



**INSIDE SCOOP:**  
**Technical Marketing Director**  
 (see p. 6 )



**8 Questions for Your Strategic Plan**  
 (see p. 5 )



**2007 Call for Concrete Design Awards Entries**  
 (see p. 2)



# WRMCA SCOOP

3rd Quarter • September, 2007 • <http://www.wrmca.com> • 800.242.6298

## LANDMARK DECISION FOR WRMCA Technical Marketing Director's VALUE Add

After only one month on staff with the association, it has been a hectic and work-filled period, where I sometimes wonder if I have accomplished anything, or if I am just "treading water." Needless to say, there has been a lot to learn on internal systems (computer, email, and phone mail) and a lot of committee meetings to attend. I have been very well received by everyone I have called upon and met with and I am enjoying myself working for all of you. The specifier community has already been after me for answers to technical issues, and their responses has been positive. The following is a recap of how I will provide value:

- Provide technical assistance to WRMCA members in any facet possible, except on-site concrete problem investigation. There have been several already.
- Assist all WRMCA committees and staff in technical matters, including attending all committee meetings possible. There have been 15+ to date.
- Monitor technical issues with regulatory agencies such as DOT, DNR, DMV, DOC, ACI, ASTM, AGC, CSI, etc. that affect WRMCA membership. Several have been brought to my attention for action in the near future.
- Serve as liaison with the NRMCA, ACI, ASTM, WCPA, CSI and other associations in matters of a technical nature.
- Coordinate special projects, as they relate to technical issues, on behalf of the WRMCA membership and the WRMCA Technical Committee. I am working on the DNR to accept Pervious Concrete for use in shoreline zoning/planning situations for acceptance in NR 115.
- Coordinate, conduct, and co-sponsor certification and training programs to WRMCA members, contractors, and other groups to promote the use of ready mixed concrete. I am setting up a 3<sup>rd</sup> Pervious Certification for October 10 in Green Bay and may have a 4<sup>th</sup> one for Central Wisconsin, too.
- Provide articles for the WRMCA newsletter to update members on special projects, industry updates, and an overview of work being conducted by the Technical Committee and the Technical Marketing Director, including an introduction article on my value and upcoming ACI 330 "Concrete Parking Lot Nuggets" for "In The Mix".
- Promote proper and up-to-date specifications and industry guidelines to architects, engineers, and specifiers regarding proper uniform specifications in all regions of the state and Upper Peninsula (I will be working on doing box lunch presentations to the above on all aspects of 03300 and other concrete concepts).

I attained the Pervious Concrete Technician Certification in Milwaukee on August 8, 2007. In the future, I will be the primary instructor for these programs assisted by a PE registered with NRMCA as required.

I am working on developing a WRMCA "Certification of Ready Mixed Concrete Production Facilities" patterned off the NRMCA program presently in use by members and non-members of NRMCA. This is, of course, in response to the revised Ancillary QMP Concrete Specification from WISDOT. This specification will be submitted to the Technical Committee for evaluation and revision at the Technical Committee meeting on October 18, 2007. The final document will be submitted to the DOT for approval prior to ready mix usage.

Other items, facilitating at the Parking Lot Academy on December 6, 2007 at Madison Area Technical College in Madison, a "Pervious Guideline for Producers Supplying Concrete" for certifications and projects to develop uniformity and consistency, and a state "Specifiers Guide for Pervious Concrete with Detention."

My plate is pretty full but I will always take the time to answer your questions, respond to emails and phone messages, and assist with what you need and want. If I cannot provide the answer, I will find a source and deliver that answer to you. Ask and I will do my utmost to comply. I look forward to working with each of you as needed.

- Pat Bauer

# ASSOCIATION NEWS

## WRMCA Welcomes New Members in 3rd Quarter

The WRMCA is pleased to welcome two new members:

*Producer* - Jackson Concrete, West Bend, WI

*Associate* - Systech, Inc., Woodridge, Illinois



## Call For Entries: 29th Annual Concrete Design Award Competition

The Wisconsin Ready Mixed Concrete Association is proud to host its 29th Annual Concrete Design Award Competition, along with cosponsors, The American Institute - Wisconsin Chapter, AON Corporation, and General Resource Technology. Excellence in concrete will be honored in Madison on Wednesday, March 5, 2008, at the home of the *Wright Stuff*, the Monona Terrace. Plan now to celebrate with project owners and construction professionals from Wisconsin and Michigan's Upper Peninsula.

An Entry Fee of \$50 is required with each project entry. This year's Entry Deadline is 5:00 p.m. on Monday, December 3.

Participating in the Concrete Design Award Competition provides many benefits for your company, including:

- Enhancing your company's profile in the eyes of your customers, the construction industry, and the general public
- Setting your company apart from its competition
- Motivating/thanking your employees
- Promoting your company's product(s) and the project
- Receiving your local, state, and national publicity
- Building/strengthening customer relationships and your company's brand
- Expanding networking and business opportunities for your company
- Bolstering company pride and morale and improving construction team performance on future projects
- Building/expanding your photo library, web site awards page, project brag book, and Public Relations Archive
- Elevating the quality of concrete construction in Wisconsin and Michigan's UP and maintaining a standard of excellence.



Watch your mail/In Basket for your official *Concrete Design Award Call for Entries Form*, or download a *Call for Entries Form* from the association web site - <http://www.wrmca.com>

## 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 2008 and will receive a free invitation to the 2008 OES Committee Health / Safety & Environmental Workshop. All nominees will receive a certificate of recognition.

Contact Courtney Olmsted at [colmsted@wrmca.com](mailto:colmsted@wrmca.com) with questions or to download an application, please go to [www.wrmca.com](http://www.wrmca.com) and click on OES Information under the Members Only Section.



# ASSOCIATION NEWS

## Farm Technology Days - Educating All Ages About Concrete

A forecast of perfect fall weather helped make Farm Technology Days a success. This year's event was held at Plain View Stock Farm in Albany, September 18-20, 2007.

The WRMCA exhibit provided fun for the whole family. The chutes and ladders game was once again enjoyed by people of all ages. Parents enjoyed watching their kids maneuvering the chute and even a couple adults tried it out! Kids were awarded an official operating certification. The tent area included pictures of previous Concrete Design Award winners as well as literature on decorative and pervious concrete, driveways, and ICFs.

A big thanks to Oshkosh Truck and Chris Petrillo for allowing us to use the concrete mixer for the game. Thanks to the volunteers who staffed the booth, including: Andy Balch, Wingra Redi-Mix, Andrea Breen, Lafarge, Phill Domask, The Phill Domask Consultancy, Pete Hoelke, Green Valley Ready Mix, Jesse Jacobs, Otto Jacobs Company, Tim Kieler, Kowalski Kieler, Joe Marx, Dodge Concrete, Keith Nault, Solomon Colors, Tony Their, Kowalski Kieler, and Jim Watkins, Wingra Redi-Mix. Thanks also to Dalmaray Concrete Products, Inc. for providing a concrete barrier.

Special thanks to Dave Flynn, Green Valley Ready Mix and Dave Kepler, Buzzi Unicem who co-chaired the committee. Without everyone's support and cooperation, this year's Farm Technology Days would not have been such a success.



## WRMCA Offering Pervious Concrete Contractor Certification October 10

The WRMCA is sponsoring a pervious certification on Wednesday, October 10 at Northeast Wisconsin Technical College in Green Bay.

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>.

## Region 3 To Host ICF Home Tour

The 2nd Annual Fall ICF Home Tour will be held on Thursday, October 18 at Emiliano's in Appleton. A presentation will be given followed by a tour of ICF homes in various construction stages. For more information, please go to [www.wrmca.com](http://www.wrmca.com) and click on Events.

## WRMCA Truck Decals Are Available

WRMCA truck decals are available for purchase. The order form is located at [www.wrmca.com](http://www.wrmca.com). Decal sizes include 3.5 x 6 inches, 10 x 5.8 inches, and 15 x 8.75 inches. For more information, please contact Cherish at [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com).



# Pervious, Pervious, & Even More Pervious

## Seminar and Demonstration Educates Attendees on Pervious Concrete

Forty people attended the Pervious Concrete - A Stormwater Solution Seminar held on August 9th at the Four Points by Sheraton in Milwaukee. Speakers included Bruce Ferguson, from the University of George, Lionel Lemay, of the NRMCA, Heath Schopf of the WCPA, and Tom Geary & Holly Hawkins, both from Tri-North. A live pervious pour took place at Meyer Material during the demonstration portion of the seminar. Dave Mitchell from Bunyan, who provided the screed, was on hand to speak. Special thanks to Meyer Material for the use of their facility and for putting on an outstanding demonstration. Thanks to Heath Schopf for emceeing the demonstration.



## Pervious Certification in Southeast Wisconsin

On August 8, the Wisconsin Ready Mixed Concrete Association (WRMCA) held a Pervious Concrete Certification class at the Radisson Hotel Milwaukee West in Milwaukee. Heath Schopf of the Wisconsin Concrete Pavement Association instructed twenty-six attendees including ready mix producers, contractors, and our very own Technical Marketing Director, Pat Bauer. Company sponsors included Central Ready Mix and Bunyan Industries.



## Pervious Concrete FAQ's [\(courtesy of ConcreteNetwork.com\)](http://ConcreteNetwork.com)

### *Can pervious concrete be used in climates exposed to freezing and thawing?*

In most cases, the strength and durability of pervious concrete make it resistant to potential cracking from freezing and thawing. According to the NRMCA, pervious concrete that is partially saturated should have sufficient voids to accommodate the expansion caused by freezing of water. Structural damage could occur, however, if the pavement becomes fully saturated or the ability of the concrete to drain water is compromised due to clogging of the void structure.

### *Can the voids in the pavement become clogged, and thus ineffective?*

It's unlikely that a pervious surface will become totally clogged. Reducing erosion and sediment runoff onto the pavement through good design can eliminate most problems. If any voids do become clogged, vacuuming or pressure washing of the pavement can restore most of the permeability.

### *What about maintenance?*

Generally the only maintenance needed is to occasionally sweep, pressure wash, or vacuum the pavement to remove any debris that might clog the voids and inhibit water penetration.

### *How strong is a typical pervious concrete pavement?*

It's possible to achieve pervious concrete compressive strengths of 3000 to 4000 psi and flexural strengths of 500 to 600 psi, which are on par with conventional concrete. With the use of admixtures, today's pervious concrete mixes can be made with less water, which improves strength and durability.

# 8 NECESSARY QUESTIONS FOR YOUR STRATEGIC PLAN

## By Jeff Rendel (speaker at 2007 Annual Convention)

To produce a strategic plan is one thing; to implement it is another. More than just a best guess of extrapolated numbers for the next five to ten years, strategic plans require action plans. Only action plans reveal to business leaders precisely how to accomplish business objectives.

Before you wrap up your annual planning session and show the world your strategic plan, make sure you know exactly how to execute the plans you prepared. These detailed tactics make the difference.

With my own business interests, and the businesses I consult with, eight trouble-free questions steer the strategic action-planning course. The questions compel business leaders to set goals, construct plans and get to work. Success is the byproduct of accurate planning and assiduous execution.

### Key Questions

- **What is happening outside your four walls?** The economic, political and societal environment shifts constantly. Are you ready for economic expansion or contraction? Do you have established legislative and regulatory relationships to call upon when politics affect your business? How do changing demographics affect what you sell, how you sell it and to whom you sell?
- **How well do you understand your customers?** Customers now control your business. With many choices and options, customers will buy from another company if that company gives them what they want when they want it. Are you listening to your customers? Are you asking them about their changing needs? Are you seeking to better your customers' experience with your business?
- **What is the best way to grow your business profitably?** Businesses that profit stay in business. Do you realize that if everything is important, nothing will be important? Are you playing to your strengths and building on your success? Finding your best growth opportunities and eliminating or outsourcing unprofitable lines of business is key to building on your successes and repelling failure.
- **Who are your real competitors?** The business that offers your product with a better price, higher level of service and is taking or keeping away your customers is your real competitor. Why are your customers leaving? Why are they staying with your competitor? Where do you have a clear advantage? Are you informing your past, present and future customers of that advantage?
- **Do you have what it takes?** So many strategies go on the blink because leaders do not sensibly consider whether their business can get the job done. By listening to your customers, sizing up your staff and evaluating your current operations; a clear picture of the likelihood of success develops. Are product changes necessary? Do you need to acquire or develop necessary expertise in your people? Do you have the equipment and systems in place to fill orders and provide outstanding customer service?
- **Are you looking short and long-term?** Strategic action plans need real time results. Breaking down your action plan -- into one, three and five year goals -- provides your business a path toward continued growth. What will you accomplish in one year? In six months? This quarter? Four quarters add up to a year.
- **What critical issues face your business?** Every business holds five or six precarious matters that can mar it gravely or preclude it from capitalizing on new opportunities or reaching its strategic goals. Do you understand these issues? Will you openly talk about them with your Board and senior managers? Will you design plans to respond appropriately should these possibilities become real?
- **How will you continue to make money?** Cash flow is king in any business. Ask the owner. Does your strategy clearly explain how you will create real cash flow now and in the future? Have you incorporated the drivers of cash flow -- revenue growth, strong profits, new business and customer loyalty? Better than new business, the best business is repeat business.

Ask these questions as you establish your business' vision and strategy. You will realize that your answers, when applied to your strategic and operational goals, will more deeply involve you in the details of getting things done. The more you understand the process, the sooner you will see goals become results.

# INSIDE SCOOP: TECHNICAL MARKETING DIRECTOR PAT BAUER



**Name:** Patrick (Pat) C. Bauer

**Title:** Technical Marketing Director

**Responsibilities:** Technical assistance to members via Technical Committee, promotion regions, and other associations. Develops State Pervious Concrete Guide, further certification programs through ACI and NRMCA with our state committees, and create a plant certification specification acceptable to the WISDOT and our members for Ancillary Concrete.

**Recent project:** Getting “up to speed” with Pervious Concrete for future certification programs in the state.

**Education:** B. S. in Industrial Arts Education, UW-Stout.

**First job:** Teaching “shop classes” to Emotionally Disturbed boys at a Residential Treatment Center near Dousman, WI.

**Most people don’t know:** That I was a high school teacher.

**Hometown:** Menomonie, WI.

**Essential Business Philosophy:** Hard work and determination always pay dividends.

**Best way to keep competitive advantage:** Keep abreast of new technology.

**Yardstick for success:** Enjoy what you do.

**Fun Goal yet to be achieved:** Elk Hunting in the west.

**Word that best describes me:** Outgoing.

**What I like best about my job (so far):** The people in the industry.

**What I like least about my job:** Nothing so far.

**The most important lesson I’ve learned:** Never burn a bridge.

**Life motto:** Enjoy each and every day.

**Greatest fear:** Cancer.

**Person most interested in meeting:** Norman Schwarzkopf.

**First choice for a new career:** Financial Planner.

**If money were no object, I would:** Buy a 1962 XKE Jaguar.

**Award/honor most proud of:** Salesmaster’s Award.

**Most influential book:** The **Greatest Generation**.

**Favorite restaurant:** Barbieri’s Italian Inn.

**Favorite vacation spot:** Taos, NM.

**Favorite way to spend free time:** Hunting.

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

## 2007 OFFICERS

President Mark Guenterberg,  
Okauchee Redi-Mix  
Vice President Shawn Triller,  
Wingra Redi-Mix  
Secretary/Treasurer Bob Peters,  
Central Ready-Mixed Concrete

## WRMCA STAFF

Executive Director Patrick  
Essie  
Association Manager Courtney  
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Promotion Director Cherish  
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Technical Marketing Director  
Pat Bauer  
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## WRMCA CONTACT INFO

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# DATES TO REMEMBER

- October 2      Region 5 Committee Meeting, 10:30 am, Best Western , Eau Claire
- October 4      Convention Committee Conference Call, 10:00 am
- October 4      Board of Directors Conference Call, 1:30 pm
- October 5      OES Committee Meeting, 10 am, WRMCA Office, Madison
- October 9      Region 2 Committee Meeting, 10:00 am, ICF Wisconsin, Muskego
- October 11     Region 4 Committee Meeting, 1:00 pm, Stoney Creek Inn, Mosinee
- October 17     Promotion Committee Meeting, 1:00 pm, TBD
- October 18     Technical Committee Meeting, 10:00 am, WRMCA Office, Madison
- November 8    Board of Directors Meeting, 1:00 pm, The Stoney Creek Inn, Wausau
- December 3    Concrete Design Award Entry Deadline
- December 6    WRMCA Parking Lot Promotion Academy, MATC, Madison
- January 10-13   Metropolitan Builders Home 2008 Home Builders Expo, Milwaukee
- January 17     Board of Directors Meeting, 1:00 pm, Racine
- January 21-25   World of Concrete, Las Vegas
- Jan 31-Feb 1   8th Annual Concrete Technical Workshop, Kalahari Resort, WI Dells
- February 14-15 5th Annual OES Workshop, Kalahari Resort, WI Dells
- 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
- April 30-May 1   AIA Wisconsin Convention & Expo

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.™

## *Did you know?*

Sixty percent of the 47,744 mile U.S. Interstate Highway System was built of concrete.

## *And*

If all of America's 47,744 miles of Interstate Highways were paved with concrete, 11,000,000 gallons of fuel would be saved EACH DAY!



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