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WRMCA SCOOP

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Crying Wolf: Is There a New Regulatory Enforcement Surge on the Way?

By Mitch Mariotti, Environment Manager

VCNA Prairie, Inc./Central Ready-Mixed

OES Committee Co-Chair

The most recent OES Committee meeting, held Friday September 18th, was a real eye opener! Although lightly attended, this particular meeting was perhaps the most important OES Committee meeting of the entire year. Not because of any one important revelation, but because of the somewhat shocking realization of what appears to be an emerging enforcement trend across the regulatory board. We are talking in particular about OSHA and EPA regulatory enforcement at both the state and federal level. Is it time to panic? Although we'll let you decide that for yourself, we do think it is time to pay very close attention to the OES Committee.

I came to this meeting personally agonizing over how exactly I should present the information and anecdotal evidence I had gathered regarding possible future environmental enforcement trends. Admittedly, I have a dismal record on my predictions for future environmental enforcement trends. I was bound and determined not to repeat the mistakes of the past by reading too much into what I knew. But deep down inside, I knew that I was beginning to see signs of unprecedented changes at the state and federal levels. And this time, I wasn't the only one.

Combined with the sudden changes to the WDNR Concrete Products Operations permit earlier this year, I began to see other signs of tightened environmental enforcement in many different places. (Incidentally, despite repeated efforts by Pat Essie, we are still awaiting an audience with WDNR permit writers to discuss the CPO permit; we'll keep you posted.) Sweeping storm water permitting changes were happening all across the country. Through my participation in the National Ready Mix Concrete Association OES Committee, I obtained additional anecdotal evidence from ready-mix producers in other regions across the country. NRMCA and numerous member producers, mostly from the east coast, also spoke of tightening environmental compliance enforcement and a general sense of a rising enforcement tide. Consistent with my own observations, many of these east coast producers credit the new presidential administration with the sudden rise in enforcement. In fact, many of these changes occurred almost immediately upon the heels of the November election.

Fast forward to the OES Committee meeting of September 18th. As part of our ongoing OSHA alliance, the OES Committee regularly receives members of OSHA, and local OSHA affiliated organizations. In this meeting, we were privileged to receive Kim Stille, Area Director for the Madison OSHA office. Kim proceeded to absolutely "Shock & Awe" the few OES Committee members present with news from OSHA. Kim provided an amazing wealth of information regarding forthcoming OSHA activities, including ergonomics, noise, silica, Hexavalent chromium ("Hex Chrome"), OSHA targeting of the construction industry, recordkeeping, dramatically increased enforcement penalties, and the general movement of OSHA in the "Pro-Employee" direction. Combined with the myriad other information Kim provided, we were absolutely stunned.

So what do we make of all this? OSHA and EPA are apparently gearing up for increased enforcement activities. Can DOT be far behind? Is the new administration targeting industry? Is it time to panic? No, we don't think so; the increased rhetoric contrasts quite dramatically with the fiscal realities of these regulatory agencies, even those awash with stimulus funds. However, we do think it is time to pay very close attention to the OES Committee as this promises to be a very fluid situation. The OES Committee is dedicated to keeping the WRMCA membership informed, hopefully without "Crying Wolf".

Want to learn more about the latest EPA & OSHA enforcement trends? Join us at the upcoming OES workshop, scheduled for January 28th & 29th, 2010. Too far away? Why not join the OES Committee and be at the leading edge of regulatory enforcement trends? Our next OES committee meeting is scheduled for Friday, October 23rd. See you there!

ASSOCIATION NEWS

WRMCA 9th Annual Ready Mix Golf Outing Blitz



112 golfers participated in this year's 9th 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 Steven Pax, Tyler Guenterberg, son of WRMCA member Mark Guenterberg, and Lindsey Peters, daughter of WRMCA member Bob Peters, were on hand at dinner to receive their checks of \$1,000, \$2,500, and \$2,500 respectively.

Special thanks to the volunteers who worked on the various holes – Lindsey Peters, Kurt Boehlein, Dan Large, Greg Leiteritz, Phil Domask and son, Woody Rill. 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, raising \$5,640!



Focus Your Political Resources:

Contribute to the WRMCA Conduit 2009

Help support legislators supporting the ready mixed concrete industry by contributing to the WRMCA conduit today! To contribute, please go to the WRMCA website and click on the WRMCA "Focus Your Political Resources" conduit link.

A special thank you to those who have contributed to the WRMCA conduit for 2009:

Platinum Contributors - \$1,000+ – Gary Benjamin, Champion Concrete, Howard Neeck, Alan Schmitz, Schmitz Ready Mix, Steve Verrette, Verrette Materials, and William Verrette, Champion Concrete

Gold Contributors - \$500-\$999 - Kurt Croell, Croell Redi-Mix and Nicholas Rivecca, Sonag Ready Mix

Silver Contributor - \$250-499 – Pat Bauer, WRMCA, David Flynn, Green Valley Ready Mix, Tim Kieler, Kowalski Kieler, Greg Knorr, Wisconsin Valley Concrete, and Harry North, Wisconsin Valley Concrete

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 2010 and will receive a free invitation to the 2010 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.

ASSOCIATION NEWS

Farm Technology Days Wrap-up

Ever changing weather awaited Farm Technology Day participants. This year's event was held at Crave Brothers Farm in Waterloo from July 21-23. Showers disrupted attendance slightly in the afternoon on Tuesday. Overall, approximately 80,000 attended the event with many stopping by to learn more about concrete and its many uses.



The WRMCA booth provided fun for the whole family. The chutes and ladders game was once again a big hit by people of all ages. Parents enjoyed watching their kids maneuvering the chute and made sure to take plenty of pictures! Kids were awarded an official certificate for operating a mixer truck. Complimentary copies of ICF DVDs were available for people to take to learn more about insulated concrete homes. The tent area included pictures of Concrete Design Award winners as well as literature on decorative and pervious concrete, driveways, and ICFs. The giveaway this year was a Lego concrete mixer truck.

A big thanks to McNeilus/Oshkosh Truck and Rick Ross for allowing us to use a concrete mixer truck for the game. Thanks to those who volunteered at the booth including: Steve Adler, Industrial Systems, Ron Antholt, Premier Concrete, Keith Barghahn, Croell Redi-Mix, Andrea Breen, Lafarge, Larry Christenson, Dodge Concrete, Brandon Guenterberg, Okauchee Redi-Mix, Jesse Jacobs, Otto Jacobs, Tim Kieler, Kowalski Kieler, Jerry Kultgen, Schmitz Ready Mix, Joe Marx, Dodge Concrete, John Morgan, Euclid Chemical, Keith Nault, Solomon Colors, Peter Neuman, AXIM, Erik Skowronek, Lafarge, and Shawn Triller, Wingra Redi-Mix.

WRMCA Annual Scholarship

It's time again to reach out to immediate family members in high school and encourage them to learn more about CONCRETE and give them the opportunity to apply for the 2010-2011 WRMCA Membership Scholarship.

This scholarship is established to help support **immediate family members of Wisconsin Ready Mixed Concrete Association members**. The WRMCA will award a \$5,000 scholarship if the winner chooses to go to the Concrete Industry Management programs offered at Middle Tennessee State University, New Jersey Institute of Technology, California State University at Chico and Arizona State University in Phoenix. Other eligible programs would include those at Alpena Community College in Michigan and Rhodes State College in Ohio. The Wisconsin Ready Mixed Concrete Association reserves the right to expand the list of schools as programs are developed. The goal of the scholarship program is to seek out and assist students seeking further education to enter the ready-mixed concrete industry. A \$2,500 scholarship will be given if the winner plans to enroll in a school of their choice.

Please find the rules and application form online at www.wrmca.com.

If you have any questions, or would like any further information, please don't hesitate to contact Kim at (608) 512-1209 or knovak@wrmca.com.

OES Committee's Guideline for Members' Personal Electronic Devices Policy

The committee has developed this document for WRMCA member companies' Personal Electronic Device (PEDs) policy. The WRMCA has developed this paper to be used as a guideline for members. The association does not endorse any specific language but members are encouraged to develop their own PEDs.

Please go to www.wrmca.com and click on OES Information under the Members Only Section of the website to view the document.

For further information on up to date cell phone bans please visit, http://www.ghsa.org/html/stateinfo/laws/cellphone_laws.html and for the Bureau of Labor Statistics please visit <http://www.bls.gov/news.release/pdf/cfoi.pdf>.

MEET OUR NEW 2009 MEMBERS

American Engineering Testing (AET) is an employee-owned corporation providing geotechnical, environmental, materials and forensics consulting and testing services to public and private sector clients in a broad spectrum of industries. The firm was founded in 1971 and currently has 280 employees in fifteen locations. www.amengtest.com

Compliance Services, Inc. is a Mobile Drug and Alcohol testing Service. They supply complete services for all DOT drug testing programs including, random selection, mobile collections, and all recordkeeping and all annual and quarterly reports. They have been in business since 1996 and have 360 clients in Wisconsin and Iowa. www.complianceserviceswi.com

Edge Consulting Engineers, Inc. is proudly headquartered in Prairie du Sac, Wisconsin along the bank of the Wisconsin River. They offer civil, environmental, and telecommunication engineering services to public and private sector clients throughout the upper Midwest. Our company invests in state of the art computers, equipment and technology to deliver high quality products and service to our clients. Edge Consulting is a team of professional engineers, engineering technicians and drafters. www.edgeconsult.com

Farrell Equipment began serving the construction industry in 1968. As a family owned business, third generation owners, John and Gwen Saxe, maintain the same drive, enthusiasm, dedication, honesty and loyalty of its founders. Providing supplies, equipment, and rental products to the trades for over 40 years has given us the experience and expertise to understand the needs of our customers. The current Eau Claire, Wisconsin location was built in 1998 with further expansions in La Crosse in 2002, the Wausau area in 2007, Rochester in 2008 and Madison in 2009. www.farrellequipment.com

Gordy's Concrete Pumping Service was started in the early 1960's by co-owners Gordon (Gordy) Grosskruetz and James (Jim) Wojciechowski (later changed to Walters). They Incorporated in August of 1963 and began with a trailer pump and a rented garage. Gordy's played a major role in aiding the development of the industry. Gordy's, as well as other pioneers, sold the concrete pump "idea", to quality, safety, design, engineering, ready mix specifications, and mix design among many other areas. Gordy's has expanded to three locations in Milwaukee, Madison, and Stevens Point to better service their customers. www.gordysconcretepumping.com

Hatch Building Supply was started by Toni Hatch when he bought the assets of Castle & Doyle in 1976. Castle and Doyle operated a Redi-Mix company with a small supplies store on East Main Street. Concentrating on rebar, mesh and chemicals for the concrete industry, the business outgrew its original location and moved to Daniels Street on Madison's east side in 1983. Tools and equipment combined with expert advise and service. In 2007, Hatch Building Supply built a state of the art facility showcasing the use of concrete. Continuing the history of local ownership, Brendan and LeAnna Wall bought the company in January 2008. www.hatchbuildingsupply.com

Lawson Products, was founded in 1952, is a business of Lawson Products, Inc. is a leader in the maintenance hardware industry. We specialize in fastening systems, cutting tools, chemicals, abrasives, hydraulics and automotive products. Service excellence is based on a foundation of extensive education of our field agents. The hands-on problem solving they give their customers has established Lawson as a leading provider of Smarter Maintenance Solutions to the MRO industry. www.lawsonproducts.com

Marshland Transplant Aquatic Nursery is a native wetland, shoreline, prairie and woodland restoration company and the largest wholesale native freshwater aquatic-nursery in the U.S. They are producers of plant material for large-scale wetland mitigation, mine-reclamation and native restoration sites. Elements of MTANs expertise include mine, prairie, lake, pond, woodland and river restoration. <http://marshlandtransplant.com/>

Noble Diagnostics administers workplace drug/alcohol testing, as well as acting as your third party administrator to help maintain your company's drug testing program. www.noblediagnositics.com

TK Products offers high-quality acrylic and epoxy coatings, special architectural sealers for decorative concrete and concrete block, and high-quality curing and sealing compounds, hardeners, water-repellent, waterproofing, air-barrier, crack repair products for the construction industry. www.tkproduct.com

UPCOMING WRMCA EVENTS

Strategic Planning Session Scheduled for November 4

A strategic planning session will be held at Pheasants at Large in Port Washington on Wednesday, November 4. The planning session will be based on the *One-Page Business Plan*® model, using existing committee structures, with the goal of integrating a systematic, strategic-planning process into future WRMCA program and service offerings. More information will be sent out in early October.

Call to Entries for 30th Annual Concrete Design Awards

The Wisconsin Ready Mixed Concrete Association has issued a call for entries to the 30th Annual Concrete Design Awards.

The awards are a part of a prestigious program showcasing best uses of ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula (UP). The Wisconsin Ready Mixed Concrete Association (WRMCA), GeoTest, Sika Corporation, and the Wisconsin Chapter of ACI International are cosponsoring the annual award program. Award winners are determined by a distinguished panel of Wisconsin/UP educators and construction professionals.

Projects that have been completed in 2007, 2008, or 2009 are eligible to enter. Engineers, architects, contractors, project owners, developers, and producers are encouraged to apply. The ready-mixed concrete producer must be a member of the Wisconsin Ready Mixed Concrete Association.

The deadline to enter is **Friday, December 4, 2009**. The **Excellence Imagined** themed Concrete Design Award Ceremony will take place on Friday, March 5, 2010 at the Chula Vista Resort in Wisconsin Dells.

The Call to Entries brochure is available to download from the web. For questions, please contact Cherish at cschwenn@wormca.com.

3rd Annual Parking Lot Promotion Academy to be Held December 4

The 3rd Annual Parking Lot Promotion Academy (PLPA) will be held on Friday, December 4 at the Western Technical College in La Crosse.

At the PLPA, local, regional, and national experts will help you better understand and respond profitably to the market forces currently in play. They will address parking lot design and construction issues, provide and train you to use subgrade and pavement analysis tools, discuss ACI 318, ACI 330, and share information about pervious concrete.

Producers are asked to invite a contractor to attend this important seminar with them. A registration form is available to download from the web site. Please contact Cherish at cschwenn@wormca.com if you have any questions.

Make sure to read Pat Bauer's Parking Lot Nuggets in the weekly *In the Mix*.

Save the Date - 60th Annual WRMCA Convention to be held March 4-5, 2010!

Mark your calendar now to join your fellow association members at the 60th Annual Wisconsin Ready Mixed Concrete Association Convention. The Convention will be held March 4-5, 2010 at the Chula Vista Resort in Wisconsin Dells.

The Chula Vista provides the total resort experience in the Wisconsin Dells. With its luxurious guest rooms, an indoor waterpark and world class dining all located along the beautiful Wisconsin River.

The room rate is \$95 plus taxes and fees but you must mention the WRMCA to get the rate. Reservations can be made by calling 800-388-4782. Cutoff Date for the WRMCA rate is **January 31, 2010**.

Watch for more information about the convention in the upcoming editions of *In the Mix*.

PROTECT YOUR INVESTMENT

Newly Updated Six Requirements For Quality, Exterior Concrete

Requirement #1

PROPER SUBGRADE PREPARATION

- Subgrade is the existing soil after the topsoil is removed.
- Any pockets of soft soil that cannot be uniformly compacted must be removed and replaced with suitable material such as compactable gravel.
- Slope the subgrade away from structures 1/4" per lineal foot to ensure good drainage.
- Never place concrete on frozen or muddy subgrade.

Requirement #2

PROPER SLAB DESIGN

- Use a minimum thickness of 4 inches.
- Control joints should be placed as soon as possible with a minimum depth of 1/4 the slab thickness never less than 1 inch.
- Joints should be spaced 2 to 2 1/2 the thickness of the slab converted to feet (example - 4"x2 1/2 = 10 feet). It should never be more than 15'.
- Aspect ratio should be maximum 1:1.5 (length to width ratio). Make sure to incorporate restraint points into your joint layout.
- As with the sub base, slope the concrete surface 1/4" per lineal foot.
- Isolation joints are required at existing slabs, structures, and objects. Isolation joints should run the full depth of the slab.

Requirement #3

PROPER CONCRETE MIX DESIGN

- The mix must be a maximum water/cementitious ratio of .45 air entrained concrete which would equate to a minimum of 4500 psi meeting the following requirements:
- Air content when placed: 6 percent, plus or minus 1 percent.
- Slump: 4 inches, plus or minus 1 inch.
- Coarse and fine aggregate: shall meet Wisconsin Department of Transportation specifications.
- **Note:** The air content and strength of the mix will be effected by any re-tempering water added at the jobsite.

Requirement #4

PROPER PLACING AND FINISHING

- Place the concrete as near to final position as possible.
- No finishing operations shall be performed when there is excess moisture or bleed water on the surface.
- The only finishing operations required are: screeding or strike-off; bull floating prior to the appearance of any bleed water; a waiting period for the water sheen to disappear; edging and jointing; and a broom texture (the safest and most durable final finish).
- Protection of the concrete from the hot sun, high winds, or freezing temperatures is required until the concrete has a chance to gain strength and cure properly.
- All concrete should be placed within 90 minutes from the time the truck was loaded. Hot-weather practices call for shorter placement time limits.

THE JOB IS NOT FINISHED YET!

REQUIREMENTS #5 AND #6 ARE ESSENTIAL IN CREATING A QUALITY EXTERIOR FLATWORK PROJECT.

Requirement #5

PROPER CURING

- The concrete must be cured immediately after finishing! Curing greatly increases the strength and durability of the concrete surface and its resistance to freezing and thawing as well as de-icer salts.
- Curing is a process where a satisfactory moisture content and temperature must be maintained for a period of time.
- There are several methods of curing, however the most common method is the use of high quality spray on curing compound applied at the manufacturer's recommendation (contact your local ready mix supplier to purchase this product).
- In spring and fall when average temperatures are below 50 degrees, use cold weather concrete practices to maintain temperature and cure the concrete for at least 7 days.

Requirement #6

CONSUMER SEALING & AFTERCARE

- Keep vehicles off of freshly placed concrete for at least 7 days.
- Freshly placed concrete should be sealed after allowing a minimum of 30 days to air dry. Consider resealing aged concrete every several years or as wear in high traffic areas begins to show. Follow manufacturer's recommendations (contact your local ready mix supplier to purchase this product).
- Sealing is a process where a protective coating or penetrating water repellent material is applied to keep moisture and contaminants out of the concrete.
- The use of down sprouts can help ensure that drain water does NOT undermine the slab which can cause settlement cracks.
- Prevent snow and ice from accumulating on the concrete especially the first winter. Sand can always be used for traction.
- **Never use de-icers containing fertilizer ingredients such as ammonium sulfate, ammonium nitrate, calcium chloride, and magnesium chloride. These chemicals WILL ATTACK AND DESTROY CONCRETE BY CHEMICAL REACTION. NEVER USE THESE PRODUCTS!**

The brochure is available for purchase in packs of 25. To order, please contact Cherish at cschwenn@wrmca.com or 608-250-6304.

TECHNICAL MARKETING REPORT

From the Desk of Pat Bauer...

As we head into the last 1/3 of 2009 we have some heavy work ahead of us, don't we? It has been a very tough year so far and looks to continue that way into the winter. There is no better time than now to put the push on for concrete parking lots with pervious concrete used in the parking stall areas. It is an excellent combination. It is a market area that some producer members have tapped to a point. O'Reilly Auto Parts, Kwik Trip gas stations, and A & W Root Beer restaurants are some potential customers for concrete parking lots. They all like to use concrete and need to be quoted! Do not pass on these opportunities if you see any in your market area. We can work on this together with your prime flat work contractor. This **TEAM** effort is part of what I discussed in my article recently in "In The Mix". That article was a prelude to our 3rd Parking Lot Promotion Academy set for December 4, 2009 in La Crosse. Make your plans to attend.

Getting back to the pervious and conventional concrete for parking lots brings up an interesting fact: the surrounding states are far ahead of our efforts in parking lot promotion – **but still only have 5%-15%** of their markets going concrete. We have about 3%-6% at this time based on information that I have received from you. **KEEP IN MIND THAT WE NEED THE PROJECT NAMES, YARDAGE, CONTRACTOR NAME, AND WHEN PLACED** for the concrete parking lot list (and the contractor list) for the web site. How else can we promote our product if we (I) do not have this information to use?

Unfortunately as we get pushed to get sales and jobs we forget to communicate that information to the WRMCA office. I am still waiting for information after a Regional meeting earlier this summer where I learned of several concrete parking lots – and drove to the locations to take pictures. Please continue to let me know of these projects.

Let's continue to work together to promote our product and take more from those "On the dark side". I look forward to hearing from you and I am ready to travel to assist you.

Fall notes on preventative maintenance:

Perhaps you have heard the radio ads (or seen the print ads) referring to taking care of your investment by cleaning and re-sealing your concrete driveway and other exterior concrete. Use this idea to improve your relationship with your contractors and their customers; it is good PR. If consumers call for information, be ready to provide them with the best product and process information that you have. Although temperatures are starting to drop there is still time for that good preventative maintenance to be accomplished; as long as temperatures stay above 40-45 degrees at night and the concrete is allowed to dry after the washing and cleaning process. Just a little work can keep their investment looking good for a long time.

The recommendations are to call their local ready mixed concrete association producer for products and services. Good luck and good success to you.

Pat Bauer can be reached via phone at 262-408-0667 or email at bauer@wormca.com

WRMCA BOARD OF DIRECTORS

2009 OFFICERS

President Bob Peters, Central Ready Mix
Vice President Gary Benjamin, Champion Concrete
Secretary/Treasurer Nicholas Rivecca, Sonag Ready Mix
Immediate Past President, Shawn Triller, Wingra Redi-Mix

BOARD MEMBERS

Keith Barghahn, Croell Redi-Mix
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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
Matt Schmitz, Schmitz Ready Mix
Steve Verrette, Verrette Materials
Roger Volden, Holcim (US)
Gary Wallis, St. Marys Cement

DATES TO REMEMBER

- Oct 5 Region 2 Meeting, Central Ready Mix, Milwaukee
- Oct 9 Region 3 Conference Call, 9am
- Oct 13 Technical Committee Meeting, Cabela's, Richfield, 10am
- Oct 14-16 League of Municipalities, Radisson Paper Valley Hotel, Appleton
- Oct 15 Region 5 Conference Call, 9am
- Oct 18-20 ConcreteWorks, Indianapolis, IN
- Oct 23 OES Meeting, WRMCA Office, Madison, 10am
- Nov 3 Region 4 Conference Call, 10am
- Nov 4 Strategic Planning Session, Pheasants at Large, Port Washington
- Nov 5 Board Meeting, Pheasants at Large, Port Washington
- Nov 12 Region 2 Meeting, Staples Marketing, Pewaukee, 1pm
- Nov 30 WRMCA Member Scholarship Applications Due
- Dec 4 Concrete Design Awards Due
- Dec 4 Parking Lot Promotion Academy, Western Technical College, La Crosse
- Dec 9 Convention Conference Call, 9am
- Dec 9 Region 1 Meeting, WRMCA Office, 11am
- Jan 14-15 WRMCA Technical Workshop, Wisconsin Dells
- Jan 21 Board Meeting, The Wilderness, Wisconsin Dells, 1pm
- Jan 28-29 WRMCA OES Workshop, Wisconsin Dells

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

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

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