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Convention
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WRMCA SCOOP

4th Quarter • December, 2010 • <http://www.wrmca.com> • 800.242.6298

PRESIDENT'S REPORT

It has been ten months since my induction on 3/4/10 at the Annual Meeting in Chula Vista. As new Officers and Board, we committed to our members that we would *dare to challenge* and *dare to change*. In 2010 as an organization we have challenged the process and dared to change. Coming into 2010 we presented a budget that included many difficult decisions. Fiscal year 2010 will end in good shape and be reflective of the original budget. We have recently completed a conservative 2011 budget that will serve WRMCA well and maintain our mission.

WRMCA has much to offer all our members as we advance our industry through legislative action, promotion, and education. I want to acknowledge all the Committee Chairman and all who serve with them. You are the heart and sole of this organization and produce value for our members time and again!

My number one goal this year was Legislative Advocacy. Elections have consequences! Through the WRMCA CONDUIT, we raised in excess of \$20,000 and supported our new Governor-Elect *Scott Walker* with an August reception in Milwaukee during the Primary.

On February 17, 2011 we have scheduled a WRMCA "March the Hill" event in Madison to meet our Senators and Assemblymen. I urge all of you to attend and represent your Company and WRMCA. Many of these folks are new and your message is very well received when you visit them in their office. We are working on legislative "drafts" that may be ready to communicate with them during your visit. Collectively, we can help bring about change that is good for our State and Industry. I again ask our entire member Families to invest in the 2011 CONDUIT. We need to start now for the next election cycle.

As a member, I urge you to participate in the many wonderful programs offered by WRMCA. Better yet, volunteer your time and talent to one of our committees. The reward for participating in this Association in Priceless! When you give the better portion, you receive the better portion.

Our Executive Director, Pat Essie and his very competent, talented, and professional staff of Kim, Cherish and Erin serve us well! They, your Board of Directors, and Committee Chairmen all work very hard to ensure that our Association is one of the Best. I acknowledge all of them for their dedication and leadership.

As my term of President comes to an end, I would like to say thank-you to all of our members for the privilege to serve you, your Company, and WRMCA. Please stay informed, engaged, and supportive of our industry and Association. I am looking forward to seeing many of you at our Annual meeting in Naples, FL on 2/27/11 thru 3/2/11.

Have a Merry Christmas and a Happy & Prosperous 2011
Gary R. Benjamin, WRMCA, President

ASSOCIATION NEWS

WRMCA Pheasant Hunt - February 1, 2011

The Scholarship & Education Committee is hosting the 2nd Annual WRMCA Pheasant Hunt on Tuesday, February 1 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. 2 dogs maximum per team is allowed. If you don't have access to dogs, you can hunt without them or contact Dan Large at info@pheasantsatlarge.com or 262-685-7749.



Tournament score will be measured on several stations throughout the day including but not limited to a traditional field hunt, a driven bird hunt, and a clay bird shoot.

Lunch will be provided midday and a pheasant dinner will follow the hunt at about 4:30 pm. The awards ceremony will immediately follow the dinner.

Overnight accommodations are available at the Bunkhouse on a first come first serve basis. View the facility at <http://www.thebunkhouse.us/>. Reservations can be made by emailing Dan at the contact information above.

A Texas Hold'em tournament may be held after dinner. Please specify how many team members would be interested in playing (anyone can join the card tournament even if they do not hunt).

A registration form can be downloaded from www.wrmca.com. For questions, please contact Kim at knovak@wrmca.com or 608-250-6304.

11th Annual Technical Workshop set for February 17-18, 2011

The 11th Annual Technical Workshop will be held February 17-18 at the Kalahari Resort in Wisconsin Dells.

Sessions include:

- Industry Update
- Cementitious Materials & EPA Update
- Specifications & Codes for Concrete Construction
- Cure & Seal for Durable Concrete
- Parking Lot Update
- WisDOT Update
- WCPA/WRMCA Position Statements
- Concrete Surface Repair & Restoration

The registration fee is \$150 for members. Hotel reservations can be made at the \$99 WRMCA rate for Wednesday and Thursday by calling 877-253-5466. Make sure to ask for the room block under WI Ready Mixed Concrete. The deadline to guarantee the discounted rate is **Monday, January 17, 2011**.

A flyer is available to download from the WRMCA web site. If you have any questions, please contact Cherish at cschwenn@wrmca.com or 608-250-6304.

8th Annual OES Workshop set for January 13-14, 2011

The 8th Annual OES Workshop will be held January 13-14 at the Kalahari Resort in Wisconsin Dells.

Topics include:

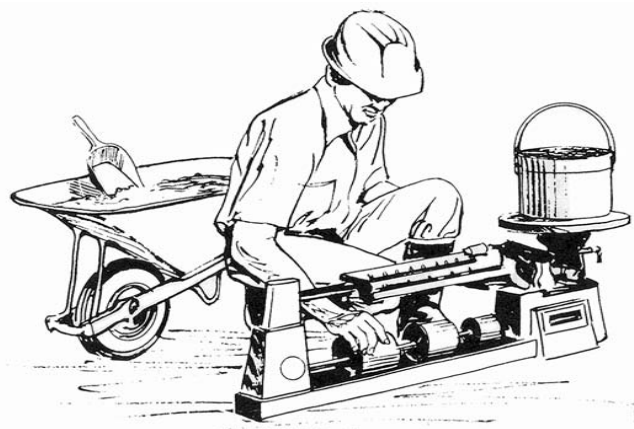
- DOT Overviews – CSA affecting motor carriers and drivers & PSP
- OSHA Back to Basics: Penalties – what, where & how, Noise-information on inspections, Lock-Out Tag-Out
Hazard Awareness and Communication/GHS
- **Environmental Update:** Tier II, Fly Ash, Storm Water, Jobsite Washout, EEP's – Erosion and Storm Water Plans

Prepare yourself and protect your business for only \$150 per attendee. You will take back tools, training and education to your individual members companies.

Please note hotel reservations can be made at the \$102 discount rate for Wednesday & Thursday evening and \$179 for a suite on Thursday & Friday evenings. The Kalahari Resort's reservation number is 877-5253-2427 - be sure to ask for the WRMCA room block.

A registration form is available on the WRMCA web site. Please contact Kim at knovak@wrmca.com or 608-250-6304 for more information.

ASSOCIATION NEWS



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 2011 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 2011 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.

Sign up for BUD

WRMCA offers 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@wormca.com or 608-250-6304.

2011 WRMCA ACI Concrete Field Testing Technician – Grade 1

The flyer for the 2011 ACI Concrete Field Testing Technician – Grade 1 Certification is located at www.wormca.com under 2011 Events. Dates & locations include:

- Jan 6th Milwaukee at HNI Risk Services and Prairie Materials
- February 24th Rice Lake at Lehman's Super Club and Todd's Redi-Mix Concrete
- March 10^h Green Bay at NWTC and Carew Concrete
- April 21st Eagle River at Wild Eagle Lodge and Northern Lakes Concrete
- May 19th Milwaukee at HNI Risk Services and Schmitz Ready Mix
- June 9th 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 the 2011 classes.

To sign up and help, please contact Kim at 608-250-6304 or knovak@wormca.com.

REGIONAL PROMOTION REPORT

Customer education through target markets directs 2011 regional promotion. To maximize your dues investment, support and participate in the regional promotion activities in your delivery and service areas:

Statewide Promotion is adding two radio ads to its series of Concrete Service Announcements in 2011. The first radio ad will encourage consumers to go to the WRMCA web site to find a contractor. Statewide will run this ad throughout the state and UP. The second ad will educate consumers on the importance of having their exterior concrete cured to obtain its maximum strength and durability. Both radio ads will be available for regions to use.

Region 1 is planning to run a spring print ad in regional papers promoting concrete's many benefits including durability and cost effectiveness.

Region 2 will be running the newly created radio ads (contractor) in the spring and (curing) in the fall.

Region 3 will hold a seminar on March 8 at Liberty Hall in Kimberly. The seminar will focus on Proper Placing and Finishing as well as Financial Issues.

Region 4 is planning to host an ACI Flatwork Certification in mid March in the Wausau area. Dates and locations are currently being finalized. The region may run radio ads promoting driveways and parking lots in in the spring.

Region 5 plans to participate in three local home shows in 2011 - Heart of the North at Cameron High School on March 5-6, St. Croix Valley Home Builders at the Hudson Sports Center on March 19-20, and the Greater La Crosse at the La Crosse Center from March 25-27.

Mark your calendars and plan on attending your region's promotional events in 2011. They provide a great opportunity to not only learn but to network with your fellow ready-mixed producers, associates, and customers.

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 or 608-250-6304.

Special thanks to the following chairmen for their hard work in guiding the promotional efforts in their regions.

Regional Chairmen

Region 1 - Dave Kepler, Buzzi Unicem & Tim Kieler, Bard Materials

Region 2 - Mark Larsen, Jackson Concrete & Keith Nault, Solomon Colors

Region 3 - Roger Volden, Holcim (US)

Region 4 - Bob Wells, County Materials

Region 5 - Ron Gjerner, American Materials & Scott Grams, GRT Admixtures

WRMCA BOARD OF DIRECTORS

2010 OFFICERS

President Gary Benjamin,
Champion Concrete

Vice President Nicholas Rivecca,
Sonag Ready Mix

Secretary/Treasurer Keith
Barghahn, Croell Redi-Mix

Immediate President Bob Peters,
Prairie Material

BOARD MEMBERS

Todd Brockman, MCC, Inc.

Jason Chilson, WR Grace

Tim Kieler, Kowalski Kieler, Inc.

Dan Large, Propex Concrete
Systems

Joe Marx, Dodge Concrete, Inc.

Keith Nault, Solomon Colors

Brad Oertel, Wisconsin Cement
Company

Matt Schmitz, Schmitz Ready
Mix

Mike Tews, Carew Concrete

Steve Verrette, Verrette
Materials

Roger Volden, Holcim (US)

Gary Wallis, St. Marys Cement

Todd Widdes, Todd's Redi-Mix

Scott Zignego, Zignego Ready

61st ANNUAL WRMCA CONVENTION

Plan now to join your comrades for sun, networking, and informative sessions at the 61st Annual WRMCA Convention.

The 2011 Annual Convention will be held February 27-March 2 at the Naples Beach Hotel and Golf Club in Naples, FL.

The convention is being held in conjunction with the Illinois Ready Mixed Concrete Association.



Restaurants, shops, and entertainment are plentiful in Naples. Average temperature in late February and early March is about 68 degrees. For more information on what to do in the area, please go to

<http://www.paradisecoast.com>.

The Naples Beach Hotel and Golf Club is a 35 minute drive from the Southwest Florida International Airport (Fort Myers). The resort offers an onsite championship golf course, luxury day spa, swimming pool, fitness center, four restaurants, beach bar, retail shops, and beach access.

To view the hotel, please go to <http://naplesbeachhotel.com/>.

Sunday, February 27 will kick off with registration from 6:00 – 8:00 pm with a welcome reception sponsored by We're Partners. Sessions will run from 8:00 am to 11am daily, Monday and Tuesday. Sessions will end at 10:00 am followed by Golf on Wednesday. The convention will conclude with a reception, board recognition dinner, and poker tournament on Wednesday night.



Informative topics scheduled include:

- * **Promotion Opportunities**
- * **Fly Ash Update**
- * **Contractor Promotion**
- * **OES Update**
- * **Legislative Update**
- * **Annual Meeting**
- * **10,000 Year Old Concrete**

A room rate of \$199/night plus taxes will be available 3 days prior, during, and after the convention. Please mention the WRMCA room block and make your reservation by **Friday, January 28** to guarantee you get the discounted rate.

Registration is \$300 per member, \$200 per guest and \$120 for golf on Wednesday. Registrations need to be received by **Thursday, February 17**. Forms with payment can be faxed to 608-251-8192 or mailed to WRMCA, 16 N. Carroll Street, Madison, WI 53703.

A brochure can be downloaded at www.wrmca.com, click on the convention information box. Please contact Cherish at cschwenn@wrmca.com or 608-250-6304 for more information.

We hope you can join us for some fun in the sun!



OES NEWS

U.S. Department of Transportation – CSA Motor Carrier Ratings Go Live

Data on the safety performance of motor carriers have been compiled into Behavior Analysis and Safety Improvement Categories – dubbed BASICs by the agency. The public can view a motor carrier’s performance in all but a couple of the BASIC categories: cargo and crash indicator. Visit <http://ai.fmcsa.dot.gov/sms/> to view your company’s performance.

The seven categories include:

- * **Unsafe driving (Parts 392 and 397);**
- * **Fatigued driving (Parts 392 and 395);**
- * **Driver fitness (Parts 383 and 391);**
- * **Controlled substances/alcohol (Parts 382 and 392);**
- * **Vehicle maintenance (Parts 393 and 396);**
- * **Cargo related (Parts 392, 393, 397 and hazmat); and**
- * **Crash indicator.**

IRS Tax Credit: HIRE Act

Please see the following link from the IRS regarding 2010 Tax Credits for employers and employees.

<http://www.irs.gov/businesses/small/article/0,,id=220745,00.html>

HIRE Act: Questions and Answers for Employers

Under the Hiring Incentives to Restore Employment (HIRE) Act, enacted March 18, 2010, two new tax benefits are available to employers who hire certain previously unemployed workers (“qualified employees”).

The first, referred to as the payroll tax exemption, provides employers with an exemption from the employer’s 6.2 percent share of social security tax on wages paid to qualifying employees, effective for wages paid from March 19, 2010 through December 31, 2010.

In addition, for each qualified employee retained for at least 52 consecutive weeks, businesses will also be eligible for a general business tax credit, referred to as the new hire retention credit, of 6.2 percent of wages paid to the qualified employee over the 52 week period, up to a maximum credit of \$1,000.

FAQs About Qualified Employees:

<http://www.irs.gov/businesses/small/article/0,,id=220749,00.html>

Questions and Answers for:

- [Payroll Tax Exemption for Hiring Unemployed Workers](#)
- [Business Credit for Retention of Certain Newly Hired Individuals in 2010](#)

HIRE News Releases:

- [Special Payroll Tax Exemption Form Now Available](#)
- [Two New Tax Benefits Aid Employers Who Hire and Retain Unemployed Workers](#)

References/Related Topics:

- [Businesses with Employees](#)
- [Draft revised Form 941](#)
- [Form W-11](#)

LEGISLATIVE UPDATE

WRMCA to Host Statewide Legislative Day in Madison

The Wisconsin Ready Mixed Concrete Association will be hosting a statewide legislative day on Wednesday, February 16 in Madison. The event will begin with a luncheon at the Madison Concourse Hotel and then everyone will “Hike the Hill” to the Capitol to meet with their area legislators.

The WRMCA's legislative committee has made this event a priority for our association's legislative goals in 2011. The WRMCA has been striving to become the voice for “all things concrete” in Wisconsin, and this includes our elected officials. In 2010, the WRMCA doubled its political fundraising effort, participating in dozens of campaign events in support of those who support our industry. Recognizing that to achieve our goal of being the voice of “all things concrete” takes the time, talent and treasure of each of its members, the WRMCA will continue our outreach to members and elected officials alike, asking that all who are a part of the WRMCA participate in our legislative efforts.

Flyers for this event will be sent out after the first of the year. Our goal is to have one WRMCA member attend from each legislative district, thereby touching every elected official in Wisconsin. Your participation in this event is crucial for this industry to remain at the forefront of legislator's minds when issues relating to our profession are introduced. We encourage you to attend and take part in this important legislative event.

WRMCA's 2011 Conduit Drive Underway

The Wisconsin Ready Mixed Concrete Association would like to thank all of the WRMCA conduit contributors for 2010:

Platinum Contributors - \$1,000+ – Gary Benjamin, Champion Concrete, John Carew, Carew Concrete & Supply Co., Kurt Croell, Croell Redi-Mix, Mark & Ruth Guenterberg, Okauchee Redi-Mix, Greg Horbach, St. Mary's Cement, Jesse Jacobs, Otto Jacobs, Tim Kieler, Bard Materials, Portland Cement Association, Nicholas Rivecca, Sonag Ready Mix, Alan Schmitz, Schmitz Ready Mix, Matthew Schmitz, Schmitz Ready Mix, Bob Shea, Wingra Redi-Mix, Irene Streblow, Bill Verrette, Gillett Cement Products, and Steve Verrette, Verrette Materials

Gold Contributor - \$500-999 – Dave Flynn, Green Valley Ready Mix, Mike Harvey, Van Der Vaart, and Gary Wallis, St. Mary's Cement

Silver Contributor - \$250-499 – Andrea Breen, Lafarge, Brett Heinlein, Lafarge, Dave Kepler, Buzzi Unicem, Greg Knorr, Wisconsin Valley Concrete, Greg Leiteritz, St. Mary's Cement, Jim Melvin, Melvin Companies, and Roger Volden, Holcim

Bronze - \$100-249 – Mark Collett, Lafarge, Jay Fricke, R&J Fricke, Harry North, Wisconsin Valley Concrete, Brad Oertel, Wisconsin Cement Company, Erik Skowronek, Lafarge, Tom Schmit, Lafarge, and Mike Tews, Carew Concrete

Other Contributors – Bob Peters, Prairie Material and Rick Ross, Oshkosh Truck

Our conduit fundraising doubled in 2010 and our participation in fundraising activities followed along with it. We would like to continue this trend in 2011 and beyond. We encourage all members to participate in the conduit and share in the events and communications that are made when members get involved. Details on how you can get involved in becoming a WRMCA conduit contributor for 2011 and to print a conduit form, go to

http://www.wrmca.com/cmt_legislative.htm.

Thank you again to those who have made history in 2010 by contributing to the WRMCA conduit and we look forward to seeing you at future WRMCA fundraising events.

DATES TO REMEMBER

Jan 6	Promotion Conference Call, 9am
Jan 6	ACI Concrete Field Testing Technician, Milwaukee
Jan 11	Region 4 Conference Call, 9:30am
Jan 13	WRMCA Board Meeting, Kalahari Resort, Wisconsin Dells, 1pm
Jan 13-14	WRMCA OES Workshop, Kalahari Resort, Wisconsin Dells
Jan 17-21	World of Concrete, Las Vegas
Feb 9-10	WCPA Workshop, Radisson Paper Valley, Appleton
Feb 16-17	ACI Flatwork Certification, Kalahari Resort, Wisconsin Dells
Feb 17-18	WRMCA Technical Workshop, Kalahari Resort, Wisconsin Dells
Feb 24	ACI Concrete Field Testing Technician, Rice Lake
Feb 27-March 2	IRMCA/WRMCA Annual Convention, Naples Beach Hotel & Golf Club, Naples
March 8	Region 3 Seminar, Liberty Hall, Kimberly,
March 10	ACI Concrete Field Testing Technician, Green Bay
March 15	Technical Committee Meeting, Cabela's, Richfield
March 19-21	NRMCA Annual Convention, Las Vegas
March 22-26	CONEXPO, Las Vegas
April 21	ACI Concrete Field Testing Technician, Eagle River
May 4-5	AIA Expo, Monona Terrace, Madison
May 19	ACI Concrete Field Testing Technician, Milwaukee
June 9	ACI Concrete Field Testing Technician, Madison

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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