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WRMCA SCOOP

2nd Quarter • JUNE, 2008 • <http://www.wrmca.com> • 800.242.6298

HARSH WINTER RAISES QUESTIONS

Wisconsin and the Upper Peninsula of Michigan have recently experienced one of the worst winters on record. Some of the exposed concrete surfaces, especially those less than one year old, may have developed surface distress such as scaling and aggregate popouts under the unusually harsh weather conditions. This is also true for concrete placed during previous years.

Scaling is defined as local flaking or peeling of a finished surface of hardened concrete that has been exposed to freezing and thawing, especially in a saturated condition. Refer to NRMCA C.I.P #2 and ACI 302.

An aggregate popout (also termed stone popout) is a small, cone-shaped cavity in a horizontal concrete surface left after a near-surface aggregate particle has expanded and fractured. Generally, part of the fractured aggregate particle will be found at the bottom of the cavity with the other part of the aggregate still adhering to the point of the popout cone. Refer to NRMCA C.I.P. #40 and ACI #302.

Both conditions may be caused by hydraulic pressure, osmotic pressure, or internal stresses resulting from a non-uniform distribution of moisture within the concrete that has a weakened surface. Although both scaling and aggregate popouts are unsightly, they should not affect the structural performance of concrete.

Due to the exceptional number of freeze /thaw cycles, early and constant snow falls (and freezing rain), and proportionate increase of de-icing agents the potential for surface distress in concrete that generally meets accepted quality parameters and is placed to current standards was elevated more than usual. The increased use of those de-icing chemicals by municipalities and counties further accentuated the potential for problem development due to the chemical's tendency to lower freezing temperatures, thereby increasing the number of freeze/thaw cycles and related internal pressures. In fact de-icing chemicals with ammonium nitrate or ammonium sulphate actually attack concrete and cause destruction of concrete surfaces in any environment (see How to Purchase and Care for your Concrete by the WRMCA). Following ACI 302 Guide for Concrete Floor and Slab Construction, "The WRMCA Six Requirements for Quality, Exterior Concrete Flatwork", and "How to Purchase and Care for Your Concrete" you will minimize any potential for surface distress.

In summary, if you have a distressed concrete surface, keep in mind that although it is unsightly, it should perform structurally for many years. If you wish to repair the surface the following are some suggestions. It could be retextured using sandblasting, shot blasting or various types of portable pavement grinders. Another option is to use a polymer modified cementitious-based resurfacing material to construct a thin bonded surface overlay following ICRI (International Concrete Repair Institute) guidelines and the manufacturer's recommendations.

This statement is available on the WRMCA website at www.wrmca.com, click on Surface distress found in the third paragraph on the main page. If you have questions, please contact Pat Bauer at pbauer@wrmca.com.

ASSOCIATION NEWS

WRMCA Welcomes New Members in 2nd Quarter

The WRMCA is pleased to welcome new members:

Producer - Little Bay Concrete, Gladstone, MI

Associate - Bravo Payments, Walworth, WI and UBS Financial, Pearl River, NY



Focus Your Political Resources:

Contribute to the WRMCA Conduit 2008

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 2008:

Platinum Contributors - \$1,000+ – Gary Benjamin, Alan Schmitz, Bill Verrette, and Steve Verrette

Silver Contributor - \$250-499 – Pat Bauer, Greg Knorr, Mike Harvey, Tim Kieler, and Nicholas Rivecca

Other Contributors - Under \$249 – Keith Barghann, Kurt Boehlein, Bob Bosma, Todd Brockman, George Burger, Jason Chilson, David DeJulianne, Ritch Dembinsky, Phill Domask, Drew Erickson, David Flynn, Scott Grams, Mark Guenterberg, Mike Hammitt, Jesse Jacobs, Dave Kepler, Dan Large, Mark Lins, Rich Lohr, Joe Marx, Charlie Misslin, John Morgan, Howard Neeck, Harry North, Brad Oertel, Dolores Olynick, Matt Ovans, Scott Paque, Bob Peters, Paul Piekarski, Rob Piestrzynski, Greg Schmidt, Greg Stelmack, Jerry Thompson, Dan Trierweiler, Shawn Triller, Dave Urban, Roger Volden, Gary Wallis, Matt Zignego, and Terry Zoellner.

8th Annual Ready-Mix Golf Outing Blitz

Mark Your Calendar for June 26, 2008

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 the brand new championship golf course, Wild Rock Golf Club in Wisconsin Dells. Register early as the golf outing is filling up!



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. The flyer is available to download at www.wrmca.com. **REPLAY** - A replay rate of \$75 is available for Friday, June 27th. To view the golf course, go to www.wildrockgolf.com.

The scholarship committee is looking for volunteers to help out on each par 3 at the annual golf outing. Hole and beverage sponsorship opportunities are still available.

A room rate of \$150 includes up to 4 guests and entrance to the ALL water parks, be sure to mention the WRMCA room block discount rate when calling 1-800-867-9453. To view the Wilderness, go to ww.wildernessresort.com.

Registration will begin at 10:30 a.m. with shotgun kicking off at 12:30 p.m. Dinner will be served at 6:00 pm.

For more information and to register, please go to <http://www.wrmca.com>., and click on the WRMCA Events button. Please contact Kim at knovak@wrmca.com for questions.



Pervious Concrete Contractor Certification June 18

The WRMCA is sponsoring a pervious certification on Thursday, June 18 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.

A registration form is available to download at <http://www.wrmca.com/Events.htm>.

2008 Regional Grassroots Legislative Luncheons



The WRMCA 's We're Partners are sponsoring grassroots legislative luncheons to be held around the state in the late summer and early fall.

The grassroots luncheon provides a perfect opportunity for regional members to meet with their area legislators and discuss issues directly related to the ready mixed concrete industry.

Regional meetings will be held the same day prior to the luncheon to encourage participation.

The following have been scheduled:

Region 2 - Tuesday, August 12 at the Country Springs Resort in Waukesha.

Region 3 - Tuesday, August 5 at the Girl Scouts of the Northwestern Great Lakes, Appleton.

Region 4 - Tuesday, July 29 at the Stoney Creek Inn, Mosinee.

New Co-Chairs for Region Two and Membership Committees

Terry Estes, former Region 2 co-chair, retired from Schmitz Ready Mix at the end of April. Keith Nault of Solomon Colors was appointed the new co-chair. Keith is a current member of the Board of Directors. We thank Terry for his hard work and dedication as co-chair for the past year.

Nicholas Rivecca of Sonag Ready Mix was recently appointed co-chair of the Membership Committee. Nicholas was elected to the Board of Directors in 2007.

Congratulations to Keith and Nicholas on their chairman appointments. We look forward to their leadership and participation in both committees.

WRMCA Membership Strategy

The membership committee has unveiled a new membership initiative. The committee is asking members to contact their vendors to join the association. Possible vendors include the following:

- ◆ Aggregates
- ◆ Attorneys
- ◆ Banking/Stockbroker
- ◆ Fuel
- ◆ Drum chipping
- ◆ Dump trucks/haulers
- ◆ Insurance
- ◆ Manufacturing plants & equipment
- ◆ Paint/Painting companies
- ◆ Software
- ◆ Testing labs
- ◆ Tire companies

A vendor web page will be created on the WRMCA website where vendors can display their logo with a link to their website. WRMCA Members who recruit at least five new members in 2008 will be recognized in WRMCA publications and will receive distinctive WRMCA apparel.

Membership applications are available to download at the WRMCA website, click on WRMCA Member Home Page, and the membership tab. If you have questions, please contact Cherish at cschwenn@wrmca.com.

59th Annual WRMCA Convention

Navigating the Future

Plan now to join your comrades for sun, networking, and informative sessions at the 59th Annual WRMCA Convention.



The 2009 Annual Convention will be held March 15-18 at the Hilton Pensacola Beach Gulf Front Hotel in Pensacola, Florida.

The Hilton is located in the heart of Pensacola beach, the hub of Santa Rosa Island, one of the longest barrier islands in the world.

Restaurants, shops, and entertainment are plentiful on Pensacola Beach. Average temperature in March is around 70 degrees. For more information on what to do in the area, please go to www.visitpensacolabeach.com.

The Hilton Pensacola Beach Gulf Front is a short 20 minute drive from the airport. The Hilton offers three pools, a whirlpool, and beach access to the Gulf of Mexico. To view the hotel, please go to www.hilton.com and type in Pensacola Beach.

Afternoon activities that will be offered include golf at Tiger Point Golf Club, voted "Best of the Bay" in 2007. The course is located in Gulf Breeze, 20 minutes from the hotel. A 2-hour dolphin cruise aboard "Chase-N-Fins" in Pensacola Bay and Santa Rosa Sound will be available.

Sunday, March 15 will kick off with registration from 4:00-6:00 pm with a welcome reception following. Educational sessions will run from 8:45 am to noon daily, Monday through Wednesday.

Back by popular demand, Doug Nielsen will be the keynote speaker kicking off the convention on Monday, March 16.

Informative topics scheduled include:

- Sustainability, Julie Buffenbarger, Lafarge
- Executive Roundtable
- Florida Ready-Mixed Concrete Update
- Industry Data Survey, Michael Olivarri, NRMCA



Hotel reservations can be made now at the Hilton Pensacola Beach Gulf Front by calling 866-916-2999. The \$169 WRMCA room rate is good through February 20, 2009. Please mention that you are with WRMCA and group code WRM to receive the discounted rate. Due to unknown future fuel prices, it is recommended that you make plane reservations early.

A brochure will be mailed in the near future and will be added to the website. For questions, please contact Cherish at cschwenn@wrmca.com.

Ancillary Concrete Specification Update

By Pat Bauer

In the continuing effort of presenting the WISDOT with a WRMCA plant certification program similar to the NRMCA program (but different), we have made another adjustment at WISDOT's request. We had submitted a program that did not get to them within their time frame so evaluation was going to have to wait until fall to be placed into their specification in the winter for the 2009 construction season.



Now, however, Jim Parry and Wayne Chase have reviewed what NRMCA and we submitted and decided they want to go a different direction with the specification. Rather than have plant certifications submitted they want a certification letter. This letter would state that concrete provided to a project meets all requirements of WISDOT specifications. It is primarily for the "lesser critical" Ancillary Concrete Specification items.

I have drafted this letter and it is being edited and revised prior to submission to WISDOT and the Pavement Technical Committee for their review. It means that each producer member is verifying the quality of their mixes (as is done at present) and that each mix used will comply with the Ancillary Specification. Thus concrete provided for the Ancillary Specification would not require specific testing on each and every load at the project site as the present specification requires. It will be a simpler and less costly avenue for the DOT and for our members.

Once approved this compliance letter would be placed into the Ancillary Specification for 2009. The NRMCA specification will not be a requirement as it presently is. Though it will not happen as soon as we had hoped, it will happen.

Taking the Helm: One Decision Away

By Doug Nielsen (Keynote speaker at 2008 WRMCA Convention)



All success starts with Ownership! If you were to study people who have accomplished greatness two common characteristics exist, first, they all had problems; second, at some point they made the decision to take ownership of their lives no matter their circumstance or problems. Think about someone you admire, whether they are famous or not. At some point they took ownership to help them succeed. Ownership is the foundation upon which all success is built!

The most exciting thing about taking the helm is that you can do it at any time you choose! Think about it, you are one decision away from revolutionizing your life! One decision, that's it. Your life today reflects the decisions you made yesterday. Right now, you are determining your future by the decisions you are making today. One decision is all it takes. Anything that has been accomplished started with one decision. Make the decision to take the helm in this moment and make it!

WRMCA Educational Resources Available

WRMCA offers two critical informational pieces for homeowners and contractors - *Are You Meeting The Six Requirements For Quality Exterior Concrete Flatwork* and *How to Purchase and Care for Your Concrete*. The brochures provide tips on how to properly place concrete and how to care for the concrete after it has been placed.

The brochures can be downloaded from the website at www.wrmca.com. Or they are available for purchase in packs of 25 for \$30, order forms are available in the bookstore section of the website. Please contact Cherish at cschwenn@wrmca.com for more information.

GLCPA Ready-Mix Producer Survey

A Must-Do Opportunity

The GLCPA has once again offered a chance for the Association and its members to receive up to \$10,000 in free promotional dollars.

Part of the Wisconsin Ready Mixed Concrete Association's mission statement is to advance the ready-mixed concrete industry through promotion. The WRMCA requests that all member producer companies help in measuring the effectiveness of these promotion efforts through the completion of a survey as issued by the Great Lakes Cement Promotion Association, Inc. **No one will see your survey.** No one except for the accounting firm in Ohio that tabulates the results.

If the designated accounting firm in Ohio receives survey responses from our members, on or before **August 1, 2008**, reflecting more than 75% of the total ready mixed concrete volume produced by all of our members, the GLPCA will remit to WRMCA a payment of \$10,000, before the end of 2008.

Illinois, Michigan, Ohio, and Iowa have participated in the past and received free money from GLCPA. Why don't we? Because our members have not sent in their surveys!

The market is down, dues revenue is down, and your WRMCA staff and committee members continue to work tirelessly to find additional income. This is a great chance to earn up to \$10,000 of free money, simply by producer members filling out the survey.

We **need** this additional revenue. If the Association is not able to earn the money from GLCPA, the funds will need to be raised some other way. Come on you guys: it's free money!! Complete the survey now.

Please consider doing your part to ensure WRMCA's promotional efforts for 2008 and beyond.

- Pat Essie, Executive Director and the WRMCA Board of Directors

The survey can be downloaded at www.wrmca.com, click on WRMCA Member Home Page, and GLCPA Producer Survey. The survey needs to be completed by **August 1, 2008**.

2008 Marketing Audit Workshop Identifies Target Markets for 2009

WRMCA promotion committee members invested time and expertise on March 26 at the WRMCA Office in Madison to conduct a "mini-audit" to chart a course for the association's 2009 promotion efforts.

Participants did a SWOT (strengths, weaknesses, opportunities and threats) analysis of current WRMCA promotion programs. They identified the following key target markets for 2009 promotion emphasis - Parking Lots/Pervious, Green Building, Decorative Concrete, and Municipal Streets/Runways.

Next step in the process: Statewide Promotion Committee members will set specific goals and objectives for 2009, further define strategies for achieving the goals, and create a preliminary 2009 Statewide Promotion budget. This will serve as a roadmap to completing the 2009 GLCPA application. Please join the committee at their next meeting which will be a conference call on June 19 at 9am. If you would like to become a member of the committee, please contact Cherish at cschwenn@wrmca.com.

DATES TO REMEMBER

- June 17 Region 1 Meeting, 11am, Grumpy Troll, Mount Horeb
- June 18 Pervious Concrete Certification, Wingra Redi-Mix, Madison
- June 18 Region 5 Conference Call, 1:30pm
- June 19 Promotion Conference Call, 9am
- June 26 Golf Outing, Wild Rock Golf Club, Wisconsin Dells
- July 1 Convention Conference Call, 10am
- July 1 Budget & Finance Conference Call, 11am
- July 8 Region 2 Conference Call, 2pm
- July 10 Board Meeting, 1pm, The Pointe, Minocqua
- July 15-17 Farm Tech Days, Country Aire Farms, Greenleaf
- July 25 OES Committee Meeting, 10am, WRMCA Office, Madison
- July 29 Region 4 Meeting & Grassroots Luncheon, 10am, Stoney Creek Inn, Mosinee
- July 31-Aug 2 CFA Summer Meeting, Santa Ana Pueblo, NM
- Aug 6 WCPA SE WI Golf Outing, Windwood Golf Course, Watertown
- Aug 12 Region 2 Meeting & Grassroots Luncheon, 10am, Country Springs Hotel, Waukesha
- Aug 28 WCPA NE WI Golf Outing, Sherwood Forest Golf Course, Sherwood
- Sep 11-14 ASCC Annual Conference, San Antonio, TX
- Sep 18 WRMCA Board Meeting, Stone Harbor Resort, Sturgeon Bay, 1pm

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

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

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