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WRMCA SCOOP

3rd Quarter • SEPTEMBER, 2008 • <http://www.wrmca.com> • 800.242.6298

THE STARS ARE ALIGNING

As you have heard from the WRMCA before, more than 575,000 cubic yards of parking lots annually is in play and vulnerable ... if the Wisconsin/UP ready-mix industry is willing to battle for it.

Market forces now at play are making it possible for concrete stakeholders trained in promoting and providing parking lot paving services to claim profitable market share. Unstable world oil markets, high asphalt costs, shrinking asphalt supply, and growing enthusiasm for “green” building have created this emerging profit opportunity.

For a majority of Wisconsin/UP project owners, designers, developers, and specifiers, the concept of a concrete parking lot is a “new” idea, a challenge to the status quo (asphalt pavement) and long-held, firm beliefs (concrete is too expensive, concrete parking lots are too hard to design, concrete parking lots slow down construction schedules).

But now is the perfect opportunity to change those views. Growing awareness by project owners and specifiers of concrete's environmental advantages and the increasingly favorable life-cycle cost benefit of concrete parking lots due to high asphalt prices provides a real opportunity for concrete to gain significant, profitable parking lot market share. However, to successfully capture this market share will require a winning strategy, tactical promotion and technical support, and a united army of associates, producers, and concrete contractors.

The Parking Lot Promotion Academy will provide the tools needed for the army to go out and successfully promote concrete parking lots to project owners, designers, developers, and specifiers. The 2nd Annual Academy will share best practices for effective concrete parking lot promotion, discuss project construction and design issues, introducing new, effective promotion tools, lead generation and tracking systems, and team promotion (one contractor + one ready-mix producer) strategies.

All Parking Lot Promotion Academy participants will receive the following tools: ACI 330R-01 – Guide for Design & Construction of Concrete Parking Lots, the newest version of NRMCA’s Concrete Pavement Analyst (CPA) software and, access to free WI/UP project leads through the Building Under Design database.

Mark your calendar now and plan to attend the December 12 Parking Lot Promotion Academy to be held at Northeast Wisconsin Technical College in Green Bay. A flyer should hit your mailbox within the next week or you will be able to download the flyer from www.wrmca.com

The stars are aligning – are you going to take advantage of it?

ASSOCIATION NEWS

WRMCA Welcomes New Members in 3rd Quarter



The WRMCA is pleased to welcome new members:

Associates - Pomp's Tire, Milwaukee, WI; Rexcon, Milwaukee, WI; Wayne Canales/Robert W. Baird, Oconomowoc, WI; Sika Corporation, Woodridge, IL; Stuart Tank Sales, Elkhorn, WI; and Terex Advance Mixer, Ft. Wayne, IN.

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

Gold Contributor - \$500 - \$999 – Howard Neeck

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

Other Contributors - Under \$249 – Keith Barghahn, 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, 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.

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 2009 and will receive a free invitation to the 2009 OES Committee Health / Safety & Environmental Workshop. All nominees will receive a certificate of recognition.

Contact Kim Novak at knovak@wrmca.com with questions or to download an application, please go to www.wrmca.com and click on OES Information under the Members Only Section of the website.

Concrete Design Awards Update

The WRMCA Promotion Committee has recommended that the Concrete Design Awards become a bi-annual event with the intent that it will allow submitters more time to prepare entries and will in turn increase the amount of entries. This means there will be no design awards awarded in 2009. A Call to Entries will be mailed by the end of 2008 for those who want to get a jump start on preparing their entries. The due date for the 30th Annual Concrete Design Awards entries will be December 4, 2009.

ASSOCIATION NEWS

8th Annual Ready-Mix Blitz Scholarship Golf Outing Raises Over \$5000



120 golfers participated in this year's 8th Annual Scholarship Golf Outing at Wild Rock Golf Club in Wisconsin Dells. This year's team with the lowest score was the Sonag Ready Mix team of Nick Rivecca, Brian Ganos, Tom Chambers, and Jim Marriott.

Scholarship Recipients Kelsey Wenberg and Aaron Lohr, son of WRMCA member Rich Lohr, were on hand at dinner to receive their checks of \$1,000 and \$2,500, respectively. Special thanks to the volunteers who worked on the various holes - Shari Kieler, Mike Stolpa, and Shawn Triller. Thanks to We're Sponsors who sponsored two beverage holes. And thanks to everyone who sponsored holes, donated raffle items, and participated in the golf outing.

Without your support, the outing would not have been such a success!



WRMCA Offering Pervious Contractor Certification October 16

The WRMCA is sponsoring a pervious certification on Wednesday, October 16 at Central Ready Mix in Milwaukee.

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.

Registration is \$275 for WRMCA members and contractors. The registration deadline is October 9.

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

WRMCA/NRMCA Annual Scholarship

The Wisconsin Ready Mixed Concrete Association, in conjunction with the National Ready Mixed Concrete Association, is announcing a college scholarship program and essay competition. The program is designed to increase awareness of ready-mixed concrete products among the youth of America while developing the next generation of industry leaders. The application was sent to schools around Wisconsin. Rules are outlined in the application, which can be found on the WRMCA website, at www.wrmca.com under the "Scholarship Information" link.

Ancillary Concrete Certification Letter

Below is the Certification letter for WISDOT jobs and particularly the "Lesser Critical" Ancillary Concrete Specification mixes. It is a draft that can be used and modified as needed but has all of the pertinent information on it for what DOT will expect to see in the files at the GC for DOT work you supply on projects from the December, 2008 letting and on through 2009. This means that testing will not need to be done on every single small or large load that is sent out for the Ancillary Spec work. You will still need to be certain that it will meet the QMP specs just like in the past but there will be a cost savings (and personnel savings) for all concerned.

As a result of our success with this letter, the NRMCA plant specification in the current Ancillary Spec will not be in the 2009 WISDOT specification for the Ancillary Concrete.

The letter is available to download from the website at <http://www.wrmca.com/secure/Technical.htm> under the Members Only Page.

(use company letterhead here)

Ready Mixed Concrete Producer Name _____

Ready Mixed Concrete Producer Location _____

This letter is to certify that the above ready-mixed concrete plant is supplying concrete in compliance with WisDOT specifications for project # (xxxxx-xx-xx) and the ancillary concrete items listed below.

Ancillary Concrete Items (example: 504.0900 Concrete Masonry Endwalls)	
Item No.	Description

Signed: _____

Name: _____

Position: _____
(example: Plant Manager, QC Manager)

Phone: _____

E-mail: _____

Fax: _____

Date: _____

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 is available to download from the website at www.wrmca.com. Please contact Cherish Schwenn, cschwenn@wrmca.com with questions.

INSIDE SCOOP: ASSOCIATION MANAGER KIM NOVAK



Name: Kimberly Novak

Title: Association Manager

Responsibilities: Keeping the Wisconsin Ready Mixed Concrete Association running smoothly! I will assist where and when needed. I am working with the Associates Advisory, Budget & Finance, Certification, OES, and Scholarship Committees. I assist in planning WRMCA events, Board Meetings, and all WRMCA budgets.

Recent project: 2009 Budget, OES Newsletter, WRMCA Conduit disbursement

Education: University of Wisconsin-Madison, Economics Major

First job: Pro shop attendant at Hickory Knolls Golf Center in Rockford, IL

Most people don't know: I was part of a team that took first place in the high school competition of the 13th Annual Illinois Snow Sculpture Competition.

Hometown: Rockford, IL

Essential Business Philosophy: Keeping members happy.

Best way to keep competitive advantage: Maintaining and improving member's satisfaction.

Yardstick for success: Member satisfaction, retention, and recruitment.

Fun Goal yet to be achieved: To do a century ride, 100 miles, on a road bike on behalf of Juvenile Diabetes Research Foundation.

Word that best describes me: Creative

What I like best about my job (so far): I like the people with whom I work as well as the variety of projects that I work on. The view out of my office is not too bad either!

The most important lesson I've learned: Integrity and loyalty are what matter at the end of the day.

Life motto: Carpe Diem!

If money were no object: I would sail around the world with friends and family.

Most influential book: The Lexus and the Olive Tree

Current favorite movie: Motorcycle Diaries

Favorite restaurant: Shogun in Rockford - best sushi!

Favorite vacation spot: Rock Island State Park, Door County, WI

Favorite way to spend free time: Biking through Wisconsin's rolling landscape, golfing, spending time on Lake Monona, taking photos, and visiting with family and friends.

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Gary Wallis, St. Marys Cement

DATES TO REMEMBER

- Oct 2 ACI Troubleshooting Seminar, 8am, Radisson Hotel, Milwaukee
- Oct 3 Region 1 Committee Meeting, 11am, Ground Round, Tomah
- Oct 7 Region 5 Committee Conference Call, 2pm
- Oct 8 Convention Committee Conference Call, 10am
- Oct 9 Region 2 Committee Meeting, 10am, Central Ready Mix, Milwaukee
- Oct 10 Membership Committee Meeting, 11am, Hiway Harry's, Johnson Creek
- Oct 14 Region 4 Committee Conference Call, 10am
- Oct 15 Promotion Committee Conference Call, 1pm
- Oct 16 Pervious Certification, Central Ready Mix, Milwaukee
- Oct 21 Technical Committee Meeting, 10am, Cabela's, Richfield
- Oct 19-21 NRMCA Fall Conference, Nashville, TN
- Oct 22-24 League of Municipalities, Stevens Point
- Oct 24 OES Committee Meeting, 10am, WRMCA Office, Madison
- Nov 2-6 ACI Fall Conference, St. Louis, MO
- Nov 6 WRMCA Board Meeting, 1pm, Crowne Plaza, Madison
- Nov 6 Conflict Resolution Lunch-n-Learn, 12pm, Crowne Plaza, Madison
- Nov 13 Region 3 Committee Conference Call, 2pm
- Dec 12 2nd Annual Parking Lot Promotion Academy, NWTC, Green Bay
- Jan 8-11 MBA Home Builders Expo, Midwest Airlines Center, Milwaukee

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.

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