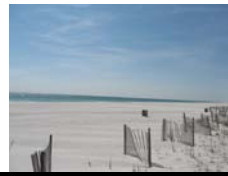




**2009  
Regional  
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**Association  
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**59th Annual  
Convention  
(see p. 6)**



# WRMCA SCOOP

**4th Quarter • DECEMBER, 2008 • <http://www.wrmca.com> • 800.242.6298**

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## PRESIDENT'S REPORT

It's Tuesday morning and Madison is receiving the first major snowstorm of the season. I am looking out my office window at a virtual whiteout. As I look over to our plant I see no movement. Normally this would cause an uneasy feeling in my stomach; but I know that, today, Mother Nature has taken control. All I can do is sit back and let her finish her business. Today's storm has taken our business away but, by tomorrow, we will slowly dig ourselves out and get back to our work.

Our industry has been in a very severe economic storm for the past year. It is not uncommon to hear of business being off by 40%. We are constantly peppered with bad economic news; bankruptcy, bailouts, layoffs, rising unemployment, the lending crisis, the housing crisis, and Wall Street's accompanying slide. Last week the National Bureau of Economic Research officially declared that the United States economy has been in recession since last December. I wasn't surprised, but this acknowledgement was long past due. It's hard to be positive when the storm is so intense, one wonders whether it will clear. We just keep digging. But, we can continue to dig because of the fine quality of people in our industry. We are used to hard work and long hours. We are accustomed to adversity.

The economic storm has been tough but, as we have endured, some good things have come from it. This situation has caused people in our industry to take a good hard look at all aspects of our business model and explore ways to streamline, restructure, and reduce both waste and redundancy. Because of the measures you have taken, the ready mix industry will be prepared to hit the ground running when this storm finally clears.

When will the storm clear? I don't have an answer, but we all have good reasons to be optimistic. Our current and incoming administrations are working together to address the problems our country is facing. Just imagine how much worse things could be if this wasn't happening. The incoming administration is assembling a group of people to lead us into the future who are very capable of helping our country dig out. Fuel prices, which we were told a few months ago would never come down are doing just that, at unprecedented rates and just when we need this most. Even more important to our industry is the expected infrastructure package that will pump up to a trillion dollars into the construction industry. Conservative estimates indicate this package will inject from 5 to 10 trillion dollars into the economy once things get going.

So, as I sit here waiting for the snowstorm to end, I know that soon the worst of our problems will be behind us. Soon, we will all be able to stop digging and start building. My best wishes to all our members and families for a happy holiday season.

Shawn Triller, President WRMCA

# ASSOCIATION NEWS

## 2009 WRMCA Executive Committee & Nominees Announced

The 2009 Executive Committee was recognized at the November 6<sup>th</sup> WRMCA Board Meeting held in Madison. The Committee will consist of: President: Bob Peters, Central Ready Mix, Vice President: Gary Benjamin, Champion Concrete, and Secretary/Treasurer: Nicholas Rivecca, Sonag Ready Mix.

Congratulations to the following members who were nominated to the Board of Directors for 2009.

### Producers:

Keith Barghahn, Croell Redi-Mix

Todd Brockman, MCC, Inc.

Matt Schmitz, Schmitz Ready Mix

### Associates:

Keith Nault, Solomon Colors

Gary Wallis, St. Marys Cement

The election for Board of Directors will take place at the Annual Meeting on March 17<sup>th</sup> in Pensacola Beach, FL.

## 9<sup>th</sup> Annual Technical Workshop set for January 29-30, 2009

The 2009 Technical Workshop will be held January 29-30 at the Wilderness Resort in Wisconsin Dells.

Sessions include:

- A review of the South Dakota deicer study by Larry Sutter of Michigan Tech University
- Contractor troubleshooting roundtable with Tom Geary, Tri-North Builders and Len Swederski, Swederski Concrete
- Pervious Concrete with David Mitchell, Bunyan
- QMP Updates with Wayne Chase and Jim Parry, WisDOT
- An interactive roundtable troubleshooting session.

The registration fee is \$150 for members. Hotel reservations can be made at the \$99 WRMCA rate until **December 31, 2008** by calling 800-867-9453. Make sure to ask for the room block under WI Ready Mixed Concrete. If you have any questions or to request a flyer, please contact Cherish at [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com).

## 6<sup>th</sup> Annual OES Workshop set for January 22-23, 2009

The Sixth Annual Operations, Environmental & Safety Workshop will be held at the Kalahari Wilderness Resort and Convention Center.

Sessions include:

- ANSI A-10 information on Ergonomics in
- Construction
- Hexavalent Chromium in Portland Cement
- Jobsite Washout
- Emergency Preparedness

A Record Keeping Seminar will be held on Friday from 8:15-11:45 pm.

The registration fee to attend the full workshop is \$150 for members. Hotel reservations can be made at the \$99 WRMCA rate until **December 31, 2008** by calling 877-253-5466. Make sure to ask for the room block under Wisconsin Ready Mixed Concrete Association. To request a flyer, please contact Kim at [knovak@wrmca.com](mailto:knovak@wrmca.com).

## Support the Organization that Supports Your Industry

Your Wisconsin Ready Mixed Concrete Association (WRMCA) serves as the key advocate for the Wisconsin and Michigan's Upper Peninsula (UP) ready-mix industry.

When you make your 2009 WRMCA dues investment, you are supporting the only organization advancing your company's and industry's interest 100% - 24/7/365 - recognized world-wide as the strongest Wisconsin/UP voice for ready-mixed concrete, a voice known and respected by state and local legislators and regulators, by building code and public works officials, and by national, regional, and local allied construction associations.

Your 2009 dues investments also delivers public relations, advertising, and technical education to construction professionals, homeowners, and the general public, creating, expanding, and defending local concrete markets and alerting prospective concrete customers of the value of doing business exclusively with WRMCA members.

Thank you for your continued support of the WRMCA.

# ASSOCIATION NEWS

## 2nd Annual Parking Lot Promotion Academy Wrap Up

The 2nd Annual Parking Lot Promotion Academy (PLPA) was held on Friday, December 12 at Northeast Wisconsin Technical College in Green Bay. Over fifty people, including technical students, attended the academy.

Pat Bauer kicked off the Academy with a presentation on ACI 330 Design and Construction of Concrete Parking Lots. Jon Hansen, NRMCA finished the morning with a session on Concrete Pavement Analysis software training.

In the afternoon, Pat presented a Concrete 101 session to the technical students while Jon showed attendees how to do concrete project cost analysis using the updated CPA software. Jon and Pat tied everything together with a recap on how to successfully promote concrete parking lots through the many resources available.

Heath Schopf, WCPA ended the day with a session on pervious concrete's benefits, applications, design, and maintenance. Overall the presentations were informative and the interaction from the attendees made the entire program a success.

Special thanks to John Zellner and Northeast Wisconsin Technical College for the use of their facility.

We look forward to continuing our parking lot promotion efforts and hope to see you at the 3rd Annual Parking Lot Promotion Academy scheduled to be held in western Wisconsin in December 2009.



## 2009 WRMCA ACI Concrete Field Testing Technician-Grade 1

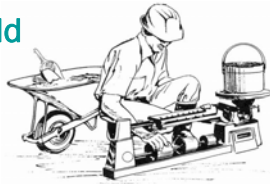
The flyer for the 2009 ACI Concrete Field Testing Technician - Grade 1

Certification is on the members home page. Dates & locations include: January 15, Milwaukee, February 26, Fifiield, March 26, Green Bay, April 23, Madison, May 28, Milwaukee, and June 4, Madison (testing for lab/students/summer hires).

Cost for WRMCA Members is \$325.

If you carry a current ACI, Concrete Field Testing Technician -Grade I certification, please be an examiner for 2009 classes. Please go to the WRMCA calendar of events for 2009 at [www.wrmca.com](http://www.wrmca.com) and click on 2009 Events Flyer to download a flyer.

ASTM C94 requires anyone testing concrete in the field to be certified through an ACI - accredited or equivalent program - this WRMCA program is the only such program offered in Wisconsin.



## OES Committee to Recognize Safe Drivers

The 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.

To download an application, please go to [www.wrmca.com](http://www.wrmca.com) and click on OES Information under the Members Only Section of the website. Deadline for submission is **December 31, 2008**.



# TECHNICAL MARKETING DIRECTOR REPORT

A specifications meeting was held at the Truax office of WISDOT on December 10<sup>th</sup>. Mike Hammit of Trierweiler, Scott Paque of MCC, and Shawn Triller of Wingra joined with me to represent WRMCA. Areas that were discussed included the QMP Concrete Structures, QMP Concrete Pavement, and QMP Concrete Ancillary specifications. Wayne Chase of the DOT had received calls on parts of these specifications during the past year and wanted input from WRMCA producer members, the WCPA staff, DOT staff, and consultants. No consultants attended. The 3.5 hour meeting spent a lot of time on structures details and specification confusion (consultant and contractor), pavement details of lot and sub lot, and ancillary specification (more formal QC plan, strength requirement on cylinders, and cylinder storage). Decisions were made on some of these items and the minutes and spec changes have been distributed for review. Once this review has finished the changes will be distributed to the Technical Committee and the membership. The changes are all positive and will not create further work for members.

As you know the plant certification for lesser critical ancillary concrete items has been replaced by a letter of compliance from producer members to the contractor. This is in effect as of the December DOT letting. The changes that we discussed on the 10<sup>th</sup> may not go into effect until the 2010 construction season. I will keep you advised as I learn more from the DOT.

We potentially will hold another Pervious Certification Program in February at Wingra Ready Mix in Madison. You will be notified through “In The Mix” when and if this will happen so those wanting this certification can sign up.

I have compiled a pervious project list that is now on our web site on the member page. If you have additional projects please notify me so we can add to this list. We are sharing this information with NRMCA for their national list. I am working to develop a state specification for pervious concrete that I hope to complete by early spring. There are more requests for this information each and every month.

I will also work to complete a concrete parking lot project list and have that placed on the web site for our promotion use. If you have projects that you would like added to that list when it is listed please let Cherish or I know those details and we will add it.

I am continuing to work on the Deicer Data Base with information that I get from the Counties and Municipalities. I hope to have this completed by late January even though obtaining information recently has been slow. I continue to pursue this data. It is posted on the member page under the Technical Committee on the web site and is being updated as I receive information.

Lastly, I want to thank all of the members for your patience while I was off work rehabilitating from my surgery. The surgery was successful. Thank you to all who called and offered words of encouragement.

Pat Bauer

# REGIONAL PROMOTION REPORT

Customer education through target markets directs 2009 regional promotion. To maximize your dues investment, support and participate in the regional promotion activities in your delivery and service areas:

**Six Steps to Quality Exterior Concrete** is slated to be finished in early January. The DVD is a product of Region 2 - Southeastern Wisconsin. Similar to the Region 2 Parking Lot DVD - Make a Great Impression, created in 2006, the DVD will feature locally based projects and testimonials. The DVD is slated to premiere at the annual MBA Show in Milwaukee and will be featured at the 2009 Technical Workshop.

**Region 1** will hold a quality concrete seminar on February 25 at Wingra Redi-Mix in Madison. Dan Large of Propex Concrete and John Morgan of Euclid Chemical will facilitate the seminar on proper placing and curing techniques. Associates are invited to exhibit at the seminar.

**Region 2** is exhibiting at the annual MBA Homebuilders Expo, January 8-11, at the Midwest Airlines Center in Milwaukee. Real-life examples of pervious concrete and an ICF display will be featured in the booth. Region 2 will hold their annual seminar on March 25 at the Waukesha County Expo. Dan Large of Propex Concrete and John Morgan of Euclid Chemical will educate attendees on quality exterior concrete and will do a concrete demonstration.

**Region 3** will hold a seminar on March 5 at Liberty Hall in Kimberly. Tom Geary of Tri-North Builders will present on how to achieve durable exterior concrete. Region 3 members plan to host their 3rd annual ICF Home Tour in spring of 2009.

**Region 4** is holding the first of two seminars on March 3 at Bay West College in Iron Mountain, MI. The second seminar will be held on March 4 at the Holiday Inn in Stevens Point. Tom Geary of Tri-North Builders is the featured speaker at both seminars and will focus on the do's and don'ts of proper concrete practices.

**Region 5** will hold three seminars in 2009: February 18 at the Holiday Inn in Black River Falls, February 19 at the Coachman's Supper Club in Baldwin and March 10 at the Comfort Suites in Hayward. Sessions include Back to Basics on Quality Concrete, Business 101, Deicer Study Analysis, and Quality Control and Promotion. Exhibitor opportunities will be available at all of the seminars. Door prizes will also be given away at each of the seminars.

Mark your calendars and plan on attending your region's promotional seminars in 2009.

They provide a great opportunity to not only learn but to network with your fellow ready-mixed producers and associates.

If you are not currently on your region's email distribution list or to get a copy of any of the seminar flyers, please contact Cherish at [cschwenn@wormca.com](mailto:cschwenn@wormca.com).

## *WRMCA BOARD OF DIRECTORS*

### **2008 OFFICERS**

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

### **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  
Nicholas Rivecca, Sonag Ready Mix  
Steve Verrette, Verrette Materials  
Roger Volden, Holcim (US)  
Gary Wallis, St. Marys Cement

# 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 about 70 degrees. For more information on what to do in the area, please go to [www.visitpensacolabeach.com](http://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](http://www.hilton.com) and type in Pensacola Beach.

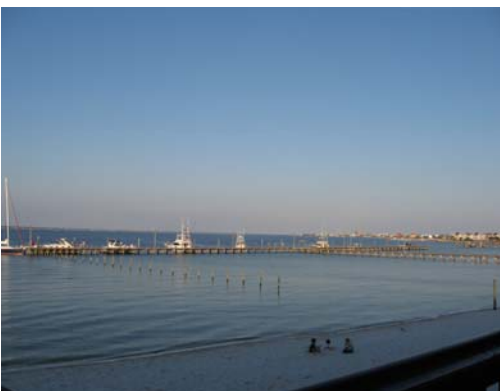
Afternoon activities that will be offered include golf at Tiger Point Golf Club, voted "Best of the Bay" in 2007. The course is located in Gulf Breeze, 20 minutes from the hotel. A 2-hour dolphin cruise aboard "Chase-N-Fins" in Pensacola Bay and Santa Rosa Sound will be available.

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

Informative topics scheduled include:

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

Sponsorships are available for breakfasts, lunches, and the keynote speaker. The sponsorship fee is \$500 and includes signage and acknowledgement at convention, recognition on WRMCA website, weekly ezine, quarterly newsletter, convention materials, and press releases pertaining to the



convention. A sponsorship form can be downloaded at [www.wrmca.com](http://www.wrmca.com), go to Members Home Page.

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.

A brochure is available to download from the website at [www.wrmca.com](http://www.wrmca.com). Please contact Cherish Schwenn, [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com) with questions.

# DATES TO REMEMBER

Jan 1	WRMCA Office Closed
Jan 6	Region 4 Conference Call, 10:00 am
Jan 8-11	MBA Home Builders Expo, Midwest Airlines Center, Milwaukee
Jan 14	Region 2 Meeting, HNI Risk Services, New Berlin, 10:00 am
Jan 15	ACI Certification, Milwaukee
Jan 20	Region 3 Conference Call, 9:00 am
Jan 22	WRMCA Board Meeting, 1pm, The Wilderness, Wisconsin Dells
Jan 22-23	6th Annual OES Workshop, Kalahari Resort, Wisconsin Dells
Jan 29-30	9th Annual Concrete Technical Workshop, The Wilderness, Wisconsin Dells
February 3-6	World of Concrete, Las Vegas
February 4	Region 1 Conference Call, 10:00 am
February 5	Convention Committee Conference Call, 10:00 am
February 10-12	WCPA Conference, Appleton
February 11	Promotion Committee Conference Call, 1:00 pm
February 18	Region 5 Seminar, Holiday Inn Express, Black River Falls
February 19	Region 5 Seminar, Coachman's Supper Club, Baldwin
February 25	Region 1 Seminar, Wingra Redi-Mix, Madison
February 26	ACI Certification, Fifiield
March 3	Region 4 Seminar, Bay West College, Iron Mountain, MI
March 4	Region 4 Seminar, Holiday Inn, Stevens Point
March 5	Region 3 Seminar, Liberty Hall, Kimberly

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).

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

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Visit [www.wrmca.com](http://www.wrmca.com) and download the latest issue of **Scoop** or archives of past editions.



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