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Convention
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WRMCA SCOOP

4th Quarter • December, 2009 • <http://www.wrmca.com> • 800.242.6298

PRESIDENT'S REPORT

In my almost 37 years in this industry, I can not remember a year that has such a traumatic effect on all of us and our industry. We have seen incredible change and incredible things happen. We have seen our 1st Black President of the United States. We have seen Brett Favre put on the colors of the enemy Minnesota Vikings, kick the Packers butts twice and take his new team to the Division Championship and who knows, maybe a Super Bowl. We have seen one of our greatest sports heroes show that he is actually human and is not the perfect golf robot that we all thought he was. Most of us have been challenged in ways that we would have never even dreamed of to cut costs and find ways to weather this economic downturn that has been the worst many of us have ever seen.

Challenges present opportunities. The opportunity to educate and to work together for the common good is definitely a strength that our group possesses. We have taken on the scaling issue that many of our members were involved in and used it as a chance to educate both our customers and ourselves and I think our industry will be better because of it.

Recently our Executive Director, Staff and volunteers took on a specification issue with the DOT that would affect many of our members that do that kind of work in the State. By working together it appears they will resolve the issue and make it better for all involved.

In November the WRMCA had a Strategic Planning meeting. It was planned and carried out by a member volunteering his time and talent, staff and many members that attended to help decide the direction of our Association in years to come.

We have all heard the phrase "what doesn't kill you makes you stronger". The WRMCA has now been in existence for over 70 years. I am continuously amazed and encouraged by the dedicated members, staff and volunteers that continue to step up and give of their talent and time for this Association. We are truly blessed and have so much to be thankful for. We will emerge from these times ever stronger and better able to promote our industry in the future.

The WRMCA continues to offer programs and support to our members that are second to none. Our members have responded by generously supporting our efforts which shows that they continue to find value in membership. The Executive Director, Executives, Board of Directors and committees have worked hard to ensure that we continue to provide the programs, information and support that our membership deserve.

2010 appears to be another year that may be a bit of a struggle. The WRMCA is very fortunate to have a talented group on our Executive Board and some new young talented individuals that will serve on the Board of Directors.

As my term as President comes to an end, I would like to say thank you to all of our members for the opportunity to serve as your President and for the trust and support you have all given me. I ask for all of your continued support and hope for a speedy economic recovery that will benefit our industry.

Have a prosperous New Year!

Bob Peters

WRMCA President

ASSOCIATION NEWS

WRMCA Welcomes New Members

The WRMCA is pleased to welcome new associate member:

- BT Squared, Madison

2010 WRMCA Executive Committee & Nominees Announced

The 2010 Executive Committee was recognized at the November 5th WRMCA Board Meeting held in Port Washington. The Committee will consist of: President: Gary Benjamin, Champion Concrete, Vice President: Nicholas Rivecca, Sonag Ready Mix, and Secretary/Treasurer: Keith Barghahn, Croell Redi-Mix.

Congratulations to the following members who were nominated to the Board of Directors for 2010.

Producers:

Tim Kieler, Kowalski-Kieler, Inc.
Mike Tews, Carew Concrete & Supply Co., Inc.
Todd Widdes, Todd's Redi-Mix, Inc.
Scott Zignego, Zignego Ready Mix, Inc.

Associates:

Dan Large, Propex Concrete
John Morgan, Euclid Chemical

The election for Board of Directors will take place at the Annual Meeting on March 4th in Wisconsin Dells.

10th Annual Technical Workshop set for January 14-15, 2010

The 2010 Technical Workshop will be held January 14-15 at the Kalahari Resort in Wisconsin Dells.

Sessions include:

- Building a Quality Concrete Mix using Cement and Cementitious Materials, Admixtures, and Aggregates
- Advancements in Fiber Reinforcement
- Curing Now - Sealing Later
- QMP Updates
- Petrography

The registration fee is \$150 for members. Hotel reservations can be made at the \$99 WRMCA rate by calling 877-253-5466.

If you have any questions or to request a flyer, please contact Cherish at cschwenn@wrmca.com or 608-250-6304.

Sign up for BUD

WRMCA has introduced a free lead referral service program for Wisconsin/UP construction projects called *Buildings Under Design* (BUD).

A web-based lead service that enables WRMCA concrete promoters to obtain information on projects long before plans have been made public, it allows WRMCA members to track local projects from conception to bidding.

To be added to this email distribution list, please contact Cherish at cschwenn@wrmca.com.

ASSOCIATION NEWS

WRMCA Pheasant Hunt - February 11, 2010

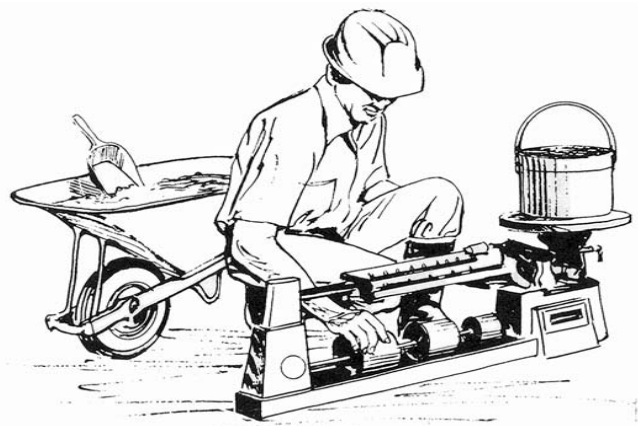
The Scholarship & Education Committee is hosting a WRMCA Pheasant Hunt on Thursday, February 11 at 8:00 a.m. The hunt will be held at Pheasants @ Large in Port Washington. The cost is \$600 per team of 6 hunters.

Tournament is 100 clay bird shoot and 30 birds in the field. 3 dogs max, bring your own dogs OR for an additional fee, contact Pheasants @ Large if dogs are needed.

Lunch and dinner will be provided. Rooms available at the Bunk House on a first come first serve basis, please contact Pheasants @ Large at 262- 658-7747 for further details.

A brochure with formal registration and details to follow shortly.

Contact Kim at knovak@wrnca.com or 608-250-6304.



ACI Concrete Field Testing Technician-Grade 1

The training course offers instruction in the basics of concrete testing procedures. Emphasis is placed upon practical information and skills which will help quality-control and testing personnel do their jobs more efficiently and accurately to ensure consistent, good quality concrete and reliable test results.

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.

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.

Your 2010 WRMCA dues investment supports the only organization advancing your company's and industry's interest 100% - 24/7/365 - recognized as the strongest Wisconsin/UP voice for ready-mixed concrete, a voice known and respected by legislators and regulators, by building code and public works officials, and by national, regional, and local allied construction associations.

Your 2010 dues investments delivers public relations, advertising, and technical education to construction professionals, homeowners, and public, creating, expanding, and defending local concrete markets and alerting concrete customers of the value of doing business exclusively with WRMCA members.

2010 WRMCA ACI Concrete Field Testing Technician-Grade 1

The flyer for the 2010 ACI Concrete Field Testing Technician - Grade 1 Certification is located at www.wrnca.com under 2010 Events. Dates & locations include:

- February 25th Rice Lake at Lehman's Super Club and Todd's Redi-Mix Concrete
- March 25th Green Bay at NWTC and Carew Concrete
- April 22nd Madison at Wingra Redi-Mix
- May 20th Milwaukee at HNI Risk Services and Central Ready Mix
- June 10th Madison at Wingra Redi-Mix

Cost for WRMCA Members is \$325.

If you carry a current ACI, Concrete Field Testing Technician -Grade I certification, please be an examiner for 2010 classes.

If you haven't signed up to help, please contact Kim at 608-250-6304 or knovak@wrnca.com.

REGIONAL PROMOTION REPORT

Customer education through target markets directs 2010 regional promotion. To maximize your dues investment, support and participate in the regional promotion activities in your delivery and service areas:

A radio ad promoting the use of the Six Steps was created through Statewide Promotion. The ad is aimed at informing consumers to go to the WRMCA web site to get the Six Steps DVD. This will ensure they are aware of what contractor should be doing to ensure a quality concrete driveway. The ad is available to be used by all of the regions starting in 2010.

Region 1 will hold a quality concrete seminar on February 24 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 holding their annual seminar on March 24 at the Waukesha County Expo. Topics will include minimizing callbacks, curing and sealing, OSHA update, and marketing 101. Exhibitors will be invited to participate.

Region 3 will hold a seminar on March 9 at Liberty Hall in Kimberly. The seminar will focus on promotion of parking lots and curing/sealing.

Region 4 is holding the first of two seminars on March 16 at the Ramada in Stevens Point. The second seminar will be held on March 17 at the Wild Eagle Lodge in Eagle River. The seminars will discuss the six requirements for quality concrete, troubleshooting issues, and life cycle cost analysis.

Region 5 will hold a seminar in conjunction with Region 1 on February 9 at Croell Redi-Mix in La Crosse. 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.

Mark your calendars and plan on attending your region's promotional seminars in 2010. 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.

Technical Trouble Shooting Kit

A trouble shooting kit has been created that contains several items for use in troubleshooting concrete problems as discussed in past Technical Committee meetings.

Included is a summary of points from the Six Requirements Brochure and ACI 318 and ACI 302 and CIP's from NRMCA; Comm 21 from the Wisconsin Administrative Code; the South Dakota Research Brief from professor Sutter of Michigan Tech; the WRMCA Statement of Responsibilities; the Six Requirements Brochure; and a Diagnostics Check List to use as a guide in troubleshooting.

The trouble shooting kit is located under the Members Only section under Technical Committee.

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
Todd Brockman, MCC, Inc.
Ritch Dembinsky, Meyer Material Company
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
Matt Schmitz, Schmitz Ready Mix
Steve Verrette, Verrette Materials
Roger Volden, Holcim (US)
Gary Wallis, St. Marys Cement
Todd Widdes, Todd's Redi-Mix

60th Annual WRMCA Convention

Charting the Course

Plan now to join your industry partners for networking, educational opportunities, and awards at the upcoming 60th Annual WRMCA Convention.

The 2010 Annual Convention will be held March 3-5 at the Chula Vista Resort in Wisconsin Dells. The Chula Vista is located along the Wisconsin River provides the most complete resort experience in Wisconsin Dells. With its luxurious guest rooms and suites, it features a fun-filled indoor water park and world class dining at the Kaminski Brothers Chop House.

Schedule

For those of you coming in early, the convention will start with a welcome reception and registration on Wednesday, March 3 from 8:00-9:30 p.m. Registration and breakfast will be held on Thursday, March 4 from 7:30-8:30 a.m. Sessions will run on Thursday through 4:00 p.m. followed by a We're Partners Reception and dinner. Friday will feature the 30th Annual Concrete Design Awards during the morning and include a lunch. The convention will wrap up at 3:30 p.m.

New this year! Associate companies are invited to exhibit during the convention. Exhibit time is scheduled on March 4 from 7:30-8:30 a.m., 11:45-12:45 p.m., 2:00-2:45 p.m. and on March 5 from 7:30-8:30 a.m. Companies may set up their booths starting at 9:00 p.m. on March 3 or 6:30 a.m. on March 4. Exhibitor registration includes a skirted table, chair, and electricity if requested.

Topics

The 60th Annual WRMCA Convention will include sessions on Sustainability, Employment Law, Caring for Concrete, and Operations, Environmental, and Safety. Back by popular demand is Larry Helms, keynote speaker from the 2007 WRMCA Convention.

You won't want to miss the 30th Annual Concrete Design Awards that will be held on Friday, March 5. Architects, Contractors, Engineers, Owners, and WRMCA Member Ready Mixed Producers will be recognized for their unique and outstanding use of ready-mixed concrete.

Hotel

Chula Vista Resort
Hwy 13 North
Wisconsin Dells, WI
Reservations - 800-388-4782 Fax - 608-254-7653
Website - <http://www.chulavistaresort.com/>
Room Rate
\$95 plus taxes & fees



Please mention WRMCA to get the discounted rate. Cutoff Date for WRMCA rates is January 31, 2010. Check in time - 4:00 pm/Check out time - 10:30 am

Registration

Registration forms have been sent out both electronically and in the mail. A form will be added to the web site shortly. For questions or more information, please contact Cherish at cschwenn@wrnca.com or 608-250-6304.

We hope to see you there!

PROTECT YOUR CONCRETE INVESTMENT!

A concrete project is not complete until all Six Steps to Quality Concrete are followed. Make sure your concrete is properly cured and sealed.

The best way to protect your concrete investment is to be knowledgeable on its proper installation and aftercare. There are six requirements to achieve quality exterior concrete flatwork. The contractor who places the concrete must follow the first five requirements. You will want to make sure before his job is done that he has fulfilled the fifth requirement – *Proper Curing*. This requirement includes the following:

- 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 7 day minimum.
- There are several methods of curing however the most common method is the use of a 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.

After the contractor applies a curing compound to the concrete, directly after the final finishing step, the number six requirement - *Consumer Sealing and Aftercare* should begin. Proper Sealing & Aftercare involves the following items:

- 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 spouts 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 during the first winter.
- NEVER allow the use of de-icing chemicals 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!

It is recommended that you seal your concrete every two to five years, preferably in September, depending on the type of product used. Concrete like any natural material must be protected against freeze-thaw cycles and chemical de-icers that are used. As the concrete sealer wears from year to year a new layer of water repellent sealer should be applied to increase the longevity of the concrete surface.

For more information, contact your local WRMCA ready-mixed producer or go to www.wrmca.com.

The above document was put together by the Technical Committee for members' use. This document can and should be used to hand out to contractors and/or consumers. It is located on the WRMCA web site at http://www.wrmca.com/cmt_drivewaycare.htm.

DATES TO REMEMBER

- Jan 11 Region 3 Conference Call, 9am
- Jan 14-15 WRMCA Technical Workshop, Wisconsin Dells
- Jan 20 Scholarship Committee Meeting, Central Ready Mix, Milwaukee, Noon
- Jan 21 Board Meeting, The Wilderness, Wisconsin Dells, 1pm
- Jan 27-28 Conex Wisconsin, Wisconsin State Fair Park, West Allis
- Jan 28-29 WRMCA OES Workshop, Wisconsin Dells
- Feb 2-5 World of Concrete, Las Vegas
- Feb 9 Region 1 & 5 Co-sponsored Seminar, Croell Redi-Mix, La Crosse
- Feb 11 WRMCA Pheasant Hunt, Pheasants at Large, Port Washington
- Feb 17-18 WCPA Annual Concrete Pavement Workshop, Radisson Paper Valley Hotel, Appleton
- Feb 24 Region 1 Seminar, Wingra Redi-Mix, Madison
- Feb 25 ACI Certification, Rice Lake
- March 4-5 WRMCA Annual Convention, Chula Vista, Wisconsin Dells
- March 5 30th Annual Concrete Design Awards
- March 9 Region 3 Seminar, Liberty Hall, Kimberly
- March 14-16 NRMCA Annual Convention, Austin, TX
- March 16 Region 4 Seminar, Ramada, Stevens Point
- March 17 Region 4 Seminar, Wild Eagle Lodge, Eagle River
- March 24 Region 2 Seminar, Waukesha County Expo, Waukesha
- March 25 ACI Certification, Green Bay

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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Visit www.wrmca.com and download the latest issue of **Scoop** or archives of past editions.



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