation for his leadership in 2007.



Phill Domask accepts the Man of the Year Award.

## Thank you to our 2008 We're Partner's Sponsors

Advanced Technical Services, Inc.  
American Bin & Conveyor, Inc.  
Axim Italcementi Group  
Butterfield Color  
Buzzi Unicem USA  
Euclid Chemical Company  
FABCO Equipment Company  
GeoTest, Inc.  
Great Lakes Cement Promotions Association, Inc.  
HNI Risk Services  
GRT Admixtures  
Holcim (US), Inc.  
Lafarge North America  
Lehigh Portland Cement  
North Lake Sand & Gravel, Inc.  
Oshkosh Truck Corporation  
Prism Pigments  
Propex Concrete Systems  
Putzmeister America  
River Valley Testing Corp.  
St. Marys Cement  
Tetra Tech, Inc.  
Vulcan Materials Company  
We Energies  
Wisconsin/Illinois Cement Company



## 2008 Convention - Pensacola, Florida

Mark your calendars now for the 59th Annual Convention that will be held March 15-18, 2008 at the Hilton in Pensacola Beach, FL. Look for more information to follow.

# DATES TO REMEMBER

- April 1            Region 4 Seminar, Wild Eagle Lodge, Eagle River
- April 8            WRMCA Scaling Issue Conference Call, 10am
- April 14           OES Committee Meeting, 10am, WRMCA Office
- April 15           MRS Software Training, 9am, WisDOT SW Region Madison Office
- April 16           Region 4 Conference Call, 10am
- April 22           Convention Committee Meeting, 1pm, WRMCA Office
- April 24           ACI Class, Madison
- April 29           Budget & Finance Conference Call, 1:30pm
- April 30-May 1   AIA Expo, Monona Terrace, Madison
- May 5-7           PCA Promoter's Workshop, Renaissance Hotel, Schaumburg, IL
- May 13           Region 2 Meeting, Central Ready Mix, Milwaukee, 2pm
- May 15           Long Range Planning Meeting, 10am, Holiday Inn, Eau Claire
- May 15           Board Meeting, 1pm, Holiday Inn, Eau Claire
- May 22           ACI Class, Milwaukee
- June 5            ACI Class, Madison
- June 26           Golf Outing, Wild Rock Golf Club, Wisconsin Dells
- July 10            Board Meeting, 1pm, The Pointe, Minocqua
- July 15-17        Farm Tech Days, Country Aire Farms, Greenleaf
- Aug 12            Region 2 Meeting & Grassroots Luncheon, 10am, Country Springs Hotel, Waukesha

For more information, check out the weekly events information published *In the Mix* or visit our website at [www.wrmca.com](http://www.wrmca.com).

**Concrete - How *ideas* Get built.™**

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

## 2008 OFFICERS

President Shawn Triller,  
Wingra Redi-Mix  
Vice President Bob Peters,  
Central Ready-Mixed Concrete  
Secretary/Treasurer Gary Benjamin, Champion, Inc.

## WRMCA STAFF

Executive Director -  
Patrick Essie  
Association Manager -  
Kim Novak  
Promotion Director -  
Cherish Schwenn  
Technical Marketing Director -  
Pat Bauer  
Legislative Consultant -  
Erin Krueger



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